



RESEARCH METHODOLOGY (RESM 8419)

An exploratory study with the purpose of gaining in depth understanding of how South African Small, Medium and Micro Enterprise Businesses are using Instagram as a branding tool.

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A research report submitted in partial fulfilment of the requirements for the Bachelors of Arts (Honours) degree in Strategic Brand Communication (BASBC) at Vega School of Brand and Marketing Leadership, a brand of the Independent Institute of Education (IIE) on 25 October 2019.

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DECLARATION

I, Shannon Eksteen (15018807) hereby declare that the Research Proposal submitted for the Bachelor of Arts Honours in Strategic Brand Communication 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.

Signature

25 October 2019

Date

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Abstract

SMMEs play an enormous role in the growth of the South African economy, absorbing approximately seventy to eighty percent of the employment population thus creating job opportunities and a large margin for economic growth. However up to seventy percent of all small South African businesses go bankrupt before their second year of existence. This is due to lack of optimal branding and use of branding tools. With social media ever evolving and Instagram being a 'hot topic' among brands, it is no surprise that the use of social media as a branding tool, keeping in mind that it makes use of the various contact points within social media marketing, builds trust between consumer and brand which in turn makes it an incredibly beneficial tool for any South African SMME to add to their inventory. This increased trust that is formed through the incorporation of brand and social media, specifically Instagram, is essential in creating synergy with regards to coherent delivered and received messages that stay true to the identity of a meaningful brand. The following study will do in depth research as to how Instagram could be optimally used and prioritised as a branding tool when it comes to the communication and interaction between South African SMME brands and their consumers.

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1. Chapter 1: Introduction

The following document reports on a qualitative research study into how South African Small, Medium and Micro Enterprise (SMME) Businesses made use of Instagram as a branding tool. The study took on an Interpretivism research approach. The aim of this study was to gain an understanding of the use of Instagram as an optimal social media branding tool for South African SMMEs. This study was done in four sections, the first of which was used to conceptualise the key themes related to the research study, the second focused on finding and comparing existing literature regarding the research question and problem statement, the third section of the study looked at the research methodology and paradigms and the last section of the study presented the findings collected after conducting primary research. The document ends off with a conclusion that answered the research question.

1.1 Contextualisation

SMMEs play an enormous role in the growth of the South African economy, absorbing approximately 70 to 80 percent of the employment population thus creating job opportunities including a large margin of economic growth (Top Performing, 2017). This is why the growth, sustainability and success of South African SMMEs is imperative, adding to the evolution of the African economy (Writer, 2018). However, research shows that up to 70 percent of all small South African businesses go bankrupt before their second year of existence (Writer, 2018). According to Ravi Govender (2018), Head of Small Enterprises at Standard Bank, small businesses often fail because of their lack of knowledge, finances and planning when it comes to branding their business and positioning their SMMEs in the minds of their target markets, all of which could be easily and cost effectively achieved through the use of social media branding tools (Govender, 2018). In other words, South African SMMEs have yet to realise and understand the power of using the internet and social media platforms to their advantage.

Social media and the internet have re-written the way brands engage and influence South African consumers (Honan, 2014). Increasing amounts of South Africans have recently been able to access social media sites on a daily basis due to the cost effectiveness of the platform and the means of using it. This has in turn resulted in extended social media based brand exposure. The influence of social media branding is an enormous opportunity, especially when focusing on individuals who's cellphones are the first and only screens they'll come in contact with permitting them access to and interaction within the broader social media landscape (Honan, 2014). Recent statistics show that approximately 15 million South African residents use social media every day making social media platforms the perfect place for local SMMEs to brand their businesses at minimal to no cost (Digital School of Marketing, 2019).

Alongside the growth and evolution of social media is the pressing importance of understanding the essence of brands and branding. Enslin and Klopper (2011) state that, a brand is more than just a visual identity, system or logo; but rather that a brand be defined as a social construct, formed by all elements of society, one that connects with the individual by creating meaning and adding value. Brands are known to shape people's perceptions and determine the failure or success of a business (Perry, Freundt & Spillecke, 2015). In the twenty-first century, branding has evolved beyond the use of traditional communication tools such as television and print media advertising to the use of social network platforms such as Facebook, Instagram, Twitter and YouTube, to connect and engage with individuals on a more personal level. Benady (2014) states that the attention of today's audiences is consumed mostly by their electronic devices and no longer by traditional platforms such as television and radio. This notion then begs the question; what kind of involvement has social media had on people's relationship with brands and how has it evolved the world of South African SMMEs? To understand this one must investigate what branding and brand identity truly means.

In 1996, Jean-Noël Kapferer aimed to conceptualise what branding and brand identity is through what he considers the six elements of a brand's identity through the use of a brand identity prism. Kapferer (1996) argues, that these six elements could help SMMEs build strong brands, which in turn will help them communicate their brand clearly and transparently on social media platforms like Instagram (Lombard, 2018). According to

Kapferer (1996) strong brands are able to incorporate all aspects of the branding prism into an optimal whole which then solidifies the creation of a clear, concise, and appealing brand identity.

1.2 Rationale

The purpose of this study is to explore how Silvery; a South African SMME brand; makes use of Instagram as their primary branding tool in order to gain an in-depth understanding of how South African SMMEs can utilise a social media platform such as Instagram to its full potential. The end goal being to create a better understanding of how the use of branding on social media could help South African SMMEs succeed in the highly competitive brand saturated market.

The aim of this study is to explore and gain an in-depth understanding of how South African SMME brands like Silvery are using Instagram as a branding tool to their advantage. This study can add value to the discipline of branding as the phenomenon of how South African SMME brands are using social media platforms; with specific focus on Instagram; as their main branding tool. This study is not a well-researched and documented concept. A search on the National Research Foundation's (NRF, 2019) database, has revealed that very few similar studies have been registered on the database to date. 'Instagram as a branding tool for SMMEs' has had no results, however there are research reports done on key words such as 'Instagram', 'branding' and 'SMMEs' but they had very little connection to the topic being investigated within this research document. Searches on other online libraries and databases such as EBSCOhost and Google Scholar produce similar results.

From a brand and communication industry professional point of view, this exploratory study can add value by gaining an understanding of how the optimal use of social media branding affects South African SMME brands, and what the effects might be beyond their online brand. This study might also shed some light on unconventional social media

elements such as hashtags and emojis that need to be considered by SMMEs when using social media to brand and promote their business. The underpinning theme of the study is the notion that South African SMME brands should take full advantage of social media platforms; with specific focus on Instagram; as cost effective branding tools. The study is based off of theorist Jean-Noël Kapferer's branding identity framework. And is thus trustworthy and legitimate as it has a well known theoretical framework.

1.3 Problem Statement

A problem statement is known as a formal statement that implies investigation. A research problem is an issue that lends itself to investigation through research (Research Methodology, 2019). For the purpose of this study the research problem is as follows:

As previously mentioned; SMMEs play an enormous role in the growth of the South African economy, absorbing approximately seventy to eighty percent of the employment population thus creating job opportunities and a large margin for economic growth (Top Performing, 2017). However up to seventy percent of all small South African businesses go bankrupt before their second year of existence (Businessstech, 2018). According to an interview done with Ravi Govender (2017), Head of Small Enterprises at Standard Bank, Govender answers the question of why small businesses fail so easily by stating that they fail to plan, this includes planning their finances, time as well as the use of branding tools and platforms. One of the platforms that could potentially help South African SMMEs is Instagram and the benefits of using it as a branding tool (Thayer, 2018).

Therefore the research problem is that South African SMMEs are struggling to optimally use social media platforms as branding tools and thus end up falling victim to liquidation.

1.3.1 Why the problem is worth investigating

South African SMMEs have yet to realise and understand the power of using the internet and social media platforms to their advantage (Govender, 2018). With the knowledge of the fact that social media platforms such as Instagram are able to help the broader SMME community through solidifying brand identity in the minds of the consumers means that these platforms could also potentially help struggling South African SMMEs optimally and cost effectively brand themselves without the fear of business loss or liquidation. By helping South African SMMEs this study will help fight unemployment and essentially assist in the evolving growth of the South African economy (Top Performing, 2017).

1.3.2 Research questions

A research question is defined as a clear statement in the form of a question regarding the identified issue that the researcher wishes to answer (Research Methodology, 2019). For the purpose of this study the research question is:

'How could South African SMMEs optimally use Social Media (specifically Instagram) as a branding tool to position themselves within the broader South African market?'

