

SOCIAL MEDIA AS AN ADVERTISING PLATFORM: A CASE OF GUINNESS

GHANA BREWERIES LTD

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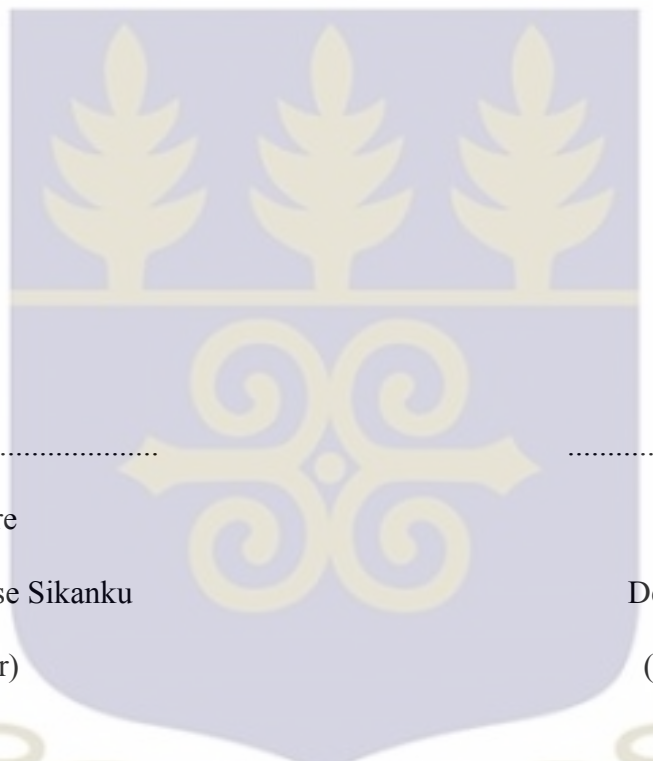
**THIS DISSERTATION IS SUBMITTED TO THE UNIVERSITY OF GHANA,
LEGON IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE
AWARD OF MA COMMUNICATION STUDIES DEGREE**

INTEGRI PROCEDAMUS

MARCH 2015

DECLARATION

I hereby declare that this dissertation is a record of my effort, produced from research undertaken under the supervision of Dr. Godwin Etse Sikanku and has not been submitted in this university for the award of a Master of Arts degree. All cited works which are not mine have been acknowledged in the reference section.



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INTEGRI PROCEDAMUS

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DEDICATION

I dedicate this work to the Almighty God for His faithfulness, guidance, goodness and mercies.



ACKNOWLEDGEMENTS

I want to thank God Almighty for his direction and protection over the years.

I recognise the encouragement and directions of my supervisor Dr. Godwin Etse Sikanku. This work would not have been possible without his contributions and suggestions.

I acknowledge the support, encouragement and motivation of my parents, Mr. Nathaniel Ayivor and Mrs. Rosemary Ayivor which has brought me this far, as well as the love and support of my siblings, Esinam Ayivor and Enyonam Ayivor which contributed to the success of this work.

My sincere gratitude goes to representatives of Guinness Ghana Breweries Limited who made it possible for data to be collected and analysed.

I owe a debt of gratitude to my parents; Mr. Nathaniel Ayivor and Mrs. Rosemary Ayivor as well as my family, especially, Mr. Philippe Ayivor, Mrs, Doris Wunu, Miss Stella Dey, Lena Otoo and Nii Amu Otoo. My stay in this institution would not have been possible without their advice, motivation, prayers and support. I am highly grateful.

I appreciate the inspiration and encouragement as well as the support of Kofi Essah, Selali Woanya, Richard Glover, Samuel Moore, Fred Awuku and all those who dedicated their time and unflinching support to make this work possible. God bless you.

To all those who helped in various ways, I am very grateful and I say thank you.

ABSTRACT

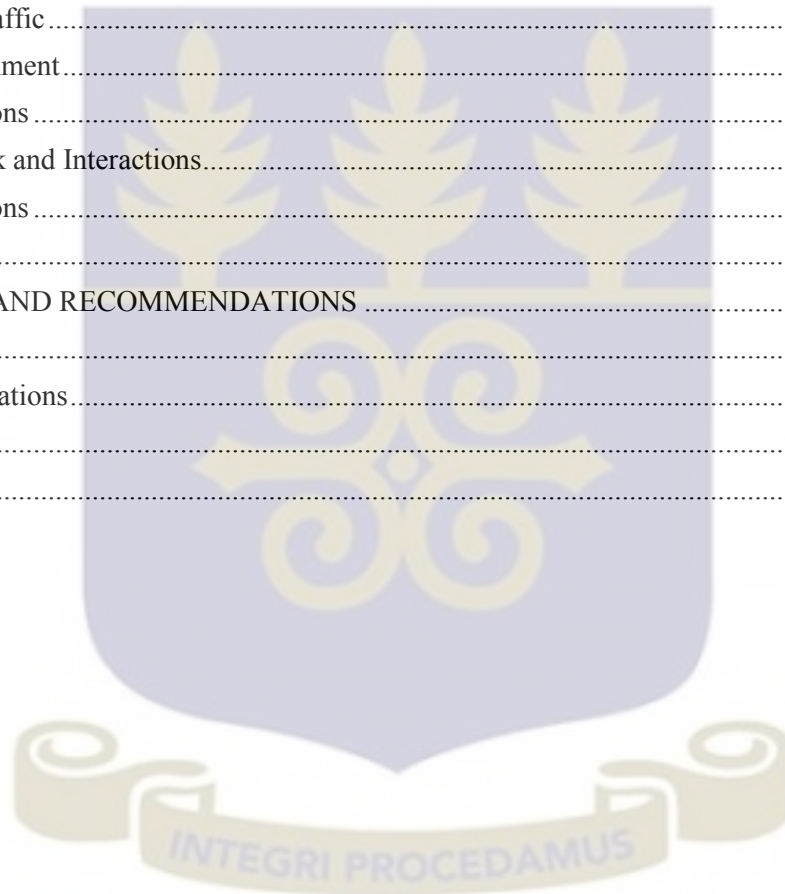
Social media has become extremely popular in Ghana and various organisations of all sizes are experimenting with social media advertising. Despite this increasing usage there is currently limited research on how social media is used in specific Ghanaian industries. This study was conducted to ascertain why and how Guinness Ghana Breweries Limited (GGBL) uses social media for advertising. The study focused on specific Guinness Ghana Limited brands –Guinness and Malta Guinness.

The study adopted a qualitative research approach. To be specific, in – depth interviews and textual analysis were used to gather data. The study revealed that GGBL relied on social media primarily for the following reasons: brand awareness, communication and interaction with key audiences, social media presence, website traffic and cost effectiveness. Findings indicated that using social media as an advertisement platform was time consuming, requiring constant updates and attention. Findings from this study also revealed that social media has become a useful and effective advertising tool which allows businesses stay in touch with their customers and gauge customer responses. This study further validates Davis’ (1985) technology acceptance model which underpins this research.

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CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Social media has become an integral part of how organizations promote their goods and services to their target market. Social media has broadened the horizon, allowing organizations to advertise, communicate and receive feedback from their customers as well as reach out to new ones.

Kaplan and Haenlein (2010) refer to social media as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content. Furthermore, social media depends on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. Kaplan and Haenlein (2010) explain that social media introduces substantial and pervasive changes to communication between organizations, communities, and individuals. They state further that social media is made up of a multimedia mix of personal words, pictures, videos and audios.

Social media has become a new and increasingly popular approach to advertising in recent times. Social media as an advertising tool helps the audience to not only become aware of products but engage with products on different levels. According to Jones (2010), consumers and organizations are increasingly using the web to discuss, share and collaborate. Though social media is an emerging trend in the advertising industry, it is important for professionals to understand and appreciate the role that the new medium plays within the industry.

Studies by Constantinides and Fountain (2008) found that social media is a new step in the development of the increasing use of the internet for advertising practices, allowing social media to become more interesting for the marketing activities of businesses. According to Howe (2006), social media can be used to increase traffic to corporate websites, disseminate significant information to customers, attract new customers, foster customer relationships and gain feedback from customers. These will provide organizations with some help in getting insight into the preferences and loyalty of buyers as well as to promote brand identity. Vance, et al (2009) explain that Social Media can be used at a relatively low cost and in periods of crises, yielding more benefits for organisations.

Social media differs from traditional or industrial media in many ways, including quality, reach, frequency, usability, immediacy, and permanence. There are many effects that stem from Internet usage. According to Nielsen (2012), Internet users continue to spend more time on social media sites than any other type of site. At the same time, the total time spent on social media in the U.S. across personal computers (PC) and mobile devices increased by 37 percent to 121 billion minutes in July 2012 compared to 88 billion minutes in July 2011. For content contributors, the benefits of participating in social media have gone beyond simply social sharing to building reputation and bringing in career opportunities and monetary income. Geocities, created in 1994, was one of the first social media sites. The concept was for users to create their own websites, characterized by one of six "cities" that were known for certain characteristics.

According to statistics from Wire (2010) social media and specifically, social networking sites (SNS) such as Facebook, Twitter, MySpace and LinkedIn, are popular online activities in terms

of average time spent by people. Given the increasing use and popularity of these social media tools, it is important to study their role within the related field of advertising considering that little research has been done in this area especially within Ghana. Companies are now paying more and more attention to social media as an aspect of their operational activities.

