



An investigation into how the Instagram strategies of Naked Coffee generate consumer loyalty within the South African coffee market.

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Abstract

The aim of this research study was to investigate and provide insight into which Instagram strategies are most effective in generating consumer loyalty for the Naked Coffee brand. Although there are a considerable amount of studies relating to consumer loyalty, very little exists when it comes to building consumer loyalty through the use of social networks. In order to obtain the correct data, content analysis was made use of in uncovering past literature and subject's which focused on topics such as brand loyalty and social media. Then, a semi – structured informal interview was organised with the digital marketing agency behind Naked Coffee to determine what media strategies they implement to build consumer loyalty. This study is believed to be helpful to brand managers within the South African coffee market, in terms of understanding what media strategies can be implemented to ensure that consumer loyalty is achieved. Also, to develop media strategies which can assist a brand in differentiating itself amongst the clutter.

From this research, the media strategies in which Naked Coffee use were discovered, which in turn created more clarity around how their brand generates consumer loyalty on their Instagram page.

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1. Chapter 1: Introduction

1.1 Contextualisation/Background

More than ever, people are engaging with brands on social media. These platforms are not only there to benefit the brand but also, to provide a space whereby, consumers can easily express themselves (Magee, 2012). This ideally, generates effective two – way communication. Brands who make use of social media have the benefit of communicating and engaging with their consumers, which more than likely is shared by the consumers – generating brand awareness (Magee, 2012).

Naked Coffee is the selected brand for this research study, as the researcher believes that they implement successful media strategies on Instagram in order to build consumer loyalty. The brands Instagram posts are creative and trendy, which provides the consumers an even better reason to engage and share the content.

Naked Coffee offers both in – café experiences as well as, takeaway options (Eat Out, 2019). The coffee shop itself is known for its quirky name, and quality coffee offering.

An investigative study will be conducted to gain insight and understanding around how media strategies on Instagram can build consumer loyalty. The media strategies implemented by Naked Coffee on Instagram will be researched.

1.2 Rationale

Over the past 40 years, there has been a radical shift in how people conduct business as well as, how they interact (Bashar, 2012). Due to the introduction of personal computers, the internet and the emergence of e – commerce, businesses have had to change how they operate and market themselves (Bashar, 2012). As newer technologies have become available, there are businesses which have chosen to learn and adopt to these strategies to gain benefits, whilst others have chosen not to (Bashar, 2012).

One of these newer technologies, is that of social media marketing. This tool gives brands the opportunity to engage, collaborate and interact with their consumers in the hopes of generating consumer loyalty. Due to the evident clutter within the South African coffee industry, brand loyal social media following has become less and less. Owing to the competitive nature of the South African coffee market, there is a need to for knowledge sharing in order to create value and differentiation when consumers wish to engage with a brand on social media sites. This iterates the need for brands, regardless of industry, to

develop clear social media strategies. Not much work has been done regarding the adoption and usage of social media within the South African coffee industry, and to the researcher's knowledge no similar work has been done within an African context.

1.3 Problem Statement

Brand managers nowadays, are yet to implement and understand the effectiveness behind the implementation of social media strategies in order to generate consumer loyalty (Schmid, 2018). Whether one runs a small local shop or, a big national company, social media has become an essential piece for all businesses and their corresponding marketing strategies (Schmid, 2018). Within the South African coffee market, the consumers perceived value of both product and content offering grows, as the level of coffee quality does. In addition to this, consumers are taking to social media, as a means of expressing their opinions, wants, needs and iterating their experiences with beloved brands. What this suggests, is that brand managers need to be making use of social media strategies to not only add validity to what they have already established with the consumers but, ensuring that the consumer receives what it is they want. If social media strategies are planned and implemented correctly, brands will stand a better opportunity to influence the perceptions in which consumers have, which in turn will have an impact upon their brand loyalty and their willingness to spread the word.

With the above in mind, the researcher wants to understand if the social media strategies behind Naked Coffee, particularly that of Instagram, generate consumer loyalty.

1.3.1 Why is the problem worth investigating?

There is a lack of understanding as to how creating media strategies for a platform such as Instagram, can contribute towards building consumer loyalty.

1.4 Research Questions

The primary research question for this study was as follows; 'how does the Naked Coffee brand develop media strategies for their Instagram page, in order to build consumer loyalty?

The secondary research questions for this study were;

1. What media strategies does Naked Coffee implement on their Instagram page?
2. How do the Naked Coffee followers react to the brand's Instagram content?

3. Does the Naked Coffee media strategy on Instagram generate consumer loyalty against the Keller Brand Equity Model?

1.5 Research Objectives

The objectives of this study were;

1. To identify the media strategies which Naked Coffee implement on their Instagram page.
2. To identify the Instagram reactions of those who follow Naked Coffee's content.
3. To determine if the media strategies of Naked Coffee on Instagram generate consumer loyalty against the Keller Brand Equity Model.

1.6 Purpose Statement

Brands are making use of social media platforms such as, Instagram, to promote their product and or services. It is a platform such as Instagram, which also allows the consumer to share information about themselves as well as, influencing their perceptions regarding certain brands (Erdogmus & Cicek, 2012). In addition to this, using a social media platform such as Instagram is a cost-effective method towards engaging with consumers, in the hopes of generating consumer loyalty.

The purpose of this research study was to understand how and what media strategies Naked Coffee implement on Instagram to generate consumer loyalty.

1.7 Conceptualisation

This study will be based on the following key concepts;

1.7.1 Instagram

Instagram is a mobile application, which allows users to share their life in photo or video format (Dubovik, 2013). In addition to this, Instagram also allows users to snap either photo's or videos wherever they are at a given time, and then share it with those that are following them, regardless of location. Apart from Instagram being used by individuals, there are many companies who have begun using Instagram to promote their brand, and to maintain an authentic relationship with their consumers.

1.7.2 Social Media Strategy

A social media strategy is the plan of action in which brands follow to reach their identified target audience, and to improve upon consumer conversation rates (Lake, 2019).

1.7.3 Consumer Loyalty

Consumer loyalty shows the extent to which consumers are dedicated to a companies' brand, product or service, over the others. In relation to social media, consumers are deemed as loyal when they connect with brands in a way which is different to that of others (Salamander, 2017).

1.7.4 South African Coffee Market

There has been an increase in popularity within South Africa surrounding not only good quality coffee however, supporting the growing coffee culture and local brewers (Biacuano, 2017). The reason for this increase, is due to the ever – growing South African middle class (Biacuano, 2017). This coupled with the café trend has had a positive influence toward the industry. The South African consumer has begun demanding better quality coffee, and coffee that is organic and ethically sourced through fair trade. According to Biacuano (2017) 'the consumption of coffee within South Africa has increased from 29 760 tons in 2016, to 35 400 tons in 2017.

1.8 Overview of Research Methodology

This research study made use of an exploratory research design and was conducted by collecting relevant data from the digital marketing agency behind Naked Coffee. Qualitative data was collected by means of a semi – structured in – depth interview. The data was analysed using qualitative content analysis, which is discussed in further detail in chapter 3.

1.9 Structure of the Paper

Now that the researcher has provided a basic understanding of the research problem and the objective behind this research project, the analysis can now be performed. The next chapter, chapter 2, of this research focuses on the reviewing of literature which have covered topics surrounding building brand consumer loyalty, Keller's brand equity model as well as, the various media strategies which can be used on Instagram. Chapter 3 provides information about the research methodology which includes mention of the research paradigm, population and sampling as well as, the data collection and analysis methods which have been used. Chapter 4 covers the research findings and the interpretation of

those findings, with chapter 5 concluding the findings by answering the relevant research questions and the possible implications of these findings for future research studies.

2. Chapter 2: Literature Review

Literature Review

2.1 Introduction

Since the explosion of the internet as a business platform, one of its biggest uses has become marketing towards the building of consumer loyalty (Jothi, Neelamalar & Prasad, 2011). The internet has become a critical channel in publishing content for many brands, and in particular, marketing and communicating through social media websites (Jothi, et al., 2011). There is not a lot of research behind how social media strategies can build consumer loyalty within the South African coffee market however, there is fair amount of research around the link between the use of social media strategies and consumer loyalty (Jothi, et al., 2011).

