



An Exploratory Study of the Impact of Social Media Strategies on Building Brand Equity

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I hereby declare that the Research Report submitted on 6 November 2017 for the BA Strategic Brand Communications 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.

ABSTRACT

Social media platforms can be used by both consumers and brands to improve and enhance two-way communication within a digital environment (Wilson 2016). Today, these platforms are used by consumers to express their opinions and beliefs or experiences with brands. Brand managers do not utilize social media strategies as effectively and efficiently as they could in order to build brand equity (Tsimonis & Dimitriadis, 2013). This may be due to a lack of understanding of how social media strategies can be successfully implemented to build brand equity amongst consumers (Fournier & Avery, 2011). Following an interpretivist investigation paradigm, with a qualitative approach, using an exploratory design the researcher aimed to explore how social media strategies can be an asset to build brand equity. The study focused Quick Service Restaurant consumers who engage with the Nando's social media strategies. Nando's has been selected as a brand to research in this study as it implements successful integrated social media strategies to build brand equity. The researcher used availability sampling and snowball sampling to gather data from an online questionnaire that was posted on Facebook to understand the online behavior of South African consumers aged 25-35 years. The researcher's key findings were that the social media strategies of Nando's are not valued as much by the participants because they do not have a behavioral attachment to the posts, images or videos. Most of the participants do not feel that Nando's are special to them but do acknowledge the fact that Nando's is a South African grown brand and is therefore more than just a product. The participants can associate with other users of the brand because they relate to where they live, their personality style and sense of humor as well as their love for food.

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CHAPTER 1: INTRODUCTION

For the purpose of this study an exploratory cross-sectional study was conducted to gain an in-depth understanding of how social media strategies can be an asset to build brand equity. The anticipated contribution of this study was to contribute to the body of knowledge regarding social media strategies and brand equity. In this chapter, an introduction to the background, rationale, problem and purpose statement, conceptualization of the key concept as well as an overview of the research methodology of the research study is presented.

1.1. CONTEXTUALIZATION

Today, more consumers are engaging with brands on social media platforms. These platforms are used by consumers to express their opinions and beliefs or experiences with brands. Social media platforms can be used by both consumers and brands to improve and enhance two-way communication (Wilson 2016). Brands have the opportunity to instantly communicate and engage with consumers. Product updates and/or news can be shared by consumers with their acquaintances that further increases brand awareness (Wilson 2016).

Nando's has been selected as a brand to research in this study as it implements successful integrated social media strategies to build brand equity. The global chicken restaurant group has successfully utilized social media strategies to engage with and communicate to their target audience to build brand equity. Nando's offers both in-store dining and drive-through options. The restaurant is known for its Peri-Peri flame-grilled chicken and is well known amongst South African consumers dining in Quick Service Restaurants.

In 2016, the brand has been voted by the South African Customer Satisfaction Index (SACSI) in second place for the restaurant industry with an 83 out of 100 satisfaction score (Skade 2016). In 2015, Nando's received a PRISA PRISM reward for its ability to create word-of-mouth through creative social media strategies. The campaign resulted in an increase of followers, views and shares (PRISM 2015). The brand's campaigns are creative and trendy, which motivates users to engage and share the branded content.

These campaigns are customer-centric, focus on placing the needs of the customer at the forefront and resonate with its customer (News24 2012).

An exploratory cross-sectional study was conducted to gain a deeper understanding of how social media strategies can be an asset to build brand equity to contribute to the body of knowledge regarding social media strategies and brand equity. For the purpose of this study, the social media strategies of Nando's were researched.

1.2. PROBLEM STATEMENT

Brand managers do not utilize social media strategies as effectively and efficiently as they could in order to build brand equity (Tsimonis & Dimitriadis, 2013). A consumer's perceived value of a food offering in the Quick Service Restaurant industry grows as the level of satisfaction from the food offering increases (Oni, 2014). Social media platforms are used by consumers to express their wants, needs and desires or experiences with brands. Therefore brand managers working in the South African Quick Service Restaurant industry can add value to their product offering through social media strategies if they implement social media strategies according to the consumer's wants, needs and perceptions (Birkett, 2016). If a brand successfully influences the perceptions of the consumer to gain strong brand equity, the consumer may be more loyal to the brand, which results in word-of-mouth and user generated content for the brand (Keller, 2013). The problem statement for the research study is outlined below:

To understand how the Social media strategies of Nando's can be used to build brand equity.

1.3. RATIONALE AND RELEVANCE

There is a lack of understanding of how social media strategies can be successfully implemented to build brand equity amongst Quick Service Restaurant consumers (Fournier & Avery, 2011). The intent of this exploratory cross-sectional study was to gain a deeper understanding of how these strategies of Nando's can be an asset to build brand equity. The aim was to contribute to the body of knowledge regarding social media strategies and brand equity.

1.3.1. Research Question

A research question addresses the issues of the research problem and is directly related to the problem statement. A research question guides the researcher to indicate what data needs to be collected during the research study (Bezuidenhout & Davis, 2014, p. 64). The research question for the study is as follows:

1. Are the social media strategies of Nando's applied to build brand equity amongst Quick Service Restaurant consumers?

1.3.2. Research Objectives

Research objectives formulate the research question into a research aim to guide the researcher while conducting the study (Payne, 2014). The research objectives are as follows:

- 1.1. To explore if the sample is aware of the Nando's social media strategies;
- 1.2. To explore if the sample values the Nando's social media strategies;
- 1.3. To determine if the sample engages with the Nando's social media strategies;
- 1.4. To determine if the sample resonate with the Nando's social media strategies.

1.4. PURPOSE STATEMENT

Brands can use social media platforms to promote products and/or services and create an online community. These platforms enable consumers to share information with their peers as well as influence them regarding brands (Erdogmus & Cicek, 2012). Furthermore, social media platforms are a cost-effective way for brands to engage with consumers to share branded content and information to ultimately increase brand equity (Schivinsky & Dabrowski, 2014).

The purpose of this exploratory study was to understand how Nando's social media strategies can be an asset in building brand equity, adding value to the Quick Service Restaurant industry consumer.

1.5. KEY CONCEPTS

Key concepts aid the researcher in understanding the impact of social media strategies on building brand equity to increase consumer engagement and brand resonance (Davis, 2014). For the purpose of this study, the concepts are defined below and are listed as follows; Social Media; Social Media Strategy; Brand Equity; Quick Service Restaurants; and Nando's.

1.5.1. Social Media

Social media, a constantly evolving digital space, consists of various digital communications platforms like Facebook, Twitter, Instagram and YouTube. Brands communicate to consumers on these platforms and users have the opportunity to engage with the branded content and republish it in their own words (Evans 2010).

1.5.2. Social Media Strategy

Social media strategies, although not widely researched, has the ability to effectively reach market audiences with smaller budgets and in a shorter time period than traditional marketing. Social media platforms can be used by brands to engage through paid or unpaid advertising to reach the target audience and increase brand equity. Consumers are being informed about brands more frequently (Evans 2010).

1.5.3. Brand Equity

Brand equity is the result of past marketing activities in an effort to positively influence the perception consumers have of a brand. Brand equity aims to create positive thoughts, emotions, beliefs, opinions and perceptions in consumers about a given brand (Keller 2013).

1.5.4. Quick Service Restaurants

A Quick Service Restaurant sells fast food to consumer and is usually in the form of an indoor-dining or drive-through experience. Fast food includes food that is served in restaurants that need minimal preparation and is served to the consumer in a form of take-away packaging. (Kannammal & Suvakkin, 2016).

1.5.5. Nando's

Nando's is a Quick Service chicken restaurant with 828 stores in South Africa and more than 1000 branches globally. (Tech, 2016). Nando's offers both in-store and drive-through dining. For the purpose of this study within the quick service restaurant industry, Nando's has been selected as a brand to research as it has successfully integrated social media strategies to build brand equity through utilizing social media networks such as Facebook, Instagram, Twitter, Vine, Google+ and a blog page.

1.5.6. Conclusion

The theory and literature is further discussed in Chapter Two and aided the researcher to understand the impact of social media strategies on building brand equity to increase consumer engagement and brand resonance. Keller's theory on brand equity is discussed in-depth and other literature is discussed to relate Keller's theory to social media strategies.

1.6. OVERVIEW OF RESEARCH METHODOLOGY

A research methodology is the research approach that guides the researcher on how to conduct a research study (Bezuidenhout & Strydom, 2006). To understand how social media strategies can be an asset in building brand equity, the research methodology included, an interpretivist investigation paradigm, with a qualitative approach, using an exploratory design. The population was identified as South African, male and female, Quick Service Restaurant consumers aged 25-35 years. Availability sampling, also known as convenience sampling, as well as snowball sampling was used during this research study. An online questionnaire, Google questionnaire form, was posted on Facebook to target social media users to understand their online behavior in regards to what type of brand strategies retain their attention. A deductive approach was followed to use the research questions of the online questionnaire to look for similarities and differences. This analysis method was used as time and resources were limited. The research methodology is further discussed in-depth in Chapter Three.

1.7. STRUCTURE OF THE PAPER

The research paper aimed to conclude to how social media strategies can be an asset to build brand equity within the Quick Service Restaurant industry. The paper therefore

includes a literature review, research methodology, findings and an interpretation of the findings as well as a conclusion to answer the research questions and aid future practices.

Chapter Two which discusses the literature review includes the research paradigm and traditions, theory based concepts (social media, brand equity, and Quick Service Restaurants) and its constructs, the link between the theory and research problem and a conclusion to summarize the findings of the literature review including that which was previously research pertaining the research topic.

Chapter Three discusses the research methodology which firstly includes the research paradigm, approach and design, secondly the population and sampling, data collection and data analysis methods and lastly the limitations and delimitations of the study.

Chapter Four includes the findings and discussions concluded from the research data collections and analysis methods as well as the trustworthiness of the study.

Chapter Five concludes the study to answer the research question, discuss the implications for future practices and includes a critical evaluation of the research study and findings.

