



A study that aims to understand what type of brand stories promote engagement amongst Starbucks_SA Instagram followers using the brand positioning theory.

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Abstract

Storytelling has is one of the oldest forms of communication, with the growth of social media it has made it possible for marketers to communicate to the masses in the form of storytelling. The consumer has now become the prosumer who as is an active storyteller. Platforms such as Instagram can be used as a tool to position brands stories that engage the prosumer. The researcher wishes to evaluate the type of brand stories that encourage engagement with Starbucks_SA followers on Instagram in context with the brand positioning theory. The research project was prompted due to the growth of video and how it has taken the media by storm. The study wishes to understand the phenomena of storytelling and how everyday people engage with the video stories that positioned on social media platforms such as Instagram. Qualitative content analysis using non-probable sampling to collect the data. Findings from the research presented key insights that people are more prone to engage with stories that are real because they are able to connect and relate, and a result the people engagement was quite high. The study aims to contribute to growing brand storytelling as a tool to position brands and engage with people on social media.

Chapter 1:

1.1 Introduction and background

The Social media platform has grown and has changed how companies communicate their brands. Brands have realised that they can use social media platforms to better understand how they can inspire engagement on social media platforms through brand storytelling (Ries, & Trout, 2006). The art of storytelling is one of the oldest forms of human communication: sharing stored knowledge and wisdom, and conveying messages to help navigate and explain the world around us (Mancuso, & Stuth, 2014). McKee (2003), advocates that the best way to persuade someone is by telling a compelling story. Woodside (2010), states that, the result of telling good stories can arouse your listener's emotions and energy. The researcher will analyse the types of brand stories which are; overcoming the monster, rebirth, journey and return, quest, rags to riches, tragedy, comedy and romance, which will be discussed further in (2.2.2 page 14). Traditionally, the branding environment referred to the consumer, but social media has changed the roll of the consumer to prosumer. Therefore, because of developments within the marketing field, the researcher will referrer to them as the prosumer. Brands need to engage in brand storytelling, because we live in an age where the prosumer is active in telling their stories (Martin, Arruda, & Alba, 2010). This is relevant to the study because the prosumers are participating in the brand storytelling process. Videos are more narratively told and because of this they have become a true driver of social media today. Video has an ability to grab attention and spark our imaginations (Mancuso, & Stuth, 2014). Brand storytelling is an effective way of sharing the brands message to the prosumer and can be a positioning tool for marketers today (Ries & Trout, 2006).

The researcher will use a phenomenological research approach to the study because the study attempts to understand people's perceptions (du-Plooy Cilliers, Davis & Bezuidenhout, 2014). This is relevant to the study because the researcher will be looking at Starbucks_SA and how they are using social media to tell their brand stories to engage the prosumers. The researcher will discuss the proposed problem statement, research questions and objectives, key concepts, limitations and delimitations, theoretical framework and methodology.

The researcher will look at Instagram specifically, because evidence by The Word Wide Worx (2017), states that Instagram is become an indispensable tool for marketers, politicians, artists, activists, reporters and media personalities alike (www.worldwideworx.com). The researcher will, therefore, analyse Instagram and how storytelling can be a positioning tool that encourages engagement.

The researcher has chosen to analyse Starbucks_SA as a brand, because according to Ruiz (2010) Starbucks has been identified as the world's most engaged brand worldwide. This is credited to the strategy of imitating the coffee shop experience online. Starbucks has created an entire experience buying a cup of coffee, and has used social media to leverage their positioning online (Ruiz, 2010). Currently, Starbucks_SA Instagram account serves as a visual portal for their brand stories.

The purpose of this study is to analysis what type of brand stories Starbucks_SA uses to create engagement on Instagram with its prosumers. The study will use the Starbucks_SA brand to understand how storytelling can position a brand on Instagram. The study will focus on how Starbucks_SA is able to create engagement through content such as videos posted on their Instagram account. Paradiso (2015), states that visual content receive a 94% more engagement, he argues that visual content gives the same content a new perspective, a stronger focus, and a more successful delivery if done correctly. This suggests that visual content will be a great influencer on consumer engagement, and therefore gives ground for this study.

1.2 Problem statement

The study aims to understand what type of brand stories promote engagement amongst Starbucks_SA Instagram followers using the brand positioning theory.

1.3 Research Questions

- What type of brand stories do Starbucks_SA share on Instagram?
- How does Starbucks_SA position its brand stories on Instagram?

What type of brand stories encourage engagement with Starbucks_SA followers on Instagram, within the context of brand positioning theory?

1.4 Research Objective

To analyse what type of brand stories Starbucks_SA share on Instagram.

To determine how Starbucks_SA is positioning its brand stories on Instagram.

To evaluate the type of brand stories that encourage engagement with Starbucks_SA followers on Instagram in context with the brand positioning theory.

1.5 Conceptualisation/key concepts

The concepts that will assist in unpacking the topic as mentioned in point 2 are; Storytelling, brand storytelling, visual storytelling, brand, brand positioning, social media and consumer engagement.

- **Storytelling:** "Stories are creative conversions of life itself into a more powerful, clearer, more meaningful experience (Martin, Arruda, & Alba, 2010).
- **Brand stories:** Brand stories are intended to create emotions like desire, craving and trust to win the hearts and minds of customers (Martin, Arruda, & Alba, 2010). "Visual storytelling is thought to send people along emotive pathways

where textual/verbal material leaves them in a more rational, logical and linear pathway of thought” (Hélène, 2008).

- **Types of storytelling:** Brand stories can be an effective way of delivering a brand’s message and a means to connect emotionally with consumers, dependent on the type of stories the brand chooses to communicate their message (Durant,2017).
- **Prosumer:** Brands no longer have complete control of their brand message and products, the prosumers are spreading the message, creating demand and increasing the influence of these brands to their surrounding friends and families (Gunelius, 2010).
- **Brand Positioning:** Brand positioning is at the, “heart of marketing strategy,” which suggests that brands need to find the correct position in the targeted market segment, to position the brand in the minds of the consumers so that they will think about their products or services in the anticipated way (Keller, 2008).
- **Social Media:** Social Media Landscape (2016), states that brands are becoming aware of the effectiveness of social media as a tool to market and position their brand, and Instagram is one of the platforms that brands are using in today’s market (www.worldwideworx.co.za).
- **Prosumer engagement:** Ellison and colleagues (2011) note, “the primary function of social media sites is to consume and distribute personal content”. This may be true, but content sharing can also ensure that users remain engaged and commit to further interaction with the brand in the future (Ellison, Steinfield & Lampe, 2011).

1.6 limitations and delimitations of the study

Limitations can be described as constraints or limits in one's research study that are out of one's control, such as time, financial resources and access to information.

(du-Plooy Cilliers, Davis & Bezuidenhout, 2014). The study will focus on Starbucks_SA and will be limited to the videos that are posted during a specific time. Because of the limited time to complete this study the researcher will identify video content that was posted by Starbucks_SA that has the most views and likes and, therefore, there will not be any limitations regarding accessing information, because the content is available online. However, the researcher may incur a financial constraint due to cost of internet access in South Africa being high. Delimitation can be based on the scope of a research study (du-Plooy Cilliers, Davis & Bezuidenhout, 2014). The researcher's population will be the Starbucks South Africa Instagram account which has 33 000 followers and 112 posts as of 12 June 2017. Because the researcher will be looking at engagement on social media, a delimitation can be that the results found cannot be generalised.

1.7 Methodology

The study will take an interpretivism paradigm approach, therefore the research methodology will be a qualitative design. The methods of data collection will be unobtrusive content analysis with the categories being informed by the studies framework. The population will be the Starbucks_SA Instagram account, therefore the researcher will use non-probability sampling methods in the form of purposeful sampling to get the sample group of photos and videos posted from 16 April 2016 to 12 June 2017. The data collection methods will take place between the 16 April 2016 and 12 June 2017, the researcher will specifically look at video posts with the most likes and comments.

1.8 Chapters to follow

Chapter 1 – Introduction

This chapter will include detailed background for this study. It will focus on objectives and aims and give an overview of what the study entails.

Chapter 2 – Literature review

This chapter will explain the literature and theoretical framework used for this study.

Chapter 3 – Methodology

This chapter will explain the research methods that were used for the study and how the researcher will approach this study. Ethics will be also be discussed in this chapter.

Chapter 4 – Data analysis and Findings

This chapter will show the data found through the research conducted. The data will then be analysed and debated.

Chapter 5 – Conclusion and Recommendations

This chapter will draw conclusions to the findings in the study and give relevant recommendations.

Chapter 2: LITERATURE REVIEW

2.1 Introduction

A paradigm can be divided into three categories namely, positivism, interpretivism and critical realism (K Maree,2016). The research paradigm is concerned with the uniqueness of a particular situation, contributing to the underlying pursuit of contextual depth (Myers, 1997). However, while interpretive research is seen for its importance in providing contextual depth, results are often criticised in terms of validity and reliability (Kelliher ,2005). Interpretivism promotes the value of qualitative data in pursuit of knowledge (Kaplan & Maxwell, 1994), therefore the study will take an interpretivism approach to a qualitative study. The content of this literature review is aimed at exploring brand storytelling, and related topics, such as analysing engagement through the brand positioning theory and how Starbucks_SA encourage their prosumer through social media platforms such as Instagram. In addition, topics such as storytelling, brand positioning and engagement, the prosumer, social media and brand positioning theory will be explored. The types of brand storytelling will be identified to get a view of what Starbucks is doing right through the brand stories they share on Instagram. These key concepts will, therefore, help explain the need and relevance of the study. However, the core focus of the research will be grounded on brand storytelling, these concepts aim to aid in solving the proposed problem statement. This will be done by exploring the brand positioning theory as a framework and how brand storytelling can be a tool that can encourage prosumer engagement.

2.2 Storytelling

"Stories are creative conversion of life into a more powerful, clearer, more meaningful experience" (Martin, Arruda, & Alba, 2010). They are the currency of human contact says Robert McKee (DN). We are all storytellers and recreate memories that we tell others in the form of stories; this is how we communicate as humans (Martin, Arruda, & Alba, 2010). As a result, we resonate, remember and relate to people, places or a brand through stories. Similarly, regardless of one's culture or language, whether its person or brand related, storytelling remains a relevant tool (Martin, Arruda, & Alba, 2010). Hence the study aims to understand how Starbucks_SA effectively uses this tool to communicate in their brand message. Martin, Arruda, and Alba, (2010), speak about how a brand can discover, develop and distil stories that can resonate with your target. Storytelling can digitize, disclose and disseminate a brand online and offline (Martin, Arruda, & Alba, 2010). Therefore, the researcher will focus on the types of brand stories which are; Overcoming the monster, rebirth, journey and return, quest, rags to riches, tragedy, comedy and romance. The researcher will analyse how Starbucks_SA create these stories and whether these stories resonate with their prosumers on Instagram.