If a brand is able to successfully influence the perceptions of consumers, the consumer in turn will become loyal to the brand (Keller 2001). Today, brands are not using as much traditional media to communicate with their consumers but rather, are engaging with them on social media platforms such as Facebook, Instagram, Twitter and YouTube (Montgomery, 2018). Not only are these platforms there for the brands to make use of, however, is also a platform for consumers to express their opinions of a brand be it good or bad (Montgomery, 2018). Local South African coffee shops can easily implement social media strategies on their preferred platforms, especially when it comes to encouraging and building consumer loyalty.

There seems to be a lack of understanding into how social media strategies can be used to generate brand consumer loyalty within the South African coffee market. This study aims to focus on understanding how social media strategies can be used towards increasing consumer loyalty which in turn, may contribute to the existing body of knowledge around building brand consumer loyalty. Due to the lack of understanding and knowledge around social media strategies, brand managers have not been able to utilize them as effectively as they could in building consumer loyalty (Tsimonis & Dimitriadis, 2013).

The literature review to follow will discuss research paradigms and traditions as well as, theoretical concepts (consumer loyalty, social media and the South African coffee market). A connection between the theory and the research problem at hand will be mentioned alongside, the inclusion of previously researched literature in line with this topic.

2.2 Conceptualisation

2.2.1 Social Media Strategies

Social media is made up of various communication platforms. These platforms include Facebook, Twitter, YouTube and Instagram (Dutta, 2010). Digital media promotes two – way communication through a chosen medium, using the internet. This will thus include, websites, cellular devices which have internet connection, videos and social media (Klopper & North, 2011).

Social media is a constantly changing digital space and has a variety of communication platforms (Dollarhide, 2019). This includes, Facebook, Twitter, Instagram and YouTube (Dollarhide, 2019). It has become no secret that social media is changing consumer behaviour, as social media is “global, open, transparent, non – hierarchical, interactive and real time” (Dutta, 2010). It is evident that most brands prefer to communicate with their consumers on the identified platforms because, it allows the users to interact not only with the brands content but if they wish, they can share it in their own words (Evans, 2010). Social media platforms are used by brands not only for them to connect with their consumers however, for their consumers to also connect with one another (Mangold & Faulds, 2009). There are various researchers who have looked into the challenges and opportunities in which social media can pose when managing a brand. In particular, Schivinsky and Dabrowski (2014) reveal that the use of social media platforms is a cost – effective way for any brand to connect with its consumers. This connection will allow the brand to share the relevant content, which in turn will increase consumer loyalty and brand equity (Schivinsky & Dabrowski, 2014). A study conducted by Laroche, Habibi and Richard (2012) shows that brand communities which are established on social media have a positive influence upon the consumers perception of the brands product and service, the company itself as well as, the encouragement of consumer relationships. This in turn will have a positive effect upon brand trust, whilst trust has a positive effect upon brand loyalty (Laroche, et al., 2012) Brands also need to find ways to use social media as a way to create long lasting consumer loyalty, as opposed to merely just generating the short-term consumer loyalty (Schultz, 2013).

Social media platforms are the most effective methods towards generating word-of-mouth which in turn provides user – generated content that links consumers to one another (Dollarhide, 2019). These types of platforms are mostly technology based and change constantly. Even though it seems as if social media strategies have not been extensively researched, this tool most definitely has the potential to help brands in reaching a wider

audience, with smaller budgets in a shorter amount of time - in comparison to the more traditional marketing (Dollarhide, 2019). The use of social media platforms not only allows the brand to engage through paid or unpaid marketing rather, they will be able to reach a larger audience. To back this statement, consumers are being communicated to by brands more and more (Çiçek & Erdogmus, 2012).

In relation to the purpose of this study, which aims to investigate how brand consumer loyalty is built through social media strategies within the South African coffee industry, Naked coffee will be researched due to the fact that they have run various social media strategies in order to build their consumer loyalty by sharing edgy, yet casual content on their preferred social media pages. Ensuring that the brands social media strategies are effective, it is imperative that the brand is relevant and is up to date with what is happening (Jothi, et al., 2011) This does not only pertain to trends however, the digital advancements and mediums which can assist them in executing their social media strategies.

2.2.3 The South African Coffee Market

As one of the world's favourite beverages and the largest source of caffeine for many consumers, coffee plays an integral role in their routine, and coffee consumption is continuing to grow worldwide (Insight Survey, 2018). This is no different in South Africa, as the country's unique culture and innovative trends are assisting the coffee industry to find a gap not only locally but, globally (Insight Survey, 2018). Insight Survey has just released the South African Coffee Landscape Report 2018. The study explains that the South African coffee market is still a baby in comparison to nations such as the European Union, The United States of America and Brazil however, since 2014 the South African coffee industry has seen a growth rate of 13% per annum up until 2018 (Insight Survey, 2018).

The purpose of this literature review is to gain a more in – depth understanding into how the Naked coffee brand can use social media strategies to build consumer loyalty. The effectiveness of social media strategies will be based upon Keller's brand equity pyramid. Nowadays, it is very seldom one will come across a brand account manager who actually understands the impact around creating good social media strategies to build consumer loyalty. This study aims to contribute towards the body of information around social media strategies and customer loyalty.

2.3 Theoretical Foundation

Brand building is a process in which a company makes use of in creating or, improving the knowledge and opinion of a brands perception (Cambridge University Press, 2019). Brand

building is a key element towards improving share performance and consumer loyalty (Cambridge University Press, 2019).

Keller (2013) created the well – known Customer Based Brand Equity (CBBE) model (Keller, 2001). The idea behind this model is that all businesses need to influence the perceptions in which the consumers have of both its product and service (Keller, 2001). If a brand is able to establish strong brand equity, then the consumers will most likely formulate positive perceptions of the brand, become loyal and will more often than not use word of mouth to recommend the brand to other consumers (Keller, 2001). Brand equity is the result of marketing activities which are aimed towards positively influencing the consumers perceptions of a brand (Keller, 2001). Brand equity also wants to create positive thoughts, beliefs, opinions and perceptions in the minds of consumers, about a brand. In relation to this study, the researcher would like to focus upon understanding how the various stages of the Keller model can be undertaken on social media platforms as a strategy to build consumer loyalty amongst artisanal coffee consumers.

The Keller CBBE pyramid (2001) has four stages, which need to be followed in order to build a strong brand equity. These stages go in order from the bottom to the top, salience, performance, feelings judgement and lastly, resonance (Keller, 2001). The four stages have corresponding questions, which consumers may ask about the brand. These questions include, in order from the bottom to the top, what does the brand mean to the consumer, how does the consumer perceive the brand's identity, the consumers' emotional response towards the brands and lastly, the relationships created between the consumer and the brand (Keller, 2001). The pyramid's four steps include six phases in which a brand must implement in order to reach to the top when building a strong brand equity, this will be discussed in more depth below. The Keller model is well suited for this research study, as it focuses around the broader understanding of consumer behaviour and perceptions (Keller, 2001).

The scope of brand equity, in the Keller Brand Equity Model (2001) focuses upon the brand identity, the brands meaning, the brand response as well as, the brand resonance.

2.3.1 Keller Brand Equity Model

2.3.1.1 Brand Identity

When building brand awareness, or otherwise referred to as brand salience in the first phase, a brand needs to make sure that their consumers can identify the brand's identity

(Keller, 2001). Brand's need to make sure that their consumers have the correct perceptions of a brand's identity (Keller, 2001).

2.3.1.2 Brand Meaning

In phase two a brand is required to communicate and highlight what the brand actually means, and why they actually exist through their imagery and performance (Keller, 2001). The performance of a brand is essentially what defines the ability of a brand to meet the needs of the consumer and can be measured according to five criteria which include; reliability, service efficiency, style and design, durability and service and lastly, the price (Keller, 2001). The imagery of a brand refers to how the brand can meet the needs of the consumer on both a social and psychological level, which can be achieved through targeting an audience, word of mouth as well as, the overall product experience (Keller, 2001).

2.3.1.3 Brand Response

The third phase speaks about consumer judgement, and how the consumer responds to a brand. When a consumer judges a brand, it often includes the actual or perceived quality; the credibility; the brands standing in comparison to competitors as well as, the brands relevance (Keller, 2001).