The purpose of this research is to examine the use of social media on platforms such as Facebook and Twitter for advertising purposes. In-depth interviews with representatives from Guinness Ghana Breweries Limited were conducted.

1.1.1 Social Media in Ghana

The National Communications Authority of Ghana stated in a recent report that the growth of Internet penetration in Ghana stood at 40.7% as at August 2013. The rapid use of social media has caught on with many Ghanaians in several areas of national life. This has led to the emergence of social media as an alternative medium for information sharing.

According to the 2013 Alexa Index Report, Facebook is ranked as the most visited website in Ghana with Twitter in the top 20. The Portland Communications study on “How Africa Tweets” names Accra as the most active city in West Africa in terms of Twitter use.

In Ghana, most media houses are using social media to augment their traditional radio and television broadcasts. Also, individuals and groups are using social media to push their interests on social or political issues to the masses. Social media has eliminated cultural and sociological barriers and pulled down boundaries that separate nations and prevent communities from instant communication. People from diverse backgrounds closely and socially interact on these

platforms without an intermediary's interruption. Degadjor (2010) suggests that 78% of social media folks in Ghana trust peer recommendation while 14% trust advertisements in deciding which social media platform to sign on to.

1.1.2 Advertising

Arens (1999) defines advertising as a structured form of non-personal communication of information which is persuasive in nature about goods, services and ideas paid for by an identified sponsor. Kotler (2003) also defines advertising as any form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.

Advertising generally aims at promoting ideas, services, goods and products but most importantly, the advertisements (ads) are paid for by identifiable sponsors. Ads are promoted through many channels such as traditional media, outdoor media and the new media. Kotler (2003) explains that the basic objectives of advertising are to inform, persuade, remind or reinforce.

Advertising comes in various forms. According to Kaur (2008), there are several ways to advertise, including newspaper advertisements, ads on television, ads on websites, displaying banners on events, radio and billboards among others.

Internet usability is increasing rapidly and this has made it an attractive medium of advertisement for companies. Advertising on the internet can be referred to as online advertising. Though there are many forms of online advertising, advertising on social networks happens to be getting a lot

of attention from organizations and businesses (Kaur, 2008, p29). According to Mangold & Faulds (2009) social media has caused significant changes in the strategies and tools used by companies for communication with clients.

Social media's expanding usage is not surprising considering its potential for attracting the users and the general public. There is increasing evidence that social media has been used in other jurisdictions to target specific sections of the populace as part of advertising campaigns. In fact it is not uncommon to find most industries in Ghana using social media alongside other traditional methods of advertising. This study will assess the role social media has indeed played within the Ghanaian advertising industry.

1.1.3 Guinness Ghana Breweries Limited (GGBL)

Guinness Ghana Breweries Limited is a Ghanaian company that is principally engaged in brewing and is a market leader in the Ghanaian brewing industry. The Company was founded in 1960 as Ghana Breweries Limited and later became Guinness Ghana Breweries Limited in 1990. Guinness Ghana Breweries Limited is a subsidiary of Diageo PLC which has its headquarters in London.

Guinness Ghana Breweries (GGBL) is based at the Kaasai Industrial Area in Kumasi. They are listed on the stock index of the Ghana Stock Exchange (GSE), the GSE All-Share Index formed in 1991. At the inception of production, the company produced only Guinness Foreign Extra Stout, popularly known as Guinness. The primary depot was at the same position with stores across the country particularly in the south. In 1988/89 another brand, Malta Guinness which is a

non-alcoholic beverage was introduced and it became an instant hit capturing almost 70% of that market.

Though not the only brewery company in Ghana, GGBL was the only brewery company listed by Blog Camp Ghana as a nominee for the 2014 Ghana social media awards. GGBL fell under the category of organizations with best social media presence in Ghana.

1.2 Statement of the problem

The use of social media has become extremely popular in Ghana. Social media allows users to combine the traditional print, radio and TV media, presenting them on one platform. Social media is a type of online media that expedites conversation as opposed to traditional media, which delivers content but doesn't allow readers, viewers or listeners to participate in the creation or development of the content. Social media is of particular interest to businesses. Currently, businesses of all sizes are experimenting with social media marketing, grappling with the question of how to get in on what appears to be an especially viral way to get their message and their products to their target market.

Social media is a strategic tool for uncovering business insights. It manages the influencers who are driving the conversation around a particular brand. Social media is marketing that provides value and turns customers into evangelists. It is a critical component of customer care and it transforms the organization to meet the transparency and humanity customers now expect of brands.

Despite this increasing usage there is currently limited research on how social media is used in specific Ghanaian industries. Thus the question still remains as to how exactly this medium has been employed in the developing world specifically Ghana. To be sure, the current literature on social media discusses it mostly within the context of politics, individual interpersonal usage or within settings external to the Ghanaian environment. This research fills an important gap in the literature by aiming to provide an insight to how social media is used for advertising in the Ghanaian context.

GGBL was the only one nominated for the blogging and social media awards in the year 2014. The blogging and social media awards was initiated by the Kofi Annan Center of Excellence in ICT, Ghana. This study seeks to find out why GGBL has included social media advertising in their communication strategies and how it is used.

1.3 Research Objectives

The main research objective is to examine Social Media as an Advertising Platform; why it is used for communication, how it is used for communication and how GGBL believes their consumers respond to advertising messages.

Specific objectives are as follows:

- i. To establish why GGBL uses social media for advertising and communications.
- ii. To determine how GGBL uses social media for advertising and communications.
- iii. To ascertain consumer response to advertising messages on social media

1.4 Research Questions

In order to realise the objectives of the study, the following research questions were developed:

- i. Why does GGBL use social media for advertising and communications?
- ii. How does GGBL use social media for advertising and communications?
- iii. How do consumers respond to social media advertising messages?

1.5 Significance of the study

Social media reaches a wide population and its usage is fast growing in the Ghanaian society. The advancement of social networking sites such as facebook and twitter has provided organizations with a platform to communicate and interact with their target audience. Unfortunately as mentioned in the problem statement, there is currently limited research on how social media is used in specific Ghanaian industries as more organisations are catching up with social media trends.

Not only will this study provide new insight into how and why organisations use social media for advertising and communications purposes, but will also examine consumer response to social media advertising. According to Mabry (2010), the study of social media is important because consumers interact with these platforms differently than with traditional media. Adequate knowledge of these platforms will contribute to the limited research available and will provide researchers and organisations with the opportunity to understand the value of social media networks for advertising.

This study is significant as an emerging tool for reaching target audiences. Findings from this research will contribute to informing companies and other breweries in Ghana as to whether to use social media as a platform to advertise their goods, services and ideas.



CHAPTER TWO

REVIEWED LITERATURE

2.1 Introduction

The widespread use of social media in contemporary times has provided a powerful medium for advertising. Some previous studies have been carried out on the use of social media as a platform for advertising. Among such studies are Busscher (2013), Mikalef et al (2013), Shojaee, Somayeh; Azman, Azreen Bin (2013), Cox (2012), Laroche, Habibi & Richard (2012), Nikolova (2012), Vries, Gensler & Leeflang (2012), Michaelidou, Siamagka & Christodoulides (2011), Pradiptarini (2011), Bond et al (2010), Frey & Rudloff (2010), Mabry (2010), Jansen et al (2009), Cheung et al (2008), Kaur (2008). This section discusses the theoretical framework underpinning this research and reviews previous literature as well as other related studies on social media as a tool for advertising.

2.2 Theoretical Framework

Although several models have been developed to investigate and understand the factors affecting the acceptance of computer technology and system, the Technology Acceptance Model (TAM) by Davis (1989) has been adopted for this study. This model helps to address the issues in the study and is connected with how people accept and use new technology.

Davis (1986) explains that this model is premised on the assumption that the proposed system use is a response that can be explained or predicted by user motivation, which in turn is directly influenced by an external stimulus consisting of the actual system's features and capabilities.

Davis (1986) in the TAM hypothesised that the attitude of a user toward a system which can be considered to be influenced by perceived ease of use and perceived usefulness was a major determinant of whether the user will use or reject the system.

The Technology Acceptance Model (TAM) by Davis (1989) states that the success of a system can be determined by user acceptance of the system, measured by three factors: perceived usefulness (PU), perceived ease of use (PEOU), and attitudes towards usage (ATU) of the system. If a system is not easy to use then it will probably not be perceived as useful. According to Davis, et al. (1989) and Nov & Ye (2008), a user's perceptions about the system's usefulness and ease of use result in a behavioural intention to use or not to use the system.

This model has also been employed in previous studies of social media. According to Legris, Ingham & Collerette (2003), TAM has proven to be a theoretical model in helping to explain and predict user behavior of information technology. A number of studies have employed TAM as a model in their research. Selim (2003) used the Technology Acceptance Model (TAM) to assess university students' acceptance of course websites as an effective learning tool. He discovered that 'usefulness' and 'ease of use' the course websites proved to be key determinants of their acceptance and usage as an efficient learning technology. In a study conducted by Legris, Ingham, & Collerette (2003), they sought to find out why people use information technology. To achieve this they adopted the TAM and concluded by saying the model was a useful one. Another study conducted by Lane & Coleman (2012) employed the TAM. They analysed the 'perceived ease of use' and 'usefulness' of social media and concluded that higher 'perceived

ease of use' led to higher 'perceived usefulness' leading to a greater intensity of the use of social networking media.