Research by Nicole Speer (2007), shows that the human brain formulates stories to process and store information in small chunks. If the story is being told then the auditory parts of our brain, that process sound, are active. If we are reading the story, then the part of our brain that processes text is active. Similarly, when we listen or read a story we are imagining the visual scenes, so the visual processing of our brain is active (Martin, Arruda, & J Alba, 2010). Comparably, if we see images a different part of our brain would then relate and formulate the information in a form of a story. Consequently, stories not only allow us to process information, it also allows us to connect emotionally with other people (Martin, Arruda, & Alba, 2010). Therefore, the researcher will analyse whether Starbucks_SA prosumers connect with the types of brand stories shared on Instagram. It will be essential for the study that the researcher identify the influence that brand stories have on Starbucks_SA prosumers and how the brand stories are interpreted by the followers in the form of engagement.

2.2.1 Brand storytelling and Engagement

The American Marketing Association (2015), defines a brand as the image, perception, or story created from the accumulation of sensory, emotional and rational touch points one has with the product (this could be a person, place or thing) (www.themarketingassociation.com, DN). Comparatively, stories that are told well tend to have the potential to influence consumers' brand experience, which consists of all the 'sensations, feelings, cognitions, and behavioural responses evoked by brand-related stimuli that are part of brand's design and identity, packaging, communications, and environment (Brakus 2009, as cited by Lundqvist, Liljander, Gummerus & Manag, 2013). The study aims to understand how brand storytelling translates the brand experience through brand stories that are strategically positioned to evoked engagement with the prosumer on Instagram. Brand stories are intended to create emotions like desire, craving, and trust to win the hearts and minds of customers (Martin, Arruda, & Alba, 2010). When people talk about their experiences, the touch points (the good, the bad, and the ugly) and any "word of mouth", people communicate in stories (Martin, Arruda, & Alba, 2010). Similarly, brands that are rooted in sensory and emotionally compelling stories that relate to the desired target market, result in rational stimulation (Lundqvist, Liljander, Gummerus & Manag, 2013). As a result, people will remember a brand and create expectation based on what stood out from the experiences they had with the brand. The researcher will analyse the types of brand stories which are; overcoming the monster, rebirth, journey and return, quest, rags to riches, tragedy, comedy and romance, which will be discussed further in (2.2.2 page 14). The researcher will analyse whether the shared brand stories by Starbucks build on their brand message and resonate with their prosumers.

Martin, Arruda, and Alba (2010), mention research from a top consulting company (company not specified) that indicates that there is a 40% worth of tangible assets and the remaining 60% is based on "intangibles". As a result stories have equity and , therefore form a big part of the intangibles that may have an impact on consumers' interpretations. As a result stories influence consumer's interactions with the brand (Martin, Arruda, & Alba, 2010). Stories are what make a brand "talkable" and create brand ambassadors that will spread the word about the "Brand Called You?" (Martin, Arruda, & Alba, 2010). Similarly, Lundqvist, Liljander, Gummerus and Manag (2013),

agree that stories are often used to convey brand values; therefore, storytelling becomes an intangible asset that builds equity, as a result brand identity, as well as beliefs and values that exist in a matrix of stories. The study aims to understand what Starbucks_SA “intangibles” are by analysing the types of brand stories on their Instagram account and whether the stories make them “talkable”. Hence, the study seeks to understand whether Starbucks_SA have built their brand positioning through the brand stories and if so, why the “talkables” influence prosumers on Instagram to engage with their brand.

Lacy (2016), emphasis that good brands have a good story to tell, they know who they are and what they stand for. Lacy (2016), further states that a brand that has identified gaps in the market have compelling stories, brands like Nike and GoPro, are mentioned, because they have successfully drawn their audience in through the stories they tell. These brands were at some point the underdog and have managed to cause a disruption by telling good stories. As a result, these brands have redefined their brand experience and created intangibles that make them stand out (Lacy, 2016). Similarly, whether real or fictional, stories provide meaning to brands (Halliday, 1998; Salzer-Mörling & Strannegård, 2004; Simmons, 2006 as cited by Lundqvist, Liljander, Gummerus & Manag, 2013). The study aims to understand whether the brand stories shared are compelling enough to encourage engagement with Starbucks_SA followers.

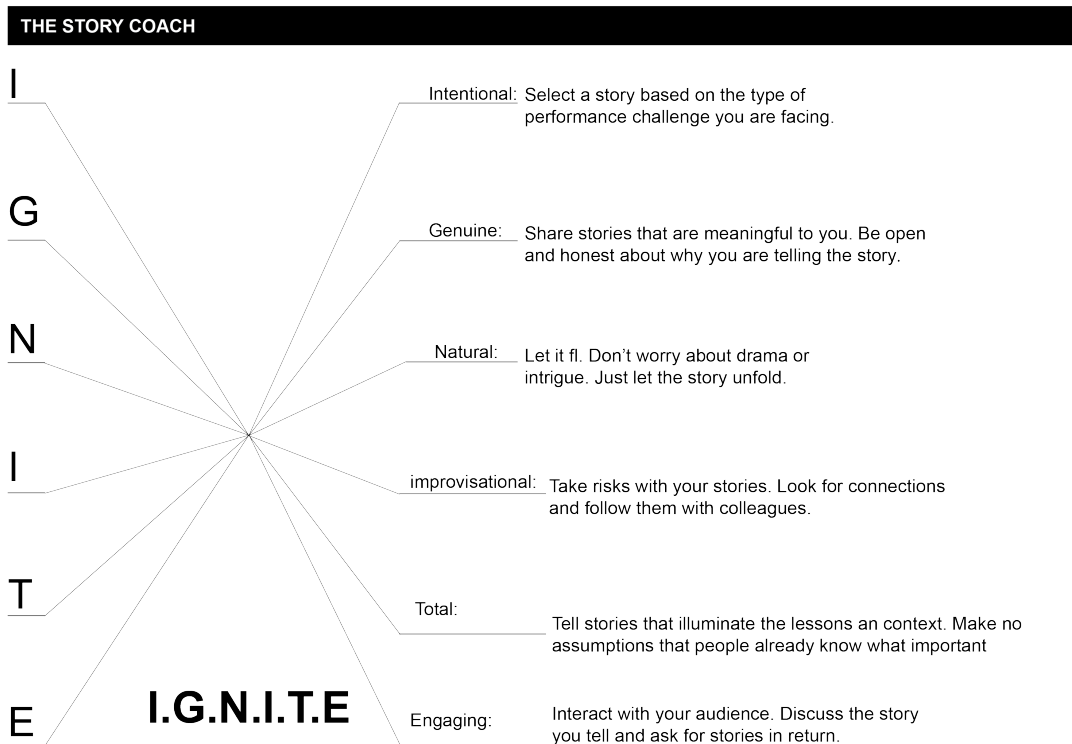
2.2.2 Types of brand storytelling

Storytelling is inherent to ethnic culture in South African folk tales, or *izinganekwane*, they start off with the phrase: “Kwasukasukela” which means “Long ago” says (Durant, 2017). This example of ancient storytelling culture was used to create memorable experiences through theatrical performances – which can translate to a short performance using song, dance, characters, humour, and love to tell the story of a brand (Durant, 2017). Storytelling forms a natural part of living, is a lot like breathing states Durant (2017), therefore storytelling takes communication to a new level, as the consumer language changes there is a need to tell more stories. Brand stories can be an effective way of delivering a brand’s message and a means to connect emotionally

with consumers, dependent on the type of stories the brand chooses to communicate their message (Durant,2017). Thus, the key is to create relevant messaging that leads to careful brand immersion; however, to be successful – timing is key (Durant,2017). There is an increasing interest in the use of brand storytelling in marketing research (e.g. Grayson, 1997a, 1997b; Thompson, 1997; Fournier, 1998; Escalas & Bettman, 2000; Hopkinson & Hogarth-Scott, 2001; Deighton & Das Narayandas, 2004 as cited by Hopkinson & Hogg, 2006). Similarly, McKee (2003) advocates that the best way to persuade someone is by telling a compelling story. The result of telling the right type of stories can arouse your listener's emotions and encourage them to engage with your brand. (Woodside, 2010). Therefore, it essential for the study to understand what type of brand stories encourage the Starbucks prosumers to engage with the brand. Abey Mokgatswane, CEO of Ogilvy SA, mentions that storytelling is an effective emotive vehicle that becomes a catalyst to the imagination and enchants a world for those that consume the content. Stories are like powerful magnets, they are tools that if communicated properly, the consumer is able to make their own conclusion (Durant,2017). Many brands have been shaped by the stories they tell, like a virus, these stories are able to change thoughts, beliefs and even behavior (Wortmann, 2008). Because stories are used to influence behavior this can translate in how a consumer responds or even engages with a brand. Therefore, the researcher will analysis how these brand stories are told on Starbaucks_SA Instagram account.

Stories are character driven and people are able to relate to how the stories are being told in their own context (Wortmann, 2008). Wortmann (2008), states that how a brand is able to tell their story is imperative to the consumers answering the questions of what, how, and why? As a result, the why becomes the thing that will encourages the consumers to engage with the brand (Wortmann, 2008).

The story coach is a tool that makes sure that the type of brand stories that a brand tells ignites action, as a result telling the right story can arouse your listener's emotions and compell them to action (Wortmann, 2008), see below figure 1. This will help build knowledge on how to identify different types of storytelling.



(Figure 1, The Story coach)

When telling your story on social media brands should bear in mind the nature of social media platforms and the audience they are communicating to. Brands need to formulate stories in simple yet effective ways in order to catch the attention of their audience to receive the desired outcome (Durant,2017). The story coach can help build the type of stories that a brand wants in order to encourage engagement. The intent is to build types of stories that will ignite the audience to engage with a brand. There are 6 ways that Wortmann (2008) mentions namely, (1) Being intentional, (2) Genuine, (3) Natural, (4) improvisational, (5) total, and (6) engaging your audience, these are detailed in the figure 1.