CHAPTER 2: LITERATURE REVIEW

In this chapter, theories and literature that were considered during this research study are discussed. Firstly, the paradigm from which the research study proceeds from is presented. Secondly, a theoretical conceptualisation and foundation defines the key concepts and identifies the theoretical framework for the study, and lastly the themes identified from previous literature are discussed.

2.1. INTRODUCTION

Over the years, maintaining and building brand equity has received relatively high attention as a research theme for marketers (James, et al., 2015). One of the most recent marketing methods utilized in building brand equity is the use of Social Media strategies. Although the implementation of Social Media strategies to build brand equity within the Quick Service Restaurant industry have not been researched in particular there has been a variety of research surrounding and pertaining, to some extent, the relations between brand equity and social media strategies (Fournier & Avery, 2011).

Brand equity is defined as the beliefs, perceptions, and feelings consumers have of a brand. These attributes are influenced by brands through various techniques to increase brand equity amongst their target audience (Aaker, 1991). If a brand successfully influences the perceptions of the consumer to gain strong brand equity, the consumer may be loyal to the brand, which results in word-of-mouth and the user generated content for the brand (Keller, 2013).

Brands are no longer relying exclusively on traditional marketing to communicate their brand message to consumers, but are engaging with consumers on Social Media platforms including, but not limited to, Facebook, YouTube, Instagram and Twitter (Brown, et al., 2007). These platforms are used by consumers to express their opinions and beliefs or experiences with brands. Quick service restaurants can implement social media strategies on these platforms to improve and enhance two-way communication to build brand equity (Wilson 2016).

Nando's was chosen as one of the best Quick Service Restaurants globally (Vines, 2016). Quick Service Restaurants use different marketing strategies to target consumers

including online, radio, television and print marketing strategies (Kannammal & Suvakkin, 2016).

Nando's is a quick service chicken restaurant with 828 stores in South Africa and more than 1000 branches globally (Tech, 2016). For the purpose of this study within the Quick Service Restaurant industry, Nando's was selected as a brand to research as it has successfully integrated social media strategies to build brand equity through utilizing social media networks such as Facebook, Instagram, Twitter, Vine, Google+ and a blog page.

Today, brands are communicating to and engaging with consumers through various social media platforms to ultimately increase brand resonance (Fournier & Avery, 2011). However, how brand equity is increased through social media strategies and how consumers respond to these strategies, are relatively unknown. Therefore, brand managers do not utilize social media strategies as effectively and efficiently as they could in order to build brand equity (Tsimonis & Dimitriadis, 2013).

There is a lack of understanding of how social media strategies can be successfully utilized to build brand equity of Quick Service Restaurant consumers. The research study focused on gaining a deeper understanding of how social media strategies can be an asset to increase or build brand equity to contribute to the body of knowledge pertaining to brand equity and social media strategies. The literature review includes the research paradigm and traditions, theory based concepts (social media, brand equity, and Quick Service Restaurants) and its constructs. Also, the link between the theory and research problem, a conclusion to summarize the findings of the literature review that includes that which was previously research pertaining to the research topic.

2.2. PARADIGM

A paradigm is defined as a way researcher studies a certain phenomena. It dictates what should be studied as well as how it should be studied. A paradigm needs to be identified for a researcher to understand the directions of the study to answer the question related to the research topic (Johnson & Christensen, 2010).

All other available paradigms were reviewed including the positivist tradition and the critical tradition. After reviewing other paradigms it appears that an interpretivist investigation paradigm, also known as Historical-hermeneutic (phenomenological) paradigm, is the best suited paradigm for this research. This paradigm enabled the researcher to gain an in-

depth understanding of knowledge through symbolism and shared meaning as to how social media strategies can be an asset in building brand equity in the Quick Service Restaurant industry (Bezuidenhout, 2006). This paradigm appeared relevant to the study, as it believes that social reality is inherently meaningful and allows people to respond and rationalize in their own way. The paradigm enabled the researcher to gain an understanding of the consumers' desires, wants and needs from a qualitative stands regarding Quick Service Restaurant product and/or service offerings. The paradigm enabled the researcher to be open-minded while researching the online communication and engagement of the Quick Service Restaurant consumers when interacting with the Nando's social media strategies.

For the purpose of this study, to understand how social media strategies can be an asset in building brand equity, it was important to review the different traditions to evaluate which tradition was most aligned with the Interpretivists worldview. The following traditions were Reviewed; Epistemological, Ontological, Metatheoretical, Methodological and Axiological position of Interpretivist.

2.2.1. The Epistemological Position of Interpretivism

Positivists disregard facts as the only type of compelling information (Bezuidenhout, 2006). In this Interpretivist approach, researchers refrain from generalizing information gathered during the implementation of a research methodology to gain a broader understanding of how brand equity is built amongst Quick Service Restaurant consumers. For the purpose of this study, it was important not to generalize, as social media platforms are used by a wide variety of target audiences with different cultural backgrounds and belief systems. It was, therefore, important to ensure the information gathered are measured according to the participants' cultural background to enable brand managers to effectively rationalize social media strategies to effectively target the consumers according to their personality traits. For example, a participant with the occupation of a Financial Planner may not react the same way to a Nando's social media strategy as a Sales Representative would have. This is not necessarily because of a cultural background difference but due to the participant's personality that interprets information differently (Bezuidenhout & Davis, 2014, pp. 28-29).

2.2.2. The Ontological Position of Interpretivism

It is believed that everyone experiences situations differently and attaches different thoughts and feelings to different social realities, which means that brand equity strategies cannot be integrated for one person but for a target audience as a whole, bearing in mind different social realities of different consumers (Bezuidenhout, 2006). Also, an individual might act differently when in the same situation. For example, if Participant A is confronted with a social media strategy of Nando's that displays a saucy chicken burger when they are hungry it is safe to assume that they may be more eager to indulge in the product offering, but when participant A is confronted with the same visual advertisement on the same social media platform, when they are not hungry they might not be as eager to indulge as with the previous viewing (Bezuidenhout & Davis, 2014, p. 29). Building brand equity should, therefore, consider all social realities and emphasize with the consumers' needs and wants in different situations to enable brand managers to create marketing content that speaks to those specific needs and desires.

2.2.3. The Metatheoretical Position of Interpretivism

Interpretivists believe in first gathering knowledge and analyzing it before formulating a theory based on the conclusions thereof. An interpretivist research study aims to provide descriptive stories through describing the information gathered from the participants' point of view (Bezuidenhout, 2006). To ensure reliability and validity interpretivist would formulate information that is descriptive of nature. This may assist brand managers to clearly understand how consumers feel about certain social media strategies in a broader context.

2.2.4. The Methodological Position of Interpretivism

Interpretivists rely on qualitative research, emphasizing words rather than numbers in the research gathering process, to gain an in-depth understanding of social realities of participants (Bezuidenhout, 2006). It is therefore important for researchers to emphasize with the participants and the context they are living in before deriving to any conclusions. In reviewing this tradition the researcher understands that if participant A is engaging with the Nando's social media platforms while in a busy environment, he/she might respond differently than Participant B who is in a peaceful environment with fewer distractions (Bezuidenhout & Davis, 2014, pp. 30-31). The ultimate goal of building brand equity is to

achieve brand resonance and for this to be achieved, a brand should consider that every consumer is different and also their surroundings. Brand managers need to understand that certain messages may fail to reach their target audience when it is not speaking to the consumer within the context they are in at the moment when they are engaging with the brand online.

2.2.5. The Axiological Position of Interpretivism

Interpretivists do not rely solely on what they understand from the immediate environment but may ensure to gain a deeper understanding through considering the different values of both the participant and researcher (Bezuidenhout, 2006).

This understanding could enable brand managers to target their consumers with the appropriate social media strategies. In evaluating this tradition it seems if Participant A values the fact that Nando's uses metaphors as a way of being more customer-centric in their consumer engagement, researchers should not shape the research without taking into consideration the values of Participant B who interprets this certain strategy as inadequately engaging the consumers needs and desires. As this may delay the process in which a brand manager is strategizing to retain loyal consumers. Researchers should then find a correlation between the two, to effectively take both interpretations into consideration (Bezuidenhout & Davis, 2014, p. 31). This may enable brand managers to develop effective social media strategies to relate to and engage with consumers within the Quick Service Restaurant industry.

2.3. THEORETICAL FOUNDATION

Theories and literature that was considered during this research study are discussed below. The theory and literature helps the researcher to understand the impact of social media strategies in building brand equity to increase consumer engagement and brand resonance.

2.3.1. Brand Equity

Brand equity has been studied from various approaches and defined by many professionals because of the need of gaining a deeper understanding of consumer-brand relationships (Wood, 2000). Brand equity can be seen as a way of generating value from

both the brand and consumer in such a way that the value created for the consumer results in increased value for the brand (Cant, 2011).

According to Kapferer (2012), a brand is the name that influences a consumers purchase decision. It is the mental associations and emotional relationships that are built amongst consumers over a period of time. Brand equity is the value added to a product through its brand name, it is difficult to measure added value without knowing the value the brand name adds to the product (Srivastava & Shocker, 1991). Kapferer (2012) has prominent theory regarding brand equity, but, as the author does not have a brand equity model, he cannot be considered as a theoretical framework for this research/study.

David Aaker (1991), views brand equity as a set of five categories of brand assets and liabilities linked to a band that adds or subtracts from the value provided by a product or service to a brand and its consumers. These categories of brand assets are brand loyalty, brand awareness, perceived quality, brand associations, proprietary assets such as trademarks and patents (Aaker, 1991). Brand identity, associations that represent the brands' reason to exist, is integral to building brand equity. Brand identity consists of twelve dimensions arranged around four perspectives, which include, Brand as a product (product scope, attributes, quality, users, uses, and country of origin); Brand as an organisation (local versus global organizational attributes); Brand as a person (brand personality); and Brand as a symbol (visual imagery and brand heritage) (Aaker, 1991).