2.3.1.4 Brand Resonance

Right at the top of the pyramid comes brand resonance, and this is difficult to reach. This phase can only be reached once the consumer has created a mutual connection with the brand. Brand resonance has four groups which are engagement, community, loyalty and brand attachment (Keller, 2001).

2.3.1.5 Conclusion

In conclusion to the reasoning of the identified theory, an interpretivist style is used because, it values the varying perceptions, opinions and beliefs of the participants. This will allow the researcher to gain a better understanding of the participants response in line with the methodologies chosen. Keller's theory embodies this paradigm and will assist the researcher in understanding the consumers and how they perceive the Naked coffee social media strategies, which will further allow the researcher to understand how Naked coffee can build their brand and its consumer loyalty.

3. Chapter 3: Research Methodology

The purpose of this chapter is to explain the type of research methodology which was adopted by the researcher. The paradigmatic view is discussed alongside the chosen research approach and design. This research paper has taken an interpretivist stance towards the qualitative interviewing method, which is iterated under the population and sampling method. In addition, the chapter also explains how the data was collected and interpreted, proving why the chosen method was credible, transferable, valid and ethically sound towards the body of research. The research design and the conceptualisation of this research paper has had an influence upon the quality of this study and became a crucial benchmark towards the conclusions made.

3.1 Research Paradigm

A paradigm is a framework which includes the most commonly accepted views regarding a specific topic (du – Plooy Cilliers, 2014). Selecting a paradigm was crucial for the researcher, as it assisted the researcher in understanding the direction in which the study would take. This in turn, assisted the researcher in answering the research related questions (du – Plooy Cilliers, 2014).

All of the research paradigms were considered, including the critical tradition and positivist tradition (du – Plooy Cilliers, 2014). Having studied the various paradigms, it appeared that the research study at hand is best situated within the interpretivist paradigm. According to Patterson and Williams (2002:5) 'the interpretivist paradigm was based upon the critique of positivism, which challenges the fact that reality cannot be separated from one's knowledge of it'. The interpretivist paradigm views reality as an element which is entirely subjective and is created based on the meanings and understandings generated through various experiences held by an individual (Myers, 2019). With the interpretivist paradigm being used, it became important that the values of the researcher were immanent throughout the research process (Myers, 2019). The paradigm itself iterates that any researcher using this model acknowledge and value the unique realities of all (Myers, 2019).

This paradigm has enabled the researcher to gain an in – depth understanding of the knowledge and shared meaning which surrounds the impact of Instagram strategies when it comes to building consumer loyalty within the South African coffee market. This paradigm was deemed as most relevant, as it believes that the social reality of people is meaningful and allows people to make sense in their own way (Myers, 2019). Additionally, this paradigm enables the researcher to be open minded when conducting online research as well as, when engaging with the digital agency behind the Naked Coffee brand.

For the purpose of this study, to explore how Instagram strategies are a valuable tool towards generating consumer loyalty, the researcher found it important to evaluate the various traditions, assessing which tradition was best suited with the interpretivists frame of reference. The following research traditions were reviewed; epistemological, ontological, metatheoretical, methodological and axiological (du – Plooy Cilliers, 2014).

3.1.1 The Epistemological Position of the Interpretivist Paradigm

Positivists choose to ignore facts as the only type of convincing information (du – Plooy Cilliers, 2014). The interpretivist approach has ensured that the researcher avoids the generalisation of the information which has been obtained (Myers, 2019). This assisted the researcher is gaining a better understanding of how Instagram strategies can generate consumer loyalty. For the purpose of this research study, the researcher did not want to generalise, as the Instagram platform is used by a variety of different people, who belong to different cultures. It is important to mention that the information, which was gathered, has been measured in line with the cultural background of the study's participants. This has and will provide, valuable information to those brand managers who are wanting to create an Instagram strategy to better their existing consumer loyalty. For example, a participant whose occupation is being a student, may not react the same way to a Naked Coffee Instagram post, as a managing director would. This has very little to do with cultural difference, however, proves that we all interpret information differently (du – Plooy Cilliers, 2014).

3.1.2 The Ontological Positioning of the Interpretivist Paradigm

Many are of the belief that everyone experiences things differently, which iterates that we create different thoughts and feelings about society (du – Plooy Cilliers, 2014). Simply put, this means that Instagram strategies cannot be created with one individual in mind but rather, a target audience as a whole. In the attempt to generate consumer loyalty, those in charge are required to consider the realities of all consumers to ensure that the Instagram content speaks to differing needs.

3.1.3 The Metatheoretical Position of the Interpretivist Paradigm

Interpretivists prefer to obtain and analyse the information first, prior to making any conclusions (Myers, 2019). Therefore, the interpretivist research study at hand is aimed towards providing in – depth stories by describing the information obtained from the participants' and their corresponding point of view (du – Plooy Cilliers, 2014). In order to

ensure that legitimacy and reliability were achieved, the interpretivist made sure to structure the information in that of a descriptive nature.

3.1.4 The Axiological Position of the Interpretivist Paradigm

Interpretivists do not rely upon what is they understand from their environment however, they do their utmost to gain an in – depth understanding by considering the various belief systems of both the participant and the researcher themselves (du – Plooy Cilliers, 2014).

3.2 Research Approach

This research study focused on local coffee brand, Naked Coffee. In order for the researcher to gain insight into the customer loyalty strategies used by Naked Coffee on Instagram, the motivations, perceptions, knowledge and thoughts towards this topic were required from those participants who form part of the digital team behind the brand.

The information around the topic of consumer loyalty within the South African coffee market is one which is dynamic and hugely dependent on the type of coffee brand and their way of doing things. Getting in contact with the digital agency behind Naked Coffee, provided the researcher with subjective and rich information, which would have been challenging to obtain using quantitative methods. Qualitative research was the most suitable for this research project because, it allowed the researcher to gather in – depth insight into the topic of consumer loyalty, and how it can be generated using Instagram strategies.

3.3 Research Design

This research study was designed to investigate the topic of how to build consumer loyalty, using the social media platform, Instagram. In the beginning phases of this research paper, various sources relating to strategies which have been implemented by companies to build their brand equity, were explored. The information was gathered by accessing past journal articles and, relevant websites. The second part of this research paper was then structured to explore the opinions, knowledge and perceptions around the topic of how a brand can generate consumer loyalty using Instagram. Obtaining this information was done by conducting an in – depth interview with the digital marketing agency behind Naked Coffee, where the topic of consumer loyalty was discussed to a great extent.

This research paper has therefore made use of an exploratory design, allowing the researcher to obtain accurate qualitative data relating to the research topic. According to Davis (2014) ‘exploratory research has the overall purpose of exploring a topic which has

received little and or no previous research for the researcher to refer to'. Even though the topic of building consumer loyalty on Instagram has not been ignored by other researchers, the researcher believes that there is still not enough information, which has thus influenced further consideration from researchers. It is for this reason that an exploratory design was most appropriate for this research study, in that it has assisted the researcher to gain further insights and understanding towards studying a topic and or, developing of theories.

The chosen research design assisted the researcher in understanding the background behind consumer loyalty and how it can be generated using Instagram, which prior to this, was not as widely available as other research topics. This research approach, along with the interpretivist paradigm, allowed the researcher to obtain qualitative, in – depth and accurate information on the topic of how to build consumer loyalty using Instagram. The researcher hopes that this will contribute towards the overall body of knowledge, enhancing the available research.

3.4 Population and Sampling

This research paper aimed to explore the opinions, perceptions and knowledge around how the Naked Coffee brand generates consumer loyalty through the implementation of certain media strategies on Instagram.

In order for this information to be gathered, the researcher made contact with the first target population, which was the digital marketing agency in charge of the Naked Coffee brand. It was important that the digital marketing agency contacted had a considerable amount of experience not only within the industry however, with the Naked Coffee brand. Due to the fact that the digital marketing agency has been with Naked Coffee from the beginning, they were deemed as a prevalent population for this study. Due to the time constraints, the researcher was unable to interview other digital marketing agencies, hence only this particular segment was looked into.