Similarly, the story coach can be based on seven archetypal themes that recur in every kind of story says (Christopher, date not specified). From Shakespeare to Spielberg to Soderbergh, there are only seven different types of stories states Nudd (2012).

Below are the seven basic plots for brand stories:

- Overcoming the monster: These are stories that talk about triumph and victory.
- Rebirth: These are stories of renewal
- Journey and return: A story of transformation through travel and home coming.
- Quest: a mission from point A to point B.
- Rags to riches: overcoming the odds.
- Tragedy: These are stories of the dark side of humanity and the futile nature of human experience.
- Comedy and Romance: The flip side of tragedy and an embrace on the story of laughter and love

Similarly, Shattuck (2016) states that there are 5 types of storytellers (1) storytellers who ignite our inner fire, (2) storytellers who educate, (3) storytellers who simplify, (4) storytellers who motivate and, (5) storytellers who launch movements. Therefore, it is imperative that the researcher analyses the types of stories with reference to what type of brand story telling Starbucks_SA are communicating, how these stories are told and whether they result in engagement. Therefore, the researcher will use the seven plots and types of storytelling as a blueprint for determining what a good brand story should look like. The researcher will draw categories and themes from the archetypes of brand stories when analysing the Starbucks Instagram account.

2.2.3 Visual storytelling

“Visual communication can be expressed through different uses of colour or different compositional structures” (Kress & Van Leeuwen, 1996). Visuals can be used to attract targets and audiences to change their attitudes and behaviours through advertising and campaigns (Hélène, 2008). Arguably, it can be assumed that visual stories can be used to win over followers on social media. The researcher will analyse how visual storytelling provokes engagement with prosumers on Instagram. Hélène (2008)

states, “Visuals are thought to send people along emotive pathways where textual/verbal material leaves them in a more rational, logical and linear pathway of thought”. Similarly, images can provoke emotions (Hélène, 2008). Comparatively stories have a way of captivating the imagination (Mancuso, & Stuth, 2014) as a result, Kress and Van Leeuwen (1996) state that, “Visual structures realize meanings as linguistic structures do also, and thereby point to different interpretations of experience and different forms of social interactions”. Hence, the researcher will analyse visual storytelling through brand stories that have built engagement with Starbucks_SA prosumers is contributed to captivating imagery.

Instagram is a visual platform where people like and share images and videos. Photo sharing communities like Instagram have made it possible to communicate with large groups through an image (Bakhshi, Shamma, & Gilbert, 2014). Mancuso and Stuth (2014), state that even beyond the selfie, videos give more by allowing brands or people to tell that much more about themselves. Videos are more narrative than any other medium and this has become a true driver of social media today. Video has an ability to grab attention, spark up our imagination and share stories out to the larger world around us (Mancuso & Stuth, 2014). “Online video is growing rapidly, and won’t stop anytime soon” (Deneys, 2017), there has been a rapid disruption in the media industry the directions things are going in today’s market was not anticipated. As a result, when video is added to a story-with its moving images, voices, sometimes even musical editing-it captivates audiences-from the first few frames. For the sake of this study the researcher will specifically look at Starbucks video brand stories, because there is evidence according by Mancuso and Stuth, (2014) that “videos tell a memorable, compelling story, where the audience are instantly engaged once again in the oldest form of social communication”. Therefore, the researcher will analyse the type of brand storytelling shared by Starbucks in the context of visual storytelling in the form of videos.

2.3 The prosumer

The term prosumer was coined by Toffler (1980), in his book *The Third Wave*, he argues that consumers are a phenomenon of the Industrial Age, and as a result the term prosumer is a conjoined word of producer + consumer. Toffler (1980), predicted

that the prosumer would be seen as a change in contemporary culture, as a result they would emerge to be the central figure in mainstream culture and the vision of the future. Consequently, the prosumer would be the co-creator for brands by voicing what they value through the content they engage with on different media platforms. Toffler (1980), argued that people would engage more directly with personalised goods and services that they consumed. He further states that this shift would place the power of production into the hands of everyday people. The prosumer will become a leading figure in the marketing industry (Toffler 1980). Presumption, however, is not a new phenomenon says Ritzer (2007), but rather the emergence of the prosumers voice and how they engage with the brands that offer them a service or a product. Similarly, Gunelius (2010) argues that although the term “prosumer” is not a new one, it has been around the marketing world for some time, nonetheless in today’s world of the social web, the prosumer has taken on a new importance that business leaders and marketers cannot ignore. It is therefore crucial for today’s market to recognize that the conversation between brand and buyer has fundamentally been changed forever (Cultural Acupuncture, 2015).

According to Kozinets (2008), “With the diffusion of networking technologies, collective consumer innovation is taking on new forms that are transforming the nature of consumption and work and, with it, society...”

There has been an aggressive movement and development in user-generated content and the growth of social media. Social media platforms such as blogs, vlogs, Instagram have become the marketers craft and way to transmit text, sounds, stories and images to the prosumer in an increasingly creative way (Comor, 2011). Therefore, the researcher will argue that the prosumer—plays a pivotal role in engagement on the Starbucks Instagram account. This is because the prosumer has vastly changed the market, the consumer has changed to be a prosumer with far more influence than ever before (Gunelius, 2010). Brands no longer have complete control of their brand message and products, the prosumers are the ones that are spreading the message, creating demand and increasing the influence of these brands to their surrounding friends and families (Gunelius, 2010).

The prosumers have become content harvesters and their role has become incredibly valuable and exclusive, in so doing they have modelled the next- generation media

(Jaffe, 2008). Cultural acupuncture (2015), argues that for some brands today it has become a challenge to accept that prosumers have become facilitators for. People crave meaning and brands are able to facilitate prosumers by giving them a voice. As a result, they are able to build relationships and make them feel like they are the brand. Arguably the researcher can use brand storytelling to assess how these prosumers are engaging with Starbucks_SA on Instagram. Lego, for example, enables participants to design and build virtual Lego bricks, once submitted the participants get a little co-creator credit. Similarly, the researcher can argue that the prosumer engagement allows the Starbucks_SA brand to involve the prosumer and help them in building content that is relevant to them in the form of brand storytelling. Even though the prosumer may understand these activities are expressions of their individualism and interest in social connection, directly or indirectly this is a pursuit of exchange in values by the brands (Comor,2011).

Goosen (2017), mentions that the rise of social media consumption demands that the prosumer is spoken to where they feel most comfortable. Consumers are the ones that are telling brands what they want, by making their voices heard and telling their stories on social media (Deneys,2017). Today's prosumers dominate digital platforms with a louder, stronger and more popular voice than ever, with more than one billion monthly YouTube viewers and 3 out of 4 agreeing that "If there's a brand I love I tend to tell everyone about it." Not only does this represent an unprecedented opportunity for businesses to create powerful stories that connect with prosumers, but when combined with relevant content, has been shown to increase customer engagement by 28% (Cultural Acupuncture,2015).

Therefore, an analysis of the types of brand stories told on the Starbucks will be important for this study, for the researcher to analyse the level of engagement from the prosumers on Instagram.

2.4 Brand

Neumeier (2005) states, that a brand isn't a logo or a trademark, rather a "brand is a person's gut feeling about a product, service or company". Brands are defined by individuals and not by companies, as a result consumers create their own version of the company or brand. While companies have no control over this, they can influence the consumer by communicating the qualities (Neumeier, 2005). Similarly, Keller, Lehmann (2006) state that "Brands can have valuable functions. At their most basic level, brands serve as markers for the offerings of a brand." Similarly, brands can offer a complete experience that customers have with products (Keller, & Lehmann, 2006).

The term branding has radically change in the past 100 year or so states (Ind,2003), from commodity, to product, to experience, to relationships between band and consumer. A brand has users, people who choose to engage for an exchange – they have begun to ask, "What's in it for me?" Saussue (1972 as cited by Ind 2003), argues that a brand in the 21st century can be summed up by this definition: A brand is an association of images/ sound, with the ideas of expectation and experience. The images and sounds can be compared to the Starbucks_SA brand stories, while the expectations and can be compared to influence prosumer engagement. comparative to the service, brand promise and user satisfaction, can result in engagement, which will be the researchers focus.

The market is constantly bombarded in the chaos of the digital age, that has different offers from websites, online services and social media (Baskin,2008). With the changing landscape consumers are faced with a lot of choices amidst the clutter, consequently Baskin (2008), states that branding doesn't work anymore. Brands are therefore faced with the challenge to reinvent themselves, and technology has made change possible. Baskin (2008) mentions that some of the world's most loved brands like Starbucks—spend a lot money on their brands, to the point that even their employees buy into the stories they tell. As a result they are able set themselves apart as one of the best fast food businesses.

The researcher will analyse the Starbucks_SA brand experience by analysing the brands stories using the brand positioning theory as the framework.

2.5 Brand positioning and engagement

Positioning can be translated as a product, price, merchandise, a specific institution or brand (Kotler & Armstrong, 2004 as cited by 2010 by Gangadharan, 2010). Positioning has nothing to do with what you do with the product rather how the brand is represented in the minds of the consumer (Ries & Trout, 2006). The study will focus on how Starbucks have-positioned their brand stories on Instagram.

Trout and Ries (2006) state that positioning is the first body of thought that comes to grips with a difficult problem of getting heard in an over communicated society. Brand positioning has evolved as brands wrestle with being creative, as a result brands are not finding it easy to create something that doesn't already exists in the minds of its consumer. This has become more difficult, if not impossible for marketers today (Ries & Trout, 2006). Arguably, because of overcrowded messages that consumers hear in the market place brands have to position themselves to influence engagement. The study seeks to understand how Starbucks stays maintain engagement with prosumers on Instagram, and whether the positioning tool in the form of brand stories contribute to effective engagement.

Brand Positioning is at the, "heart of marketing strategy," which suggests that brands need to find the correct position in the targeted market segment, to position the brand in the minds of the consumers so that they will think about their products or services in the anticipated way, as result brands encourage engagement (Keller, 2008).The study will analyse how Starbucks strategically positions its brand stories on Instagram and whether their positioning anticipates engagement with their prosumers. The study will explore how Instagram has become a unique tool in the Starbucks positioning and how their choice of stories has positioned Starbucks in the minds of the followers on Instagram.