After reviewing Aaker's model to build brand equity the researcher believes that the model may not be as fitting because it does not link the implementation of social media strategies to building brand equity and . The researcher does not believe that the model follows an interpretivist view on research that is needed for the purpose of this research. The Aaker Brand Equity model (date), does not aim to understand the emotions, feelings, and desires of the consumers and is not solely customer centric. This study aims to gain a deeper understanding of how brand equity is built through effective social media marketing strategies aimed at Quick service restaurants and therefore it is needed to utilize theory that will allow the researcher to be more focused on the consumers perception of the brand and allow an understanding of the motivations and feelings of consumers behind the brand.

Kevin Lane Keller, a marketing professor at the Tuck School of Business at Dartmouth College, developed a Customer-Based Brand Equity (CBBE) model (Keller, 2013). The concept behind this model is that a business should influence the perceptions customers

have of its product or service in order to build a strong brand. If a brand has strong brand equity, consumers will have positive perceptions of the brand, be brand loyal and therefore be more likely to recommend the brand to others (Keller, 2013). Brand equity is the result of past marketing activities in an effort to positively influence the perception consumers formulate of a brand. Brand equity aims to create positive thoughts, emotions, beliefs, opinions, and perceptions in consumers about a given brand (Keller, 2013). This study aimed to focus on understanding how these phases are implemented on social media platforms as a strategy to build brand equity amongst the Quick Service Restaurant consumers.

The Keller CBBE pyramid-shaped model Keller (2013), includes four steps that need to be adhered to in order to build strong brand equity. These steps are, from the bottom to the top, Salience, Imagery, Performance, Feelings, Judgements and Resonance. The four steps have four fundamental corresponding questions that consumer will ask about a brand. These questions include, from the bottom to the top what the brand means to the consumer and how the consumer perceives the brand's identity consumer's emotional response towards the brand and relationships between consumer and brand (Keller, 2013). The model's four steps contain the six phases a brand must implement to reach the top of the pyramid to build strong brand equity and is discussed in-depth below. It seems as though Keller's model was appropriate to the study as it make use of a broad understanding of consumer perceptions and behavior.

The dimensions of brand equity, Keller Brand Equity Model (2013) that is further discussed are brand identity, brand meaning, brand response and brand resonance.

2.3.2. Keller Brand Equity Model

2.3.2.1. Brand Identity

In order to build brand awareness or salience in the first step, a brand should ensure that the consumer can recognize the brand's identity. It is important that brands ensure that consumers make the correct perceptions of a brand's identity in this step (Keller, 2013).

2.3.2.2. Brand Meaning

In step two, a brand needs to efficiently communicate and identify what the brand means and what its reason to exist is through performance and imagery. A brand's performance

defines the ability of the brand to meet the needs of the consumer, and can be measured in five categories including product reliability, durability and service; service effectiveness, efficiency and empathy; style and design; and price. Imagery refers to how the brand meets the needs of the consumer on a social and psychological level which can be done through product experience, target marketing or through word of mouth (Keller, 2013).

2.3.2.3. Brand Response

Step three includes judgements and feeling of how consumers respond to a brand. How a consumer judges a brand often includes product actual and perceived quality; credibility of the brand; consideration of brand relevance to their needs and brand superiority to competitive brands (Keller, 2013).

2.3.2.4. Brand Resonance

Brand resonance is situated at the top of the pyramid as it is the most difficult to reach. This step is only successfully reached when a consumer has established a deep and meaningful connection with a brand. Brand resonance includes four categories, which are behavioral loyalty (regular and repeat purchases); attitudinal connection (brand valued as an esteemed product); sense of community (associating with brand users); and active engagement (engaged with brand pre- and post purchase) (Keller, 2013).

2.3.2.5. Conclusion

In conclusion to the rationale of the theory that is used for this study, an interpretivist approach is followed as it values the perceptions, opinions and beliefs of the participants from a broader perspective and allows the researcher to gain a deep understanding of the participant's response to the methodologies that is used. It is believed that Keller's theory allowed the researcher to use this paradigm to completely understand the motivations of consumers and how they perceive Nando's social media strategies that will enable the researcher to gain the deep understanding as to how Nando's build brand equity.

2.3.3. Social Media

Non-traditional media includes all media excluding print, television, billboards, and radio that can include a combination of mediums. (Klopper & North, 2011). Digital media

engages in two-way communication through a medium via the Internet. This includes websites, video streaming, Social Media, Search Engine Marketing (SEM), cell phones with Internet access and other (Klopper & North, 2011).

Social Media, a constantly evolving digital space, consists of various digital communication platforms including Facebook, Twitter, Instagram, and YouTube. Social Media stands for "global, open, transparent, non-hierarchical, interactive communication that is carried out in real time and changes consumer behavior and business expectations" (Dutta, 2010). Brands communicate to consumers on these platforms and users have the opportunity to engage with the branded content and republish it in their own words (Evans 2010). Social media platforms are used by brands to connect to consumers and used by consumers to connect with each other (Muniz & O'Guinn, 2001).

Various academic researchers, such as Schivinsky & Dabrowski (2014), Wilson (2016) and Erdogmus & Cicek (2012), have investigated social media in terms of the challenges and opportunities for strategic brand management. Brands can utilize Social Media platforms to promote products or services and create an online community. These platforms enable consumers to share information with their peers as well as influence them regarding brand identity (Erdogmus & Cicek, 2012). Brands have the opportunity to instantly communicate product or service updates as well as news and consumers have an opportunity to review these products and services as well as share brand content with their peers (Wilson 2016). Furthermore, social media platforms are a cost-effective way for brands to engage with consumers to share branded content and information to ultimately increase brand equity (Schivinsky & Dabrowski, 2014).

Social media platforms are effective tools to generate word-of-mouth and provide user-generated content linking consumers with one another. These platforms are technology driven and ever-changing. social media strategies, although not widely researched, has the ability to effectively reach market audiences with smaller budgets and in a shorter time period than traditional marketing. Social media platforms can be used by brands to engage through paid or unpaid advertising to reach the target audience and increase brand equity. Consumers are being informed about brands more frequently (Evans 2010).

For the purpose of this study exploring how brand equity is built through social media strategies within the Quick Service Restaurant industry, Nando's' is researched as it has successfully launched social media strategies to build brand equity through sharing trendy and humorous content on their social media networks. In order for brands to be effective in

their marketing strategies, it is important that they stay up to date with the most recent trends, technological developments and media mediums as well as a vehicle to be able to develop efficient marketing and advertising strategies.

2.3.4. Quick Service Restaurants

Fast food includes food that is served in restaurants that need minimal preparation and is served to the consumer in a form of take-away packaging. Quick Service Restaurant is usually in the form of inside-restaurant dining or drive-through experience. These restaurants utilize different marketing strategies to target consumers including online, radio, television and print marketing strategies (Kannammal & Suvakkin, 2016). According to a study done by Insight Survey, a South African based research company, the Quick Service Restaurant industry in South Africa earns more than R300-billion (Survey, 2016). Due to the depleting economy of South Africa, consumers are engaging with brands that offer high value-for-money products or services (Holmes, 2016). Fast food is popular among South African consumers as it also delivers fast and big portioned food (FASA, 2012).

The purpose of this literature review was to gain a deeper understanding of how Nando's social media strategies are used as a tool to build brand equity. The effectiveness of social media strategies is based upon Keller's brand equity model. Brand managers seldom understand the importance of developing and implementing social media strategies in the 21st century to build brand resonance. The study may contribute to the broader body of knowledge pertaining to social media strategies and brand equity.

2.4. REVIEW OF PREVIOUS LITERATURE

The literature review focused on finding relevant information to the research study that helped the researcher to gain an understanding of how social media strategies can be an asset in building brand equity (Bezuidenhout & Davis, 2014).

2.4.1. Social Media Strategies in Building Brand Equity

Consumers engage on social media platforms to benefit from competitions, communicate with like-minded individual and to read peer reviewed brand product or service reviews and ratings (Tsimonis & Dimitriadis, 2013).

Social media platforms are utilized as a marketing tactic by only a few companies. These platforms are an effective way for a brand to reach a wider audience and encourage not only brand-consumer communication but also consumer-consumer communication (Hutter, et al., 2013). This method increases brand awareness and brand resonance to build brand equity as consumers start to build meaningful relationships with each other and the brand. A brand also has the opportunity to learn the needs, desires, and interests of the consumer through their peer-to-peer interactions online (Tsimonis & Dimitriadis, 2013).

Following a strategic approach towards consumer engagement on social media platforms contribute to building brand equity. Marketing communications is a driving force behind building effective brand equity as it engages consumers to in effect to contribute to enhancing word-of-mouth (Jothi, et al., 2011). Creating effective engagement increases brand awareness and the awareness as well as positive perceptions that consumers have with a brand (Siraj & Siraj, 2016). In contrast, consumers who have had negative experiences with the brand may share negative word-of-mouth that delays the brand managers' strategy of building brand equity. Brand managers should, therefore, ensure that they carefully and purposefully create meaningful relationships with consumers (Tsimonis & Dimitriadis, 2013).

According to Keller (2009), marketing communication activities contribute to building brand equity as it creates brand awareness, positive brand associations, and positive brand perceptions as well as improve consumer-brand relationships. Social media networks that promote user-generated content enable brands to better communicate their product or service offerings (Callarisa, et al., 2012). Keller (2009) argues that a brand should integrate all marketing efforts to ensure that a consent message is delivered to achieve strategic positioning.

Brand communities are defined as a group of people who shares the same interests and values the same brand. These people form a sub-culture who shares the same beliefs regarding the brand. These brand communities are used by brands online through pages or groups to engage with its target audience and encourage word of mouth (Muniz &

O'Guinn, 2001). Consumers engage with brand communities to educate themselves regarding customer satisfaction ratings and reviews. Consumers engage online to read previous customer reviews before committing to purchasing services or products from the brand (Tsimonis & Dimitriadis, 2013).

According to Siraj and Siraj (2016), online brand communities promote brand awareness and strong brand associations that build brand image. According to Keller's brand equity model, building brand awareness and brand images are phases that brand managers can follow to ultimately build brand equity (Keller, 2013).