In conjunction with this, the researcher identified the second population, which was the analysis of a Naked Coffee Instagram post. The parameters which were considered when selecting the Instagram post were as follows (Pascoe, 2014); the time of year, the use of a regramming strategy, evidence of hashtag spamming, comments which elude to consumer loyalty and importantly, encompassing all elements of the Keller Brand Equity theoretical framework.

Due to time constraints, the sampling method used for this research project was purposive sampling (Pascoe, 2014). Purposive sampling is a non – probability sampling method whereby, the characteristics are chosen based on the judgement and knowledge of the researcher (Pascoe, 2014).

In relation to this research project, the researcher had to select which digital marketing agency fit the brief. The researcher had to make sure that the digital marketing agency was located in Johannesburg, had a strong relationship with the Naked Coffee brand and whether or not they would be a good candidate in answering the questions which related to building consumer loyalty using media strategies on Instagram.

The researcher believes that this sampling method was the most appropriate for this project, as the sample which was investigated was small and needed to be reached in a short amount of time. Using purposive sampling allowed the researcher to choose and focus on certain elements of the population, which was of interest towards the research study, and is what enabled the researcher to answer the research questions. In order for the information to become representative, the sample consisted of the digital marketing agency in charge of Naked Coffee as well as, the selection and analysis of an Instagram post.

3.5 Data Collection

In order for the researcher to gather information surrounding the topic of media strategies and consumer loyalty, content analysis was required. Hsieh and Shannon (2005) describe content analysis as a research technique which ensures validity behind the references being made through interpretation and coding of the gathered text. Additionally, they mention that it is imperative for the researcher to evaluate the text methodically in order to discover relevant patterns which can thus be made relevant.

Firstly, the researcher selected an Instagram post from the Naked Coffee page. The researcher believed that analysing an Instagram post of theirs would add more credibility to the study as well as, to generate understanding of how the theoretical framework applied (Appendix 4).

Secondly, the researcher wanted to relate enquire about the information already gathered to that of the Naked Coffee brand, in order to determine what media strategies, they apply on their Instagram page and if these in turn generate consumer loyalty. This required the researcher to arrange a semi – structured qualitative interview with the selected sample of the digital marketing agency of Naked Coffee. The interview was aimed towards discussing

the what's and why's of the media strategies in which the Naked Coffee brand implement, and to what extent the digital agency believes that they do or do not work.

Qualitative interviews were best suited for this research project, as it gave the researcher an opportunity to observe and record the participants perspective, knowledge, opinions and experience relating to the topic. The interviews were structured in a way which was open – ended, and thus conversational, which gave the participants an opportunity to offer rich and first-hand information around the topic which became beneficial towards the study. Through these interviews, the researcher was able to conclude whether the media strategies adopted by Naked Coffee do in fact generate consumer loyalty.

3.6 Data Analysis

According to Hsieh and Shannon (2005) 'content analysis is a widely used qualitative research technique'. It is by no means a single method, but rather a broad approach towards interpreting meaning from the content of text (Hsieh & Shannon, 2005). The researcher has made use of qualitative content analysis, due to the fact that it explores and identifies themes and patterns embedded in the text.

By conducting qualitative content analysis, the researcher was able to group the information into sections, followed by assigning the information into broader categories of the same meaning. This means that the researcher structured the information into codes and themes, which was applied to all of the text as well as, the selected Instagram post (Appendix 4). Structuring the information, accordingly, is what assisted the researcher in identifying whether there were patterns within the text. In addition to this, the researcher made sure to code the information in order for it to become more manageable when it required sorting into categories.

The data was conducted inductively, due to the fact that researcher started off with specific reasoning and moved towards that of a more general reasoning. Additionally, the researcher has used raw data in the analysis, so as to ensure that the themes developed had no preconceived conceptual framework.

There are certain concepts which are unique to qualitative research; firstly, that it is textual. The researcher has analysed the text, which in the case of this research study, is only oral. Due to the fact that the text in this study was only oral, transcribing the words of the participants took place. Secondly, qualitative research is a process of constant iteration. This means that the researcher had to repeatedly analyse and interpret the information in order to

refine and isolate the various meanings embedded within the text. Thirdly, this research study is hermeneutic. During the interview process, the participants interpreted the questions which they were asked and provided what they deemed a suitable answer. Afterwards, the researcher interpreted these answers to create meaning. In concluding the data analysis, this research study is entirely subjective and hence, the researcher has created conclusions from the information obtained from the interview participants.

It is these conclusions which have been examined using thematic coding. The thematic coding process has been adopted by the researcher in order to reduce the information gathered as well as, to identify research themes. The researcher has read the text and applied the coding scheme. Once this was completed, the researcher was able to present the data according to various categories.

3.7 Limitations and Delimitations

3.7.1 Limitations

With any research proposal, an important topic to consider is that of the limitations in which the research entails. In essence, limitations are any potential problems in which the researcher predicted and or, encountered during the research study (Enslin, 2014). Anything that could possibly threaten the validity and credibility of a research study, is deemed a limitation.

This research study was conducted and concluded in less than twelve months, which meant that there was a time constraint, thus limiting the extent in which the study could go to. The time constraint limited the researcher because, she was unable to use a representative sample of digital agencies, and therefore not being able to generalise the obtained results to that of a broader population. Regardless of the time constraint, the researcher alleviated the limitation by ensuring to interview the digital agency who is in charge of Naked Coffee's digital presence, within the provided time frame. The researcher also made mention to the fact that the results cannot be generalised to a broader population but rather toward a smaller, more niche market.

Along with this, some of the 'back up plan' digital agencies did not want to be involved in a research project, nor had the time to answer the questions in which the researcher had designed.

In an attempt to gain access to the digital agency behind Naked Coffee to interview, the researcher used LinkedIn. By having knowledge of who the founders of Naked Coffee are, the researcher attempted to see whether or not either of them is active on LinkedIn. The researcher was able to locate the one co – founder, who was then contacted. The researcher was responded to almost immediately whereby, the details of the researcher were requested, and then passed onto their digital agency. By using LinkedIn, the researcher was able to gain access to the digital agency behind Naked Coffee, whom were nowhere to be mentioned initially. The interview gave the researcher access into a wider body of knowledge surrounding the research topic, which improves the validity and credibility of this research study.

3.7.2 Delimitations

Delimitations are what enable the researcher to focus upon specific concepts, theories and or, methods to conduct the research successfully (Enslin, 2014). The researcher decided to focus on one brand, Naked Coffee, which impacted the strength of this study.

3.7.2.1 Delimitations of the Theoretical Framework

The researcher has purposefully delimited the generalising of the obtained results, as this research study is qualitative, focused on one brand and, is only considering the social media platform, Instagram. What this means, is that the researcher aimed to explore the knowledge, perceptions and opinions of the digital agency in charge of Naked Coffee. This took place through the research implemented.

3.7.2.2 Delimitation of the Research Design

The researcher interviewed the digital agency behind Naked Coffee. The research method used, ensured that those who were part of the interview felt comfortable to share their knowledge when being asked about the brand, and its Instagram, strategies. This method has supported the trustworthiness of this research study, as the researcher ensured that those whom were involved with the process, are actively engaged in building the Instagram strategies behind Naked Coffee.

4. Chapter 4: Findings and Discussion

In this chapter, the researcher discusses and interprets the findings from the data collection method used, which was described in chapter 3.

4.1 Presentation of Key Findings

Interview 1

Participant Name: Participant 1

Position: Founder of a Digital Marketing Company

Place: Ambridge Office Park

Date: 1 October 2019

Time: 14h00 – 14h45

Theoretical Approach	Transcription	Themes
Salience Questions Relating Do you think that Instagram is an effective platform for Naked Coffee to generate brand awareness/recognition? If yes, why and if no, why not? Why has Naked Coffee adopted the regramming strategy? Substantiate as to why Naked Coffee make use of hashtag spamming on Instagram?	When measuring brand awareness, reach and impressions are focused upon. With brand awareness, we focus on how many people we can reach, and how frequently they are reached. In SA, Facebook has the most effective reach but, Instagram is slowly catching up. Using Facebook and Instagram together would be the most ideal mix. Based on the response, the brand can become familiar with which medium is best	Awareness Reach and frequency should be the focus when wanting to generate awareness. Using Instagram and Facebook is the most ideal mix, as it also gives the brand a clear of idea of what is being received by the target audience. Hashtag spamming. Regramming.