Klopper and North (2011) state that for a brand to position itself, is dependent on securing the brand in the minds of its consumers by means of differentiation from its competitors. Hence the researcher will analyse Starbucks's position on Instagram, and whether differentiation in their storytelling is a contributing element that motivates engagement. A successful brand needs to narrow its communication and concentrate on specific targets and how to be effective on these platforms (Ries, & Trout, 2006).

Over communication can result in the brand message being incoherent, which will impact the story and the effectiveness of your story (Ries, & Trout, 2006).

When considering positioning the brand must select a medium, Ries and Trout (2006), state that while a medium may not be the message, it does seriously affect the message in the mind of the consumer. Hence mediums work like filters because of outside influences from an over communicated culture (Ries & Trout, 2006). Similarly, Adamson, (2008) states that the way consumers consume messages has become fragmented. It has become more difficult than at any other point in history to break through the clutter and get people to pay attention (Adamson, 2008). The study will analyse the effectiveness of the brand stories as communication tools on Instagram and whether this is an effective storytelling platform to position the Starbucks_SA brand.

2.6 Social media

Golub (no specified date), states, “With social media, brands are now more than their price points, they are living, breathing entities with personalities, goals and values.” Today’s consumers want to feel like they are getting a good product from a good brand (Lacy, 2016). As a result, a brand story isn’t just a valuable marketing asset, it’s also a brand’s guiding principle that impacts every aspect of the organisation and creates a platform where brands can sell themselves (Lacy, 2016). There is an increase in the number of companies that have realised the value of stories and express intentions to make more use of storytelling in marketing. Therefore, the researcher will analyse the use of Instagram as a social media platform for today’s prosumer and how Starbucks_SA positioning influences engagement on this platform. “For marketers, the old way of doing business is unsustainable” (Edelman, 2010). Social media has generated a platform where relationships with the brand and its consumers is no longer happening after the product service itself, rather it has become an open-ended relationship due to positioning the consumer shares in the brand experience online (Edelman, 2010). Therefore, the study will evaluate how this open-ended relationship influences the Starbucks followers on Instagram. An article called Digital branding (2008), states that brands can no longer ignore online because of the age of the

prosumer and the growing power that they have. It is essential for brands to build relationships with them. An article by South Africa Social Media Landscape (2016), states that brands are becoming aware of the effectiveness of social media as a tool to market and position their brand, and Instagram is one of the platforms that brands are using in today's market (www.worldwideworx.co.za). Consequently, the researcher will analyse Instagram as a positioning tool by Starbucks_SA.

2.7 Prosumer Engagement

Ellison and colleagues (2011) note, "the primary function of social media sites is to consume and distribute personal content". This is so content sharing can also ensure that users remain engaged and commit to further interaction with the brand in the future (Ellison, Steinfeld & Lampe, 2011). Therefore, the researcher will evaluate the content in the form of stories that Starbucks_SA posts on Instagram and why these stories motivate engagement.

The revolution of social media platforms and prosumer correspondence in recent years has caused a paradigm shift, significantly changing the way consumers engage with brands (Dolan, Conduit, Fahy, & Goodman, 2015). With the growth of social media, there has been great focus on the concept of engagement in social media platforms by both academics and practitioners (Brodie, Ilic, Juric, & Hollebeek, 2013 as cited by Dolan, Conduit, Fahy, & Goodman, 2015). Social media is a platform through which consumers engage with the brand, and businesses have identified a need to engage where current and potential consumer are paying attention (Baird & Parasnis, 2011). As a result, social media platforms give users an interactive avenue to create value and engage with a brand (Brodie, Ilic, Juric, & Hollebeek, 2013 as cited by Dolan, Conduit, Fahy, & Goodman, 2015). Therefore, the study will evaluate whether the Starbucks Instagram is such a platform where followers are engaging with the brand.

Focusing marketing that has centered on consumer engagement with a brand can inspire engagement says Hollebeek, 2011, van Doorn et al, 2010. Similarly, Brodie, Ilic, Juric, and Hollebeek (2013), have identified that there are a few focal objects when it comes to consumer engagement, which constitute a brand experience for its

consumers (Dolan, Conduit, Fahy, & Goodman, 2015). Because of the focused marketing, consumers can engage with the brand through multiple touch points, whether it be online, or through products or service (Dolan, Conduit, Fahy, & S Goodman, 2015). Consequently, the study will examination Instagram as a singular touch point, and whether the researcher can investigate how Starbucks followers engage on Instagram.

2.8 Brand positioning frame work

The approach of positioning is not to create something new or different but to create and manipulate similarities in the mind of the consumers, connections with what already exists (Ries & Trout, 2006). Positioning theory includes how a brand can occupy a valued position in the minds of its consumers (Keller, 2008; Marsden, 2002 as cited by, Kloppe & North, 2011).

Aaker (1996) one of the founders of brand position theory states, “Brand position is the part of the brand identity and value proposition that is to be actively communicated to the target audience and that demonstrated an advantage over competing brands.” The brand position does not have to be in the core identity but can be an influence, and therefore suggests that positioning is able to influence engagement (Aaker, 1996, pp. 178-179). Aaker’s a model, also suggests that the brand position statement should address how a company should have a subset of identity/value propositions. The brand should know their target audience, and actively communication with their audience (Aaker, 1998, p.184). Although the researcher hasn’t found that many studies that have used this type of framework it is still however relevant to the study because positioning can result in positing.

Hence, the study will analysis the elements of positioning in relation to Aaker’s brand positioning theory and measure Starbucks_SA brand storytelling and the motivation for engagement by flowers on Instagram. This will be a great opportunity for the researcher to add valuable knowledge in this area because of the proposed study.

2.9 Conclusion

This research assumes that Starbucks uses brand storytelling to engage with consumers. It is also assumed that brands that will use the results of this study can gain insight on how their brand can encourage engagement on social media. The study has found a need to explore brand storytelling and how positioning plays an important role in engagement. The researcher has found that while storytelling is a tool to position brands like Starbucks, the types of stories that a brand is able to communicate from a visual point of view has an impact on engagement. The researcher has found that social media is a growing platform for these stories which gives marketers a new playing field to reinvent their brand's desired market. The literature found regarding the key concepts will have great influence on the study in terms of analysing how marketers can position themselves on the social media platform by telling good stories and because of these stories they are able to motivate prosumers to interact with them on Instagram.

Chapter 3 Research methodology

3.1 Introduction

Research methodology is defined as a body of methods, postulates and rules employed by a discipline or a set of procedures (du-Plooy Cilliers, Davis & Bezuidenhout, 2014). Research is defined as an approach that can help define the way problems are solved and illustrate the value of those solutions (J&K Visocky O'Grady,2006). The purpose of this chapter, therefore, is to clearly unpack the process the researcher will follow in order to answer the research questions (as set out in section 3.3 page 27). First, the research design will be established, the methods of data collection will then be qualified, sampling and population will be defined and finally, the researcher will discuss data analysis methods, validity and reliability as well as ethics concerning the research.

3.2 Research design

du-Plooy Cilliers al et (2014), clearly states that there are two approaches to research design: qualitative and quantitative. Qualitative research is an approach that strives to understand the qualities of a specific field. It strives to investigate through filed research, and tools such as focus groups, literature reviews and participation observation to get a better understanding and explanation of social behaviour (du-Plooy Cilliers, Davis & Bezuidenhout, 2014). While qualitative research deals with subjective material such as words and images, quantitative research deals with objective data such as numbers and logic, (J&K Visocky O'Grady,2006). Therefore, for the purpose of this study the researcher will conduct a qualitative research design.

The proposed study will be following an interpretivism paradigm within a qualitative approach. The researcher will use an interpretivism paradigm approach because the study aims to understand how Starbucks_SA is engaging with prosumers on a daily basis through storytelling on Instagram. Thus, the researcher believes that this approach will be appropriate in order to achieve the desired outcomes.

Ontology is defined as “the study of being”. It is concerned with “what kind of world we are investigating, the nature of existence, with the structure of reality as such” (Crotty, 2003 as cited by Ahmed, 2008). Ontology, from an interpretivism paradigm point of

view, states that reality is fluid and subjective and can be created by human interaction (du-Plooy Cilliers al et, 2014). The researcher moves the researcher is coming from the point of view that the qualitative study that will be used can be subjective, because it is the researcher submerging themselves in the Starbucks_SA Instagram post.

Epistemological is defined as 'a way of understanding and explaining how we know what we know', (Crotty, 2003 as cited by Ahmed, 2008). The study is moving forward from the point of view that prosumers are having an impact on brand storytelling, and because of this the researcher will be looking at the engagement to see the juxtaposition that Starbucks_SA is putting out stories and how the prosumer engages with its brand stories. Jaffe (2008), states that the prosumer has become content harvesters and their role has become incredibly valuable and exclusive, in so doing they have modelled the next-generation media.

Metatheoretical position is defined as the theory in which the study will be explored (Maree,2016). From a metatheory point of view combined with an interperitivism paradigm, the researcher is trying to create in-depth understanding of the study by using the brand positioning framework. Therefore, the methodology of the study will use subjective qualitative methods, as a result the researcher will use qualitative content analysis.

3.3 Methods of data collection

In this section, the researcher will be discussing the methods of data collection. Bezuidenhout & Stydom (2014), point out that qualitative data collection methods present themselves in the form of field and unobtrusive research. Neumann (2011), states that typical field research is conducted in various social settings, subcultures and aspects of social life. The researcher is often immersed in a particular social setting. The research instrument used to obtain information is done through interviews, focus groups and participation observations (Bezuidenhout & Stydom,2014).

Unobtrusive research is defined as a data collection method which does not involve direct gathering of data from research subjects, such as questionnaires (Webb & Campbell, 2000). As a result, data is collected from the natural environment as life unfolds, by examining textbooks, newspaper and archival data. Therefore, this

method does not permit the researcher to be directly involved with the participant, the researcher is non-active in the creation of the data that is collected. For the purpose of this study the researcher will use qualitative content analysis and seek to answer the following research questions:

Research Questions

- What type of brand stories do Starbucks_SA_SA share on Instagram?
- How does Starbucks_SA_SA position its brand stories on Instagram?
- What type of brand stories encourage engagement with Starbucks_SA followers on Instagram within the context of brand positioning theory?