2.4.2. Quick Service Restaurants with Social Media Strategies

Companies engage online to stay up to date with recent technological developments and trends to better communicate with their target audience. Social Media provides a means for brands to get their message communicated to a wide audience quickly and cost-effectively (Ashley & Tuten, 2015). Brands have the opportunity to research their competitors online to counteract their marketing efforts. Marketing managers utilize social media platforms to launch sales promotion activities and to inform consumers of the brand's product offerings, news, and events.

Brands also utilize these platforms to build deep, meaningful relationships with their consumers by asking an engaging question to encourage response from consumers to build a loyal following (Tsimonis & Dimitriadis, 2013). When consumers consider restaurant experience they rely heavily on online reviews as a means of relying on previous customer experiences, it seems as though consumers rely and trust more on consumer generated content rather than the brand's message (EunHa & Jang, 2011). Kaynak (1995) argues that a brand should ensure to understand its market segment to be able to strategically market the product or service offering in such a way that it differentiates the product offering from its competitors to promote brand loyalty and preference.

Nando's, the global Portuguese chicken restaurant group was founded in 1987 and in 2017 entertain over 4 250 435 followers on its Facebook page, 107 000 followers on Twitter and 35 772 subscribers on YouTube (Vivier, 2017). Nando's focuses on implementing social media strategies that are customer-centric, to truly resonate with the lives of the consumer and not only be profit driven. The brand invests in communicating in

such a way that the consumers can easily recall the brand (Omarjee, 2015). The social media strategies of Nando's are believed to be successful due to its ability to engage on a more localized level with its consumers. Nando's are known for their integrated social media campaigns and recognizes that utilizing social media platforms within the Quick Service Industry are power tools for engaging with their target audience.

The study revealed that Nando's does not post as much as other brands in the industry but the quality of the posts and ability to resonate with their target audience is higher (eDigitalResearch, 2014).

2.5. APPRAISAL OF LITERATURE

Georgios Tsimonis and Sergios Dimitriadis researched why fourteen companies utilize social media as a marketing tool and how consumers benefit from the social media communication platforms in 2013 (Tsimonis & Dimitriadis, 2013).

Abdullah Siraj and Sadaf Siraj conducted a research study to understand how brand equity is built through engaging with consumers on Social Media in 2016 and concluded that employees to have an enormous impact on how brand equity is built amongst consumers as well as that consumer engagement is of utmost importance to build brand equity (Schivinsky & Dabrowski, 2014). Kevin Lane Keller developed a Customer-Based Brand Equity (CBBE) model encourages brands to influence the perception consumers have with the brand to build brand resonance (Keller, 2009) and (Keller, 2013).

Fiol Callarisa, Javier García, and John Cardiff conducted a research analyses on the relations between brand equity and hotels through the analysis of online hotel reviews (Callarisa, et al., 2012). Christy Ashley & Tracy Tuten conducted a content analysis on how creative strategies build consumer engagement on social media platforms. (Ashley & Tuten, 2015).

Katja Hutter, Julia Hautz, Severin Dennhardt and Johann Füller researched the impact of consumer engagement in social media platforms on increasing brand awareness and purchase intention within the motor vehicle industry. The purpose was to analyze how the consumers' activities on social media can affect the perception consumers have with brands and their purchase decisions (Hutter, et al., 2013). Jothi, Neelamalar, and Prasad conducted a study on the use of effective communication strategies in developing brand

communication through analyzing social media platforms. The purpose was to identify the effectiveness of these strategies to determine what promotes a brand (Jothi, et al., 2011).

Linchi Kwok and Bei Yu conducted a research study within the restaurant industry by examining what type of messages receives the most engagement on social media platforms (Kwok & Yu, 2013).

A study was conducted by Albert Muniz and Thomas O' Guinn to study brand community, its meaning and how it contributes to marketing activities (Muniz & O'Guinn, 2001).

Jeong Eunha and SooCheong Jang conducted an empirical study on how restaurants engage with consumers on social media channels to enhance positive word-of-mouth. The study concluded that the experience, both on and offline, which a brand offers the consumer influences the word-of-mouth (EunHa & Jang, 2011).

Erdener Kaynak researched how the perceptions, desires, and feelings of Quick Service Restaurant consumers differ in the market of USA and Canada. The study purpose was to understand whether or not a particular Quick Service Restaurant is perceived the same in different countries (Kaynak, 1995).

2.6. CONCLUSION

In reviewing the literature, an interpretivist approach enabled the researcher to understand the feelings, perceptions and opinions of Quick Service Restaurant consumers when engaged with the social media strategies of Nando's. The paradigm allowed participants of the qualitative research study to respond and rationalize in their own way. This enabled the researcher to understand where the consumers are in the four stages of Keller's (2009) brand equity model, in order to understand how the social media strategies of Nando's contribute to shaping the perceptions of the target audience and ultimately building brand equity. Through linking the paradigm with the Keller's brand equity model Keller (2013), the perceptions of consumers was better understood.

CHAPTER 3: RESEARCH METHODOLOGY

A research methodology is the research approach that guides the researcher on how to conduct a research study. A research method, an instrument or tactic, is the tool used to conduct the research study (Bezuidenhout & Strydom, 2006).

In this chapter, the researcher defines and identifies the relevant research problem, question as well as the methodology, population, data collection and analysis method as well as the trustworthiness of the research study.

3.1. Research approach

Quantitative research aims to find the cause and effect of relationships or correlations and focuses on generalizing results to a broader population (Bezuidenhout & Strydom, 2006). For the purpose of this study, to understand how social media strategies can be an asset in building brand equity, it was important to use a research methodology that allowed the researcher to gain an in-depth understanding of the feelings, emotions, opinions and perceptions that Quick Service Restaurant consumers have of the Facebook social media strategies of Nando's. Because quantitative research does not focus on shared meaning and acquires for the researcher to be detached during the data collection, the researcher believed that this methodology was not a suitable research approach as it would have restricted the researcher from understanding and exploring the subjective experiences of participants.

Qualitative research focuses on the subjective experiences and opinions of consumers regarding a certain phenomena to gain richer and more detailed data. A qualitative researcher aims to understand a certain phenomenon from the participant's perspective and does not believe that human behavior is easily quantified (Bezuidenhout & Strydom, 2006). A qualitative research study aims to explore, understand and describe the different feelings, desires, opinions and perceptions of participants from different (O'Grady, 2009).

A qualitative research methodology enabled the researcher to gain an in-depth understanding of the perceptions and opinions of Quick Service Restaurant consumers. Because the researcher followed an interpretivist approach to this research study, the qualitative research approach was most appropriate as it allowed the researcher to gain knowledge through symbolism and shared meaning as to how social media strategies can be an asset in building brand equity in the Quick Service Restaurant industry (Bezuidenhout, 2006). Qualitative research and an interpretivist approach, believes that

social reality is inherently meaningful and allows people to respond and rationalize in their own way. The paradigm worked seamlessly with the research methodology as it enabled the researcher to gain an understanding of the consumers' desires, wants and needs from a qualitative stands regarding social media strategies of Quick Service Restaurants (Bezuidenhout & Strydom, 2006).

3.2. Population and sampling

A population is a group of people from whom information is required. For the purpose of this study the researcher aimed to understand the feelings, perceptions, opinions and motivations of people who have engaged and interacted with the social media strategies of Nando's. All of these online social media consumers were the population of this study (Pascoe, 2014).

In order to determine the population of this study the researcher needed to take the research question into consideration (Pascoe, 2014). Firstly, the researcher identified that social media strategies and Quick Service Restaurant consumers were needed to get the information required to answer the researcher question (Pascoe, 2014). From this deduced that the unit of analysis was social media strategies. Secondly, the researcher identified characteristics that needed to be shared to form part of the population. This involved people who has Facebook profiles and actively engage online. From the research question it was clear that the researcher needed to focus on the Quick Service Restaurant industry, specifically Nando's as a brand. Therefore, any social media consumer that shares the same characteristics of engaging with Nando's on the Facebook social media channel was included in the population (Pascoe, 2014).

Population parameters are used to define the population and refer to the nature, size and characteristics of the population (Pascoe, 2014). The nature of the population were the social media strategies, the size of the population was all the social media consumers, and the unique characteristics of the population was any social media consumer who engaged with Nando's on social media and is a woman or man between the ages of 25-35 years.

The researcher also needed to differentiate between the target population and accessible population. The target population was everyone who fell within the population parameters for this exploratory research study, which were the social media users who engages with or follows of the Nando's brand on Facebook. As the target population was very

widespread, an accessible population needed to be identified. This referred to a section of the population who could be reached to ask questions regarding the social media strategies of Nando's (Pascoe, 2014).

The accessible population for the purpose of this study was the social media users, following or engaging with the Nando's brand, who lives in Pretoria, South Africa, as this population was easier accessible by the researcher should there have been a need for follow-up questions.

A sample is a section of the population that is representative of the target population. The accessible population was still too broad to research within the limited amount of time. Therefore, the researcher developed a list of the people who was contacted in order to get the information needed to answer the research question.

The people in this list are referred to as the elements of the sample. Sampling is a vital part of the research process, and the strategies for choosing a sample influenced both the results and the researcher's interpretation of the results (Pascoe, 2014). To determine who was included in this list the researcher selected an appropriate sampling method – a probability or a non-probability sampling method. As probability sampling removes human bias and follows a structured process to be able to generalize the findings to the target population, the researcher believed that this sampling method was not appropriate for the study (Pascoe, 2014). Also, the researcher used an interpretivist paradigm that believes in gathering information from people with similar characteristics and interests and believes in understanding people from a holistic view without being restricted to a systematic process (Bezuidenhout, 2006).

The non-probability sampling method was believed to be more fitting to the research study as the focus was not on ensuring equal opportunities for the elements of the population, rather the focus was on how many people was needed to gain an in-depth understanding of the research problem being explored (Pascoe, 2014). Also, this method was more fitting as in qualitative research the researcher did not aim to generalize the findings to the target population.