Current studies have focused on the technology acceptance model (TAM) to understand the relationship between perceptions (such as perceived usefulness and perceived ease of use of technologies) and usage behaviour. User acceptance of technology has been an important field of study. According to Lee, Kozar and Larson (2003), the TAM has become so popular that it has been cited in most research that deals with user acceptance of technology. According to Chuttur (2009) although many models have been proposed to explain and predict the use of a system, the Technology Acceptance Model (TAM) has been the only one which has captured the most attention of the Information Systems community. It is for these reasons that the Technology Acceptance Model (TAM) will be employed in this study.

According to Davis (1982), people tend to use or not use a system to the extent that they believe it will help them perform their job better, thus, the system's perceived usefulness. They also believe that the efforts required to use a system affect system usage behaviour, thus, the systems perceived ease of use.

Perceived usefulness (PU) was defined specifically by Davis (1989) as the degree to which a person believes that using a particular system would enhance his or her job performance. He went on to define Perceived ease-of-use (PEOU) as the degree to which a person believes that using a particular system would be free from effort.

According to Chuttur (2009), Davis referred to psychometric scales as used in psychology to develop measurement scales to determine the perceived usefulness and perceived ease of use. These scales prompt an individual to respond to various questions that pertain to a given context. The responses obtained from these prompts are then analyzed and used as an indication of a person's internal belief for the context considered.

This model will therefore be employed in this study to ascertain why the communications and marketing department of Guinness Ghana Breweries Limited have adopted the use of various modern technological social media platforms to advertise and promote their Guinness and Malta Guinness products.

2.3 Related Studies

Kaur (2008) conducted an explanatory study to explain the factors and reasons for using or not using social networking sites as an online advertising medium by companies. Her main objective was to determine the underlying factors that determine why some footwear companies use online social advertisement whereas others do not. The Quantitative method was adopted and data was collected through the survey method. Two types of questionnaires were used after considering accuracy, amount of data, response rate, time and cost. The first questionnaire was distributed personally to managers of footwear sales companies and the second questionnaire was prepared as an online survey to discover the attitudes of people towards online advertising. A total of 126 people responded to the online survey within a period of two weeks. Both primary and secondary sources were used to collect data. The data was analyzed with the aim of identifying the factors responsible for using social networking advertising by some footwear sales companies. The

research was conducted using a sample size of 12 footwear retail stores which were selected on the basis of having a web site on the internet.

The research found out that different advertising media were used by footwear sales companies. However, the Internet was highly adopted to advertise while Billboards were the least used in the industry. Kaur (2008) in her research also found out that in recent times, most people believe in the Internet and are of the view that online advertising is better than traditional advertising hence people using online social networking sites extensively. The footwear sales industry in Ireland, according to Kaur's (2008) findings is not using the social networking sites extensively. Four (4) out of twelve (12) footwear companies in her research had adopted social networking sites as their online advertising medium while others used the internet mainly for advertisement.

Busscher (2013) in her study identified and analyzed the role of social media in the business practices of business to business (B2B) organizations particularly the use of social media for the marketing practices of B2B organizations. The different stages of the value chain designed by Michael Porter were used to explain the role of social media for several business processes of B2B organizations. Porter (1985) found that the value chain consists of various activities through which a product or service is developed and distributed to customers. The model distinguishes two kinds of activities, the primary activities and the support activities. The primary activities of an organization are directly concerned with the creation or delivery of a product or service and these activities are inbound logistics, operations, outbound logistics, marketing & sales and service. The support activities are staff functions, such as firm

infrastructure, human resource management, technology development and procurement. (Porter, 1985).

The researcher analyzed several web based communication tools and connected them to the different stages of the value chain. Data was collected through observation and desk research (exploring the corporate website, press releases, advertising texts, and other social media tools). Three organizations were used as case studies based on their B2B activities, their size and their industry. These organizations were Deloitte, Boeing, and Intel.

Findings from this research indicated that not only Business to Consumer (B2C) organizations adopt social media but also B2B organizations. Results from this study also showed that various social media tools and information technologies could be used in almost all the different stages of the value chain. The research further revealed that in almost all activities (firm infrastructure, human resource management, technology development, procurement, inbound logistics, operations, outbound logistics, marketing & sales and service) social media and other information technologies can be used in order to work more efficiently and effectively as an organization to communicate easily, create customer awareness, build relationships and trust, increase brand loyalty, identify potential partners, attract new customers, gain new ideas for innovations, recruit online, and improve their products and services.

Mabry (2010) in her study sought to provide an analysis of current commercial social media usage. The researcher here focused on advertising practitioners because of their firsthand experience with social media and consumers. Mabry (2010) highlighted two advertising theories

in her work, the Lavidge and Steiner's hierarchy of effects advertising model (1961) and Taylor's Six-Segment Strategy Wheel (1999). Lavidge and Steiner's hierarchy of effects advertising model comes from advertising literature on how advertising works. Mabry (2010) explores the hierarchy's potential to predict consumer purchase decisions and its application to social media as an advertising medium. With Taylor's Six-Segment Strategy Wheel (1999), Mabry examined existing research on a more modern advertising theory. The theory explores a contemporary understanding of consumer motivations and creates a practical model for advertising practitioners to develop message strategies. In addition, Mabry also reviewed the academician-practitioner gap (Nyilasy and Reid, 2007) in order to discuss existing literature concerning advertising through social media.

In order to collect data, In-depth interviews were conducted at a digital creative agency and full-service agency. Also, an online survey of advertising professionals was executed. Two qualitative methods were adopted to conduct an in-depth investigation of a digital creative agency: participant observation and semi-structured interviews. The participant observation was conducted over a period of nine weeks and 12 employees were interviewed. On the other hand, the semi-structured interviews utilized a purposive sample which included agency employees at 27 experience levels and departments on a one-to-one basis.

At the full service advertising agency, Mabry conducted five semi-structured interviews using the same questions and approach as the initial interviews at the digital agency. The interviewees consisted of top executives and digital media experts. Mabry analysed the data by bringing out the dominant themes to create a storyline of related concepts. Mabry adapted questions from

Sweetser, Porter, Chung, & Eunseong (2008) to conduct the online survey in order to gauge attitudes about social media. This online survey consisted of 21 questions.

Findings from this study indicated that advertisers use social media differently from the traditional forms of advertising media. Mabry (2010) concluded that as new technologies emerge, advertisers must push the boundaries of implementation and remain open to using social media differently than traditional media. Mabry discovered from her research that while social media and traditional media share common features, the environment and overall nature of social media makes it a unique vehicle for advertising.

Vries, Gensler & Leeftang (2012) in their study determined possible drivers for brand post popularity. They analysed 355 brand posts from 11 international brands spread across six product categories. Results from the study showed that different drivers influence brand post popularity which they identified as vividness, interactivity, the content of the brand post (information, entertainment), the top position of a brand post, and the valence of comments on a brand post as determinants of brand post popularity (i.e., the number of likes and the number of comments).

Laroche, Habibi & Richard (2012) in their study took the brand community perspective to examine if there are some benefits for brands in a social media context and to show how these benefits could be realized. They sought to find out how brand communities on social media, influence the relationships among customers and brands, products, companies and other customers as well as brand loyalty. A survey-based empirical study with 441 respondents was conducted. The results showed that brand communities operating on social media can enhance

brand trust and loyalty by improving customer relationship with the brand, other consumers, the company and the products.

Michaelidou, Siamagka&Christodoulides (2011) in their research sought to contribute to the paucity of research on the usage, barriers and measurement of social media marketing by Business-to-Business (B2B) SMEs. They conducted a postal survey and data was collected from a sample of 1000 UK B2B SMEs, randomly derived from the FAME database via mailed questionnaires sent to the marketing director or general director of each B2B SME. Findings from this study indicated that over a quarter of B2B SMEs in the UK were using Social Networking Sites (SNS) to achieve their marketing objectives. This highlights the important role of relationship marketing in a B2B setting. According to Michaelidou et al (2011), in order to achieve a stronger competitive advantage, SNS are important tools for communicating their brands online by capitalizing on SNS' potential to reach wide audiences. Michaelidou et al (2011) also identified internal barriers such as lack of staff familiarity and technical skills as factors that prevent SMEs from using SNS to support their brands.

Pradiptarini (2011) in her study attempted to measure the effectiveness of social media marketing and to identify the target market. She analysed Twitter activities and sales performances of five companies and their competitors to identify the correlation between their involvement on the social media sites and their financial outcomes. Pradiptarini (2011) also conducted a survey of 1,000 students to determine whether their generation was the main audience of social media marketing, and to find the relation between the respondents' involvement in social media marketing and changes in their buying decisions.

The study found out that the effectiveness of Social Media Marketing (SMM) is highly influenced by three aspects: content quality; involvement; and integration with the other media platforms. The study also discovered that generation surveyed might be the main users of social media sites, but are not the main target audience of social media marketing.