Research Objectives

- To analyse what type of brand stories Starbucks_SA share on Instagram.
- To determine how Starbucks_SA is positioning it's brand stories on Instagram.
- To evaluate the type of brand stories that encourage engagement with Starbucks_SA followers on Instagram in context with the brand positioning theory.

Content analysis is an approach to documentary research involving archive material, such as journals, television, newspapers, films, books brochures or other physical forms of communication. This is a research method for subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes and patterns (Heshie & Shannon, 2005:1278).

Forman and Damschroder (2008) as cited by Sharif (DN) states that the advantages of qualitative content analysis is that it's a more hands-on approach to research. Another advantage of this method is that the method is generally non-reactive as the observations are made with the subject knowing they are being observed, and the material is already available. In this case Starbucks_SA is in the public domain (Bezuidenhout & Stydom, 2014). However, a disadvantage is that it is dependent on the researcher interpreting the data which could be a disadvantage because there is room for bias (McNamara, 2006, as cited by Sarif, DN). The researcher will only be

looking at a slice of the population of the Starbucks_SA Instagram account, which could also be seen as a disadvantage. In the next paragraph the researcher will discuss the population and sampling.

3.3 Population and Sampling

Population is defined as “Total group of people or entities from whom information is required” (Wiid & Diggins: 2013). The population for the study will be the Starbucks_SA Instagram account, which includes Starbucks_SA photos and videos. Starbucks_SA currently have 33100 followers and 112 posts, 92 are photos and 20 are video, recorded on the 5 June 2017. “Sampling may be defined as the selection of some part of an aggregate or totality based on which a judgement or inference about the aggregate or totality is” (Kothari,2014).

Non-probability sampling is a method that will not give every unit of the population an equal chance of being selected as a part of the sample (Pascoe,2014). Therefore, the sample for the study will be the Starbucks_SA account which was opened on 23 April 2016. The sample will run until 5 June 2017. Because the researcher will be using non-probability sampling, the researcher will use purposive sampling. Purposive is the researcher purposefully selecting elements that the researcher wishes to include in the sample based on their characteristics (Pascoe, 2014). Therefore, the researchers will specifically look at videos. From the 20 videos available, the researcher will analysis the five videos with the most views and comments. The sample will be purposeful because the researcher will be looking at brand stories, therefore for the purpose of this study the researcher will only be looking at videos. The sampling criteria will be on the Starbuck_SA account and the researcher will be looking at videos with the most likes and comments from the 23 of April 2016 till 5 June 2017 as per table 1 below.

DATE POSTED	VIEWS	COMMENTS
23 April 2016	9300	44
28 April 2016	9091	61
21 September 2016	4180	55
1 September 2016	3314	27
5 June 2017	2806	80

(Table1, Starbucks_SA 5 most viewed Instagram videos, 23 April 2016 – 5 June 2017)

3.4 Data analysis

Once the data is collected it must be processed and analysed in accordance with the outline laid down for the purpose at the time of developing the research plan (Kothari,20014). The purpose of data analysis method is to define the perspective in which events occur (Myers & Avison, 2002). This is essential for a scientific study and for ensuring that we have all relevant data for making anticipated comparisons and analysis. The processing implies editing, coding, classification and tabulation of collected data so that they are amenable to analysis (Kothari,2014). In quantitative content analysis data is categorised using categories that are generated (i.e., derived from the data), and in most cases applied to the data through close reading (Morgan, 1993).

Zhang and Wildemuth (2009:309-311 as cited by Bezuidenhout & Cronje, 2014) explain eight steps in the process of qualitative content analysis.

- Prepare the data: the researcher placed the videos of the Starbucks_SA Instagram account in order, according to the number of views and comments.
- Defining the coding units to be analysed; taking the brand positioning theory framework into consideration that says that in order for a brand to position itself it has to break through the clutter and get people to pay attention and react to the bands content (Adamson, 2008), to ensure engagement. The categories will be developed;

Category - Type of story

Sub-Category:

Overcoming the monster

Rebirth

Journey and return

Quest

Rags to Riches

Tragedy Comedy

Romance and love

Category – Narrative

Sub-Category:

Intentional

genuine

Natural

Improvisational

total

Engaging

Category - Visuals

Sub- Category:

Illustrative

relief/Live

Music

Celebrity

Category –Engagement

Sub-Category:

Hashtag

Comments

Tags

- Developing categories and a coding scheme or conceptual framework; this step involves grouping related coding units together to form categories and code.
- Testing your coding scheme on a sample test; the researcher will analyse the consistency of the category definition of the sampling.
- Coding all text: The researcher will attempt to understand underlying meanings from the videos collected from the Starbucks_SA Instagram account.

- Assessing your coding constancy: the researcher will need to look at the consistence of the data collected, by making use of a co-coder.
- Drawing conclusions from the coded data, this will be discussed in detail in chapter 4 page 33.

3.5 Validity and Reliability

Koonin (2014), points out that for a qualitative study, trustworthiness is used to measure reliability and validity. The aspects of trustworthiness within qualitative research can be divided into credibility, dependability, transferability and confirmability. Credibility refers to the data that was provided by the participants and the accuracy with which the researcher interpreted it (Koonin,2014). The researcher ensured credibility through the theory that informed the categories for the analysis. Dependability refers to the processes that inform the data collection methods, data analysis and the data collected (Lincon & GUBa,1985; Shenton 2002; Collis & Hussey, 2003;278-279 as cited by Koonin 2014). Dependability was ensured through the population framework to collect the data which was informed by the methodology. Transferability is the ability of the findings to be applied to a similar situation and researcher is able to get similar results (Koonin,2014). Transferability was ensured through the researcher doing a pre-test and a co-coder. Confirmability refers to how well the data supports the researcher's findings and interpretations (Koonin,2014). The researcher can only confirm confirmability once the results have been collected.

3.6 Ethical concerns

Ethics are the morals and code of conduct that sets the standards for ones behaviours and attitudes (Louw,2014). The researcher will be analyzing comments on Instagram and because there they are in the public domain there is was no need for the researcher to get consent from participants due to the nature of the study. By signing up with the Instagram the participants accept the terms and conditions of being on a public platform.

Chapter 4: Finding and Analysis

4.1 Introduction

This chapter will present the findings according to the most viewed Starbucks_SA videos on Instagram as per sample on chapter 3.3 page 28 and will be organised from the most to the least viewed posts. The researcher will first present the findings, followed by the analysis to align with the research questions.

DATE POSTED	VIEWS	COMMENTS
23 April 2016	9300	44
28 April 2016	9091	61
21 September 2016	4180	55
1 September 2016	3314	27
5 June 2017	2806	80

(Table 2, Starbucks_SA 5 most viewed Instagram videos, 5 June 2017 – 23 April 2016)

4.2 Qualitative content analysis

(information obtained on 05/06/2017)

4.2.1 POST: 1

Name: “Get down to Starbucks right now for your own cup caricature”

@lloyloots @lloydiboy90 #StarbucksSouthAfrica3MeetmeAtStarbuks

Date: 23 April 2016

Number of views: 9301

Number of comments: 44

Number of tags: 33



(figure 2, April 28/2016)

FINDINGS	DATA	VERBATIM
Category: Story type Sub- category: Overcoming the monster	Love “Relationship” “now for your own cup caricature.”	• <i>Love</i> – this implies that the audience were in awe and loved the idea of having their very own caricature cup. • <i>That's so cool</i> –This affirms excitement.

Rebirth Journey and return Quest Rag to riches Tragedy Comedy, romance and love		
Category: Narrative Sub-Category: Intentional Genuine Natural Improvisational Total Engaging	Intentional Engaging	• <u>rubenvanwyk</u> Ek voel n roadtrip rosebank toe is in orde <u>@madrifunwyk</u> (I feel a road trip coming or should we order in?) • <u>gardenworld_thato</u> @keabetswe_sithole can we go • <u>keabiesithole</u> @blaqchildkabelo its a date for your post 21st 🍀🍀🍀🍀 • <u>gardenworld_thato</u> Yeah yeah yea <u>@keabetswe_sithole</u> • <u>keabiesithole</u> We need to!!!!!!!
Category: Visuals Sub-category: Illustrative Real life/Live Music Celebrity length	Real life/live	
Category: Engagement Sub-Category:	#MeetAtStarbucks <u>#StarbucksSouthAfrica</u>	2993 post 1332 posts 9301 views 44 comments

Hashtag Co mments Tags		33 tags
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(Table 3)

Story type

The story told in figure 2 page 33 is one of relationship (Nudd,2012), because Starbucks_SA is personalising their products for the consumers and they make it personal to them. The brand story shows @lloyloots (Loraine Loots, a well-known artist and popular South African Instagramer) drawing an image of a person on the Starbucks_SA cup. This type of storytelling is similar to the one in figure 3, only this one is a personalised image of the people who come to the store to buy this unique cup with their image on it. This type of storytelling connects with the audience because; the message is relevant to the audience on a personal level (Durant, 2017). Comparatively, stories that are told well tend to have the potential to influence consumers' brand experience, which consists of all the 'sensations, feelings, cognitions, and behavioural responses evoked by brand-related stimuli that are part of the brand's design and identity, packaging, communications, and environment and aligns with Brakus (2009), as cited by Lundqvist, Liljander, Gummerus & Manag (2013) statement. This type of storytelling is indented to draw attention and create emotions such as, desire, craving and trust to win the hearts and minds of the consumers and aligns with Martin, Arruda, & Alba (2010) statement. What better way than for a brand to position themselves in the minds of their consumers. This agrees with Ries & Trout (2006) who state that positioning has nothing to do with the product but rather how a brand positions themselves in the minds of their consumers. As a result, brand positioning can be difficult in the market today because of the messages that are bombarding consumers. However, the key for Starbucks_SA has been the type of stories they are able to communicate. Comparatively the story figure 2 page 33 is one where they were able to connects with their audience, this is seen in the amount of views which had over 9000 views.

Narrative

They story in figure 2 page 33 according to the story coach (Wortmann,2008), is intentional to the Starbucks_SA brand, this agrees with_Ruiz (2010), who states that Starbucks_SA is one of the world's most engaged brands, which is credited to their strategy and stories they tell. Starbucks_SA do not just limit their brand experience to just a coffee shop, they are able to involve their prosumer in the stories they tell. Starbucks_SA has created an entire experience by creating intrigue and anticipation from the live events they communicate. The story in figure 2 page 33 has a high view rate because of how Starbucks_SA have identified stories that are trending, as a result they are able to produce relevant content that people respond to. This agrees with Durant (2017), who states that a brand should remain reverent, and be time conscious of the content they post. Because of the rise of brands communicating their messages online, Grayson, 1997a, 1997b; Thompson, 1997; Fournier, 1998; Escalas & Bettman, 2000; Hopkinson & Hogarth-Scott, 2001; Deighton & Das Narayandas, 2004 as cited by Hopkinson & Hoggarth, 2006, sate in their studies that people respond to what is of personal interest to them. The researcher agrees with these studies because of the results seen in the engagement of this particular story.