In order to answer all aspects of the research question, it has been broken up into sub sections/questions which will be answered in this research document. These questions are as follows:

- **The primary research question for this study is:**

How does Silvery (a South African SMME) use Instagram as a branding tool against Jean-Noël Kapferer's brand identity prism?

- **The secondary research question for this study is:**

What branding tactics are Silvery using to solidify brand identity within the mind of the consumer on their Instagram platform?

1.3.3 Research objectives

The aim of this study is to investigate and analyse Silvery's Instagram page against Kapferer's brand identity prism to better understand how/if Silvery is optimally utilising Instagram as a branding tool according to Kapferer's brand identity prism. The objectives for this document will be achieved by conducting a qualitative study on Silvery's Instagram page and analysing the posts against Kapferer's brand identity prism through the use of unobtrusive qualitative content analysis, whereby a coding guide/book will be created to showcase the method in which each selected post has been analysed.

The research objectives are:

- To determine how Silvery uses Instagram as a branding tool against Jean-Noël Kapferer's brand identity prism.
- To identify the branding tactics that Silvery uses to solidify brand identity within the mind of the consumer on their Instagram platform.
- To determine whether or not Instagram could be utilised as an effective branding tool for South African SMMEs

1.4 Purpose Statement

The purpose of this study is to investigate how Silvery (a South African SMME brand) is using Instagram as a branding tool against Jean-Noël Kapferer's brand identity prism in order to gain an in depth understanding of how Small, Medium and Micro Enterprise Businesses (SMMEs) are able to optimally use Instagram as a branding tool within a broader South African context.

1.5 Conceptualisation of Key Concepts

The following key concepts are crafted to focus on understanding the elements within the research question in order to solve the problem statement. The research question being:

‘How could South African SMMEs optimally use Social Media (specifically Instagram) as a branding tool to position themselves within the broader South African market?’

Key concepts derived from this are:

- Social media (Instagram) as a branding tool.
- Brand, branding and brand Identity
- South African SMMEs

1.5.1 Key concept 1: Brand

A brand is defined as the element with which a service/product/company/experience differentiates itself from competitors through visual identity, values, communication and internal processes. Brand identity can be defined as the core purpose of a brand and what it stands for (Brand Communication Strategy, 2019).

1.5.2 Key concept 2: Social media

Social media is defined as online communities that value personal and professional sharing of content – both brand and individual (Brand Communication Strategy, 2019).

1.5.3 Key concept 3: SMMEs

SMMEs (Small Medium Micro Enterprises) are businesses that have a below R5 million turn over per annum, this is the generic standard for South African SMMEs (Newdiscoverybs, 2012).

2. Chapter 2: Literature Review

A Literature review is defined as a comprehensive and systematic summary of past research and/or an evaluation of studies on a specific topic (Research Methodology, 2019). The purpose of this is to review researched literature containing concepts, ideas and theories which relate to the problem statement at hand, which is that South African SMMEs are struggling to optimally use social media platforms as branding tools and thus end up falling victim to liquidation. In order to fully understand the accumulated research, an in-depth investigation of the relevant paradigms, theoretical foundation and review of previous literature relevant to this research document was conducted.

2.1 Theoretical Foundation

To better understand how South African SMMEs could optimally use Social Media (specifically Instagram) as a branding tool to position themselves within the broader South African market, one must first understand what brand model will be used to measure this with. For the purpose of this study brand identity will be used as the focussed brand model. Furthermore to be able to answer the research question ethically and within educational standards, research conducted has been based on theorist Jean-Noël Kapferer's brand identity prism. This theory has been chosen because it is best suited for the purpose of answering the research question at hand.

In 1996, Jean-Noël Kapferer aimed to theorise the six elements of brand identity. The brand identity prism that Kapferer created works as a diagram summarising these six elements and how they relate to one another within the context of brand identity. Together these elements help businesses build strong brands, which in turn helps them communicate clearly to their consumers (Kapferer, 2019).

The six elements in Kapferer's brand identity prism include: Physique; Personality; Culture; Relationship; Reflection; Self-image; Reflection.



(Kapferer's six brand elements)

According to Kapferer (2019): “Strong brands are capable of weaving all aspects [of the prism] into an effective whole in order to create a concise, clear, and appealing brand identity.”

2.1.1 Physique

The first element of Jean-Noël Kapferer's brand identity prism is physique. This refers to the physical characteristics of a brand. These include elements such as a set of the brand's chosen colours; standard design features; design elements like logos, fonts and packaging; as well as the characteristics of products or services sold under the brand's name (Lombard, 2018). These are thus the outward or rather visually defining factors of how the brand is perceived and manifested. Kapferer states that visual cues are important as they help consumers identify the brand (Kapferer, 2019).

2.1.2 Personality

The second element in Kapferer's brand identity prism is brand personality or character, these are the traits that the brand embodies in the eyes of the consumer. These traits are identified and associated with a brand through how the brand reacts, their specific style of writing, tone, attitude, or their use of colours (Kapferer, 2019). Statistics prove that brands commonly tend to develop a personality in the world of advertising and then maintain that personality over long periods of time. This manifested personality in turn ends up represent the brand itself, causing consumers to associate the brand and it's personality together as one (Lombard, 2018). However Kapferer (2019) warns that it is important for a brand to stick to its chosen personality once it has resonated with the audience.

2.1.3 Culture

Kapferer (2019) noted that some key elements of a brand could be rooted in the local culture that the brand stems from. On a large scale, it is possible to see this cultural effect on a national level, such as brands that are proud to be South African. Smaller brands in local markets are often tailored to that specific market, thus associating the brand's culture with the specific region it stems from. Having a cultural element is known to be a great asset to brand identity as it often causes for a powerful emotional tie with patriotic consumers who share the same cultural connection as the brand (Lombard, 2018). Kapferer, describes it as the the set of values that feed into or set a foundation for the brand (Kapferer, 2019).

2.1.4 Relationship

The relationship element of Kapferer's brand identity prism is about the nature of the relationship between the brand and its consumers, this relationship includes both tangible and abstract aspects (Kapferer, 2019). Part of building a well-known brand is developing a relationship, this causes customers to feel like they can associate with the brand in a way that is more significant than just making a purchase. Investing in brand relationship will often cause consumers who have positively interacted with the brand to recommend the brand to others or for themselves to interact with the brand again in the future (Lombard, 2018).

2.1.5 Reflection

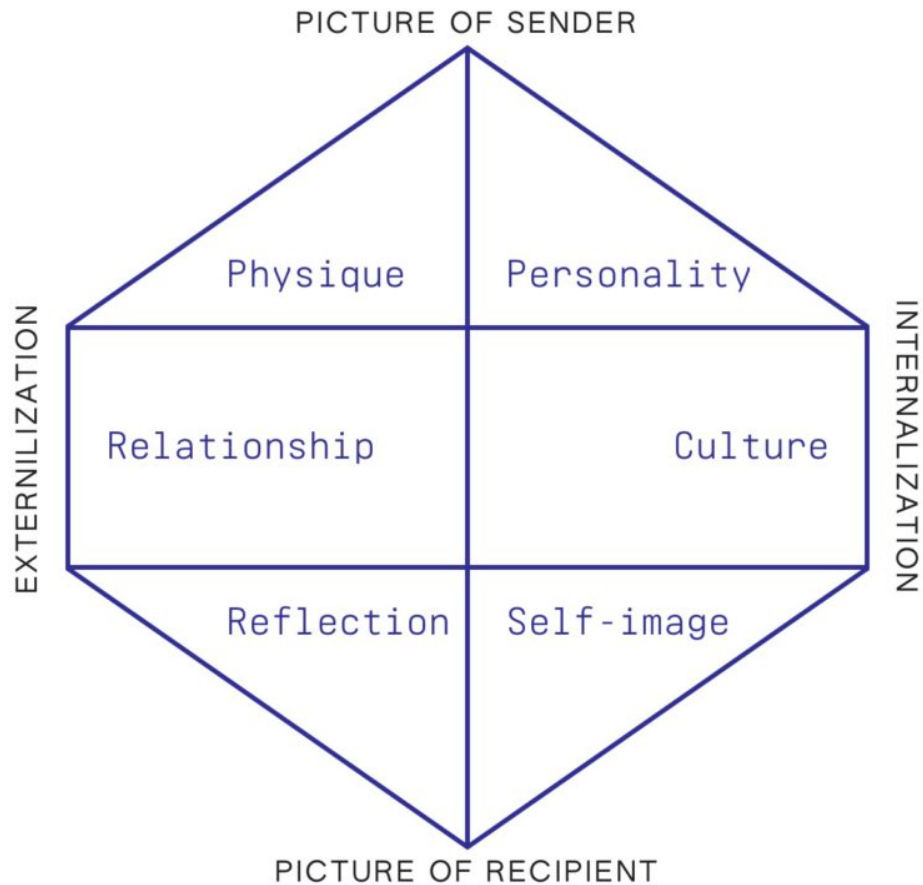
Kapferer identifies reflection, within the brand identity prism, as a set of attributes or beliefs of a brand's target market. These beliefs are often highlighted in the brand's ads and other communications (Kapferer, 2019). The concept behind the reflection element is that that brand should reflect the identity and personality of their chosen target market on media platforms. By doing this consumers will connect with the brand if they 'fit into' what the brand identifies as it's targeted audience through its brand communications (Lombard, 2018).