Are there any other Instagram strategies which Naked Coffee uses besides the discussed?	in relation to the target audience. Regramming on Instagram creates brand awareness and pulls coffee consumer to the page. People like to show that they have been regrammed by a brand, which means that they will share. This then spreads the brand name further. Instagram allows the brand to make use of hashtag spamming, which allows the brand to reach a coffee community outside of their established one. Paid media is great for awareness!	
Imagery Questions Relating What is Naked Coffee doing differently on Instagram in relation to its competitors?	Pushing brand over product. Naked Coffee is not there to post about what they offer; they are there to post awesome coffee content which speaks to their brand and fellow coffee lovers. It is because of this that Naked Coffee has created a destination page for anyone who is part	Brand Naked Coffee have decided to push content, over what products they offer. Not only does this allow them to speak to their brand but, it has created a destination page for coffee lovers. Language Their language is very tongue and cheek.

	of the coffee culture, local or international. Once they have a captive audience, then they can begin to sell in the hopes of gaining their investment. The selling does not have to happen over Instagram though. The Naked Coffee language is also what differentiates them, as their tonality is very tongue and cheek. The product needs to inspire the content which a brand provides the consumer with.	
Performance Questions Relating Due to the clutter within the South African coffee market, how does the Instagram strategy of Naked coffee influence the consumer to buy from them or, to follow them? How do you as a digital team evaluate whether the reactions to a Naked	Firstly, we pull the consumer onto the Naked Coffee Instagram page by serving them content that they like. We do our research every month, into what the Naked consumer wants and likes. We also look at what they do not like and throw that away. Whatever works, is what we build the content on for Naked Coffee.	Content Serve people content that they will like. Content is what pulls the consumer in. Once we have them, then we can start pushing our product. Human Element Influencer Strategy Objectives Each post gets measured with different metrics.

Instagram post is good or, bad?	Content is one way of pulling people in. If our followers had to see what we sell every day in the form of posts, that is not attracting you. If we post content however, that is rad, people are going to come to our page, and importantly, stop scrolling there and then. Then, if they want to see what we sell and offer, the information on the page is available for them to search further. The human element is another strategy, which they achieve through their influencer strategy. Naked Coffee is of the belief that influencers create credibility and relatability towards the brand. This draws people on their Instagram page because, as soon as their favourite influencer posts, the consumer wants a piece of the action. From there, they get hooked, follow the page and then we can start marketing. We always measure against the objectives behind the Instagram posts.	
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Feelings Questions Related How do you as a digital team evaluate whether the reactions to a Naked Instagram post is good or, bad?	Everything that Naked Coffee does is objective based. No one post can be measured through the same lens, which is what we believe makes Naked Coffee posts rad.	
Judgements Questions Related Due to the clutter within the South African coffee market, how does the Instagram strategy of Naked coffee influence the consumer to buy from them or, to follow them? Based on the analysis done with regards to your Naked Coffee Instagram page, regramming is evident. Is there a reason for this?	Naked Coffee believe in living out the human element, through their influencer strategy. When the influencers post about or directly from Naked, they add a sense of credibility and relatability. Which in turn, draws people to the Naked Coffee page. Shortly after, they get hooked onto. The content posted, follow the page and that is where marketing can begin.	Human Centricity Through their influencer strategy, Naked Coffee have not only devised a way to create brand awareness however, these influencers add an element of credibility to the brand, which in turn will allow consumers to consider Naked Coffee over other brands.
Resonance Questions Related Due to the clutter within the South African coffee market, how does the Instagram strategy of Naked Coffee influence the consumer to buy or, to become loyal?	The digital team behind Naked Coffee will sit on their pages and when necessary interact and engage one on one. The way Naked Coffee communicate is focused around their tonality, which essentially brings the brand to life. This ensures that the	Engagement The digital team behind Naked Coffee prefer to interact and engage with their active Instagram consumers, one on one. This way the consumer feels appreciated and is more inclined towards considering brand loyalty.

Could you substantiate the reason behind why Naked Coffee make use of hashtag spamming?	retainment strategy is in place. Yes, Naked Coffee cares about posting coffee content. However, through hashtag spamming we can reach a variety of non-coffee related communities. These communities may not post about coffee often however, Naked Coffee can reach them with this strategy. By talking about other things which people enjoy, they can gain entry easier.	Reach Naked Coffee is open to the idea of reaching new communities, even if they are not die-hard coffee fans. This shows their willingness to appreciate what communities do enjoy, and then in some way relate coffee to that. Remember, they want to create a destination page.
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Please refer to (Appendix 4) for Instagram post analysis.

4.2 Interpretation of Findings

Through qualitative content analysis, the researcher was able to investigate themes from the data collected, in order to answer the research questions as well as, to identify patterns surrounding the feelings, opinions, perceptions and knowledge from the digital marketing agency behind the Naked Coffee brand.

As one can see above, the researcher has used the dimensions of the Keller Brand Equity Model (2013) in order to categorize the data collected.

4.2.1 Salience

In relation to the data provided by the participant, it is clear that brand awareness needs to focus upon reach and frequency. Naked Coffee achieve this by combining both Facebook and Instagram, which in essence support one another. Besides using both platforms however, the digital agency make mention of the importance around monthly evaluations in order to re – align the strategy. In additional to the text collected, the Instagram post

(Appendix 4) evidently makes use of the hashtag spamming as well as, the regramming strategy in order for the brand to generate awareness. Engagement is evident on the Instagram Post (Appendix 4) and according to Keller (2001) consumers who actively engage with the brand can start the process of entering the resonance phase.

4.2.2 Imagery

Consumers want to feel a sense of community when becoming loyal to a brand (Keller, 2001). Naked Coffee have differentiated themselves by becoming a destination page for all coffee lovers, and they are certain of the fact that all of their follower's love coffee. Naked Coffee are of the belief that pushing content is what makes them different from the rest, as they are not here to communicate what people already know they sell. Through their influencer strategy, they also allow their consumers to feel a sense of belonging and relatability.

4.2.3 Judgements/Feelings

Consumers can only reach brand resonance once they have formed an attitudinal relationship with the brand (Keller, 2001). Based on the discussion had, Naked Coffee is on board when it comes to monitoring the responses and feelings of their consumers. This is measured through the objectives of each post, and the digital agency are aware of what reactions go hand in hand with a brand love post for example. People on their Instagram page acknowledge their love for the brand and have formed a bond with the brands tongue and cheek humour.

4.2.4 Resonance

The researcher believes that the Naked Coffee Instagram strategies provide every reason for consumers to invest in the Naked Coffee brand. It is the brands human centricity and reach which gives the consumers a reason to form a relationship with the brand. Consumers value this brand, especially because their content speaks directly to their interests.

4.3 Validity and Reliability/Trustworthiness

According to Lincoln and Guba (1985) the quality of a quantitative study is assessed by its internal and external validity along with its reliability and objectivity. The described criteria are only applicable to quantitative research, and hence are not suitable for any form of qualitative research. Therefore, these criteria were not complied with by the researcher. The criteria used for determining the quality of this qualitative study were, credibility, transferability, dependability and confirmability.

Patton (2002) defines the first criterion, credibility, as the richness of the data and analysis conducted in the research study. This study is deemed as credible because, the researcher made sure to collect accurate data, which in turn was interpreted as accurately as possible (Koonin, 2014). In addition to this, the researcher made sure to increase the papers credibility by gaining an in – depth understanding of how consumer loyalty can be built using Instagram strategies, and comparing these answers to that of other subjects, and available content. By focusing the research around the knowledge, perceptions and opinions of the participants who form part of the digital team behind Naked Coffee, credibility was without a doubt added.

The second criteria of trustworthiness is the transferability element, which according to Trochim (2006) is achieved by providing context around the research as well as, what the underlying assumptions are. It was important for the researcher to ensure that even people outside of the research culture would be able to derive meaning. This research paper made sure to obtain and execute in – depth knowledge about how Naked Coffee achieve consumer loyalty using Instagram. This detail has ensured that anyone reading this study, regardless of their knowledge around branding, Instagram or, Naked Coffee, is able to understand the findings presented.