Visuals

The visuals in figure 2 page 33, is real, live, footage which is an engaging video, as a result the type of footage is able to grab the attention of the audience. This agrees with Mancuso and Stuth (2014), who state that its key is to present brand stories that are relevant and engage with your audience. This story received 9301 views, which is relatively high view rate compared to the others vides they have posted before.

Visuals can attract targets and audiences; as a result, this footage was able to engage with the audience's attitudes and behaviours through the brand story and thus agrees with H  l  ne (2008) statement.

Engagement

From the comments gathered, the researcher can tell that this story created a lot of interest. The researcher found that the Starbucks_SA page had 9301 views, 44 comments and 33 tags. Comments like;

- *Love* – this implies that the audience were in awe and loved the idea of having their very own caricature cup.

- *That's so cool* –This affirms excitement.

show that people had a lot of excitement for the story hence the comments above show the dialogue and conversation that resulted from the story (refer to Addendum 1 page 64). The researcher has noticed that stories such as these have a wide audience and are able to pull crowds, therefore this agrees with Keller (2008), who states that for a brand to encourage engagement the brand needs to position itself in the minds of consumers. The post resulted in intrigue from the audience, hence the Starbucks_SA story that was posted agrees Lundqvist, Liljander, Gummerus & Manag (2013) who states that people always remember a brand and create expectation from what stood out from the experiences. These types of stories can build memories that people will talk about in the future, the Starbucks_SA cup will always hold a sentimental memory. The hashtag was popular because as it is a hashtag that Starbucks_SA uses for most of their posts, however the tags were only 33 which mean that people didn't share it as much in comparison to the figure 6 page 52 This agrees with Durant (2017), who state that brands need to put out relevant content that will engage their audience and timing is always key.

4.2.2 POST: 2

Name: “A Starbucks welcome to our first customers at Mall of Africa

#MeetMeAtStarbucks

Date: 28 April 2016

Number of views: 9091

Number of comments: 61

Number of tags: 45



(Figure 3, April 23/2016)

FINDINGS	DATA	VERBATIM
Category: Story type Sub-category: Overcoming the monster Rebirth Journey and	Rebirth “Starbucks welcome for our first customers at mall of Africa”	<i>I wish you enough.xxx #MeetMeAtStarbucks</i> – This suggest that the audience were moved by the story that they were able to wish Starbucks well <i>That wall looks amazing</i> – The comment suggest that the prosumer pays attention to detail and noticed the artistry of the wall hence the comment that the wall looks amazing. <i>That's youuuu</i> – The prosumers were able to identify loved ones and friends <i>Jys famous-</i> This is an Afrikaans comment, when translated into english it says “You are famous”,suggesting that they saw on of

return Quest Rag to riches Tragedy Comedy, romance and love		their loved ones or friend in the story as a result they become famous because of their 10 sec of fame. • <i>Wish I was there</i> – this comment suggest that the prosumer feels out and the wish that they could have been apart of the story. • <i>I want to work at Starbucks</i> – This suggest that the prosumer wishes to be apart of the Starbucks team because of the story they saw. • <i>Welcome to SA, now I don't have to fly to import pods anymore</i> – This suggest that this prosumer might be a regular traveler or might have moved to South Africa is now excited about the new store.
Category: Narrative Sub-Category: Intentional Genuine Natural Improvisationa I Total Engaging	Intentional Genuine natural Engaging	• the_grant_gatsby@goldiehawn101 boo Check this • bonolomoleli.x@laannssiiee that's youuuu • fseedat14@aalz_11 look u in the video • irene.dlamini@elaynesinclair we're in this video 😂
Category: Visuals Sub-category: Illustrative Real life/Live Music Celebrity length	Real life/live	
Category: Engagement Sub-	#MeetAtStarbucks	2993 post 9091 views 61 comments

Category: Hashtag Com ments Tags		45 tags
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(Table 4)

Story type

The story in figure 3 page 38 can be classified as one of rebirth, as sated by Nudd (2012), this is because, the Starbucks_SA was opening (birthing) a new store at the mall of Africa. Rebirthing stories have the ability to grab the audience, this is because the stories are real and people respond well to live events. Stories can grab the audience, as a result they evoke emotion. Similarly, Starbucks_SA is not making it about them, by welcoming their first customers, they make it about the consumers, as a result they are able to excite and influence the behaviour of their prosumers (Brakus 2009, as cited by Lundqvist, Liljander, Gummerus & Manag, 2013). This type of storytelling motivates the consumer to engage with the story as stated by Shattuck, (2016). Therefore, it agrees Wortmann, (2008), who suggests that the type of story that a brand posts is imperative to the response they get from the content that they are able to generate. The story in figure 3 page 38 can be compared to the story posted in figure 3 page 38, real life stories pull in the crowds. It's all about the relevant content and giving the prosumers what they want that will generate the results (Durant,2017).

Narrative

The story shows the customers being welcomed in by the Starbucks_SA staff. The attention is centered around the consumers and Starbucks_SA makes the story about them. According to the story coach this story is genuine, because the story is meaningful to the consumers. The story is natural and it's not staged - you are able to see the rawness of it. Also, this type of storytelling is engaging because it interacts with the audience that its communicating to. This agrees with Toffler (1980), who argues that people would engage more directly with personalised goods and services that they have consumed. The story has been positioned for the prosumers to engage with them in the story and on their Instagram post. hence the audience is able to engage with the Starbucks_SA story if they are able to answer the question of what's

in it for me? (Saussure, 1972). Because of the high amount of views the researcher can conclude that the story had an impact on the Starbucks_SA following. 9091 people viewed the story and there were 2,991 posts from the #MeetAtStarbucks. This agrees with Ellison, Steinfield & Lampe, (2011), who states that how you tell your story will result in the content being shared, or not shared. This also ensures that users remain engaged and commit to further interaction with the brand.

Visuals

The visuals used in figure 3 page 38 are real life images that are captured at live events. As a result, Starbucks_SA is able to capture the audience with this video clip and therefore agrees with Mancuso and Stuth, (2014), who state that video content is able to capture an audience. The researcher is able to assess from this story, that Starbucks_SA was successful in pulling in the crowd that they wanted and agrees with (Hélène, 2008), who states that how a brand presents their visuals is imperative to the success of the stories they communicate and how the audience engages with the brand as result.

Engagement

From the comments gathered, the researcher is able to tell that this story was much anticipated. The researcher found that the Starbucks_SA page had 9091 views, 61 comments and 45 tags. Comments like;

- *That's youuuu* – The prosumers could identify loved ones and friends
- *I want to work at starbucks* – This suggests that the prosumer wishes to be a part of the Starbucks team because of the story they saw.
- *Welcome to SA, now I don't have to fly to import pods anymore* – This suggests that this prosumer might be a regular traveler or might have moved to South Africa and is now excited about the new store.

(refer to Addendum 2 page 65) show that people were engaged and enjoyed seeing themselves in the story. The angle that Starbucks took was unique a unique way to engage their prosumers. Friends and family could identify themselves as celebrities and hence created a desire for them to want to go to the shop. This agrees with Gilbert

(2014), who states that a brand can measure its engagement from the amount of people that are able to engage with the brand. Baird & Parasnis, 2011, state that the brand needs to take advantage of being on a platform that can reach a number of people and at the same time, as a result it gives the prosumer the platform to create value and engage the brand.

4.2.3 POST: 3

Name: “Starbucks_sa Cap City, we #StarbucksPTA is now open. Come through today for great coffee an entertainment”.

Date: 21 September 2016

Number of views: 4180

Number of comments: 55

Number of tags: 42



(Figure 4, September 21/2016)

FINDINGS	DATA	VERBATIM
Category: Story type Sub- category: Overcoming the monster Rebirth Journey and return Quest Rag to riches Tragedy Comedy, romance and love	Rebirth (Brithing) The opening of a new store	• “Can we please go this week” – the story was able to draw a sense of urgency • “congratulations and to many more warm and good coffees” – The story was able to bring delight and secure a future relationship with the customer. • “Hahahahaha. We are going to drive there... coffee lovers” – This expression suggests that the prosumer was extremely ecstatic from the story • “New hangout next year” – This suggests that the prosumer was looking forward to building a relationship with the brand in the coming future. • “oh yes!! CAN NOT WAIT” – This suggest excitement • “Best service at the café” – this suggest that the prosumer was satisfied with the service they go from Starbucks. • “When will you open in Cape Town?” – This suggest that the prosumer want their own story in Cape Town. • “We need to go” - This suggests that the story has created anticipation in in the prosumer.
Category: Narrative Sub- Category: Intentional Genuine Natural Improvisationa I Total Engaging	Intentional Genuine	1. <u>t8scones@meishka</u> m we need to go! 2. <u>addysheard</u> Kinda happy that Starbucks is open right around the corner from my campus now 🎉🎉🎉
Category: Visuals Sub-	Real life/live	

category: Illustrative Real life/Live Music Celebrity length		
Category Engagement:	#StarbucksPTA	24 post

(Table 5)

Story

The story in figure 4 page 42 can be classified as one of rebirth, as stated by Nudd (2012), this is because it was a launching of a new Starbucks_SA, the story shows the opening (birthing) of a new store in Pretoria. The type of story captures the essence of the event as the Starbucks_SA launch reveals the new anticipated store. The story includes an invitation for the prosumer to “come through”, it also promises some “great coffee and entertainment”. Starbucks_SA is able to use the raw, real and live theatrical form of storytelling to communicate the birthing of their new store in Pretoria. The type of storytelling used can create memorable experiences (Durant,2017), as a result people respond and remember how a brand stood out for them, from the stories they tell, which results in expectation and excitement (Wortmann, 2008).