In qualitative research a researcher should ensure that there are enough participants in the sample to reach the saturation point, a point where the participants can no longer provide new information (Pascoe, 2014). Qualitative research uses non-probability

sampling for selecting the population for study. In this sample method, units are purposely selected to reveal particular features of groups within the sampled population.

For example, social media users who are interested in or engaging with Nando's through Facebook. The sample was not meant to be statistically representative: the chances of selection for each element are unknown but, instead, the characteristics of the population are used as the basis of selection (Thakur, 2011).

Non-probability sampling techniques include accidental sampling, convenience sampling, purposive sampling, quota sampling, volunteer and snowball sampling. These methods were reviewed to identify the most appropriate non-probability sampling technique for the purpose of this study (Pascoe, 2014).

After careful consideration the researcher believes that convenience sampling and snowball sampling were the most appropriate to the research study as it enabled the researcher to research, from an interpretivist view, the opinions that participants had of the Nando's social media strategies.

Convenience sampling enabled the researcher to access participants who are known to the researcher, this included acquaintances, friends, family, and co-workers. Snowball sampling enabled the researcher to gather information from sample elements who share the same interests, characteristics and experiences. This method allowed participants to suggest other participants who might fit the population parameters of the study. The suggested participants may have engaged with Nando's through Facebook (Pascoe, 2014). These sampling methods were the most suitable as it were most convenient to the researcher within the timeframe of the study and enabled the researcher to gain an in-depth understanding from participants with similar interests, opinions and perceptions. The researcher aimed to research participants who are friends of the researcher on Facebook.

3.3. Data collection

Qualitative and Quantitative data collection methods are used to gather data and obtain insights into a certain phenomena. A researcher should utilize data collection methods most relevant to the study to ensure valid results and findings. Qualitative research aims to understand the feelings, perceptions and opinions relating to a certain phenomena. The researcher believed that this method was the most fitting for the study as it enabled the researcher to obtain rich and in-depth data of participants within a certain social construct

(Strydom & Bezuidenhout, 2014). The qualitative data collection method also contributed to design coherence as it is in arrangement with the interpretivist research paradigm (Strydom & Bezuidenhout, 2014).

Marketing research, a form of sociology, enabled the researcher to understand human behavior surrounding consumer preferences and was used to gather information about market related issues including the effectiveness of the social media strategies of Nando's (O'Grady 2009). For the purpose of this study a qualitative marketing research strategy was used. Questionnaires are a qualitative data collection method and were used to understand the opinions and perceptions of a defined group, for the purpose of this study the sample frame was the consumers who engage with Nando's on Facebook. The researcher believed that a questionnaire would be most fitting, as it enabled the researcher, to gather in-depth and large amounts of information within a short amount of time to gain insights into how brand equity is build through social media strategies (O'Grady 2009).

The researcher designed a questionnaire that explored the use of Facebook by the participant; including how and when they engaged with Nando's on the social media network as well as their past experience with the brand's social media strategies. A cross-sectional survey design was used as it enabled the researcher to create an overview of the phenomena to gather rich data from participants (O'Grady 2009). One of the many advantages of a questionnaire was that the researcher collects a large amount of data and it was less expensive and time consuming than other methods (du Plooy-Cilliers & Cronje, 2014).

The questionnaire was created on a Google form that was pre-tested through sending an email to an acquaintance to ensure the questionnaire is easily understandable. It was then shared on the researcher's personal Facebook page to use convenience sampling. Participants were encouraged to share the questionnaire on their Facebook page that resulted in snowball sampling. The Questionnaire took an estimate of eight minutes to complete and had a short introduction to introduce the research study, aims and how the participants' information was used to ensure confidentiality. The researcher was aware that some participants might not understand the term 'social media strategy' was referred to as social media posts, images and videos. The items included in the questionnaire were developed from concepts that were accentuated during the literature review of the study.

Since the research study focused on the social media strategies of Nando's the participants had 24 hours to answer the questions based upon their previous interaction with the brand on Facebook. The questionnaire included seventeen questions to understand the overall view a participant has of Nando's and invited participants' to answer in their own words to elect underlying feelings and opinions (du Plooy-Cilliers & Cronje, 2014). Table 1 below summarizes the data collection method in a tabular form.

Collection Method:	Date	Start Time	End Time	Place:
•Questionnaire	•23/10/2017	•21:46	•25/10/2017	•Facebook

Figure 1: Data Collection Method

3.4. Data analysis

In order to analyze, interpret and present the data gathered the researcher implemented a data analysis method that enabled the researcher to describe and identify dormant patterns and meaning from the data (Bezuidenhout & Cronje, 2014). Qualitative content was used to explore themes and patterns within data. The researcher believed that this data analyses technique was best suited for the study as it assisted in answering the research question and identify certain themes regarding the feelings, opinions and perceptions of participants engaging with Nando's on Facebook. Therefore, the researcher used the dimensions of brand equity, Keller Brand Equity Model (2013) that is brand identity, brand meaning, brand response and brand resonance. An inductive approach was believed to be most fitting for the purpose of the study as an interpretivist view is to find new ideas behind a certain phenomena (Bezuidenhout & Cronje, 2014). Qualitative content analysis, a data analysis method, includes eight steps and is described below. These steps assisted in summarizing the data within the purpose of the research study.

3.4.1. Data Preparation

The researcher collected and compiled all the questionnaire answers allocated on the Google Form platform. None of the raw data was excluded from the data analysis as the researcher would not know which data might gain significance in the later stages of coding. The researcher made reflective notes when scanning through the data to see what

type of answers the participants have given, which can increase the trustworthiness of the study (Bezuidenhout & Cronje, 2014).

3.4.2. Coding Unit Analysis

A coding unit or concept is the text that the researcher intends to analyze. The researcher was guided by the research question to identify and categorize similar questions together according to the Keller Brand Equity Model (2013) to organize the data into manageable content (Bezuidenhout & Cronje, 2014).

3.4.3. Categories and Conceptual Framework

To develop a conceptual framework the researcher inductively grouped the above mentioned coding units from the categories developed in step two from the raw data that is brand identity, brand meaning, brand response and brand resonance from the Keller Brand Equity Model (2013). The researcher labeled these categories from similar concepts found within the raw data (Bezuidenhout & Cronje, 2014). An example of a possible framework is outlined in figure 1 below.

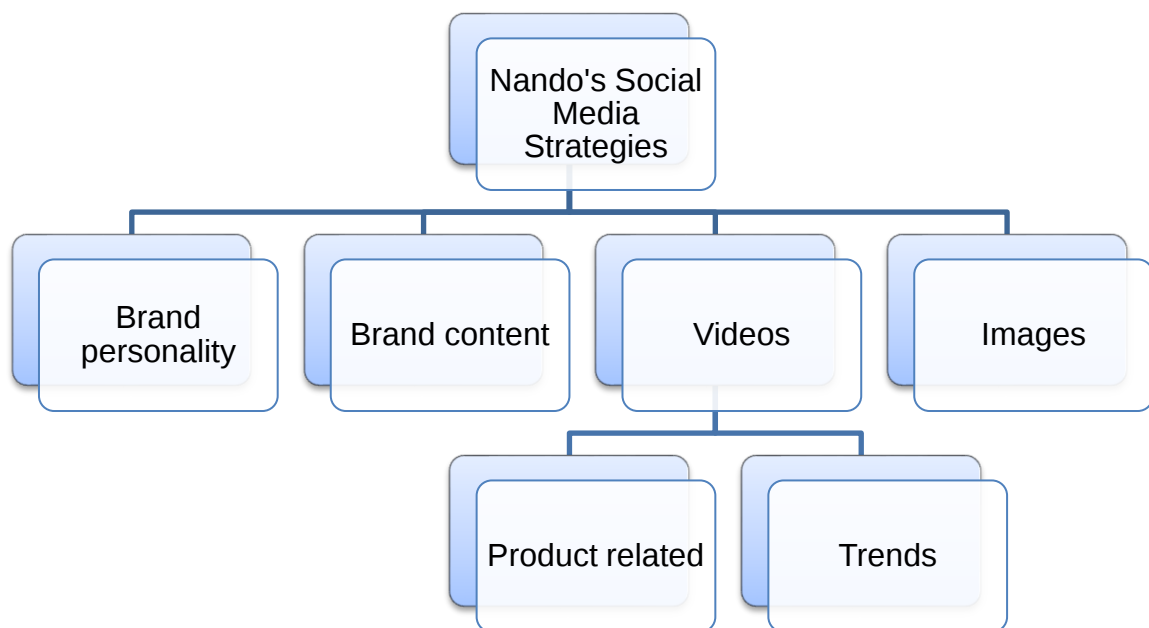


Figure 2: Conceptual Framework Example

3.4.4. Coding Scheme Test

In step four, the researcher tested the clarity of the categories created. If the categories did not adequately represent the data, the researcher then redefined the categories to ensure there was more consistency (Bezuidenhout & Cronje, 2014).

3.4.5. Coding Consistency and Assessment

In order to code the raw data the researcher highlighted the relevant sections, in step five, by using thematic coding. For example, the researcher reduced the large amount of data gathered from the online questionnaire by identifying themes like 'social media strategies triggering emotions' or 'social media strategies and brand equity. In step six, the research reassessed the consistency of the coding to ensure that the categories created are consistent with the answers and related to the research question (Bezuidenhout & Cronje, 2014).

3.4.6. Data Interpretation and Reporting

In step seven, the researcher interpreted the data through considering the themes identified in previous literature as well as through the researchers' understanding of the data. During this step, the researcher explained the relationship between brand equity and social media strategies as well as the relationship between the different categories that was identified once the data has been collected and analyzed. In step eight, the researcher reported the methods utilised and the findings of the data collected that will be discussed in Chapter Four (Bezuidenhout & Cronje, 2014).

3.5. Limitations and Delimitations

3.5.1. Limitations of the Study

Limitations guide the researcher when documenting the research findings and are defined as a constraint in the research process that is out of the researcher's control (Enslin, 2014). Time limitations were a reality and therefore impacted the robustness of the research as well as the sample size. The stories shared by participants were for dramatic quality without critical evaluation and was therefore unscientific (Enslin, 2014).