Shojaee & Azman (2013) conducted a study to evaluate the factors that affect brand awareness through the use of social media in Malaysia. Shojaee & Azman (2013) obtained data by distributing questionnaires to 391 students with different gender and age, levels of education, profession, and computer knowledge. Findings from this study indicate that customer engagement, brand exposure, and electronic-word-of-mouth have positive correlation with brand awareness in the context of social media. They concluded that the use of social media for the purpose of creating and enhancing brand awareness is essential and should be a part of advertising strategies.

Mikalef, Patrick, Giannakos, Michail, Pateli and Adamantia (2013) aimed at elucidating how specific aspects of social media websites foster user intention to browse products, and the effect that this has in shaping purchasing and information sharing intentions. A custom built electronic questionnaire was used to gather data from users of social media websites. Questionnaire links were e-mailed to respondents through a mailing list of over 600 respondents of an academic institution, and posted on 20 forum boards. Mikalef et al (2013) adopted the Utilitarian and Hedonic motivation theory and Partial Least Squares (PLS) analysis were performed on the data obtained. Findings from this study indicate that specific factors such as Convenience, Product

Selection, Idea and Adventure trigger Utilitarian and Hedonic motivations which influence user intentions to browse products on social media.

Jansen et al (2009) investigated micro blogging as a form of electronic word-of-mouth for sharing consumer opinions concerning brands. Over 150,000 microblog postings which were made up of branding comments and opinions were analysed. Jansen et al (2009) also investigated the overall structure of the postings and the types of expressions (positive or negative). Opinions from the microblogs were classified and compared using manual coding and a case study approach was adopted to analyse the range, frequency, timing, and content of tweets of a corporate account. Jansen et al (2009) discovered from their research that 19% of microblogs contained the mention of a brand. Of the branding microblogs, nearly 20 % contained some expression of brand opinions. Of these, more than 50 % were positive and 33 % were disapproving of the company or product. They suggested from their findings that microblogging, is a social media tool for advertising, marketing and customer word of mouth communications.

Cheung et al (2008) in their study investigated the impact of online consumer reviews on consumer online purchasing decision. They compared the impact of both negative and positive electronic word of mouth (eWOM) using a laboratory experiment. Their results showed that emotional trust and the intention to shop online are significantly lower in the negative treatment group. They argue that social media and web-based technologies have created numerous opportunities for advertising and electronic word-of-mouth (eWOM) communication. They found that this phenomenon impacts retailers because the easy accessibility of information could affect consumer purchasing decisions. They suggest that the connectivity of the Web allows one-

to-many and many-to-many communications among users. This enables information to spread much faster and broader.

Nikolova (2012) studied social media and its effect on the formation of positive attitude in the consumers. She concentrated on Facebook as a social media platform as well as the brand Starbucks that most often appeared on social media platforms. Nikolova (2012) selected seven independent factors and their influence was later tested on two groups. The first group represented fans of the brand Facebook, while the second group consisted of random people who knew about the brand. She adopted two sets of questionnaires which were handed out to the fan group and the non-fan group respectively. Nikolova (2012) analysed her data through the use of SPSS. Findings from her study showed that fans who used social media for a long period of time had experienced the brand more hence they elicited more positive attitudes than non-fans.

Frey & Rudloff (2010) conducted a study with the purpose of understanding how social media influences and impacts marketing communication of companies. The researchers adopted a qualitative research approach by conducting and analysing personal interviews with two manufacturing companies, one social network platform and one marketing agency. Frey & Rudloff (2010) found out that communication through social media was still in the early stages of its development although the companies approved social media as an effective tool to support advertising and marketing communication. They also discovered that the issue of social media monitoring was an important component which was also still in the early stages. Frey & Rudloff (2010) from their findings suggested that social media still has huge growth potentials

due to the specifications and differentiations of the various social media platforms, because not all of them are suitable for every company.

Cox (2012) in her study, investigated the use of social media marketing among small businesses. The purpose of her study was to understand how small business owners embraced the use of social media to engage consumers and grow their businesses. Cox (2012) adopted a case study approach as well as the use of an in-depth interview with a small business owner to gather her data. She also conducted an analysis of the business's Facebook and Twitter posts. Her study revealed different strategies such as networking, creating relationships with other businesses and increasing brand exposure were used to build and maintain relationships with consumers.

Bond et al (2010) conducted a study to broaden the understanding of marketing communications and also to assist in managing marketing communications effectively. Bond et al (2010) adopted an exploratory research which investigated the role of social media within the broader advertising and communications mix. They formed qualitative focus groups made up of consumers to assess their perceptions and attitudes towards social media advertising and preferences for brand engagement through the social media platform. They found out from this research that the use of social media for advertising purposes could have powerful impact on brand loyalty and engagement. Bond et al (2010) also suggest from their study that social media provides powerful opportunities such as interactive advertising for brands to engage with their consumers.

2.4 Summary

Research into social media as an advertising platform in Ghana is lacking despite the increasing popularity of social media. This research seeks to fill this important gap in research by examining the extent to which Guinness Ghana Breweries Limited has adopted social media as an advertising platform. This chapter looked at some selected related studies as well as the theory underpinning this study.



CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter provides the methodological and analytical procedures used in conducting this research. In-depth interviews and textual analysis were deemed the best approaches in this study. The methodology employed in this research is based on the nature of the research questions and objectives. A qualitative research approach has been adopted to find out how and why social media is used as an advertising platform. This research will concentrate on Guinness Ghana Breweries Limited (GGBL) as a case study.

3.2 Research Design

Research can be conducted qualitatively. This study adopted the qualitative research approach which is used for non-measurable data. In order to assess the use of social media as a platform for advertising, a case study approach was used. This approach according to Cox (2010) is suitable for studies involving small number of respondents. According to Kaplan and Maxwell (1994), the qualitative research approach gives researchers the opportunity to understand a phenomenon. Enochsson (2005) also explains that this approach gives researchers the opportunity to develop a descriptive insight into attitudes, beliefs and motivations. Data was therefore collected qualitatively for this research because it was appropriate to the topic and efficient in explaining emerging situations.

According to Kaur (2008), there are three research categories: exploratory, descriptive and explanatory. Brannick & Roche (1997) suggest that Exploratory research answers “what”, the

descriptive research answers “who”, “where” and “when” questions while the explanatory research is used to answer the question “why” and “how”. The explanatory research method was employed in this study.

In the attempt to explain why GGBL employs social media as an advertising channel, two sources of evidence: in – depth interviews and textual analysis were employed to identify themes and meanings from the data.

Face to face in – depth interviews were adopted in order to gather information from GGBL representatives on their use of social media. According to Lindolf and Taylor (2002), in – depth interviews are best suited in circumstances where the researcher seeks to understand the social actor’s experience and perspective. They further explain that researchers usually select respondents based on experience and knowledge on the research problem. The face to face in – depth interviews elicited open ended responses to determine what influenced GGBL to act in the way they do via social media.

This study adopted a textual analysis of purposively selected posts on facebook and twitter accounts of two GGBL brands - Guinness and Malta Guinness. Potter (1996) explains that textual analysis typically relies on purposive sampling because it aims at gaining access to as much relevant data as possible. Moments of relevance were gathered from the collected data to generate themes which were subsequently analysed. An analysis of themes, according to Ryan & Bernard (2003) involves identifying and describing clear ideas by analyzing meaning and recurring themes that arise from data gathered.

The main research objective is to examine why and how Social Media is used as an Advertising Platform in addition to how consumers respond to social media advertising messages.

3.3 Data Collection

3.3.1 Interview Guide

An interview guide was developed to collect data from the selected sample. Focusing on the qualitative research approach, face-to-face in-depth interviews were conducted. The interview questions were open-ended and concentrated on areas such as the brands presence on social media, the types of social media advertising used, limitations of advertising on social media, reasons for advertising on social media, how social media is used by the brands for advertising, budget allocated to social media advertising, the future of social media advertising in Ghana, complementing traditional media with social media and the reasons for not advertising on social media. A sample of the interview guide is attached as appendix 1.

In-depth interviews were conducted between June 19, 2014 and September 24, 2014. In order to secure accuracy of information, this research focused on respondents holding top level positions in the GGBL. Face-to-face In-depth interviews were conducted with representatives of the various brands for an (1) hour each. The in-depth interviews were directly transcribed as it was against the company's codes to record an interview. Follow up questions were asked to gain further information and to ensure the respondents understood the questions.

3.3.2 Textual Analysis

Two major approaches can be used to analyse written words: the quantitative approach and the qualitative approach. The quantitative approach is usually represented by content analysis while the qualitative approach is represented by textual analysis. This study adopted the qualitative approach of textual analysis from January 2014 to December 2014, providing detailed data about the way a particular text operates.

McKee (2003) explains that textual analysis involves examining texts into detail to determine likely interpretations of those texts based on a researcher's immersion in the text and related texts. According to Potter (1996), textual analysis falls under the category of qualitative methodology that targets a given text as well as how this text defines and interacts with the given culture. According to McKee (2003), textual analysis can be described and understood in many ways. As this study addresses the use of social media as an advertising platform, a method that involves close reading of the advertised text and consumer comments is needed. For this reason, textual analysis was adopted to unearth major and underlying themes from advertisements on Guinness and Malta Guinness social media platforms.