2.1.6 Self-image

The last element of Kapferer's brand identity prism is self-image. While the terms may sound similar, Self-image and Reflection differ greatly: Reflection refers to how a brand portrays its target audience as opposed to Self-image which refers to the customers' ideas of themselves. In other words self-image is the feeling of 'self' that a consumer gets or associates with after purchasing or interacting with a brand, for example do they feel self-worth, success, etc. when interacting with a brand (Lombard, 2018).

When working together, the six elements within Kapferer's brand identity prism are able to help inform a well-defined, structured brand entity. This is integral to the study at hand. Kapferer's theory will be used as the outline whereby research; regarding how Silvery (a South African SMME) uses Instagram as a branding tool; will be measured.

When Silvery's use of brand identity through Instagram posts is being measured it is important to keep in mind that Kapferer's brand identity prism is laid out in two sections namely Externalisation and Internalisation. Externalisation being the factors that effect and are determined by the consumer (Relationship; Self-image; Reflection) and Internalisation includes the elements that make up the brand's controllable identity (Relationship; Self-image; Reflection). This is important to note as it will help differentiate consumer interaction based identity from company based identity.



(Kapferer's Brand Identity Prism)

2.2 Review of Previous Literature

Review of previous literature has been done on key concepts that have been identified by and derived from the research question. These concepts are, brand/branding/brand identity, social media/Instagram and SMMEs. To better understand the theory behind the research question and how to solve the research problem, previous literature regarding these concepts has been conducted.

2.2.1 Branding

A brand is defined as the element with which a service/product/company/experience differentiates itself from competitors through visual identity, values, communication and internal processes. Brand identity can be defined as the core purpose of a brand and what it stands for (Brand Communication Strategy, 2019).

Why branding is important

Branding is important because it not only makes a good impression but also allows customers to know what to expect from a company. Branding helps consumers distinguish between competitors and helps clarify what a company offers that makes them the better choice. Here are some more reasons as to why branding is important (Kotler and Armstrong, 2017).

- **Branding gets recognition**

One of the main reasons why branding is important to a business is because it is the method with which consumers recognise and identify the brand. Brand identity is considered one of the most important elements of branding (Smithson, 2015).

- **Branding increases business value**

Branding is important because a well established brand can increase a business's value by giving the company more leverage within industry (Smithson, 2015).

- **Branding generates new customers**

Good branding generally leads to a positive impression of the company amongst its consumers. Once a brand has been well-established, word of mouth will become the company's most effective advertising technique (Raw, 2019).

- **Creates trust within the marketplace**

A well-strategised professional brand appearance will help the company build trust amongst its consumers. Being properly branded gives the impression that the brand is of expert level in the industry, making the public feel that they can trust the company, their products and the services they offer (UKEssays, 2018).

Social Media Branding

With the notion that social media has become an enormous part of branding it is important to identify the different methods of branding on social media. In other words to investigate Social Media Branding.

Social media has become one of the most effective tools in the world of branding (Goodman, 2019). When done correctly, social media branding can help a brand connect to their target market in an optimal way. When making use of social media branding it is crucial for a company to consistently use the right methods to engage with their target audience. The core purpose of social media branding is to grow brand awareness, something that is often achieved through the communication of brand identity (Raw, 2019). By optimally making use of the power of social media branding, companies are able to build a large network of loyal customers who are not only loyal to the brand but also eager to purchase from the company (Standberry, 2019).

Social Media Branding Strategy

Social media branding makes it easy for brands to get more relevant individuals into their sales funnel. In order to ensure that a company uses social media branding efficiently a four point brand strategy has been set out by Sherman Standberry, a social media branding specialist.

- **Brand Identity**

Putting focus on brand Identity is crucial if companies want to make a success out of social media branding. What defines a brand and how it differentiate from competitors is one of

the elements in brand identity that Strandberry (2019) advises companies to focus on. If a company has a clear understanding of brand identity, it becomes easier for the company to craft their messages on social media platforms (Standberry, 2019).

- **Target Audience**

A large part of social media branding involves knowing and understanding the target market the company wants to communicate and connect with. By understanding the target market companies are able to take a precisely tailored approach with their marketing efforts, rather than a blind, blanket one (Standberry, 2019). Strandberry (2019) states that in order for a company to connect with their audience they must practice empathy and get into their shoes of the target audience. This will allow the company to look at their target audience's problems, wants and needs from their eyes.

- **Branded social media content**

It is important to pay attention to and be conscious about the nature of the content a company shares on social media as this shared content shapes and moulds the brand. The content shared by a brand on social media has the power of either making or breaking the company's social media branding efforts. Statistics state that a brand only has two seconds to capture the attention of potential buyers, which once again proves the importance of crafting a well thought out brand message with every social media interaction that'll prevent consumers from just scrolling past (Standberry, 2019).

- **Social media design**

Visual elements play an important role in how followers perceive a company's brand on social media, which is why aligning the brand's design to the design of the company's social media branding efforts is considered an element that the company cannot afford to ignore. Statistics show that the human brain process visual content 60,000 times faster when compared to regular text, thus why a brand should focus its efforts on all aspects of social media design (Standberry, 2019).

To better understand how social media branding can help elevate a brand and potentially help answer the research question, one must first understand social media and what it entails with focus on the purpose of this study.

2.2.2 Social media

Social media is defined as online communities that value personal and professional sharing of content – both brand and individual (Brand Communication Strategy, 2019). The annual “We Are Social and Hootsuite Global Digital Yearbook” (2019) posted that in January 2019, South Africa had a staggering internet reach of 54 percent, which reverts to just over 31 million people who are currently on-line in the country. Further showing that South Africa’s social media activity growth has increased by five million which means that 23 million South African residents are active social media users (Writer, 2019). These statistics reveal that South African citizens have stepped into the age of normalising social media due to the rising levels of smart device usages and affordable social media platform accessibility.

World Wide Worx (2019) released a South African social media landscape report for 2019 which states that across lifestyle measures, age groups and the racial divide, there are little to no differences in social media penetration. This report further reveals that Instagram has grown exponentially as a social media platform reaching up to 6,6 million users in the past year. The rapid growth of Instagram categorises it among the big five social networks in South Africa falling under Facebook, Youtube, Twitter and LinkedIn. Further more this annual study done by World Wide Worx (2019) found that the big five social media brands of South Africa are ranked by brand usage as follows, Facebook with 96 percent of big brands utilising the platform, followed by Twitter with 87 percent and Instagram with 78 percent of big brands using the social media platform as a branding tool (Goldstuck, 2019).

Researched literature makes clear the fact that brands who are on Instagram are in turn classified as users too. In order to be successful on Instagram brands need to evoke a desired emotion with the content it posts on the platform (Ginsberg, 2015). If brands fall in

the same category as users when it comes to Instagram, they must follow the same rules when it comes to using Instagram to its full potential, this includes using it as a platform where self-expression and communication of personal stories and interests are documented with the use of storytelling through pictures. Brands that mimic what users do on Instagram have the power to illustrate the quality and type of experience consumers will have by purchasing their products (Ginsberg, 2015). The common goal set by brands when using Instagram is to present how their product adds value to the lives of their target market, all this whilst making use of strategically composed, planned and placed visual content in order to connect emotive links to the target audiences values, passions, personalities and interests (Ginsberg, 2015). Further research proves that if a brand posts/shares original content on social media platforms such as Instagram the chances of high consumer engagement rates is larger than when they do the latter (Glucksman, 2017).