This type of brand storytelling agrees with Abey Mokgatswane, CEO of Ogilvy SA, who mentions that the type of storytelling a brand uses can be an effective emotive vehicle that becomes a catalyst to the imagination and enchants a world for those that consume the content. Live stories are theatrical, they are able to entice the audience because they create interest, emotion and desire for the audience consuming the content (Nudd, 2012). Through the rebirth type of storytelling Starbucks_SA is able to capture the moment, as a result stories like these become powerful magnets and are catalysts in creating engagement. However, because the story is being told as a live event the results can be delayed because the target audience is no longer on the platform, so this type of storytelling can delay results. This agrees with (Durant,2017), who states that the key is to create relevant messaging that leads to brand immersion, however, timing is key to success.

Narrative

The story shows a Starbucks_SA official counting down and cutting the ribbon with a live audience watching and counting down with him in the background. You can see the staff participating, and according to the story coach the type of story told is “natural”, this is because it is a live event and the story unfolds naturally (Wortmann,2008). The story is engaging and interacts with the Starbucks_SA audience, as a result the story ignited interested because it received 4180 views which can be seen as a reasonably good result. The story was positioned to encourage the Starbucks_SA audience to participate in the conversation by luring the audience in and persuading them to come through later coming to the actual Starbucks_SA store for a great cup of coffee and entertainment. Stories that are told well tend to have the potential to influence consumers’ brand experience (Brakus 2009, as cited by Lundqvist, Liljander, Gummerus & Manag, 2013). The researcher can argue that the intent to influence ‘feelings, and behaviour was evoked which can be seen in the amount of people that viewed the video. However, the amount of people who used the hashtag were only 28 and this can be seen as a negative because the people who used the hashtag were low. This is because the nature of live events, people might not be on the platform at that given time and therefore the results will be effected.

Visuals

How a brand presents their visuals is imperative to the success of the stories they communicate to the audience and how the audience engages with the brand (Hèlène, 2008). The visuals used in figure 4 page 42 are raw, real life, this is because they capture as a live event. As a result the short clip that Starbucks_SA uses is able to grab the attention of the audience (Mancuso& Stuth, 2014). This can be debated however that because of the low response with the hashtag (#StarbucksPTA) the video wasn’t able to capture a big enough audience. This contradicts with Mancuso and Stuth, (2014), who state that video with its moving images, voices, sometimes even musical editing, can captivate audiences by the story from the first few frames. However, because the amount of people who viewed the video was quite high, this agrees with Bakhshi, Shamma, & Gilbert, 2014, that video is a growing way of narratively telling your story on platforms like Instagram. The results can be measured, which can be used by brands to improve their engagement where they need to.

Engagement

Engagement on Instagram videos is measured in terms of comments, views, tags, and hashtag. As a result engagement seen in figure 4 page 42 suggests that the engagement was fair because the researcher measured 55 comments and 42 tags, as a result people engaged with the story that they posted. Comments like;

- “*Can we please go this week*” – the story was able to draw a sense of urgency
- “congratulations and to many more warm and good coffees” – The story was able to bring delight and secure a future relationship with the customer.

These comments show that the story kept the prosumers engaged (refer to addendum 3 page 66), therefore agrees with Ellison, Steinfield & Lampe (2011) who state that the content that a brand shares can ensure that its audience stays engaged. From the comments and the tags the researcher can argue that the story posted evoked interest, and agrees with Gilbert (2014), who states that a brand can measure the engagement by the level response from their audience. However, the researcher has seen that the highest tags were on a post with more than 70 tags had a good level of engagement. The engagement on this post was only 42 tags therefore the prosumer engagement was relatively low.

The hashtag is also able to measure the level of engagement on a post, however the hashtag did not do so well because there were only 24. Therefore, because of the low engagement it agrees with (Durant, 2017), who states that the key is to create relevant messaging that leads to brand immersion, however, to be successful timing is key. The hashtag showed a low response because of the nature of the story, people respond better if the time is suitable for them.

4.2.4 POST: 4

Name: “Starbucks_Sa will it be tall, Grande or Venti?” #MeetMeATStarbucks for a #StarbucksPSL.

Date: 21 September 2016

Number of views: 3314

Number of comments: 55

Number of tags: 28



(Figure 5, September 1/2016)

FINDINGS	DATA	VERBATIM
Category: Story Type Sub-category: Overcoming the monster Rebirth Journey and return Quest	Love, “Will it be tall, Grande or vent?”	<u>etre jeune@this.is.madri</u> VENTI VENTI!!!! Ja ja well shall do it!!! 🙌🙌🙌 <u>bashdherman</u> It's Here!! #PSL @sudasha_d we gotta have one tomorrow #Venti 🙌

Rag to riches Tragedy Comedy, romance and love		
Category: Narrative Sub-Category: Intentional Genuine Natural Improvisational Total Engaging	Intentional Engaging	<i>We need this immediately</i> – The suggest that the prosumer had anticipation <i>Love It!!! When?</i> - This suggests that the prosumer was taken by the idea of the pumpkin that it brought excitement left him wanting more. <i>As soon as effing possible?</i> - This suggests that the prosumer enticed by the story that he couldn't wait to have his drink. <i>!!!!!!!!!!!!!!!!!!!!</i> – This suggests excitement! <i>Venti Venti!!!! Ja ja well shall do it!</i> – This suggest that the words in the story influence the thought of having a Vanti. <i>It's totally worth it!</i> – This suggest that the results of the storytelling were well worth it from the prosumers experience. <i>It here!! #PSL @ Sudasha_d we gota have one tomorrow#Vanti, *smilyface</i>
Category: Visuals Sub-category: Illustrative Real life/Live Music Celebrity length	Illustrative visuals	
Category: Engagement Sub-Category: Hashtag Comments Tags	#MeetAtStarbucks #StarbucksPSL	2993 post 1385 post 3314 views 55 comments 28 tags

(Table 6)

Story Type

The story told in figure 5 page 47 tells us about a new drink that Starbucks_SA is selling. The use of words like tall, Grand and Vanti, can classify this type of story as one of love Nudd (2012). The blog dictionary defines *Grande* as an Italian word for “large,” *venti* means “twenty”, Starbucks uses the words like *grande* to conjures associations with the English word “grand.” As a result, this type of storytelling can paint a picture of love from the descriptive words they use. Starbucks uses venti as term that may help consumers not to focus on the cost or calorie count of what they are thinking of buying (www.blog.dictionary.com), this works well because of the storytellers play of words. The story talks about meeting at the Starbucks_SA for a Tall #StarbucksPSL, PSL is associated with soccer, hence the play of words. Soccer players are usually described as tall, handsome and grand, as a result Starbucks_SA has centred their story around the idea of soccer players’ and the fans of the sport. The PSL is unique to South Africa, hence Starbucks_SA is using local activities in their storytelling. This agrees with Baskin (2008), who mentions that Starbucks is one of the world’s most love brands. Brands like Starbucks put effort and thought in the stories they tell, as a result they are able set themselves apart as one of the best fast food businesses. Using descriptive words and bringing in a local element is a very well thought out idea for all the soccer lovers that enjoy drinking coffee. As a result, this type of storytelling can be effective because people can identify with the terms used, however a person that is not familiar with such terms, might not identify with the story that was told.

Narrative

When a brand is telling their story on a platform such as Instagram, brands need to bare in mind the nature of the culture of the audience they are communicating with, because it will have an impact on the number of people consuming the content. According to the story coach, the story told in figure 5 page 47 can be described as a story that is intentional, meaningful and engaging to its audience. Starbucks_SA is using the story in figure 5 page 47 to motive the prosumer to engage with the brand and their product, this is seen through the words the storyteller is using.

Ries & Trout, 2006, mention that a brand’s positioning has nothing to do with what you do with the product rather how the brand is represented in the minds of the consumer, this is seen from how Starbucks_SA tells their story using terms like grande and venti,

as a result making the consumers focus on the story being told rather than the cost or calorie count of what they are contemplating buying (www.blog.dictionary.com).

Visuals

How a brand presents their visuals is imperative to the success of the stories they communicate to the audience and how the audience engages with the brand (Hélène, 2008). The footage used in figure 5 page 47, shows illustrations pumpkins and a tall Starbucks_SA cup and throughout the clip the pumpkins are going into the cup. The footage has no words or music, it's a short illustrative film. The visuals used are simple, and suitable for the message that Starbucks_SA is communicating. As a result, the short clip that Starbucks_SA uses is able to grab the attention of the audience (Mancuso& Stuth, 2014). This agrees with Hélène (2008), who state that images can provoke emotion, as a result the story was able to evoke emotion in the amount of people who viewed this video.

Engagement

The engagement in figure 5 page 47 (refer to Addendum 4 page 67) indicates a high number of people that engaged with the band story, the researcher measured a total of 4180 views, 55 comments and 28 people tagged. Comments like;

- *Love It!!! When?* - This suggests that the prosumer was taken by the idea of
- *!!!!!!!!!!!!!!!!!!!!!!* – This suggests excitement!
- *Venti Venti!!!! Ja ja well shall do it!* – This suggest that the words in the story were effective.
- *It here!! #PSL @ Sudasha_d we gota have one tomorrow#Vanti, *smilyface*

These suggest that the prosumers were taken in by the idea of the story, and the words used in the story had an effect on the audience, hence the reaction. This agrees with Keller (2008), who states that for a brand to encourage engagement the brand needs to position itself. Starbucks_SA has done a good job at playing with words to engage and involve their audience, this agrees with Gunelius (2010), who sates that a prosumer has become increasingly involved in what the brand put out on social media therefore they cannot be left out. From the comments the researcher can measure the level of engagement through the amount of people that commented on

the post. The engagement is seen as positive, because it got people talking. However, there were only 28 tags, which means that people didn't share the post as much. Comor (2011), suggest that for brands to engage with its audience the brand needs to be increasingly creative. This story engaged the audience with its simple yet effective approach, however the researcher can argue that because the tags did well the brand can be a little more creative in the stories they post.

4.2.5 POST: 5

Name: “Celebrate with your bestie this week by coming in the store and picking up either a Burnt Caramel or Salted Toffee Macadamia Frappuccino and get a second one for free. Valid until the 8th of June.