In order to undertake the proposed textual analysis, Guinness and Malta Guinness posts and comments were drawn from both facebook and twitter social media platforms between January 2014 and December 2014. These posts and comments were read several times to help the researcher understand how organisations use social media for advertising and communications and how their consumers respond to social media advertising messages. Notes were taken and

frequently recurring themes were synthesized into a description of how the texts explain the use of social media for advertising.

3.4 Sampling

Bloggging Ghana (BloGh) is a group of bloggers and social media users writing out of Ghana or the Ghanaian experience. It is also an aggregator website that collects the latest posts and tweets from its members. In June 2011 BloGh became a registered non-profit organization with an executive council working towards the following objectives:

- Serving as a forum for bloggers in Ghana to network and exchange ideas.
- Building capacity among bloggers in Ghana.
- Accessing new audiences for blogs through a mutual website and other activities.
- Promoting citizen journalism in Ghana.
- Educating the general public in Ghana on the opportunities of social media.

Bloggging Ghana introduced into Ghana's online world, the first ever Blog and Social Media Award. The first edition took place in March 2013. Nominees for the Blog and Social Media Award are classified into 16 categories. These include: Best Blog, Best New Blog, Best Male Blogger, Best Female Blogger, Best Organizational blog, Best Instagram, Best Tumblr, Best Facebook Account, Best Twitter Account, Best Youtube Channel, Best Google+ Account, Best New Channel, Artiste with Best social media, Public Official with Best social media, Media House with Best social media presence and Organization with best social media presence.

Nominations were received from the public. People either nominated themselves or nominated others. All nominations were vetted by considering the following factors; relationship of

producer or content to Ghana, eligibility of the nominee based on number of posts published, the originality of the nominee's content, level of engagement on the nominee's profile, traffic and followers as well as grammatical correctness.

This research focused on one category of the Blog and Social Media Award. This is the Organisation with Best Social Media Presence category. This category included 14 companies from diverse industries. This study however focused on the brewery industry with Guinness Ghana Breweries Limited being the only Blog and Social Media Award nominee within this industry.

A purposive sampling method was adopted in this research. One company was selected from the various industries and the first two brands under the company were selected for in – depth interviews namely; Malta Guinness and Guinness. This allowed for an analysis of how differently the various brands use social media for advertising purposes. According to Wimmer and Dominic (2003), purposive sampling includes subjects or elements selected for specific characteristics or qualities. Those who fail to meet those criteria are eliminated. The sample selected was mainly influenced by two factors; the brands were made up of alcoholic and non-alcoholic drinks. Secondly, all two brands have a higher social media presence than other GGBL brands.

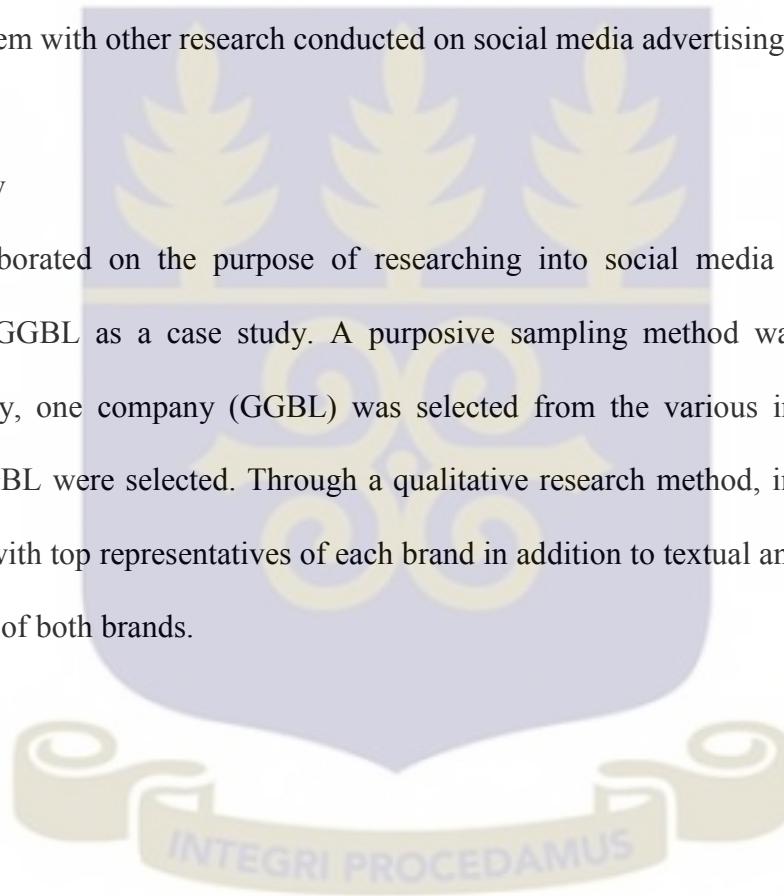
Respondents were taken from the marketing and communication department and were directly involved with brand management and digital media.

3.6 Data Analysis

In-depth interviews were conducted with respondents representing Malta Guinness and Guinness products of GGBL. Texts from Malta Guinness and Guinnessfacebook and twitter pages were also analysed. Data analysis in this research was influenced by Enochsson's (2005) three steps in analysing qualitative data. These steps are; describing the phenomenon, classifying the data and establishing the relationship between the findings. The findings from this research were also discussed in tandem with other research conducted on social media advertising.

3.7 Summary

This chapter elaborated on the purpose of researching into social media as an advertising platform, using GGBL as a case study. A purposive sampling method was adopted in this research, whereby, one company (GGBL) was selected from the various industries and five brands under GGBL were selected. Through a qualitative research method, in-depth interviews were conducted with top representatives of each brand in addition to textual analysis of facebook and twitter pages of both brands.



CHAPTER FOUR

FINDINGS AND DISCUSSIONS

4.1 General Overview

This study sought to examine the current advertising environment and how organizations have incorporated social media platforms to that effect. This chapter presents findings from primary research conducted on traditional brands from GGBL namely; Malta Guinness and Guinness. The data was obtained through in-depth interviews which were conducted with respondents from the communications and marketing department as well as from textual analysis of facebook and twitter pages of Guinness and Malta Guinness from January 2014 to December 2014. This study sought to find out why organizations use social media for advertising and communications, how organizations use social media for advertising and communications and how organizations believe their consumers respond to social media advertising messages.

4.2 Findings and Discussions

4.2.1 Interview Analysis

The first research question sought to ascertain why organizations use social media as an advertising platform. From the in-depth interviews conducted, the brands managers of Guinness and Malta Guinness explained that the following constitute the reasons why social media has been adopted as a platform in their advertising efforts:

- brand awareness,
- communication and interaction with key audiences,
- social media presence, ,

- website traffic
- cost effectiveness.

4.2.1.1 Brand awareness.

According to the Brands Manager of Malta Guinness, the brand Malta Guinness employs social media as an advertising tool to create and promote awareness about their products. This is done by running promotions, product campaigns, commercials as well as dissemination of information about product launches.

The Guinness Brands Manager stated during the interview that social media is used to achieve and promote brand awareness through the creation and posting of highly innovative and engaging posts, couched in a conversational tone. This respondent stated further, when commenting on the Guinness ‘Made of Black’ campaign that:

“Though we also use traditional forms of advertising like television, radio and print advertising to drive the campaign, social media remained the fulcrum of our efforts, helping to promote the campaign message and creating awareness about the campaign which we could not have possibly achieved by just using the traditional modes of advertisement. Social media was key.”

This confirms Shojae & Azman’s (2013) conclusions that the use of social media for the purpose of creating and enhancing brand awareness is essential and should be a part of advertising strategies.

The brands manager of Malta Guinness also stated during the interview that:

“As brands manager, it is my job to sell the product to our target market. This involves bringing the brands qualities, characteristics and values to the awareness of the end consumer. Social media is therefore a great, efficient and convenient means to an otherwise expansive end.”

It can therefore be inferred from the above comment that the GGBL employed the use of social media as an advertising tool because it boosted their productivity in the performance of their designated tasks, thus confirming Davis' (1982) theory that, people tend to use a system based on the belief that it will help them perform their job better, thus, the system's perceived usefulness.

4.2.1.2 Communication and interaction with key audiences

From the in-depth interviews conducted, it was made clear that the importance of communication between Guinness Ghana Ltd and its consumers cannot be over emphasised. The brands manager of Guinness emphasised the importance of communication and interaction with their key audience in the following terms:

“Communicating and interacting with our consumers is an integral part of what we do as marketers and brand managers. We can only be sure of the success of a campaign we are running by gauging the audience response to these campaigns. Feedback we receive allows us decide whether to continue or discontinue a campaign or whether or not to tweak the campaign method.”

The respondent also answered in the following terms when asked about the frequency and consistency of the feedbacks received;

“Definitely, we get a lot of feedback. Example we put up a post on what the perfect Guinness cocktail may be and we got a lot of posts which we incorporated in our programmes”.

He stated further that consumer goods are more suited for social media because people interact with consumer goods on a day to day basis and interactions can go on and on.