When Looking at the impact that Instagram has on brands, Lydia Dishman (2014), a veteran business journalist for Forbs, states that one should never underestimate the power of Instagram in the context of the current generation, specially seeing as it is considered one of the top branding tools globally, adding to the fact that large corporate businesses have benefited from using Instagram as a branding tool which resulted in increased sales and consumer reach (Dishman, 2014). To further solidify the above mentioned, research shows that Instagram content reaches 58 times more engagement per individual follower than Facebook and is considered up to 120 times more engaging than twitter when it comes to branding (Casalo', Flavia'n and Ibanez-Sanchez, 2017)

To better understand how the evolution of social media and implementation of Instagram as a social media tool can help elevate struggling South African SMMEs one must first understand SMMEs and what their standpoint is in a South African context.

2.2.3 SMMEs

SMMEs (Small Medium Micro Enterprises) are businesses that have a below R5 million turn over per annum, this is the generic standard for South African SMMEs (Newdiscoverybs, 2012). SMMEs play an important role in the growth of the country's

economy (Falkena, H. 2001). The Department of Trade and Industry (DTI) (2005) expressed that large quantities of South Africans are getting jobs created by SMMEs; thus meaning that SMMEs are deemed as the main contributor to boosting South Africa's economy (Edmore 2011).

SMMEs have contributed greatly to solving the problem of unemployment due to the lack of job opportunities within South Africa, creating approximately 11.6 million employment opportunities, which in turn led to the creation of roughly six million jobs (Ramukumba, 2014). Thus why SMMEs are considered the key to economic growth in South Africa, when seeing their unmistakable ability to create job opportunities. However, research shows that up to 70 percent of all small South African businesses go bankrupt before their second year of existence (Writer, 2018). According to Ravi Govender (2018), Head of Small Enterprises at Standard Bank, small businesses often fail because of their lack of knowledge, finances and planning when it comes to branding their business and positioning their SMMEs in the minds of their target markets/consumers.

In a government paper conducted in 2012 SEDA acknowledged that that a lack of brand strategies and entrepreneurial skills used to run SMMEs is one of the biggest reasons why these small South African businesses fail. Smit and Watkins (2013) solidify the root cause of the problem by pointing out that lack of managerial skills, poor education and the absence of entry level business training, paired with the lack of knowledge regarding marketing trends, all play a part in why South African SMMEs are struggling to succeed in the business world. Therefore, it is thus important to place focus on the improvement of the brand identity and management skills of SMME owners that contribute to the manifestation of small business.

Interestingly Ramukumba (2014) explained that the lack of technological understanding, shortage of market access, lack of cost effective media use as well as poor client relationships, are all contributing factors as to why the success rate of South African SMMEs has been decreasing. This fact ties into the research question at hand that asks how South African SMMEs could optimally use Social Media as a branding tool to position themselves within the broader South African market.

3. Chapter 3: Research Methodology

Research methodology is defined as the different approaches to a systematic enquiry developed within a particular paradigm (Research Methodology, 2019). In this chapter the problem that is being investigated is that South African SMMEs are struggling to optimally use social media platforms as branding tools and thus end up falling victim to liquidation (Govender, 2018). This problem will be solved by answering the research question “How could South African SMMEs optimally use Instagram as a cost effective branding tool to position themselves within the broader South African market?”. In order to answer this question an appropriate research paradigm and worldview must be selected whereby primary research will be conducted.

3.1 Research Paradigm

A paradigm is defined as a worldview, a set of assumptions, concepts, values and practices that constitutes a way of viewing reality for a likeminded community, especially within an intellectual discipline (Research Methodology, 2019). A paradigm is the way in which a researcher investigates a chosen phenomena. Its purpose is to be a guide line with regards to what should be researched/studied as well as how to conduct the research study. It is imperative for a researcher to identify the correct paradigm in order to better understand the study’s direction along with how to answer the questions related to the research topic (Johnson & Christensen, 2017).

There is a total of three main paradigms namely; Interpretivism, Positivism and Critical Realism. Interpretivism is defined as the knowledge that reality is fluid and supports a qualitative research method (Bryman, 2012). Positivism is the notion that science and education could enlighten people to create a better world for themselves, this notion supports a quantitative research method (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014). Critical Realism states that knowledge is a social construct and supports a combination of qualitative and quantitative (mixed method) research approach (Saunders, Lewis &

Thornhill, 2007). After conducting research on all three paradigms, keeping in mind the research question; literature proves that Interpretivism would be best suited for this study's chosen research method and design which is qualitative.

The Historical-hermeneutic (phenomenological) paradigm, better known as an Interpretivist investigation paradigm, is used to accumulate an in-depth understanding of knowledge through shared meaning and symbolism when it comes to how social media platforms (with specific focus on Instagram) can be used as an effective branding tool for South African SMMEs (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014). The Interpretivism paradigm deems most relevant to this research document because of its core belief, stating that social reality is inherently meaningful as it gives individuals the opportunity to respond and/or rationalise in any way they wish to. This chosen paradigm grants access to a greater understanding of an SMME's (and/or the consumer's) needs, wants and desires by using qualitative research when it comes to investigating Instagram as a branding tool.

With the freedom to research the subjects of social media and branding open-mindedly the Interpretivist paradigm allows for qualitative exploratory investigation into, South African SMME brand, Silvery's Instagram page to better understand and analyse how the brand communicates its identity to its consumers through the use of this social media platform. Keeping in mind that Interpretivism states that reality is fluid, it is important to acknowledge that the research design, results and findings of this particular document may differ from that of a similar study due to the fact that the study is subjective to the researcher's perception.

To fully understand how Instagram could be optimally used as a branding tool for South African SMMEs it is of great value to review and investigate the different positions of Interpretivism. There are a total of five different Interpretivistic positions namely; the Epistemological position, the Ontological position, the Metatheoretical position, the Methodological position, and the Axiological position (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014).

3.1.1 The Epistemological position of Interpretivism

Epistemology is known as the philosophical theory of knowledge (Research Methodology, 2019). The epistemological position of Interpretivism states that something that is perceived as knowledge is identified when it feels right to those being studied. In other words common sense would be an important source of knowledge in a epistemological interpretivism sense (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014).

The epistemological interpretivism position of this study focuses on the core essence of branding and how it has evolved to take a place in social media, initialising social media as a preferred branding tool. It then further investigates how South African SMMEs can leverage from social media as a branding tool.

3.1.2 The Ontological position of Interpretivism

Ontology is described as the sequential account of existence or rather the study of what counts as reality (Research Methodology, 2019). The ontological position of Interpretivism states that reality is fluid and subjective and is created by human interaction (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014).

To gain in depth understanding of how South African SMMEs are using Instagram as a branding tool a qualitative analysis will be done on Silvery; a South African SMME brand that uses Instagram as it's main contact point; and how the South African public has reacted to their Instagram page/posts. This will be done to better understand how Silvery has used Instagram to optimally brand themselves and in the broader sense how other South African SMME's could utilise Instagram as branding tool.

Du Plooy-Cilliers, Davis and Bezuidenhout (2014) argue that each individual has different experiences when encountering a situation thus attaching various emotions, memories and ideas to different social realities. This in turn means that when analysing Silvery's Instagram page and posts focus has to be placed on the general reaction of a larger target audience rather than the reaction of each individual. When analysing Silvery's Instagram,

additional attention should be placed on the notion that South African's; who are the target audience of this study; react to imagery, words and context in a different manner than individuals from other countries due to their social reality, background and culture (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014)

3.1.3 The Metatheoretical position of Interpretivism

Metatheory within an Interpretivism viewpoint states that theory should tell a story in order to create in-depth understandings, notions and realisations of other's individual realities (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014). In interpretivism, metatheory describes studying a behavioural phenomenon that stems from an understanding of the purpose and meaning that individuals attach to their experiences and actions.

Therefor theories within interpretive research can be utilised as a method of sensitising individuals to the subjective, unobservable, difficulties and experiences they might face. Theories used within interpretivism describe an identified phenomenon in a rich, in-depth, robust, subjective and empathetic manner. Although interpretivist theories lead to the understanding of a phenomena it is important to note that it does not predict outcomes and can therefore not be based on generalisations (Neuman, 2011).

For the purpose of this study the metatheoretical insterpretivism position taken, will look at the theory of Jean-Noël Kapferer's brand identity prism whereby he has set out a framework to measure a brands identity against. This is important to the study at hand due to the fact that the core of the study focuses on how South African SMMEs can leverage from social media through the use of branding and thus the use of brand identity.