Lincoln and Guba (1985) describe the third criteria, dependability, as presenting the findings in a way which is consistent and in future cases can be replicated. The dependability of this research study was achieved through an external audit. An external audit involves an individual who is not involved in the research process yet reviews the research process being taken in order to see whether or not the findings have the ability to be applied so similar scenarios. The external audit of this research study was done by the researcher's supervisor, Helena Van Wyk, who monitored the research process from beginning to end. Van Wyk made sure that the research process as well as the findings were dependable, an in essence could be applied to similar scenario's which could potentially deliver similar results.

Lastly, trustworthiness. Trustworthiness is achieved through conformability, which can be referred to as the lack of bias present within the study. It is worth mentioning that being objective in a qualitative study is difficult to achieve however, the researcher did their best to ensure that conformability was maintained. To ensure conformability, the researcher made sure to review each stage of the research process from start to finish. By providing a brief

description of each stage, the researcher was able to ensure and or minimise, any trace of bias.

5. Chapter 5: Conclusion

For the purpose of this project, an exploratory study was done in order to understand how the social media strategies of Naked Coffee contribute towards generating consumer loyalty. This chapter will conclude and provide answers to the relevant research questions, identify the implications for future studies as well as, concluding the overall research study.

5.1 Concluding Answer to Research Questions

The intent behind this research project was to gain a deeper understanding of the Naked Coffee brand generates consumer loyalty using media strategies on Instagram. The researcher is of the belief that brand managers can add value to their business through the use of Instagram strategies, as long as what is implement, is relevant to their consumers (Birkett, 2016).

There were three main research questions, which guided the researcher to address the researcher problem. These questions also assisted the researcher in identifying what data needed to be collected throughout the research study. The research questions for the study were;

1. What media strategies does Naked Coffee implement on their Instagram page?
2. How do the Naked Coffee followers react to the brand's Instagram content?
3. Does the Naked Coffee media strategy on Instagram generate consumer loyalty against the Keller Brand Equity Model?

Based upon the findings gathered, the researcher believes that all of the research objectives have been clearly answered. In relation to the media strategies provided by the participant, it is clear that Naked Coffee relies upon media strategies on Instagram to build consumer loyalty. Yes, it can take time however, once they have drawn the consumer in, it all comes down to retaining them. Part of retaining the consumer is not only focused on how Naked Coffee engages with the consumer however, it also comes down to the content that they post. Naked Coffee believes that their distinct differentiator is the fact that they communicate their brand over product. This in turn has created a destination page for consumers, as nowadays they choose to follow content which interests them. The performance and or reactions to a post are measured according to objectives, which provides Naked Coffee with knowledge of what is getting coffee culture attention and how they essentially optimize on that.

From the research conducted, it can be concluded that the media strategies in which the Naked Coffee brand implement on Instagram, do generate consumer loyalty. However, it is worth mentioning that what works for Naked Coffee may not work for other brands of a similar nature. Naked Coffee have mastered the art of understanding their audience, which is how they have been able to maintain their consumers as well as, retain new ones.

5.2 Implications of Findings for Future Practices

These findings are useful not only to Naked Coffee but, can be adopted by brand managers who are looking to use Instagram towards generating consumer loyalty. It is findings such as these which can become of importance to other brands. Naked Coffee has made it clear that in order to generate consumer loyalty, you need to give the consumer what they want, and in Naked Coffee's case it is providing relevant exciting, and relatable content. Going forward, it is important that brand managers recognise what other brands are doing to generate consumer loyalty, but also to release that what works for Naked Coffee may not work for them.

5.3 Ethical Considerations

The ethical considerations of a research study play an important role towards the overall quality of the paper. Apart from that however, outlining and adhering to the ethical considerations are what guided the researcher towards conducting research of a professional standard. This research project applied the Vega Johannesburg (2019) code of ethics, alongside the consideration of ethical concerns outlined by the Association of Social Anthropologists (THEASA) of the UK and the Commonwealth (2018).

The first ethical concern to be considered in this research paper was related to protecting the research participants and honouring their trust. This ethical concern, according to (THEASA), relates to the fact that whomever is involved in the research is protected from any harm, and that all the efforts are made to ensure their well – being. In relation to this, (THEASA)(2018) further expands on this idea by saying that protecting the research participants includes elements such as, protecting the identity of the participants, respecting trust, anticipating any harm, avoiding intrusion, respecting their rights to confidentiality and lastly, ensuring that consent is negotiated.

This research study explored various content such as, past research studies, websites as well as, the opinions of the digital agency in charge of the Naked Coffee brand. This

organisation as well as, the subjects of past case studies are not anonymous. Due to the fact that the subjects have not remained anonymous, readers of this research paper may consider the lack of protection towards the participant's identity as well as, their right to confidentiality and anonymity, as not respected.

In an effort to protect the participant's right to privacy, the researcher ensured that prior to the interview, the participants who were involved filled out a written consent form. By filling in the consent form, the participant's confirmed that they were willing to voluntarily take part in the study. Doing this, allowed the researcher to not only negotiate consent however, also ensured that the rights of the participants were considered. Secondly, the researcher was able to reduce the risk of intrusion by ensuring that they conducted the research and presented the findings in a suitable way. This was done to ensure no harm was caused to the participant's but instead, provided potential benefits for them.

Additionally, the ethical concern related towards the quality and the accuracy of the results needed to be considered too. It became evident that bias could have shown in this research project, due to the fact that purposive sampling methods were adopted as well as the fact that the research study was qualitative based, and that the interpretation of the results would be subjective to that of the researcher. In order to alleviate the element of bias in this research project, the Vega Johannesburg's code about the professionalism of a researcher was applied throughout. This focused specifically on integrity, accountability and, quality.

This research study ensured integrity by producing results which were both truthful as well as, reliable. In order to ensure quality findings, the researcher employed high standards of planning, implementation and reporting. The researcher takes full accountability for the authenticity of their work from beginning to end.

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Figure 1:
Updated Concept Table

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
An investigation into how the strategies of Naked coffee build consumer loyalty within the South African coffee market.	Are the Instagram strategies of Naked coffee generating consumer loyalty?	The main intention is to understand how Instagram strategies can become a valuable asset in building consumer loyalty.	Kevin Lane Keller	Theme 1: Instagram Theme 2: Social Media Strategies Theme 3: Consumer Loyalty Theme 4: South African Coffee Market	Paradigm Interpretivist Epistemology Factual information depends upon the context, and the respondents interpretation of the information provided. Ontology Social construction comes down to the meanings which participants have defined based on their own experiences and interactions. The participants of the study do not experience reality in the same way. Axiology The researcher values unique realities.	Qualitative Design Population Population Parameters Digital agency behind Naked Coffee. Instagram post.	In – depth Interviews.	Inform participants about why the study is being done. Consider the time availability of participants. Identity protection. No incentives. No falsifying of info. Will remain unbiased.	Brand managers within South Africa undermine the impact in which Instagram strategies have upon building consumer loyalty.	Keller, K. 2001. Building Consumer Based Brand Equity: A Blueprint for Creating Strong Brands. <i>Marketing Science Institute</i> , 01 - 107(01 - 017), pp.9 - 23.
Research Problem	Secondary Questions/Hypotheses/Objectives	Key Concepts	Key Theories			Sampling	Data Analysis Method(s)	Limitations	Anticipated Contribution	
There is a lack of understanding as to how creating media strategies for a platform such as Instagram, can contribute towards building consumer loyalty.	To identify the media strategies which Naked Coffee implement on their Instagram page. To identify the Instagram reactions of those who follow Naked Coffee's content. To determine if the media strategies of Naked Coffee on Instagram generate consumer loyalty against the Keller Brand Equity Model.	Social Media Social Media Strategy Brand Equity Brand & Consumer Loyalty South African Coffee Market	Brand Equity Model			Probability or Non-Probability Non – Probability Sampling method Purposive Size One semi – structured interview with the digital agency. One Instagram post.	Unit of Analysis Text Instagram post. Data Analysis Method(s) Content Inductive	Research study being time limited. Single geographically located and represented brand.	This research study will contribute to the body of knowledge by drawing conclusions from the studies findings, with regards to whether or not Instagram strategies can generate brand consumer loyalty.	