When asked what influences the kind of posts placed on social media by Guinness and Malta Guinness, the response was:

“It is dependent on the objective of the brand, to get people talking or to appeal to people. For example, Malta Guinness on a Monday morning would develop a content that would make people feel good so a message that would uplift their spirits or a message based on energy and nutrition especially because Monday is a day many people do not like much”.

Results from the in-depth interviews revealed that decisions and choices made by Guinness and Malta Guinness are sometimes influenced by feedback received via social media. Both brands, through social media are informed on the likes and dislikes of consumers and sometimes act on these to appeal to consumers. The brand manager for Malta Guinness explained stating:

“If for example a brand ambassador, usually a celebrity, is chosen by a brand and the feedback shows that consumers do not like that celebrity or individual, someone else will be brought on board.”

The Guinness brand manager stated further that the brands on facebook and twitter accounts were also used to announce recruitment programs. These observations are consistent with Porter’s (1985) conclusions that social media and other information technologies can be used by organizations to communicate easily with consumers, build relationships and trust, gain new ideas for innovations, recruit online as well as improve their products and services.

From the above, it can be understood that by employing social media as a means of advertising and promoting brands, GGBL is also able to engage it’s consumers, receive valuable feedback which helps them improve their products and the overall consumer experience, hence its continued and increasing use by GGBL, This again confirms Davis’ (1989) conclusions that the perceived usefulness of system, is a determinant in the choice to use or not to use that particular system.

4.2.1.3 Social media presence

Results from the in-depth interview demonstrated that Guinness Ghana Breweries Limited appears on facebook mainly to stay in touch with the consumer base as well as to stay relevant.

They seem to be achieving through their radical advertising strategies on social media.

The brands manager for Guinness emphasised the importance of social media to GGBL in its attempt to establish itself as one of Ghana's biggest and most influential brands. He stated during the interview that:

“It is our vision to establish Guinness, and in a broader context GGBL, as one of the biggest companies in Ghana. Social media usage is now widely popular among our primary target market, the same people we are relying on establish the company as Ghana's finest. We use social media not only to sell our products but to also remind Ghana of our existence. We are able to monitor how well we are doing by checking the number of new followers we get on facebook and twitter.”

The efforts of GGBL in this regard were recognized by Blog Ghana when the company was nominated for an award for being one of the best companies with social media presence in Ghana.

On the question of whether this nomination will in any way have an effect on their continued use of social media as a tool for advertising, he answered that:

“... of course yes. My job is to make the Guinness brand the talk of the town. Social media is an incredible tool to make this happen. These days we spend time not brainstorming about how to create buzz about our products but how to use social media to create buzz about our products.”

These observations again give credence to the conclusions reached by Nov & Ye (2008), when they concluded that a user's perception about a system's usefulness influences their decision to use or not to use the system.

4.2.1.4 Website traffic

Data collected indicated that another use of social media advertising is to improve website traffic and help the business reach more customers. The brands manager for Malta Guinness stated during the interview that:

“Our target is to get our customers to visit our main website where our products are described in detail, where articles relating to our products are posted etc. We obviously cannot post such long and wordy articles on say twitter which has a limitation on the number of characters we can use per post. We therefore post a link of those website articles on our facebook wall or twitter tweet together with a snippet of the article and encourage our followers to click the links to the main website.”

From these comments, it is observed that companies use social media as a means to direct web traffic to the main website, confirming the conclusions made by Howe (2006) that social media can be used to increase traffic to corporate websites in order to disseminate significant information to customers.

4.2.1.5 Cost effectiveness

Interview findings collected indicate that GGBL is increasingly relying on social media as an advertising tool because of its relative cost effectiveness when juxtaposed with the cost of employing the traditional means of advertising.

The brands manager of Malta Guinness stated during the interview that:

“In recent times, we are consistently using social media because it’s an innovative and cheaper way of meeting our target market and selling our products. There is no need to pay huge sums of money for airtime to show a 30 seconds commercial. On facebook or twitter we can post a full length video which is available to our target market all day every day.”

The brands manager for Guinness stated further in the interview that:

“Initially, we relied on facebook and twitter advertising to augment radio, television and print advertising. It’s different now. We focus a lot more on social media advertising. It’s less expensive and more effective compared to the traditional means of advertising. After all, the demographics of our target market indicate that they are likely to be spending more time on social media rather than on television or listening to the radio.”

Social media thus represents a less expensive yet more effective tool for advertising. Social media has become a valuable tool for companies looking to target a technologically savvy market who are more likely to use social media platforms rather than watch television, listen to the radio or read the newspaper. These findings are consistent with the conclusions of Vance, et al (2009) who concluded that social media can be used at relatively low cost, yielding more benefits for organisations.

4.2.2 Textual Analysis

The second research question sought to ascertain how GGBL and its brands used social media as a tool for advertising. A textual analysis of posts on the facebook and twitter accounts of Guinness and Malta Guinness were analysed to help the research ascertain how the two brands employed social media to advertise and communicate with their target market.

After a perusal of the facebook account of the two brands, it was observed that posts on the facebook accounts consisted mainly of texts, audios, pictures and videos. The textual analysis revealed further that posts on the accounts of Guinness and Malta Guinness largely depended on a number of factors such as the time of the day, season and situation. It was observed for instance that in December 2014, the cover photo on the facebook wall of the brand Guinness was based on the season of Christmas. (see figure 1)

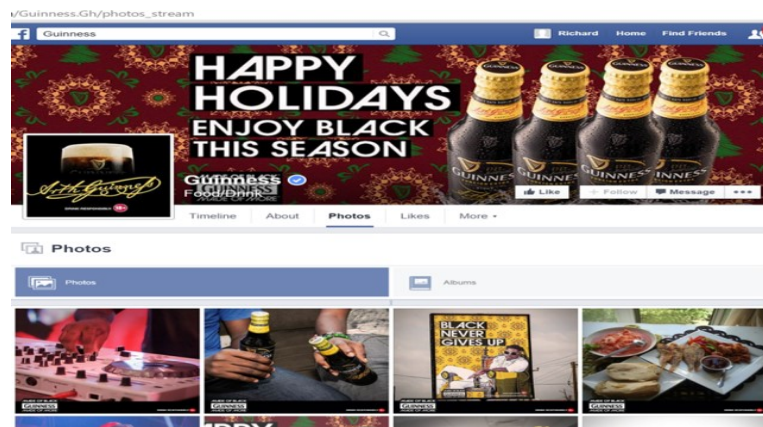


Figure 1: Facebook account of Guinness Ghana Breweries Facebook in December 2014. source: <https://www.facebook.com/Guinness.Gh?fref=ts>. Retrieved on October 17, 2014 at 19:05pm.

Textual analysis of the posts revealed some recurring themes that run through posts on the GGBL social media platforms were:

- Sports,
- Web traffic,
- Entertainment,
- Promotions
- Feedback.

4.2.2.1 Sports

During the year 2014 under review, posts about football took a large percentage of the total posts. Posts ranged from information about the World Cup to English Premier League to the UEFA Champions League. Football, largely being the passion of the nation and by extension fans of the Guinness page, there were some interesting posts and comments about football. Football is seasonal and as such most of the posts were centred on the English Premier League (EPL) and the Champions League and 2014 Brazil World Cup. For instance, Guinness created a

post (figure 2) about Cristiano Ronaldo, a famous footballer, who was on the verge of breaking the all-time highest goals scored in the UEFA champion's league in one season. The post received 73 likes, 122 comments and was shared by one person.

Followers of the Guinness Facebook page used the comments section to express their views on the post. Some of the comments were: "will break and set anoda...CR7"; "Yes he can"; "More than yes" among others.



Figure 2 Facebook page of Guinness Ghana Breweries showing Cristiano Ronaldo – source: <https://www.facebook.com/Guinness.Gh?fref=ts> Retrieved on October 17, 2014 at 19:15pm.

Guinness relied heavily on its facebook page to engage its followers during the 2014 FIFA World Cup held in Brazil. Posts were focused on the world cup. Pictures, videos and questions relating to the World Cup were infused with images and slogans of the Guinness product. These were consistently posted on the facebook wall of Guinness. These posts were used by Guinness to stay in tune with the time and engage its follower's whiles advertising the brand.



Figure 3 World Cup question on Facebook page of Guinness. source: <https://www.facebook.com/Guinness.Gh?fref=ts> Retrieved on October 17, 2014 at 19:20pm.

Figure 3 is a post of a question posted on the wall of Guinness' facebook wall asking the all-time top goal scorer in world cup history.

”Which player is the all-time top goal scorer in world cup history?”

The post received 31 likes, 83 comments and was shared by one person. Some of the comments posted by fans on the page were: “Klose from Germany”, “James Appiah of Ghana” among others.

A textual analysis of the facebook account of Malta Guinness during the 2014 world cup revealed that a lot of the posts to the facebook wall were themed on football. For instance, figure 4 is a post on the facebook wall, asking followers to state who among a group of Ghanaian ex – footballers they admired the most.

“Ghana keeps producing great footballers. Which of these Ghanaian ex-footballers do you admire most: Stephen Appiah, Abedi Pele, Yaw Preko, Augustine Arhinful, CK Akunor, Tony Baffoe, Kwasi Appiah or Odartey Lamptey?”