3.1.4 The Methodological position of Interpretivism

The methodological interpretivism position states that subjective, qualitative methods should be used when conducting a research study (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014).

The research design within the methodological position of interpretivism is, for the purpose of this study, based on a qualitative study which is supported by the interpretivism standards and viewpoints.

3.1.5 The Axiological position of Interpretivism

Axiology is defined as the study of the nature of values and value judgements. Axiology is known as a branch of philosophy that is associated with values and ethics (Research Methodology, 2019). An axiological interpretivism position means that the uniqueness of findings and knowledge derived from the study has significant value (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014).

The values based within the axiological position of this interpretivism study include reactions from and with consumers who interact with the Silvery brand on Instagram. It will also focus on how Silvery handles communication and relationship with its consumers through brand identity and the values derived from the brand identity.

3.2 Research Approach

For the purpose of this study a qualitative research approach has been utilised along with the Interpretivism paradigm as the chosen research design, both of these have been crafted based off of Kapferer's brand identity prism theoretical framework and guidelines when it comes to analysing brand identity. This research approach was selected as it is the best suited method to answer the preposed research questions, assisting in solving the research problem. This research approach was chosen as it was best suited for the purpose of understanding how Silvery has been using Instagram as a branding tool and in turn how other South African SMMEs can utilise this social media branding tool in the future.

3.3 Research Design

The research design is described as the way in which the researcher plans to collect data through the use of a research study (Research Methodology, 2019). For the purpose of this study a unobtrusive qualitative content analysis method will be used. This will be done through the use of coding and analysing Silvery's Instagram posts with a coding book set up within the theoretical framework of Kapferer's brand identity prism.

Coding is known as the process of grouping data into manageable categories. The goal of qualitative coding is not the collection of numerical data, but rather what Strauss (1987) describes as the fracturing of data. The process of fracturing data means to break the text/analysis down into concepts and codes and then rearrange them, ordering them into meaningful categories (Strauss, 1987). For the purpose of this study the process of coding is critical, as it will enable the researcher to contribute findings to the discipline of South African SMMEs and the use of Instagram as a branding tool (See Appendix C)

This method of research design is best suited for the purpose of this particular study as it looks at Silvery's Instagram posts and analyses them within the theoretical framework of Kapferer's brand identity prism. This in turn assists in following the research objective which is to determine how Silvery uses Instagram as a branding tool against Jean-Noël Kapferer's brand identity prism.

Exploratory research will be conducted due to the fact that the research study has not been previously done before, meaning that the overall purpose is to study an unknown area of research. This study being an exploratory study with the purpose of gaining in depth understanding of how South African Small, Medium and Micro Enterprise Businesses are using Instagram as a branding tool. The core purpose of this exploratory study is to become familiar with unknown situations, conditions, policies and behaviours (Du Plooy, 2006).

3.4 Research Plan

Kumar (2011) describes research plan as, 'a procedural plan that is adopted by the researcher to answer questions validly, objectively, accurately and economically. Defined as a complete plan for the entirety of the research project at hand outlining the process of everything that will be done including the formulation of questions/hypothesis to the collection of data and information and lastly to the completion of the final research analysis.

3.4.1 Unit of analysis

A unit of analysis can be defined as the population, people, or subjects, that the researcher intends to collect data from that will qualify in answering the proposed research question (Research Methodology, 2019). The proposed research question that should be answered is: "How does Silvery, a South African SMME brand, use Instagram as a branding tool against Jean-Noël Kapferer's brand identity prism?"

For the purpose of this study the unit of analysis will be Silvery's entire Instagram platform which consists of a total of 643 Instagram posts dating back from the 30th January 2015 to the 24th of October 2019. Noting that the unit of analysis is one that is too vast to quantify due to limitations and time constraints the unit of analysis will be divided into sub divisions called populations. This was done with the goal to narrow the unit of analysis down to an attainable sample size.

3.4.2 Population

According to Keyton (2011), a population can be defined as all units, or individuals or abstract entities that possess the characteristics or attributes that pertain to the purpose of the research study being conducted. Thus meaning that a population is defined as all individuals belonging to a particular group that is being studied (Research Methodology, 2019).

- **Broader Population**

For the purpose of this study focus will be placed on all Silvery's Instagram posts from 2019 onward which is a total of 136 posts dating from the 8th of January 2019 to the 24th of October 2019. Noting that the desired population is one that is too vast to quantify due to limitations and time constraints, a framework has therefore been set in place to narrow the broader population down to a targeted population.

The framework generated to identify the targeted population critically evaluates all Silvery's Instagram posts from the year 2019 and narrows them down by putting them through a elimination process where posts that have a minimum of 10 comments and a minimum of 200 likes will be chosen as the targeted population. This method is used in order to narrow the broader population down to an attainable population.

Targeted population framework
Is in the year 2019
Has 10 comments or more
Has 200 likes or more
Total: 19 Instagram posts

- **Targeted Population**

If the broader population for this research study is 643 Instagram posts then the targeted population derived from the above mentioned framework is 19 Instagram posts. Noting that the targeted population is one that is still too vast to quantify due to limitations and time constraints another framework has been set in place to narrow the targeted population down to an accessible population.

The framework generated to identify the accessible population critically evaluates all Silvery's Instagram posts from the targeted population and narrows them down by putting them through another elimination process where posts that have a minimum of 10 comments, a minimum of 200 likes, and that are posted in the month of July 2019 will be

chosen as the accessible population. This method is once again used to narrow the targeted population down to an attainable population.

Accessible population framework
Is in the year 2019
Has 10 comments or more
Has 200 likes or more
Is posted in the month of July
Total: 4 Instagram posts

• Accessible Population

If the broader population for this research study is 643 Instagram posts and the targeted population derived from the first framework is 19 Instagram posts then the accessible population identified by the second framework is 4 Instagram posts.

3.4.3 Sampling

Sampling is defined as a selection from the determined population from which data is collected for the purpose of the research study. The sample size can then further be described as the number of participants from the determined population within the study sample. Although large numbers are preferred in quantitative research, smaller samples are favoured in qualitative research since the aim is not to generalise results but rather opinion and emotion (Research Methodology, 2019).

There are two different types of sampling methods, the first being probability sampling and the second non-probability sampling. For the purpose of this study a non-probability sampling method will be used. Non-probability sampling is used when it is almost impossible to determine who the entire population is or when it is difficult to gain access to the entire population (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014). The smaller sample still meets the population parameters for the study; however, the sample has been

selected using the researcher's judgement. The population has therefore not been randomly selected from a list but rather carefully considered with the research objectives in mind (Neuman, 2011).

Furthermore within non-probability sampling there are different methods of sampling, these include; accidental sampling, convenience sampling, purposive sampling, quota sampling, snowball sampling and volunteer sampling. For the purpose of this study a purposive non-probability sampling method will be used. A purposive sampling method is defined as a sampling method that has been purposefully chosen by the researcher with specific focus on a list of elements that the researcher wishes to include in the sample, based on identified and justifiable characteristics. These characteristics are chosen with the purpose of optimally answering the research question with research derived from the identified sample. The population within the sample that does not meet the requirements of the purposive sampling method are disregarded (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014).

To summarise, for the purpose of determining how Silvery uses Instagram as a branding tool against Jean-Noël Kapferer's brand identity prism, a purposive non-probability sampling method will be used to identify the targeted population out of the broader population and then implemented again to narrow down the targeted population to the accessible population.

For the purpose of this study, as described in section 3.4.2, an accessible sample size of four Silvery Instagram posts has been identified through the use of purposive non-probable sampling. The sample was identified by implementing that the chosen population of Silvery Instagram posts must be posted in 2019, they must be posted in the month of July, they must have 10 or more comments, they must have 200 or more likes.

- **Why 2019:**

The year 2019 was chosen as a population sampling parameter because the study was conducted in the year 2019 therefore it would be best suited to use a population sample that had the most recent collectable data for the purpose of the research study.

- **Why July:**

The month of July in 2019 was chosen as a population sampling parameter because in July South Africa's consumer inflation slows down to 4.0% year-on-year. Furthermore in the month of July 2019 South African year-on-year retail sales rose 2% (CNBC Africa, 2019). This means that people were generally focusing more on interacting with and spending money on brands because of the fact that the inflation stopped increasing and the retail sales rose. In other words, July could present its self to be the month with the highest level of consumer and brand interaction, which would be beneficial to analyse for the purpose of this research study.