Appendices:

Appendix 1

Ethical Clearance Letter



13 August 2019



Student name: Christina Botes
Student number: 14011944
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
Campus Postgraduate Coordinator

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Appendix 2

Consent Form for Participants



Consent form for participants

I, _____, agree to participate in the research conducted by (your name) about (insert aim of research/ brief summary of exactly what you are researching)

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

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

Signature

Date

Appendix 3

Consent Form for Audio Recording



Consent form for audio-recording/ video recording

I, _____, agree to allow (your name) to audio record my interviews as part of the research about (insert aim of research/ brief summary of exactly what you are researching)

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

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

Signature

Date

Appendix 4

Thematic Analysis of Naked Coffee Instagram Post

Model: Keller's Brand Equity Model		
Category: Brand Salience		
Sub - Category: Brand Logo		
Logo Positioning	Green Wall	Centre of Circle
Number of Logo Appearances	4	
Colour Palette	Green, Gold, Black and White	
Category: Brand Meaning		
Sub - Category: Brand Performance		
Amount of Likes	1, 1118	
Consumer Comments	Positive	Negative
Sub - Category: Brand Imagery		
Post Content	Our contrasting duo seen shining bring in front of our infamous emerald wall.	
Photo		
Storytelling		
#Spamming	17	
Context	Influencers visiting Sandton Café, then posting. Regrammed by Naked Coffee.	
Category: Brand Response		
Sub - Category: Judgement	Influencer strategy which creates credibility to the brand.	
Sub - Category: Feelings	Each post is measured with unique metrics.	
Category: Resonance	Genuine engagement, seen through regramming and a personal comment to their post. The use of hashtag spamming allwos them to enter a variety of communities.	



Appendix 5

Template of Questions Asked

1. Do you think that Instagram is an effective platform for Naked coffee to generate brand awareness? If yes, why, and if no, why not?
2. Similar to the above question, do you think that Instagram is an effective platform to educate the Naked coffee consumer about the more intricate details of the brand?
3. What do you think Naked coffee is doing differently on Instagram in relation to its competitors?
4. Due to the coffee market being rather cluttered in South Africa, how does the Instagram strategy of Naked coffee influence consumers to buy from them?
5. How do you as a digital team evaluate whether the reactions to an Instagram post are good or, bad? For example, from the emoji's people comment with or, the comments they write up.
6. Do you think Instagram is a platform which helps generate brand loyalty from consumers?
7. I have noticed that Naked coffee like to regram on their Instagram page, is there a particular reason for this?
8. It has also come to my attention that Naked coffee make use of hashtag spamming. Could you substantiate the reasoning behind this, and what benefits come with this strategy?
9. Are there any other Instagram strategies which Naked make us of, apart from the ones mentioned?
10. If you could give advice to anyone wanting to use Instagram to generate brand loyalty, what tips would you give them?

Appendix 6

Interview Transcription

1. Do you think that Instagram is a tool for Naked Coffee to generate brand awareness? If yes, why? If no, why not, and which platforms would you recommend instead?

So, um, I think it is actually a deeper question than just that. Firstly, one needs to understand that Instagram is not a platform agnostic of other platforms. Instagram is owned by Facebook, so essentially, Instagram is Facebook and a lot of people do not realize that. So, when you work on Instagram, you are actually working on Facebook. Generally, when we started on Naked Coffee our strategy was 50% Facebook and 50% Instagram. After having worked on the account for a few years now, the strategy has changed to 70% Instagram and 30% Facebook. From a brand awareness perspective, when we do a brand awareness campaign, we have specific KPI's that we need to deliver on and will then report on to our client/s. When it comes to a brand awareness campaign, we measure reach and impressions. Depending on what it is that we measure, for example, brand love, there will be different measures for that. In essence what we are trying to measure with brand awareness is how many people we can reach, and how frequently we are reaching those people. Now, Facebook is the best reach and frequency platform in South Africa, due to its reach. In South Africa there are 22 million active Facebook users whereas, on Instagram there are 6.8 million South African's active. With that said, Instagram is seeing the fastest growth and is thus slowly becoming the better one. When you advertise or buy media on Instagram, you have to buy it through Facebook Ad Manager platform, and then it is placed on Instagram. So basically, all that means is that Instagram is an extra placement to your Facebook ad. Historically, you had to buy a Facebook ad and say okay cool, I am going to place this on my news feed or right hand column, audience network, whatever the case. Whereas now, you can select to place it on the Instagram newsfeed, story, explore and many others. So, to answer your question of if it is a better platform for brand awareness, no I do not think so. I think for brand awareness Facebook would be better. I think the right answer would be using the two platforms together, as they are a good mix and then you can send your ad's out and analyse as to where they are being better received or, not.

2. What do you think Naked Coffee is doing differently on Instagram in relation to its direct and/or, indirect competitors?

What we do differently on Naked Coffee compared to our competitors, and you can have a look into it. When developing the initial strategy, I know exactly what it is we are doing

differently and how we optimize on content each month, meaning that we are always looking at our competitors to see what they are doing and to see how we can utilize what is working for them to inform what we are doing. We are always aware of what is going on out there! What we are doing specifically that is different, I think it is what has made us unique, and what has given us such a big following is that we have moved away from focusing specifically on the product. This means that we do not just say 'we sell these coffee's come and buy it' or, 'we sell these foods come and buy it'. This is not what our page is about. We have created a pillar in which the brand stands for, and we then push that. This gives people a reason to come and follow our page, as we are not a self-serving brand, instead we are a brand which serves the public. We want to get people to buy into our brand, and the knock on from that is that people will come and invest in the brand. Basically, what we developed was, we wanted the Instagram page to be a destination page for coffee lovers and to be inspired by coffee, and anything to do with coffee, and knock on's from that. If you look at our page, it is made up of content that we have shot of our coffee, content we have shot of our food and then awesome photography of coffee from all around the world that we have sourced from Instagram, which we have not shot. When we find all of this stuff from Instagram, and let's for example say, make use of it, we will always give those full credit. Then, we also have lots of people taking and tagging photos at our store. The reason for doing that, and I want to bring Facebook into it because, this mimics our strategy on Facebook too. However, the content on Facebook is different because of platform, and people do different things on different platforms. Instagram is more about beautiful photography whereas, things on Facebook are a lot deeper and more informative content. The one thing to keep in mind though, is that it is all based around a coffee culture. We wanted to become the authority around coffee. We do not want people to follow our page to find out when the latest special and or, added meal is but, follow our page to see an awesome photo of a coffee splash or, the most unusual coffee you have ever seen like an avocado latte. The consumers know that we do not sell an avocado latte, but they know our Instagram page will have the most epic coffee content. So, what differentiates us from other competitors, is that we focus on our brand versus the product. The brand is what has separated Naked Coffee from everybody else. More so, this is what has enabled us to build an audience because, at the end of the day our whole audience, the 33 odd thousand who do follow us on Instagram have all shown us that they are interested in coffee. Now that we have them captured, we can now market them using our product, and this does not have to happen on our page. We can dark advertise them with 10% off cappuccino's or, a coffee month whereby if you purchase a scrambled egg, hey we'll throw a coffee in with that. This you do not have to see on our page, we can feed this to our consumer on their news feed because, they are now part of our audience. It all boils down to content marketing, rather

than that of product marketing. Naked Coffee is extremely true to its brand, everything that we post speaks to their brand personality and they never deviate from that. For example, the tonality of the copy used is consistent throughout, which speaks a very tongue and cheek language, is witty because, that is the brand. Historically, it was the traditional forms of media which were seen as the prominent marketing tool. You would say, "this is my product, come and buy it at this place". This speaks directly to traditional whereas, what we have been speaking about now is digital marketing, which requires one to understand how exactly people are using the platform. People are not on Facebook to be fed promotions and specials. Instead, people are on Facebook and Instagram to be fed and search for content that interest them. This is where it boils down to, how do you wield your product into content that interests your consumer and your target market? This is what Naked Coffee has done. Think of Red Bull, they have their own media house. They literally have a 1000-man media agency who focus purely on the creation of content, not even selling their drink. Essentially, Red Bull has become a media agency, and all I want from them is their awesome content, I do not even care about the drink.