Figure 4: Facebook page of Malta Guinness asking followers to choose from a list of ex-Ghanaian footballers, who they admired the most. source: <https://www.facebook.com/MaltaGuinnessGhana?ref=ts&fref=ts> Retrieved on October 17, 2014 at 19:40pm.

Figure 4 above was liked by 1,496 fans; the post was shared with others by 59 fans and also received 1,009 comments from fans, stating in their opinions on which Ghanaian ex-footballer they admired most.

The facebook walls of both Guinness and Malta Guinness also had other engaging and interactive posts ranging from questions on who followers believed were the best football managers or coaches of all time to asking followers to predict the scores of upcoming football matches.

The analysis revealed that the GGBL brands tailored the posts to meet the interests of their followers. Posts were tailored around sporting events which were of high interest to their followers – The Barclays Premier League, The UEFA Champions League and the FIFA World Cup. It is the opinion of the researcher that the Ghana Premier League received little attention on

the social media platforms of Guinness and Malta Guinness during the period in review. This may be because of the low interest and patronage that has characterized the Ghana Premier League.

The relevance of topics and the interest of fans was therefore a major determinant in what GGBL considered fit for posting on their social media accounts. This further confirms Busscher's (2013) statement that in all activities, social media can be used in order to work more efficiently and effectively to communicate easily, build relationships and increase brand loyalty. Again this confirms the belief of perceived usefulness of the TAM because through the use of social media the GGBL can promote its products through texts, photos and videos related to sports.

4.2.2.2 Web Traffic

Analysis of the social media fan pages of the two GGBL brands revealed that social media was used to direct traffic to the other websites. The facebook page of Guinness was used to generate web traffic unto the “Made Of Black” web page, branded YouTube channels, and to the Guinness website. Twitter accounts were mostly responsible for directing traffic unto their various web pages.

Figure 5 captures a post which introduced fans to links and handles for their various product platforms. This post directing traffic unto their various web pages stated:

“Black will not be contained. Steloo from Ghana is Made of Fusion. He is #MadeofBlack. What do you want to be remembered for?
www.madeofblack.com , <http://youtu.be/-S75xNbhF8g>”



Figure 5: Facebook page of Guinness Ghana Breweries promoting the #MadeofBlack Campaign– source: <https://www.facebook.com/Guinness.Gh?fref=ts> Retrieved on October 18, 2014 at 13:15pm.

This further confirms studies by Cheung et al (2008) which suggests that social media and web-based technologies have created numerous opportunities for advertising and the connectivity of the web allows one to many and many to many communications among users. They also explain that web connectivity enables information to spread much faster and broader. Again this confirms the belief of perceived usefulness of the TAM because through the use of social media the GGBL can advertise and promote its products by providing links to other related websites.

4.2.2.3 Entertainment

Textual Analysis of the social media account of the two GGBL brands revealed entertainment and showbiz as recurring theme. This theme, together with sports, ranked as one of the most popular themes on the facebook and twitter accounts of Guinness and Malta Guinness.

Pictures, videos and other information relating to Guinness sponsored events were constantly posted on the facebook wall of Guinness. Images and videos of Guinness brand ambassadors performing at events were also posted on the facebook wall of Guinness. Figure 6 is an example

of a post of Ghanaian dancehall musician and Guinness brand ambassador (Shatta Wale) during a performance.



Figure 6: Facebook page of Guinness Ghana Breweries showing a Guinness “MadeofBlack” ambassador at a concert. – Source: <https://www.facebook.com/Guinness.Gh?fref=ts> Retrieved on October 18, 2014 at 13:25pm

Some comments from figure 6, posted by fans were: “He’s always on point”, “Absolutely made of black”, “SM made of black”, among others. The comments were praising the brand ambassador and further proves that GGBL reached out to its fans with someone they related positively to.

The social media accounts have also been used to launch brand ambassadors. Guinness used facebook and twitter to launch its brand ambassadors for the Made of Black Campaign. Malta Guinness also relied on facebook to promote its Africa Rising Campaign.

From the analysis, social media platforms were used to inform fans about places where people were hanging out, relaxing or watching football. This gave fans a sense of their surroundings, entertainment venues and where to go to grab GGBL products.

The above findings confirm studies by Vries et al (2012) which explain that different drivers influence brand post popularity. They identified these drivers as vividness, interactivity and the content of the brand post (information and entertainment). Findings here also support the belief of perceived usefulness of the TAM because through the use of social media the GGBL can advertise and promote its products by providing information on entertaining events, hang outs and launching of product brand ambassadors, hence making social media very useful to the organisation.

4.2.2.4 Promotions

Findings from the textual analysis revealed that some of the posts on the various social media pages of GGBL were promotional posts. These posts were used in promoting the respective products and innovations. GGBL was seen to reach out to fans and consumers with appealing words which described their products. Figure 7 is an example of a promotional post is. The said post read as follows:

“Check out our new TV commercial on YouTube!!! Remember, it’s still the same rich, dark and deeply satisfying liquid. Fresh Shadda, More Swag!!!.”

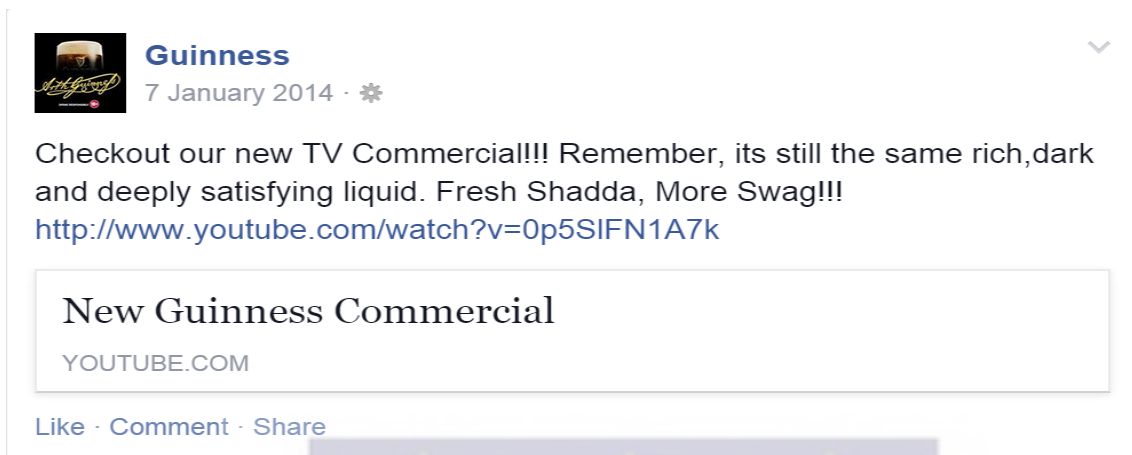


Figure 7: Facebook page of Guinness Ghana Breweries promoting the brand Guinness – source: <https://www.facebook.com/Guinness.Gh?fref=ts> Retrieved on October 18, 2014 at 14:01pm

One of the methods used by Guinness and Malta Guinness on social media platforms was to promote these two products using words that their fans could relate to and words that were appealing to them. Figure 8 showed posted images of their old and new Guinness bottles introduced in 2014. Guinness posted:

“Black has a past, Black has a future. Throwbackthursday! Upload a cool photo of you with our hashtag #madeofblack at www.madeofblack.com”





Figure 8: Facebook Page of Guinness Ghana Breweries showing the old and new bottles of Guinness – source: <https://www.facebook.com/Guinness.Gh?fref=ts> Retrieved on October 18, 2014 at 14:15pm

This post received 355 likes and six comments, some of which were: “Am Clement and am made of black”, “so good”, “Still black” among others.

It is however important to state that findings from the textual analysis showed that promotional posts were not many as compared to other themes which run more frequently through the pages.

This finding confirms studies by Michaelidou et al (2008) which states that it is important to adopt social networking sites for communicating brands online to reach wide audiences. The explain that this will help achieve a stronger competitive advantage. This also confirms the belief of perceived usefulness of the TAM because through the use of social media the GGBL can advertise and promote its products by using words, abbreviations and terms that suit and attract their target audience.

4.2.2.5 Feedback and Interactions

Guinness also kept the page interesting by posting questions to open interaction among its fans. These posts were mainly about their products which further enhanced the strategies in promoting the two brands. Some posts required that fans form as many words as possible with the words, “Deeply Satisfying”. Other posts, as shown by figure 9, also asked fans to state three words that perfectly describe Guinness.



Figure 9: Page of Guinness Ghana Breweries Facebook showing some of interesting topics which hold interest – source: <https://www.facebook.com/Guinness.Gh?fref=ts> Retrieved on October 18, 2014 at 14:25pm

The above question had 56 likes, 295 comments and was shared by one person. Feedback from the above post by fans appeared interesting with comments such as “smooth”, “sweet”, “satisfying”, “rich”, “reach for greatness” and “made of more”.

Figure 10 shows a post on twitter by Malta Guinness at the beginning of the 2014 New Year centred on questions about resolutions and happy New Year messages.