3.5.2. Delimitations of the Study

Delimitations enable the researcher to focus on specific concepts, methods and theories to successfully conduct the research study (Enslin, 2014). The researcher only conducted research on one brand, Nando's in particular, which impacted the robustness of the study.

3.5.2.1. *Delimitation from the Theoretical Framework*

The researcher purposefully set a delimitation of not generalizing results as this is a qualitative study and focused on one brand and social media platform only. This ensured that the researcher explored all possible perceptions, feelings and opinions of the consumers during the implementation of the research instruments (Enslin, 2014).

3.5.2.2. *Delimitation from the Research Design*

For the purpose of the study the researcher structured a qualitative design in such a way to allow the participants to truly and thoroughly express their opinions and share their perceptions. The study was specific in focusing on the social media engagements of the participants with the Nando's brand and was limited to the social media network, Facebook (Enslin, 2014).

3.5.2.3. *Delimitation from the Research Method*

The researcher distributed a Google questionnaire form on Facebook to prompt participants to share their perceptions, opinions and while they are online. This method supported the trustworthiness as the researcher confirmed that the participants are social media users who actively engage with other brands (Enslin, 2014).

3.5.2.4. *Delimitation from the Population*

The researcher conducted the online questionnaire with participants living in Pretoria, South Africa, who actively engage with brands online. These consumers previously engaged with the social media strategies of Nando's and therefore ensured that the researcher gained in-depth understanding within the Quick Service Restaurant Industry (Enslin, 2014). The consumers were male and/or female between the ages of 25-35 years.

3.6. Conclusion

In reviewing the literature, an interpretivist approach enabled the researcher to understand the feelings, perceptions and opinions of Quick Service Restaurant consumers when engaged with the social media strategies of Nando's. The paradigm allowed participants of the qualitative research study to respond and rationalize in their own way. This enabled the researcher to understand where the consumers are in the four stages of Keller's (2009) brand equity model. The researcher was then able to understand how the social media strategies of Nando's are contributed to shaping the perceptions of the target

audience and ultimately build brand equity. To answer the research question and find possible solution to the research problem, the researcher utilized an ethical online questionnaire within qualitative research.

CHAPTER 4: FINDINGS AND INTERPRETATION

In this chapter, the researcher discusses the findings and an interpretation of the findings from the data collection described in Chapter Three wherein the data was analyzed using qualitative content analysis.

4.1. FINDINGS

The aim of this research study was to understand how social media strategies can be an asset in building brand equity. This chapter gives an overview of the data collected from the online questionnaire published to Facebook. The researcher aimed to obtain data from 25 participants, but received 26 responses on the questionnaire of which 6 was deemed invalid due to the fact that these participants do not engage with the Nando's social media strategies or follow the brand on Facebook. The questionnaire contained 16 questions based on the four categories within the Brand Resonance phase of the Keller Brand Equity Model (2013) of which the data will be interpreted in section 4.2.

The questionnaire was divided into the four categories, which includes engagement, community, attachment and loyalty. The findings of the research study are outlined below.

4.1.1. Engagement

The purpose of the questions outlined below within the engagement section was to establish whether the participants actively engage with the brand on Facebook.

Question: What type of Nando's social media posts, images or videos have or would you share on your Facebook timeline?

Most of the participants agree that they will share social media post, images or videos on their personal Facebook timeline if it contains a discounted price offering or a new product launch. Participants also feel that they will be more willing to share content that is light hearted, funny and entertaining.

Question: What interests you most about the Nando's social media posts, images or videos?

Participants are most interested in the Nando's Facebook posts because of its humor, specials and trendy content. Some of the participants also indicated that it is the pictures of food offerings that interest them most.

Question: If you could tell your best friend about a Nando's social media post, image or video, what would you say?

Their response was that they would say to their friend that they should grab a meal together and that Nando's is hot. Participants would tell their friends about the Nando's social media strategies but mostly refer back to funny and clever posts.

Question: What Nando's a social media post, images or videos do you most look forward to seeing on Facebook?

Participants look forward to seeing content that contains specials, political sarcasm, humor advertisements true to South Africa and videos that is rich in colour and sound.

Question: What type of Nando's social media post, image or video would encourage you to buy food from the brand?

Some participants felt that they would not buy food purely based on advertisements, while other participants explained that they would buy food if the content is image based and contains special price offerings or is comedy-centric. Some people also felt that there are not enough branches in Pretoria and would therefore not be as persuaded should there have been a Nando's closer to their location.

4.1.2. Community

The questions outlined below were designed with the purpose of understanding if the participants feel a sense of community with the brand.

Question: What type of people do you think engage with the Nando's social media posts, images or videos?

Participants think that people who engage with the brand are younger, enjoy the Nando's food, have a sense of humor, enjoys light-heartedness and has a sense of humor.

Question: What do you think people who follow Nando's on Facebook have in common?

Participants think that people who follow the brand are South African, prefers chicken meals, have a love for hot food, hungry for entertainment and has a sense of humor.

4.1.3. Attachment

The purpose of the questions outlined below within the attachment category serves to understand if the participants are attached to the brand.

Question: Do you feel like Nando's is special to you and why would you say that it is more than just a product?

Most of the participants do not feel that Nando's are special to them but do acknowledge the fact that Nando's is a South African grown brand that is as good as its product and tastes and looks delicious.

Question: What do you love about the Nando's social media posts, images or videos?

The participants love the layout of the published content and the comedy within the content that is light-hearted and funny.

Question: What do the words 'Peri-Peri Flame Grilled Chicken' remind you of?

The answers of participants vary with this question. Participants are reminded of Portuguese food. Some are reminded of tastes in their mouth from past experiences and others are reminded of hot food or South African styled barbeque.

4.1.4. Loyalty

The purpose of the questions outlined below within the loyalty section was to establish if the participants are loyal to the brand.

Question: What is your favorite Nando's meal?

The participants have a variety of favorites from chicken livers, wraps, burgers and pitas to quarter chicken or chicken strips. All with the one common attribute and that is chicken.

Question: How often do you buy food from Nando's?

Participants do not buy Nando's more than once a month and most participants shared that because Nando's is more expensive than other restaurants they only buy Nando's occasionally or only when there is a Nando's situated nearby.

Question: Why would or would you not consider yourself loyal to Nando's?

Most of the participants did not consider themselves as loyal to the brand because they do not buy Nando's food as often as others and feel that the pricing of products are expensive. Participants also shared that they would not consider themselves loyal to the brand because they only buy Nando's when they are in the mood for chicken and know of a Nando's nearby.

Question: If you were on your way to buy food and Nando's was 10 minutes from where you are and another food restaurant only 5 minutes away. Why or why not would you visit Nando's to buy food?

Some of the participants shared that they would buy food from Nando's because they know the food is of good quality. The other half of the participants shared that they would rather buy from the restaurant closest to them that is less expensive than Nando's.

The Question: What would you miss most about the Nando's social media posts, images or videos if it went away?

Most participants feel that they would not miss the Facebook posts, images and videos of Nando's should it not be published anymore, although some feel that they would miss the colour, humor and comedy.

4.2. INTERPRETATION OF FINDINGS

Through qualitative content analysis the researcher was able to explore themes and patterns within the data collected to answer the research question and to identify certain themes regarding the feelings, opinions and perceptions of participants engaging with Nando's on Facebook.

The researcher used the dimensions of the Keller Brand Equity Model (2013) to categorize the different themes within brand resonance. According to Keller (2013) in order to build brand identity it is important for brands to increase brand awareness and ensure that the correct perceptions are formed of brands by consumers. Brand resonance is established once a consumer has formed a deep and meaningful relationship with a brand. The study aimed to understand whether consumers have reached the brand resonance phase which concludes to brand equity. Brand resonance includes four categories and includes loyalty, attachment, community and engagement (Keller, 2013). These categories are used as

building blocks to identify where the participants are categorized to establish whether or not they have reached brand resonance that is at the top of the Keller Brand Equity Model (2013).

4.2.1. Social Media Strategies and Brand Equity

To understand if brand resonance and ultimately brand equity is reached through the Nando's social media strategies, the researcher needed to understand if the participants have established a deep meaningful experience with the brand. Brand resonance includes four categories, which are behavioral loyalty (regular and repeat purchases); attitudinal connection (brand valued as an esteemed product); sense of community (associating with brand users); and active engagement (engaged with brand pre- and post purchase) (Keller, 2013). These categories were used as guideline to understand if the participants have achieved brand resonance.

4.2.1.1. Engagement

According to Keller (2013) consumers who actively engage with a brand pre- and post purchase are entering the stage of brand resonance. To actively engage with a brand means consumers are interested in the brand, closely follow the brand's news and/or updates as well as talk about the brand with others.

From the participants' response it is clear that they do not engage with Nando's on social media out of interest for the brand. The researcher believes that the participants rather only engage with the brand when the brand is displayed on the participants' timeline. Participants engage with social media posts if it is economically beneficial to them and contains discounts or special offers. Participants engage with the brand, without purposively watching out for new updates, because the brand connects with consumers on an emotional level. The researcher believes that consumers may engage with the brand because it helps the consumers to focus less on the seriousness of work, finances and tasks and rather enjoy moments of light heartedness and laughter that entertains them.

It is interesting to note that some of the participants portrayed the personality of the brand in a way when answering these questions. Their response was in line with the Nando's social media strategies. For example "We should grab a meal together" and "they are hot".

4.2.1.2. Community

Consumers who feel a sense of community to a brand are able to associate with other users of the brand (Keller, 2013). The participants can associate with other users of the brand because they relate to where they live, their personality style and sense of humor as well as their love for food. It is important to note that consumers do not feel a sense of community with the brand but with the consumers who use the brand.