- **Why have 10 or more comments:**

Having 10 or more comments on a Silvery Instagram post was chosen as a population sampling parameter because for the purpose of the study, relationship and interaction between the consumer and the brand was a necessary element to analyse and investigate, therefore having ten comments to analyse at the least gives enough information to derive findings and insights from the analysed research.

- **Why have 200 or more likes:**

Having 200 or more likes on a Silvery Instagram post was chosen as a population sampling parameter because for the purpose of the research study, the researcher wanted to ensure that there was a sufficient amount of brand exposure and that a large enough population of consumers were able to interact with the brand elements within the Instagram post.

3.4.4 Data collection

A data collection method is described as the method used to collect data be it qualitative or quantitative and how that data has been collected (Du Plooy-Cilliers, Davis & Bezuidenhout, 2014). The data collection method for the purpose of this study is qualitative content analysis. Qualitative data collection has been chosen because the collection methods used in qualitative research are best suited for the purpose of this study. Because the objective of this study is to understand, explore and describe South African SMMEs' behaviours on Instagram, the qualitative data collection methods used will be coding of Silvery's Instagram posts and textual analysis of the content on the post as well as the comments and interactions of consumers on these posts. The key consideration during this step is that the chosen research approach has to ensure the validity of findings (Neuman, 2011).

For the purpose of this study unobtrusive qualitative content analysis through the use of coding will be conducted on the identified assessable population sample which is 4 Silvery Instagram posts, each of which were posted in July in the year 2019, each post has 10 or more comments as well as 200 or more likes.

The steps that will be taken to collect data include the following; identifying a research question to be answered; setting research objectives; analysing and determining the population that will be used to collect data from; setting up a code book with coding guidelines for analysing the data; taking screenshots of the population (4 identified Silvery Instagram posts); analysing the posts with the coding book.

3.4.5 Data analysis method

For the purpose of this study unobtrusive qualitative content analysis through the use of coding will be conducted on the identified assessable population sample which is 4 Silvery Instagram posts, each of which were posted in July in the year 2019, each post has 10 or more comments as well as 200 or more likes.

The content analysis data collection method is known to help the researcher understand information as symbolic phenomena. It is used with the purpose of investigating symbolic content such as words that appear on Instagram posts, comments, or hashtags, it also analysis abstract forms of communication such as emojis and photographs. Content analysis can therefore be described as a quantitative analysis method in which the researcher attempts to derive meaning from content in an objective way (Neuendorf, 2002).

It is important to note that when conducting a quantitative content analysis, the researcher may only work with what is reported and is not permitted to make any assumptions about the intended meaning. Because this qualitative content analysis is a retrospective data analysis and collection method, a large advantage is that the researcher is permitted to make observations about the the subject being analysed, such as identifying gender, without influencing the communicator. However, due to the symbolic nature of communication, researchers need to be context specific when analysing data, since the meaning of words change depending on the context they're in (Neuman, 2011).

Similar to content analysis, qualitative specific content analysis is the research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns (Hsieh & Shannon, 2005). Qualitative content analysis therefore involves the systematic analysis of social artefacts in order to give an optimal understanding of, media texts and the context they are in. The process of qualitative content analysis involves identifying subjective patterns and themes that may emerge from a particular textual context. Qualitative content analysis is known as an inductive research approach which means that researchers use the approach to develop theories or test existing ones (Neuendorf, 2002).

The qualitative content analysis method can only be successfully conducted through the use of coding. Coding can be defined as the process of grouping data into categories. The coding system can be applied to any textual analysis, including, written texts and comments on Instagram posts, visual images posted on Instagram as well as emojis and

hashtags used in the textual communication. Strauss (1987) stated that the goal of qualitative coding is not the counting of data, but rather the fracturing of data.

Fracturing data is described as the process of breaking text down into concepts and codes and then rearranging them into meaningful categories (Neuman, 2011). For the purpose of this study the use of coding is critical, as it enables the researcher to answer the research question and contribute findings to the broader discipline of the use of Instagram as a branding tool for SMMEs.

The method of how data will be collected for the purpose of this study is explained in the following eight steps for qualitative content analysis:

1. Prepare the data by identifying the population and taking screenshots of the chosen Instagram posts for further analysis.
2. Define the coding unit to be analysed. For the purpose of this study the coding unit includes phrases, photos, emojis, symbols, hashtags, sentences, and paragraphs.
3. Develop categories, a coding scheme and a conceptual framework. For the purpose of this study the categories of code are based off of Kapferer's brand identity prism and will be categorised accordingly. (see Appendix C)
4. Test the coding scheme on a sample text to ensure that it works and makes sense.
5. Code all identified elements. For the purpose of this study the elements of four Silvery Instagram posts will be coded.
6. Assess coding consistency to determine if the research question has been answered.
7. Draw conclusions from the coded data.
8. Report the findings.

3.4.6 Limitations and delimitations

- **Limitations:**

Limitations are defined as the influences pertaining to the research study at hand that the researcher cannot control. They are identified as the shortcomings, conditions or influences that place restrictions on the methodology and conclusions of the research study (Research Methodology, 2019).

Potential limitations include: not being able to use a representative sample due to time constraints, not being able to generalise results to a broader population, not being able to quantify all the desired elements due to the vastness of the general target population.

- **Delimitations:**

Delimitations are defined as the parameters the researcher chooses to make in which the research study will take place. Delimitations are used to describe the boundaries that have been set for the purpose of the study (Research Methodology, 2019).

Delimitations include: focussing on only one South African SMME brand; only analysing the use of Instagram as a branding tool and not Social Media as a whole; making use of only four Instagram posts as the accessible population; placing a time constraint on the data being collected stating that Instagram posts need to be in July 2019.

3.4.7 Ethical considerations

Ethical considerations can be defined as the system of moral values established to be followed during and after the process of conduct research (Research Methodology, 2019). Researchers and the work that they produce often affects other people. Researchers therefore have a responsibility to act with honesty and integrity so that the researcher can maintain confidence in the research process. This is done by preventing bias, deception, falsifying information, distorting results, misusing information and ensuring ethical research

through the following statements (Resnik, 2011). See Appendix D for ethics and integrity statements.

4. Chapter 4: Findings and Interpretation Thereof

This chapter details the findings from the data collection described in Chapter 3. Data was analysed using coding as a qualitative content analysis method. Before findings are identified a guideline of validity, reliability and trustworthiness has been established.

4.1 Validity, Reliability and Trustworthiness

Validity and reliability are terms used to describe the legitimacy of a quantitative research study as this form of study usually involves counting quantities and measuring large sums of quantified data. Because validity and reliability is used to describe quantitative data the concept of trustworthiness is a preferred term among qualitative researchers. However, it should be noted that when qualitative researchers make use the terms ‘reliability’ and ‘validity’, they inherently apply them differently (Lincoln & Guba, 1985).

For the purpose of this study, which is done through the use of a qualitative research method, focus will mainly be placed on ensuring trustworthiness, however validity and reliability will be commented on from a qualitative research viewpoint.

4.1.1 Validity

Validity is defined as the proof used to ensure that the correct procedures are applied when it comes to accumulating findings. Validity determines whether the researcher properly measured what was intended to be measured in order to answer the research question (Research Methodology, 2019). To prove validity for the purpose of this study the use of a coding guide based off of Kapferer’s brand identity prism has been implemented to analyse and identify each section of data in the same way for each of the individual Instagram posts.

4.1.2 Reliability

Reliability refers to the quality of a measurement study that proves accuracy and repeatability. The more results proven consistently over time done with an accurate representation of the total population identified by the study, the more scientifically reliable the results are (Research Methodology, 2019). To prove reliability for the purpose of this study the data gained from the Instagram posts; through the use of the chosen coding method; will be compared to test the similarities found within each individual study and the chosen population as a whole.

4.1.3 Trustworthiness

The generalised term that is used to define validity and reliability from a qualitative viewpoint is 'trustworthiness', which is further categorised into credibility, transferability, dependability and confirmability (Lincoln & Guba, 1985).

- **Credibility**

Credibility is described as the accuracy with which the data that was provided by the participants is interpreted by the researcher. Credibility increases when the researcher puts more time and effort and detail into researching the accessible participants in order to understand them better and thus gain more credible insight. (Collis & Hussey, 2003). For the purpose of this study credibility is proven through the in depth research and analysis of every possible element presented in the study of the accessible population.

- **Transferability**

Transferability is defined as the ability that the findings have, to be applied to a similar situation and deliver similar results. Therefore transferability is described as the degree to which an analysis and result can be applied beyond a specific research project (Shenton, 2004). For the purpose of this study transferability is proven in the way that the coding framework has been crafted. The framework could be applied to other social media tools like Facebook and be measured in the same way.