Date: 5 June 2017

Number of views: 2806

Number of comments: 80

Number of tags: 73



(Figure 6, June 5/2017)

	DATA	VERBATIM
Category: Story type Sub-category: Overcoming the monster Rebirth Journey and	Love, Relationships, “Bestie”	• Wat??? Jys my bestie • issa date friend. • let's go on Thursday after my exam 😂 Meet me there? 🤔 • “Meet me there”- The story inspired prosumer to take park in the story • “Def! Can’t Wait” – The expression suggest that story inspired desire to and excitement to take part in the story • “Yesssss” – This expression suggest that the prosumer was enthusiastic • “We have to make a trip” – This expression suggest that the story influenced the prosumer to want to go the store. • “When are we going” – This expression

return Quest Rag to riches Tragedy Comedy, romance and love		suggests that the prosumer eager to Starbucks • “I want a Starbucks wife” – The expression suggests that the prosumer wants a permanent relationship with Starbucks. • “Hey now! We are missing out” -This expression suggests that the prosumers want to be a part of the Starbucks story. • “Dammit ds very, Klink sooooo lekker” – This expression translated in English says that “dammit it very, sounds sooooo good”, this suggests that the prosumer was very thrilled from their expression The story bought out relationships between friends
Category: Narrative Sub-Category: Intentional Genuine Natural Improvisationa l Total Engaging	Intentional Genuine	• Celebrate with your Bestie this week • get a second one for free. Valid until the 8th of June. • <u>8 limz@chavi16</u> - def! Cant wait!!! • <u>simzjones@teenm90</u> yesssss • <u>zaheera_a@nabila</u> I swear we need to move to jhb 🙄🙄
Category: Visuals Sub-category: Illustrative Real life/Live Music Celebrity length	Illustrative visuals	
Category: Engagement Sub-Category:	#BFFWeekTrea t	11 post 2806 views 80 comments 73 tags

Hashtag Com ments Tags		
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(Table 7)

Story

The story told in figure 6 page 52 is one of relationship a kind of love story that is unique to friends and friendships. The brand story shows two friends drinking Frappuccinos and sharing it between the two of them. The Starbucks_SA cups have #BFF and #BFFWeekTreat to emphasis the uniqueness of this product. What they are selling is friendship, hence the writing on the cups and the image chosen to tell this story. Starbucks_SA has made friendship fun by creating joy in buying their products. Nudd (2012), states that there are different ways of telling a story, this story can be classified as a love story. The researcher can agree with Martin, Arruda, & Alba, (2010), who stated that brand stories in the videos intended to create emotions like desire, craving, to win the hearts and minds of customers (Martin, Arruda, & Alba, 2010).

The researcher can see from the comments that the story is able to build interest and intrigue. As a result, this type of storytelling plays an important role in encouraging the prosumer to participate in the conversation. Starbucks_SA has used an effective way of delivering a brand's message by using the right type of story that connects emotionally with prosumers (Durant,2017). Who would not want to share a Frappuccino with their best friend? Starbucks_SA does well at luring the prosumer into the story by making it personal to them by using a story that is common to all people of different age groups and stages of life - friendships.

The data collected agrees with Shattuck (2016), who sates that there are storytellers that motivate through the type of stories they tell.

Narrative

The story in figure 6 page 52 is told with intention (Wortmann,2008), as a result Starbucks_SA wants to intentionally create interest for the products by creating a heartfelt story about friendships. The story of friendship can be classified as genuine, because it connects with all types of people (Wortmann,2008). Starbucks_SA have

created a story that is engaging their prosumers, by saying that if they buy one drink they can get a second one for free, by doing this they are motivating engagement from their prosumers. By using the story coach that mention being genuine, intentional and engaging (Wortmann,2008), the researcher can draw a conclusion that how you tell your story is important to the results that a brand desires. By identifying a gap in the market brands can build stories that successfully pull in their audience (Lacy, 2016). A good example is Coke who used a brand story where people had their name printed on the Coke cans, this a great example of a brand positioning its self, as a result they were able to occupy a valued position in the minds of its consumers (Keller, 2008; Marsden, 2002). The brand story that is used in figure 3 page 38, Starbucks_SA can position themselves by communicating unique stories that are relatable and resonate with their prosumers. That way they are communicating directly to the prosumer through a medium that is effective and can give them their desired result of engagement (Ries & Trout, 2006). It can be argued that Coke did their story so well it was a global disruption as compared to Starbucks_SA and how they did their story, this agrees with Adamson (2008), who states that it is becoming increasingly difficult to reach your audience because the market has become fragmented with so many messages in the consumers' minds that if you tell your story it needs to be unique and different.

Visuals

With the growth of social media, brands can give content on platforms that prosumers are on, as a result there is rise in the number of brands that have realised the value of telling stories on these platforms (Lacy, 2016). It is imperative that brands produce content that is enticing and alluring on such platforms because of the culture of today's media. The visuals are captivating the footage, it is short and precise, and writing on the cups is what make this image very personal. This agrees with Hélène (2008), who states that visuals are thoughts that can send people along emotive pathways where textual/verbal material leaves them in a more rational, logical and linear pathway of thought". The story of friendships that Starbucks_SA is telling projects such emotion, as a result the visuals captivate those special moments between friends, therefore aligns with (Hélène, 2008), when she states that images can provoke emotions.

Engagement

The engagement that is seen in figure 6 page 52 (refer to addendum 5 page 68) suggests that the prosumers were engaged with the story that Starbucks_SA posted, as a result prosumers could identify, and participate with the story of friendship, this is seen from the comment that they made. This agrees with Dolan, Conduit, Fahy, & Goodman (2015), who state that social media platforms such as Instagram can generate prosumer engagement, as a result prosumer engagement can significantly shift how brands communicate with them in future. Comments that were made in (refer to addendum 5 page 68) reflected excitement, eagerness, and agrees with Toffler (1980), who argues that prosumers engage more directly with personalised goods and services that they consumed. This also suggests that there is a rise in prosumers voicing their opinions on social media, this is evident in the reaction from the story posted by Starbucks_SA. Prosumers are encouraged to participate in the conversation which is a critical thing to recognise in today's market place (Cultural Acupuncture, 2015).

Instagram measures engagement on videos in terms of views, comments and tags, hence the researcher found that this post had the highest comments, 80 people commented on the post which suggest that the prosumer engagement was very high and the story was strong enough to pull in a big crowd. The hashtag however does not show the success of the story because people did not use it as much, there were only 11 posts with the hashtag which suggests that engagement with the hashtag was low. However, the people that were tagged were 73, this suggest that the story was effective that people wanted to share their story. This agrees with Martin, Arruda, & Alba, 2010 that people talk about their experiences, the touch points (the good, the bad, and the ugly) and any "word of mouth", people communicate in stories (Martin, Arruda, & Alba, 2010). As a result, both Starbucks_SA and the prosumer are able to tell their stories.

4.3 ANALYSIS ACCORDING TO RESEARCH QUESTIONS

Research question 1: What type of brand stories do Starbucks_SA share on Instagram?

The researcher set out to see what type of stories Starbucks_SA shares on Instagram. Through this analysis the researcher can confirm that they are using love stories, relationships and real-life events. This is because these types of stories are what the audience are likely to respond to. Love and relationships are common things that relate to almost everybody. This makes the stories that Starbucks_SA shares are personal and engaging. The researcher found that the stories are usually crowd pullers and the stories can connect with the Starbucks_SA prosumers.

Research question 2: How does Starbucks_SA position its brand stories on Instagram?

The researcher set out to see how Starbucks_SA positions themselves on Instagram. Through this analysis the researcher can confirm that Starbucks_SA positions their stories through engagement. The researcher found 9301 views on the most viewed posed and the highest post with the most comments was 80 comments. The researcher has noticed that stories that had a good response showed that their positioning was well planned. By using stories to position themselves they are able to draw their audiences in, this aligns with Keller (2008), who states that for a brand to encourage engagement the brand needs to position itself in the minds of consumers which Starbucks was able to do.

Research question 3: To evaluate the type of brand stories that encourage engagement with Starbucks_SA followers on Instagram in context with the brand positioning theory.

The researcher set out to see how brand stories encourage engagement and found that most of the engagement was from real life (rebirth), then relationships (love) stories. This is because the reality stories draw people in and people are able to engage and identify with stories like that, as a result real stories that followed live events had the highest amount of views followed by the love stories. that were second highest. The researcher can conclude that positioning their stories in these categories had a positive result and response.

Chapter 5: Recommendations and conclusion

5.1 Recommendations

The researcher found that the most engagement came from brand stories that had live recordings and recommends that Starbucks_SA capitalises on these types of stories since they seem to have a high reaction and reposted rate. The researcher also recommends that Starbucks_SA brand stories capitalise on trendy topics such as their #BFFTreatWeek and the personalised Starbucks cups, because these types of stories are topical and they get people engaging, talking and suggesting on the platform. As a result, Starbucks_SA will be able to get valuable insight on what people are saying and have valuable input from their prosumers. The researcher recommends that Starbucks improve the illustrative stories, this is because they had a very low view rate and people failed to engage with the stories. The reason for this is not evident, since the researcher only considered the most viewed videos. However, the researcher can be advised that they analyse the reasons why and improve thereof. The studies anticipated contribution for the will be in the field of brand storytelling. The researcher expects to influence this field and help brands like Starbucks_SA to gain insight on how to keep their audience engaged on platforms such as Instagram. The study aims to inform marketers who seek to develop brand story and build good stories for their brand.

5.2 Conclusion

The research paper was started with the aim of analysing the type of brand stories that Starbucks_SA shares on Instagram. The research therefore centred around brand storytelling, prosumer engagement and positioning. The researcher focused on how Starbucks_SA position their stories in order for them to get their prosumers to engage with the stories they post. The researcher specifically looked at the videos with the most likes and comments.

The literature review highlighted important concepts and theories relating to types of brand storytelling, visual storytelling, brand positioning and engagement. The most

notable theories from the literature review is the evolution of the consumer. Branding no longer refers to the consumer, rather the prosumer. The prosumer has now become a part of the story, they have become information harvesters for brands today. Brand positioning has become inevitable for engagement on platforms such as Instagram, as a result marketers need to come up with relative content that will keep the audience engaged. Authors such as Durant, Wortmann, Martin, Arruda, & Alba, and Hèléne speak about the importance of brand storytelling and the effects, emotion and behaviours brands can impart to prosumers to influence engagement.

The research approach for this study was a qualitative one since it was based on how people engage with the Starbucks_SA sorties posted on Instagram. The researcher set out to answer research questions and objectives. The researcher used qualitative content analysis to answer them. The questions aimed to discover what type of brand stories encourage engagement on Instagram.

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