4.2.1.3. Attachment

Consumers reach brand resonance once they have formed an attitudinal connection with the brand. This is when the brand is valued as an esteemed product by consumers (Keller, 2013). Most of the participants do not feel that Nando's are special to them but do acknowledge the fact that Nando's is a South African grown brand and is therefore more than just a product. They have formed an attachment to the brand's personality being trendy, on top of mind and humorous.

4.2.1.4. Loyalty

According to Keller (2013) consumers displays behavioral loyalty when they make regular and repeat purchase. The researcher believes that the social media strategies of Nando's are not valued as much by the participants because they do not have a behavioral attachment to the posts, images or videos. The participants do not make repeat purchases because they feel the brand is expensive or the location is too far out of reach, but do value the brand and product offering of high quality.

4.3. TRUSTWORTHINESS

Since qualitative research is subjective in nature the researcher determined the trustworthiness of the research findings through credibility, transferability, dependability and conformability. The purpose of establishing trustworthiness in the research was to ensure the data is sound and accurate (Koonin, 2014). To increase credibility, the researcher aimed to gain an in-depth understanding of how brand equity can be built through social media strategies by carefully comparing the answers of the participants. To ensure credibility the researcher only researched the views and opinions of participants who have a Facebook account and who have previously engaged with Nando's on this social media network (Koonin, 2014).

To ensure that the findings are transferable and can be applied to similar social media strategies of brands on other social media networks, the researcher will collect sufficient detailed information to inform the study and clearly describe the context (Koonin, 2014). To ensure dependability, the data collection and context analysis processes was clearly presented to provide an audit trail for the reader (Koonin, 2014). To increase conformability the researcher will provide an in-depth description of the data that have been gathered as well as provide the data collection method designs and summary of the findings to allow other researchers to derive similar conclusions as the researcher did (Koonin, 2014).

CHAPTER 5: CONCLUSION

For the purpose of this study an exploratory cross-sectional study was conducted to gain an in-depth understanding of how social media strategies can be an asset to build brand equity. The anticipated contribution of this study was to contribute to the body of knowledge regarding social media strategies and brand equity. In this chapter, the conclusion to answers to the research questions, implications of the findings for future practices as well as the conclusions of the research study is presented.

5.1. CONCLUDING ANSWERS

The intent of this exploratory cross-sectional study was to gain a deeper understanding of how these strategies of Nando's can be an asset to build brand equity. The aim was to contribute to the body of knowledge regarding social media strategies and brand equity.

The researcher believes that brand managers working in the South African Quick Service Restaurant industry can add value to their product offering through social media strategies if they implement social media strategies according to the consumer's wants, needs and perceptions (Birkett, 2016). The researcher aimed to address the research problem outlined below:

To understand how the Social media strategies of Nando's can be used to build brand equity.

The research question guided the researcher to address the issues of the research problem and was directly related to the problem statement. The research question guided the researcher to indicate what data needed to be collected during the research study (Bezuidenhout & Davis, 2014, p. 64). The research question for the study was as follows:

1. Are the social media strategies of Nando's applied to build brand equity amongst Quick Service Restaurant consumers?

The research objectives formulated the research question into a research aim to guide the researcher while conducting the study (Payne, 2014). The research objectives for the study were as follows:

- 1.1. To explore if the sample is aware of the Nando's social media strategies;
- 1.2. To explore if the sample values the Nando's social media strategies;
- 1.3. To determine if the sample engages with the Nando's social media strategies;
- 1.4. To determine if the sample resonate with the Nando's social media strategies.

Based on the research findings the researcher believes that social media strategies do not aid in building brand equity directly, but is merely used as a tool to maintain relationships that has already been established through other more traditional marketing efforts. Therefore, the research problem has been addressed and the research question answered through the research objectives. It concluded to that social media strategies are not applied to build brand equity but to maintain the relationships of those who have achieved brand resonance it. Although the participants answers does indicate that brand equity has been established for the brand the researcher believes that Nando's brand equity has been established prior or during the implementation of the social media strategies but is not an effect of the online strategies. This is because participants do not actively engage with the brand on Facebook, but would if it displays on their timeline while online. If the participants explained their desire to interact with the brand and that they would have chosen Nando's over other restaurants without contemplating the distance, then the researcher would have believed that brand equity is built through social media strategies.

5.2. IMPLICATIONS OF FINDINGS FOR FUTURE PRACTICES

The intent of this exploratory cross-sectional study was to gain a deeper understanding of how these strategies of Nando's can be an asset to build brand equity. The aim was to contribute to the body of knowledge regarding social media strategies and brand equity.

Further research can be conducted to deeper understand how researcher can maintain brand equity that has already been established through different types of social media marketing campaigns. In addition, Social media is a very dynamic and progressive

platform. Therefore, the effectiveness of every new development on social media must be researched and measured to understand how to apply marketing strategies that will maintain brand equity. Researchers may further research how to contribute to the body of knowledge of maintaining brand equity on social media platforms for brands within the Quick Service Industry.

5.3. CONCLUSION

In conclusion to the rationale of the theory that was used for this study, an interpretivist approach was followed as it values the perceptions, opinions and believes of the participants from a broader perspective and allows the researcher to gain a deep understanding of the participant's response to the methodologies that was used. It is believed that Keller's theory allowed the researcher to use this paradigm to completely understand the motivations of consumers and how they perceive Nando's social media strategies that will enable the researcher to gain the deep understanding as to how Nando's build brand equity. The paradigm allowed participants of the qualitative research study to respond and rationalize in their own way. This enabled the researcher to understand where the consumers are in the four stages of Keller's (2009) brand equity model, in order to understand how the social media strategies of Nando's contribute to shaping the perceptions of the target audience and ultimately building brand equity. Through linking the paradigm with the Keller's brand equity model Keller (2013), the perceptions of consumers was better understood.

For the purpose of this study an exploratory cross-sectional study was conducted to gain an in-depth understanding of how social media strategies can be an asset to build brand equity. The anticipated contribution of this study was to contribute to the body of knowledge regarding social media strategies and brand equity. In this chapter, the research questions, objectives and problem statement was addressed as well as the implications of the findings for future practices and the conclusions of the research study.

Based on the research findings the researcher believes that social media strategies do not aid in building brand equity directly. However, the researcher believes that social media strategies does aid in maintaining the relationships formed and contribute to maintaining brand equity that has been established through other marketing efforts. Further research can be conducted to deeper understand how researcher can maintain brand equity that

has already been established through different types of social media marketing campaigns.

5.4. ETHICAL CONSIDERATIONS

5.4.1. From the Perspective of the Participant

Ethical considerations are important to ensure that the researcher adheres to ethical principles and professional standards (Louw, 2014). Important ethical issues were implemented by the researcher and are described below. In collecting data from participants, the researcher will inform the participants regarding the need of the data and what the research study is about as to not deceive participants. The researcher will inform them that the personal information provided on the questionnaire will not be published and be kept confidential. The information will only be used within the report of the findings (Strydom, 2002). The participants' time was respected and they were informed on how long the questionnaire will take them to complete. No incentives were provided during the research study, as the researcher believes it may influence who participates as well as how they participate and the information they provide (Strydom, 2002). The researcher will allow the protection of identities such as name and surname, but will inform participants to provide gender and age details as to understanding to what type of audience the social media strategies of Nando's relates and resonates with.

5.4.2. From the Perspective of the Researcher

The researcher will not falsify information and will ensure to only use data that was contributed to the study by the participants (Louw, 2014). The researcher was ethical when reporting results and refrain from adding or subtracting information that was not provided by the participant. The researcher firmly believes in implementing the Interpretivist paradigm throughout the study and will therefore remain unbiased throughout the study and will not have any preconceived expectations or desired outcomes (Strydom, 2002). The researcher will only use the data provided by the participants for the purpose of this research study and will not breach the confidentiality by selling or giving the data to external sources without the prior consent of the participant. (Louw, 2014). The researcher will utilize a research method most suitable to the participants; the online questionnaire is

believed to be most appropriate as it is implemented on a platform that is familiar to the participants.

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Appendix 1: Ethical Clearance Form



23/10/2017

Dear Melissa Smit

ETHICAL CLEARANCE LETTER

Your research proposal and ethical considerations were reviewed by your supervisor and moderated by the campus research panel.

☒ Your research proposal posed no significant ethical concerns. We hereby provide you with ethical clearance to proceed with your research methodology.

OR

☐ Your research proposal posed the following minor concern:
Please mention how your research design will address this issue:

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

We wish you all the best with your research!

Supervisor Name: Althea Fordyce

Supervisor Signature:

Campus Anchor Name: _____

Campus Anchor Signature: _____

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Appendix 2: Proof of Consent

**Melissa Smit**23 October at 21:48 · 🌐 ▼...

HUGE FAVOUR!! I am busy conducting a study that will help me gain an in-depth understanding of how social media strategies can be an asset to build brand equity. Please click to fill this questionnaire and let me know your thoughts (your answers will be anonymous). I would really appreciate your input. Feel free to share 😊 Thanks!

Social Media Strategies and Brand Equity

This questionnaire was designed for the purpose of my research study; to explore how the social media strategies of Nando's can be an asset in building brand equity (the perceptions, feelings and opinions people have towards a brand). I would like to assure you that your answers will be anonymous. By submitting this questionnaire you agree to allow me to use the answers provided by you for the purpose of this study. Your feedback is invaluable to my thesis and I am truly thankful for your input.

Do you follow Nando's on Facebook?

Your answer

What is your favourite Nando's meal?

Your answer

How often do you buy food from Nando's?

Social Media Strategies and Brand Equity

This questionnaire was designed for the purpose of my research study; to explore how the social media strategies of Nando's can be an asset in building brand equity (the perceptions, feelings and opinions people have towards a brand). I would like to...

DOCS.GOOGLE.COM

 Like  Comment  Share

4 shares

Appendix 3: Questionnaire

11/5/2017

Social Media Strategies and Brand Equity

Social Media Strategies and Brand Equity

This questionnaire was designed for the purpose of my research study; to explore how the social media strategies of Nando's can be an asset in building brand equity (the perceptions, feelings and opinions people have towards a brand). I would like to assure you that your answers will be anonymous. By submitting this questionnaire you agree to allow me to use the answers provided by you for the purpose of this study. Your feedback is invaluable to my thesis and I am truly thankful for your input.