- **Dependability**

Dependability is the quality of the integration process that occurs between the data collection method, data analysis and the theory generated from the data (Collis & Hussey, 2003). For the purpose of this study dependability is shown through the chronological nature of the research design, which means that if a single element were to be removed from the research design/process, the research that follows would fail to make sense.

- **Confirmability**

Confirmability is defined by how well the collected data supports the interpretation and findings of the researcher. It shows how well the findings flow out of the data. Shenton (2004) states that confirmability requires the researcher to describe the research process in detail in order to help others examine the research design. For the purpose of this study confirmability is proven through the use of in depth guidelines regarding the coding rubric as well as a fully explained analysis and justification of the data.

4.2 Findings

Analysis has been done on four Silvery Instagram posts that are within the July 2019 timeframe. The four posts were measured against Kapferer's brand identity prism in order to analyse and determine how Silvery (a South African SMME) uses Instagram as a branding tool. This research was conducted to confirm whether or not South African SMMEs can optimally use Social Media (specifically Instagram) as a branding tool to position themselves within the broader South African market. The Findings from the analysed data are as follows:

4.2.1 Analysis against Kapferer's brand identity prism

- **Physique**

Each Instagram post was able to successfully communicate a minimum of five and a maximum of six physique elements through the use of the social media post and against the criteria Kapferer has set for brand identity.

- **Personality**

Each Instagram post was able to successfully communicate a minimum of four and a maximum of six personality elements through the use of the social media post and against the criteria Kapferer has set for brand identity.

- **Culture**

Each Instagram post was able to successfully communicate a minimum of one and a maximum of six cultural elements through the use of the social media post and against the criteria Kapferer has set for brand identity.

- **Reflection**

Each Instagram post was able to successfully communicate a minimum of four and a maximum of six reflection elements through the use of the social media post and against the criteria Kapferer has set for brand identity.

- **Self Image**

Each Instagram post was able to successfully communicate a minimum of three and a maximum of seven self image elements through the use of the social media post and against the criteria Kapferer has set for brand identity.

- **Relationship**

Each Instagram post was able to successfully communicate a minimum of six and a maximum of eight relationship elements through the use of the social media post and against the criteria Kapferer has set for brand identity.

4.2.2 Interpretation of findings

- **Interpreting the method**

The study proves that Silvery, a south African SMME brand, was able to make use of Instagram as a branding tool through implementing Kapferer's theory of the brand identity. The way in which Silvery communicated brand image was notably interesting.

When it came to chosen imagery, Silvery made sure to always showcase one of their products in the picture. The photograph was also always pleasing to the eye. With professional setting of background elements and beneficial use of angles, Silvery managed to draw the consumer to interact with the post. They also always made sure to have brand colours and textures in the post as well as the font they often use on their hand made jewellery.

When it came to captioning an Instagram post, Silvery made use of storytelling to communicate the brand identity with the consumer. Some of these stories had to do with current events and happenings that would keep the consumer up to date and informed. An element of playful and well crafted text construction aided in communicating Silvery's desired brand identity to the consumer. Emojis were used to add extra flare to what was being communicated or to fill in gaps of communication or share/show emotion and human connection.

To engage and communicate with consumers, Silvery made use of liking the comments consumers left on the Instagram posts. Silvery also replied to almost every individual that commented a question regarding the product being showcased in the post. The tone of voice used to answer consumers in comments was tailored to the context of the question.

If the comment that the consumer posted was a friendly playful one, Silvery would match the friendly and playful response by answering their comments with emojis as well as addressing customers by their names or nicknames. If the comment was one that was to the point, Silvery would answer in a stylish and professional fashion.

Silvery also ensured that the consumer remembered the brand by having their logo as their profile photo and their website link as their Instagram profile name. This causes association with South Africa and African culture because of the use of .co.za. What was notably different was the irregularity in the use of hashtags. Silvery only made use of hashtags on posts that were subject specific.

• **Broader context**

Data gained from the research study; as discussed in the above mentioned; proves that Silvery made use of multiple branding tactics whilst utilising Instagram as a branding tool. These include having a strong identity, knowing their audience, having well crafted content, and putting focus on design. Standberry (2019) has identified these four elements as the key areas SMMs should focus on when utilising social media as a branding tool,

1. **Identity:** For a business to make a success out of social media branding, they need to know their brand identity in order to communicate it to the consumer. Brand identity needs to answer the questions: “What defines the brand and how does it differentiate from the competitors? What does it want to achieve? How and who does it want to impress?” Standberry (2019) states that, the clearer a brand is about its identity, the easier it will be when crafting the right message for the consumer.
2. **Audience:** A large part of social media branding includes knowing and understanding the brand’s target audience very well. This allows the brand to take a thoughtful, tailored approach with their marketing and branding efforts, rather than a blind, blanket one. If a brand truly wants to connect to and communicate with their audience, the brand needs to emphasise with the audience (Standberry.S, 2019).
3. **Content:** The type of content shared by the brand on social media shapes the brand image and identity. Thus why it is important that the brand shares content that stays in

line with the brand's identity. The content shared by a brand on social media platforms such as Instagram has the power to either make or break the brand's social media image. Since statistics state that a brand only has approximately two seconds to capture the attention of a potential consumer, brands shouldn't disregard the attention to detail when crafting content for social media (Standberry.S, 2019).

4. **Design:** Visual elements play a large role in how followers perceive brand on social media, thus why aligning a brand's design with the brand's objectives is an important step to keep in mind. Researchers have made it known that the human brain tends to process visual content 60,000 times faster than regular written/typed text, proving that attention to detail when it comes to visual representation on social media is an element brands cannot afford to miss (Standberry.S, 2019).

It is clear to see that Silvery not only followed the guidelines set out by Kapferer's brand identity prism but also made use of key elements to focus on when utilising social media as a branding tool, which then argues that in order to optimally utilise social media, a brand must first understand all elements, levels and dimensions that go along with social media branding or else the brand might find that the uneducated use of social media could work against them (Raw, 2019).

5. Chapter 5: Conclusion

The use of social media as a branding tool, keeping in mind that it makes use of the various contact points within social media marketing, builds trust between consumer and brand. This increased trust that is formed is essential in creating synergy with regards to coherent delivered and received messages that stay true to the identity of a meaningful brand (Arief and Bhatta, 2014). The consumer's trust in brand is important as it minimises uncertainty with the brand and opts for a stable platform for brand relationship and growth.

Brands, specifically South African SMMEs, no longer have the need of placing their reliance on only traditional marketing and/or branding mediums to communicate a chosen message to their target audience, this is because these methods are deemed as extremely expensive and not always effective. Instead brands are indulging in the benefits of using social media platforms such as Instagram, Facebook, Twitter, youtube etc. These mentioned platforms are used in the same way consumers use them in order to express the brand's values, beliefs, opinions and experiences with target individuals (Brown, Broderick and Lee, 2019).

Initially SMMEs faced geographic challenges and constraints when it came to their target audiences and the fact that they could not always physically be present in their consumers' immediate environments be it through physical stores or expensive traditional advertising. However branding has evolved and moved to a bigger and much more cost effective platform that allows South African SMMEs to reach approximately 6,6 million local individuals on Instagram thus encouraging social media as a branding tool and giving the SMME industry the opportunity to thrive (Goldstuck, 2019). The convenience of internet accessibility and the popularity of smart phones has grown the brand community and allowed it to flourish with the effect that brands can send and receive information over multiple platforms to as many people as they please with ease. Social media has thus become critical when building a meaningful and powerful brand (Rutkauskaite, 2012).

5.1 Answering the Research Question

‘How could South African SMMEs optimally use Social Media as a branding tool to position themselves within the broader South African market?’

SMMEs in South Africa have been struggling to succeed due to their lack of budget, planning, knowledge and use of branding tools (Govender, 2018). However due to the evolution of new media platforms that help brands reach consumers more effectively than traditional media could, SMMEs no longer need to have large budgets and expensive agencies to attain and use a powerful brand identity communication tool such as social media. Social media branding also provides SMMEs with tools that allow them to differentiate their brand in a saturated market (Standberry.S, 2019).

In other words, the reason why South African SMMEs are still struggling is not because they do not have access to social media platforms that they could use as branding tools, or that they don't have the budget for Social Media branding tools, but rather because they do not understand the method of using social media branding tools optimally in the way that Silvery has.