3. Due to the clutter within the South African coffee market, how does the Instagram strategy of Naked Coffee influence the consumer to buy from them?

I think there are 2 things which pull people onto Naked Coffee's page/s. One, we are pulling you in with content that you like. We have done our research into what the target audience and we do our research every single month. For example, the meeting which just ended it was a 2.5 hour reporting meeting. That is us reporting back on content which we created for a client last month, to analyse and understand what worked, what did not work and how that is going to inform their content for the next months. That is how we operate here at, and what we do for Naked Coffee and our other clients. Every single month we want to know what works, what does not work, and if it does not work it gets chucked out of the window. Then we learn from what works to create new content for the various brands. It is the content that pulls people in, and as you just said, you go to Naked Coffee's page to see awesome content about coffee. If you just saw every day that we sell café lattes, cappuccino's, americano's, the best banana bread and the likes, that does not give you a good enough reason to actually visit the Naked Coffee page. But, if you know that we post rad content about coffee, you have a reason to come back and visit our page - this is what pulls people in, and more so, which also stops people from scrolling through their feed. Once the content stops them in their tracks, they will go onto our page and at the top is where we have all of the Naked Coffee product offerings, with the feed purely focused on awesome content. In addition to pulling the customers in, we are very good at retaining them. Naked

Coffee puts a lot of investment into community management, which a lot of other brands do not. People feel a lot more valued when brands take the time to interact and engage with them, and this is essentially feeding the retainment strategy. This is testament to what our digital team does. So, they will sit on the pages and interact with the customers. We do not sit here and just like the post of consumers, instead, we engage with you and respond by using a GIF, ask you a question which is all focused around bringing the tonality of the brand back to life. This leads me to the second point of drawing people into the Naked Coffee brand, the human element. What brings people on, is the influencer strategy. Every single month we have influencers going to the Naked coffee stores, posting content which gives credibility to the brand and relatability to those who are seeing it. This avenue speaks again to what draws people onto our page because, as soon as they see the influencer posting about it, they will come through to our page. Then they will get hooked onto the content we post, follow the page and then we can begin advertising.

4. How do you as a digital team evaluate whether the reactions to an Instagram post are good or, bad?

We very seldom get negative feedback. But we measure against the objectives which are created. If a post went out with the objective of generating brand love and consumer response, and that is essentially what resulted, then yes, we did great – awesome sauce! We are familiar with the benchmarks, what Naked Coffee normally receives, what we have done well and what we have not. As it stands, we have a really good foundation and baseline with Naked Coffee and hence, we have had the client for 5 years. Everything that we do is objective driven, which means that we cannot look at all posts through the same lens. Every post will have a different objective, one post may be for sales and education whereas, and another post may be focused around generating brand awareness. Each one is measured differently, with different metrics. So, you can only measure product education posts against product education posts, and the same for others. Essentially, comparing apples with apples, as you can't compare apples with oranges. If it is a brand love post, you are measuring with brand engagement in mind, which means looking at the reactions, what is being said and many other elements. Everything is and needs to be objective driven. A lot of people do not do this, surprisingly. Objectives is something that we take very seriously here, and what makes us unique.

5. Based on the analysis done with regards to your Naked Coffee Instagram page, regramming is evident. Is there a reason for this?

Regramming is 100% intentional, and there can be a couple of answers to this question. From a strategic perspective, the reason we regram is because it pulls more people to your page. As soon as I have regrammed your photo for example, you will immediately come to my page. It is very likely that you will share the fact that we as a brand have regrammed you on your story and the likes. Now, all of your followers are going to see this which then generated extra brand awareness to those who follow you, which adds a whole extra thing in there. Secondly, where clients such as Naked Coffee do not have a big budget for content creation, we cannot afford to go and create all of the content ourselves. This means that we need to find other sources of content, and Instagram is the biggest source of that. You are allowed and within your legal rights to go and use other people's content, as long as you give them full credit. If you look at the content on Naked Coffee, you can see a lot of it is not our content. However, whenever we use other content, we always ensure to fully credit wherever and whoever the content came from, and in no way claim it. Also, we never take somebody else's content and put our product on it, never. This is a definitive thing, especially on the regram side of things. Unless, it is a regram of someone who was at our coffee shop, then we are allowed to. If it is a regram of a beautiful photo of coffee or something completely random and not related to coffee at all, then you will see that our copy will speak more about coffee, never talking about Naked Coffee. All of this is why we do it, as it creates content for us and bringing more people onto our page. This essentially speaks back to our strategy of having amazing coffee photography. Besides the fact that they cannot afford it, we also need to be realistic about the fact that we cannot be in Cape Town one day, and Durban or PE the next you know. So many photographers have reached out to us and want to go to Naked Coffee to take some shots and create content, which is great. However, we are limited to a budget at the end of the day. Through our strategy we have created a page which is all about the coffee culture, and a page that you want to be on. It is working! If you and have a look at our tags, it is insane. It is not just people tagging us from the store but people from around the world who post coffee content and then tag us there too. It has become a coffee page in the world now. The core audience is still in South Africa, as that is where most of the ad spend goes, but we do definitely have an audience which is outside of South Africa. This is good, because Naked Coffee do have a global expansion plan.

6. It has also come to my attention that Naked Coffee make use of hashtag spamming. Could you substantiate the reasoning behind this, and what benefits come with it?

The hashtag strategy serves 2 purposes. One, we do want external people to reach our page, So, yes, we are posting daily things about coffee and its culture, which will then reach

the coffee community. But, on the occasion where we post and hashtag a yoga post, we are then also going to talk about yoga because we also want to gain entry into that community. As much as that lady loves Naked Coffee and was there doing her pose, she is a strong yogi. This opens doors to a whole new community that we can reach. Are they always posting about coffee, probably not? Is Instagram, going to recognise them as coffee lovers, probably not. Hence, this is the one way in which we can reach them, just by using a different hashtag strategy. Then the other thing that we can do, keeping in mind that Instagram filters your interests, we use the hashtag to differentiate ourselves. It says who we are as a brand and helps us reach a variety of different people. The insight page alone can provide you with the information to say, so many people came to your page because they follow you or, so many people clicked on that photo or, so many people came to your page because of x, y and z – which is generated from hashtags. It definitely works, and there is a lot of research done around it. We have actually begun re – strategizing in that we will now include hashtags in the caption, and not in the comment section. People often think the use of a hashtag is to say something in a cooler way, it is not. The purpose behind the hashtag is to generate awareness, and to group content of a specific thread. So, the reason we put #coffee, is so that when people do go and search for coffee, Naked will pop up. Also, if someone has #coffee in their own post it will realise a common interest about that person too. We have to understand that organic reach is almost non-existent anymore. Facebook and Instagram have dropped in organic reach by around 2% because they are no longer social networks, they are marketing channels. This is why you have to have tactics which can then increase on that 2%. If you are posting something on your page and out of 100 people, only 2 see it, you are wasting your time. Facebook and Instagram also want to make money, and they do that by selling ad space. In order to optimize the ad space, they limit the number of organic searches, and hence there are techniques to increase your organic reach, which then ignites your paid reach. Hashtag blocks are ways to increase organic. It is important that the hashtag blocks which we use are relevant to the brand and its positioning alongside the content, needs to tick the boxes.

7. Are there any other Instagram strategies which Naked Coffee uses besides the discussed?

Paid media!

- 8.

Always start with objectives! Always have a clear goal of what it is that you want to achieve, and who you want to reach by doing that. Facebook and Instagram are not suited to every

single brand, so do not feel pressured to begin one just because everyone else has. It stems from what your objective is and what you are trying to do with social media. Lastly, you cannot market on Instagram or Facebook without a media budget. We sit with clients who say here is the media budget. I have at times, given their brief back to them and said come back to us when you do have a media budget. We are not here to steal your money because, unless you have a media budget, there is no way you can effective. If there is a bit leftover, I would also include an influencer strategy. I cannot think of a brand who could not benefit from an influencer, but it all comes down to how you use them, and who. The whole thing about influencers is the authenticity element. Then the debate goes into mano, micro etc.