1. What is your favourite Nando's meal?

2. How often do you buy food from Nando's?

3. What type of Nando's social media posts, images or videos have or would you share on your Facebook timeline?

4. What interests you most about the Nando's social media posts, images or videos?

5. If you could tell your best friend about a Nando's social media post, image or video, what would you say?

6. What would you miss most about the Nando's social media posts, images or videos if it went away?

7. What type of people do you think engage with the Nando's social media posts, images or videos?

8. What do you think people who follow Nando's on Facebook have in common?

9. Do you feel like Nando's is special to you and why would you say that it is more than just a product?

15. If you were on your way to buy food and Nando's was 10 minutes from where you are and another food restaurant only 5 minutes away. Why or why not would you visit Nando's to buy food?

16. What Nando's social media posts, images or videos do you most look forward to seeing on Facebook?

Powered by



10. What do you love about the Nando's social media posts, images or videos

11. Why would or would you not consider yourself loyal to Nando's?

12. What type of Nando's social media post, image or video would encourage you to buy food from the brand?

13. What does the words 'Peri-Peri Flame Grilled Chicken' remind you of?

14. How would you describe the Nando's social media posts, images and videos?

Appendix 4: Questionnaire Response 1

11/5/2017

Social Media Strategies and Brand Equity

Social Media Strategies and Brand Equity

This questionnaire was designed for the purpose of my research study; to explore how the social media strategies of Nando's can be an asset in building brand equity (the perceptions, feelings and opinions people have towards a brand). I would like to assure you that your answers will be anonymous. By submitting this questionnaire you agree to allow me to use the answers provided by you for the purpose of this study. Your feedback is invaluable to my thesis and I am truly thankful for your input.

What is your favourite Nando's meal?

Wrap

How often do you buy food from Nando's?

Once every two months

What type of Nando's social media posts, images or videos have or would you share on your Facebook timeline?

Funny ones

What interests you most about the Nando's social media posts, images or videos?

Their humour

If you could tell your best friend about a Nando's social media post, image or video, what would you say?

That they are living on the edge

What would you miss most about the Nando's social media posts, images or videos if it went away?

Their humour about relevant matters

What type of people do you think engage with the Nando's social media posts, images or videos?

People who love fun

What do you think people who follow Nando's on Facebook have in common?

Good food

Do you feel like Nando's is special to you and why would you say that it is more than just a product?

No not special to me

What do you love about the Nando's social media posts, images or videos

Fun

Why would or would you not consider yourself loyal to Nando's?

In mood for chicken I will buy Nandos

What type of Nando's social media post, image or video would encourage you to buy food from the brand?

Good pictures and price

What does the words 'Peri-Peri Flame Grilled Chicken' remind you of?

Hot sizzling chicken

How would you describe the Nando's social media posts, images and videos?

Relevant

If you were on your way to buy food and Nando's was 10 minutes from where you are and another food restaurant only 5 minutes away. Why or why not would you visit Nando's to buy food?

Good food will make me drive further

What Nando's social media posts, images or videos do you most look forward to seeing on Facebook?

Fun ones

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Appendix 5: Questionnaire Response 2

11/1/2017

Social Media Strategies and Brand Equity

Social Media Strategies and Brand Equity

This questionnaire was designed for the purpose of my research study; to explore how the social media strategies of Nando's can be an asset in building brand equity (the perceptions, feelings and opinions people have towards a brand). I would like to assure you that your answers will be anonymous. By submitting this questionnaire you agree to allow me to use the answers provided by you for the purpose of this study. Your feedback is invaluable to my thesis and I am truly thankful for your input.

Do you follow Nando's on Facebook?

Yes

What is your favourite Nando's meal?

Wrap

How often do you buy food from Nando's?

2 to 3 times a month

What type of Nando's social media posts, images or videos have or would you share on your Facebook timeline?

Not seen any in a while

What interests you most about the Nando's social media posts, images or videos?

Dont really notice

If you could tell your best friend about a Nando's social media post, image or video, what would you say?

Not sure

https://docs.google.com/forms/d/1-nZ_TJwALYrAuNApLIBoesEKbnnPcbYp10wBSKMRdo0/edit#response=ACYDBNg9tTpHbi8_u3NKPQB6x56... 1/3

What would you miss most about the Nando's social media posts, images or videos if it went away?

Not much

What type of people do you think engage with the Nando's social media posts, images or videos?

All types

What do you think people who follow Nando's on Facebook have in common?

They like chicken

Do you feel like Nando's is special to you and why would you say that it is more than just a product?

No

What do you love about the Nando's social media posts, images or videos

Not sure

Why would or would you not consider yourself loyal to Nando's?

No loyalty program to engage with

What type of Nando's social media post, image or video would encourage you to buy food from the brand?

Promos

What does the words 'Peri-Peri Flame Grilled Chicken' remind you of?

My cooking

How would you describe the Nando's social media posts, images and videos?

Funny i guess

If you were on your way to buy food and Nando's was 10 minutes from where you are and another food restaurant only 5 minutes away. Why or why not would you visit Nando's to buy food?

Go where its convenient

What Nando's social media posts, images or videos do you most look forward to seeing on Facebook?

Cant answer

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Google Forms

Appendix 6: Questionnaire Response 3

11/5/2017

Social Media Strategies and Brand Equity

Social Media Strategies and Brand Equity

This questionnaire was designed for the purpose of my research study; to explore how the social media strategies of Nando's can be an asset in building brand equity (the perceptions, feelings and opinions people have towards a brand). I would like to assure you that your answers will be anonymous. By submitting this questionnaire you agree to allow me to use the answers provided by you for the purpose of this study. Your feedback is invaluable to my thesis and I am truly thankful for your input.

What is your favourite Nando's meal?

I very seldom buy food from Nando's, so I don't have a favourite meal.

How often do you buy food from Nando's?

Very seldom.

What type of Nando's social media posts, images or videos have or would you share on your Facebook timeline?

A super special.

I'm very picky as to what I share on social media.

What interests you most about the Nando's social media posts, images or videos?

The fact that they bring in the current news in a hilarious way, to make their advertising stand out.

If you could tell your best friend about a Nando's social media post, image or video, what would you say?

A must watch.

What would you miss most about the Nando's social media posts, images or videos if it went away?

The amount of laughs you get, while watching it, especially with regards to the videos and the hilarious way they bring in the current affairs.

What type of people do you think engage with the Nando's social media posts, images or videos?

Active social media users, who also loves Nando's

What do you think people who follow Nando's on Facebook have in common?

They love Nando's and would like to be the first to know about new items on the menu/specials.

Do you feel like Nando's is special to you and why would you say that it is more than just a product?

I don't think it is special to me, per se.
It's relevant to the whole of South Africa.

What do you love about the Nando's social media posts, images or videos

The hilariousness of the videos with regard to how they incorporate very serious current affairs, yet manages to make it lighter.

Why would or would you not consider yourself loyal to Nando's?

I don't buy at Nando's a lot, so I don't think I'm loyal to Nando's.

What type of Nando's social media post, image or video would encourage you to buy food from the brand?

Scrumptious looking, super specials.

What does the words 'Peri-Peri Flame Grilled Chicken' remind you of?

Hot, spicy, comfort food, straight from Nando's.

How would you describe the Nando's social media posts, images and videos?

Current.

If you were on your way to buy food and Nando's was 10 minutes from where you are and another food restaurant only 5 minutes away. Why or why not would you visit Nando's to buy food?

I don't really know Nando's, so I'll probably not make the trip to Nando's.

What Nando's social media posts, images or videos do you most look forward to seeing on Facebook?

Anything that is current and shows the (especially) political side of SA on a very light-hearted basis.

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Appendix 7: Questionnaire Response 4

11/5/2017

Social Media Strategies and Brand Equity

Social Media Strategies and Brand Equity

This questionnaire was designed for the purpose of my research study; to explore how the social media strategies of Nando's can be an asset in building brand equity (the perceptions, feelings and opinions people have towards a brand). I would like to assure you that your answers will be anonymous. By submitting this questionnaire you agree to allow me to use the answers provided by you for the purpose of this study. Your feedback is invaluable to my thesis and I am truly thankful for your input.

What is your favourite Nando's meal?

Hot hot hot hot hot chicken and chips.

How often do you buy food from Nando's?

Whenever I am near Nando's.

What type of Nando's social media posts, images or videos have or would you share on your Facebook timeline?

A special.

What interests you most about the Nando's social media posts, images or videos?

Pictures.

If you could tell your best friend about a Nando's social media post, image or video, what would you say?

Hey, I saw a special from Nando's. Could you please buy me some and then I'll reimburse you for it?

What would you miss most about the Nando's social media posts, images or videos if it went away?

Nothing, because I very rarely see them.

What type of people do you think engage with the Nando's social media posts, images or videos?

Friends and family.

What do you think people who follow Nando's on Facebook have in common?

They like hot food.

Do you feel like Nando's is special to you and why would you say that it is more than just a product?

Yes.

Good service makes it more than just a product. There's never a long que to wait in.

What do you love about the Nando's social media posts, images or videos

The hilariousness of the adverts with regards to the current SA affairs.

Why would or would you not consider yourself loyal to Nando's?

I consider myself loyal to Nando's.

It is cheap food, that tastes like heaven.

What type of Nando's social media post, image or video would encourage you to buy food from the brand?

Picture.

What does the words 'Peri-Peri Flame Grilled Chicken' remind you of?

Myself.

How would you describe the Nando's social media posts, images and videos?

I can't, since I don't really get to see them.

If you were on your way to buy food and Nando's was 10 minutes from where you are and another food restaurant only 5 minutes away. Why or why not would you visit Nando's to buy food?

I'd go to Nando's, 'cause I like it. No matter the time.

What Nando's social media posts, images or videos do you most look forward to seeing on Facebook?

Adverts with regards to specials.

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