Social media is an incredible tool to use for branding but only when used correctly. If an SMME brand decides to use Social Media as a branding tool but doesn't understand the essence of their brand or the ways in which they should communicate; their misinformed use of social media branding will do their brand more harm than good (Raw, 2019).

Brands should at the very least, have an idea of who they are targeting their social media messages to, how this targeted audience can be communicated with, and which tactics or methods should be used to communicate with them. Khuthalani Khumalo (2015), managing director at Khaliphani Communications said it best: “SMME owners need to spend time understanding their customers and potential customers, analysing how they

consume media and what methods of communication work best for them, in order to really make a success in the social media landscape” (Khumalo, 2015).

Thus this study has come to the conclusion that South African SMMEs don’t need to focus on getting on to social media, they need to focus on crafting a proper brand identity, learn ways in which to talk to their consumers and only then optimally make use of social media as a branding tool.

5.2 Anticipated Contribution

The hope for this study is that it will contribute to the broader body of knowledge with regards to how brands should focus on the core elements of branding and getting those elements right before trying to take on new branding tools that they do not yet understand.

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7. Appendices:

A. Updated Concept Document Table

Annexure A: Updated Concept Document Table										
PROVISIONAL TITLE: Instagram as a branding tool for South African SMME's.										
Research Purpose/Objective	Primary Research Question	Research Rationale	Seminal Authors/Sources	Literature Review – Conceptual Framework	Paradigm	Approach	Data Collection Method(s)	Ethics	Anticipated Findings	References
To evaluate Instagram as a branding tool for South African SMME's.	How does Silvery (a SMME) use Instagram as a branding tool against Jean-Noël Kapferer's brand identity prism?	This research study could be revolutionary in helping the struggling South African SMME market grow their businesses by understanding how to optimally utilise Instagram as a branding tool.	Jean-Noël Kampferer	Theme 1: How has social media evolved to become a branding tool. Theme 2: What is a brand and how have brands been using social media beneficially.	Paradigm Interpretivism,	Qualitative research approach.	Coding of Silvery Instagram posts	Act with honesty and integrity so that the researcher can maintain confidence in the research process	That Instagram be realised and identified as an effective branding tool for struggling South African SMMEs that cannot afford expensive media and branding efforts.	- Ebsco Host Library - The IIE Library - The Vega Library - Google Scholar - Prescribed readings - Textbooks
					Epistemology Knowledge supporting that Instagram can be used as a branding tool.	Population				
					Ontology To gain in depth understanding of how South African SMMEs are using Instagram	Population Parameters Silvery's Instagram posts with +10 comments, +200 likes, and are posted in July 2019.				
Research Problem	Secondary Questions/Hypotheses/Objectives	Key Concepts	Key Theories		Methodological	Sampling	Data Analysis Method(s)	Limitations	Anticipated Contribution	
South African SMMEs are struggling to optimally use social media platforms (Instagram) as branding tools and thus end up falling victim to liquidation.	What branding tactics are Silvery using to solidify brand identity within the mind of the consumer on their Instagram platform?	- Social media (Instagram) - Branding (Identity) - SMME's (South African)	Brand identity prism/model.	Theme 3: Define SMMEs and how the could possibly benefit from the use of Instagram as an African innovation to promote their brand.	Methodological Based on a qualitative study which is supported by the interpretivism standards and viewpoints. Axiology Non-bias analysis when it comes to outcome and findings.	Probability or non-probability Non-probability sampling Sampling method Purposive sampling method Size 4	Unit of Analysis Silvery's Instagram posts from the moths of fathers day 2019. Data Analysis Method(s) Unobtrusive Qualitative content analysis.	- Subjectivity to selected brand. - Not having a broad enough sample size. - Not having enough time.	Understanding South African SMME's and how a tool such as Instagram can improve their communication with consumers.	

B. Ethical Clearance Form



13 August 2019



Student name: Shannon Eksteen
Student number: 15018807
Campus: Vega Bordeaux



Re: Approval of Bachelor of Arts (Honours) in Strategic Brand Communication Proposal and Ethics Clearance



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



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

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

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

We wish you all the best with your research!

Yours sincerely,

Helena van Wyk
Supervisor

Dr. Franzél du Plooy-Cilliers
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C. Instagram Post Measurement Guidelines (Coding)

The following guidelines were put together to determine how Silvery has utilised their Instagram post as branding tools through the use of Kapferer's brand identity model as the basis of these measurement guidelines (coded results on separate document, contact researcher if in need of those documents).

Coding book guidelines for analysing Silvery's accessible population based off of Kapferer's Brand Identity

Code	Category	Theme	Theory	Tool of measurement
Internal Elements of Brand Identity	Physique	Physical characteristics; visual cues , brand colours, logo, packaging.	Silvery physical characteristics include: Bird Logo, Silvery font, unique brown packaging, blue, white, light pink and silver brand colours, earthy elements like wood, marble, stone or clay. The hand crafted silver jewellery.	Analysis of Silvery accessible population posts includes: 1. Analysis of image posted, this includes all elements within the image. 2. Analysis of likes, how many likes, like to comment ratio. 3. The caption that goes along with the post, what is being said (tone of voice), is there price included, are they using hashtags, emojis? 4. How many comments are there, what are the comments generally about, did silvery reply to comments, how Manny likes do silvery comments get. 5. Date, when was it posted, what day.
	Personality	Emotional characteristics of the brand; style of writing, tone, attitude, aesthetic.	Silvery personality characteristics include: being playful, sensitive, motherly, fun, consumer centric, minimalistic, natural.	
	Culture	Value of brand based on the brand background, country of origin, founder.	Silvery Cultural characteristics include: being proudly South African, founded by a woman, mother. Culture of love, respect and giving back to the community.	
External Elements of Brand Identity	Reflection	How the brand portrays its "ideal" target audience	Silvery's consumer reflection includes: young, happy, healthy moms who can afford hand made silver jewellery (Caucasian). Soon to be blissful brides. Free spirited creative young adults (women).	
	Self Image	How the consumer perceives the value of self when interacting with or supporting the brand.	Silvery consumer self image cues include: handcrafted created ethically(supporting ethical brands), special personalised and in control (consumer is in control of jeweling process. Classy, one of a kind, special.	
	Relationship	The relationship between the brand and consumer. Physical service offerings.	Personalised hand made jewellery, free delivery, discounts, themed content/products.	
		The relationship between the brand and consumer: Emotional relationship.	Personal interaction, reply, reassurance, positive feedback, professionalism, consumer control (customer is king).	

D. Researcher Ethics and Integrity Statement

What we do as researchers and the quality of work we produce often affect other people and we therefore have a responsibility to the bigger community that we serve to act with honesty and integrity so that everyone can have and maintain confidence in the research process. This is done by preventing bias, deception, falsifying information, distorting results, misusing information and ensuring ethical research through the following statements.

Anonymity and confidentiality

My name is Shannon Eksteen and I am a student at Vega School Johannesburg. I have conducted research under the supervision of Helena van Wyk with the goal of gaining an in depth understanding of how local South African Small, Medium and Micro Enterprise Businesses (SMME's) are using instagram as a branding tool. I hope that this research will enhance the general understanding of how local SMMEs can benefit from using Instagram as a cost effective branding tool. Please note that this research study does not expose any personal data or sensitive information regarding the subjects investigated during the unobtrusive qualitative content analysis process regarding Silvery's Instagram posts posted on the 17th of July 2019, the 12th of July 2019, the 8th of July 2019 and the 3rd of July 2019. Data collected will not be disclosed to public viewing aside from myself and my research supervisor Helena van Wyk.

Protection of identity

I Shannon Eksteen (15018807) hereby agree to protect the identity of any and all individuals that have interacted with the Silvery Instagram posts that have been analysed for the purpose of this study. I will not make use of any individuals' names in any research summaries or data analysis' done for this research study. I will also ensure that any other details will be disguised so that the content can not be linked to a specific individual. I would like to possibly make use of quotes when discussing the findings of the research but I will not use any recognisable information in these quotes that can be linked to any specific individual.

What happens to the data analysed in the unobtrusive qualitative research study

Once the data collection has been finalised, summaries and findings of analysed data will be included in the final research report, which is a requirement in completion of the BA Honours in Strategic Brand Communication degree at Vega School.

What to do when an individual has more questions regarding the research study

Please feel free to contact the researcher, the supervisor or Vega School Johannesburg should you have any questions or concerns about this research document.

The researcher's contact details are as follows:

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