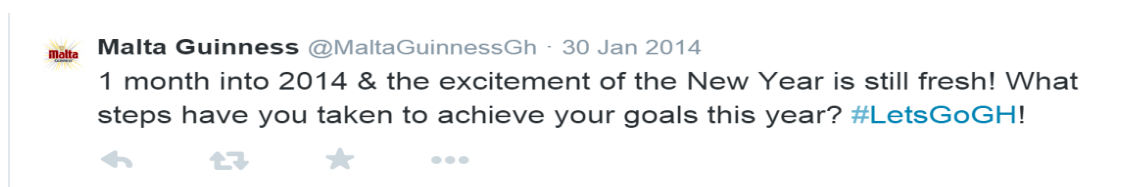


Figure 10: Twitter page of Malta Guinness posing a question on resolutions.– source: <https://twitter.com/MaltaGuinnessGh> Retrieved on October 18, 2014 at 14:34pm

Findings revealed that some posts took fans down memory lane. Figure 11 is a post asking followers if they remembered a commercial from earlier years. The post read as follows:

#FridayFlashbacks: we've always believed what you put in is what you get out... can you remember this TV ad from 2009? Bitly/1QGdRS



Figure 11: Twitter page of Malta Guinness posing a question on resolutions.– source: <https://twitter.com/MaltaGuinnessGh> Retrieved on October 18, 2014 at 14:45pm

This sort of post kept the conversation going with some interesting feedback on descriptions of past Malta Guinness Advertisements.

Analysis of GGBL social media platforms also demonstrated that topics on fashion created a lot of interactivity and feedback from fans, thus not just did GGBL engage men through soccer but also women via fashion. Figure 12 is a post about fashion posted by the Malta Guinness. The post had about 1,700 likes, 295 comments and was shared by 77 fans. The post stated:

“There are many talented Ghanaian fashion designers making us proud. Which of them do you admire: Christie Brown (Aisha Oboubi), Mina Evans, DuabaSerwaa, KOD, Aya Morrison, Rene Q”

This post attracted various names and views of fans some of which were: “Myself, Theresa Dzoekto”, “Kofi Ansah”, “Sarah Christian” among others.

In using social media as advertising tool, these themes were devised to engage and interact with consumers, discover their reactions and most importantly sell and promote products.



Figure 12: Facebook page of Malta Guinness posing a question on fashion. – source: <https://www.facebook.com/MaltaGuinnessGhana?ref=ts&fref=ts> Retrieved on October 18, 2014 at 14:50pm

The consistent use of social media by GGBL as an advertising tool, which can be identified by the continuous roll out of new campaigns, is an indication of its usefulness to the organization. This again confirms Davis' (1989) conclusions that the perceived usefulness of a system is a determinant in the choice to use or not to use that particular system.

In using social media as an advertising tool, the above themes were devised to engage and interact with consumers, discover their reactions and most importantly sell and promote products. It is important to note that during the in – depth interviews, the brands manager for Guinness mentioned these themes to the researcher which are very evident in findings from the textual analysis. The brand manager for Guinness stated that the social media campaigns

modelled along these themes were successful because of the relative ease with which those tasked to run these social media platforms found these platforms. He stated that:

‘using social media to advertise does not involve the same hustles that are associated with television, radio or print adverts. You sit in the comfort of your office and just click away. Also, one does not have to wait for analysts or statisticians to find out the success or otherwise of a campaign.’

This confirms the conclusions by Davis (1982) that the efforts required to use a system affect system usage behaviour, thus where the user believes using the system will be relatively free from effort, and then the user will accept the system and continue using that system.

The text analysis revealed therefore that GGBL found social media not only to be useful but also easy to use. The results confirm the theory of Nov & Ye (2008) that a user’s perceptions about the system’s usefulness and ease of use result in a behavioural intention to use or not to use the system. The results further confirm the observations by Lane & Coleman (2012) when they concluded that higher ‘perceived ease of use’ led to higher ‘perceived usefulness’ which translated to a greater intensity of the use of social networking media.

The third research question sought to ascertain how consumers respond to social media advertising messages. To ascertain consumer response to the advertising messages and campaigns run by GGBL, a textual analysis was again conduct on comments made by followers to selected facebook and twitter posts.

From the analysis, the comments made in response to posts on GGBL’s brands can be grouped into two categories:

- Affirmation of post
- Response to fun facts and opinion questions

Affirmation of Posts

Analysis revealed that comments made in response to posts on the social media platforms were usually an affirmation of whatever idea or message that the post sort to relay. Figure 13 is a post on the facebook wall of Guinness predicting victory for Ghana’s Senior National Football Team, the Black Stars. The post read as follows:

“Black Believes. Victory is so close, we can almost taste it. Will the Black Stars go all the way. They are made of courage and bold game play. They are #madeofblack. Let’s support them together! #BlackBelieves #Megyedi.”



Figure 13: Post on Guinness Facebook – source: <https://www.facebook.com/Guinness.Gh?fref=ts> Retrieved on December 29, 2014 at 16:15pm

Comments made to this post were mostly in affirmation to the sentiment echoed in the message. One such comment posted by a follower of Guinness' Facebook page stated that:

“Ghana will win #blackbelieve,...#megyedi”

It will be observed that the said follower used the same hash tags used by Guinness in the original post. Such comments of affirmation show the fans and followers of the brand identify with and share the same sentiments with the brand. These results are thus consistent with Porter's (1985) conclusions that social media and other information technologies can be used by organizations to communicate easily with consumers, build relationships and trust.

Response to fun facts and opinion questions

Textual analysis of the comments posted by followers of the social media platforms reveal that the comments mostly answered questions asked by the original post from GGBL. Analysis of the posts by Guinness on their facebook wall reveal that such posts were intended to solicit a response or opinion from their followers. One such post (figure 14 below) stated as follows:

“Guinness Ghana wishes you a Merry Christmas & a very Happy New Year! What are your wishes for the makers of our favourite beer, Guinness? #MadeOfBlack www.madeofblack.com”

This post elicited comments such as:

“More strength and greater market share”

“More sponsorships like Ghana premier league”

“sweetness in bottle”

Results show that consumers took the opportunity to air their opinions and give feedback to GGBL on how to improve the product and are thus consistent with the opinion of Porter (1985) when he concluded that social media and other information technologies can be used by organizations to communicate gain new ideas for innovations as improve their products and services.

Furthermore, the continued use of social media to solicit information and feedback from its consumers gives credence to the usefulness of social media as an advertising tool and the results from this study are consisted with Davis' (1989) theory that the perceived usefulness of system, is a determinant in the choice to use or not to use that particular system

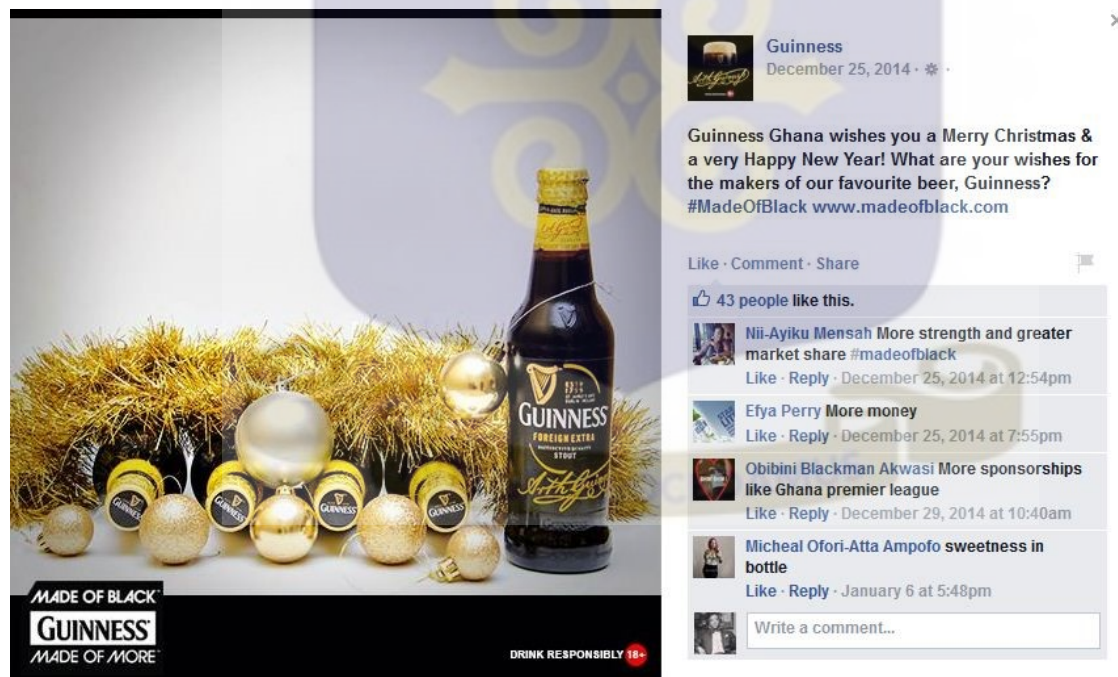


Figure 14: Post on the wall of Guinness asking followers about possible improvements – source: <https://www.facebook.com/Guinness.Gh?fref=ts> Retrieved on December 29, 2014 at 16:30pm

4.2.3 Limitations

Findings from the in-depth interviews conducted also shows that there are limitations associated with the use of social media in advertising. A Respondent stated:

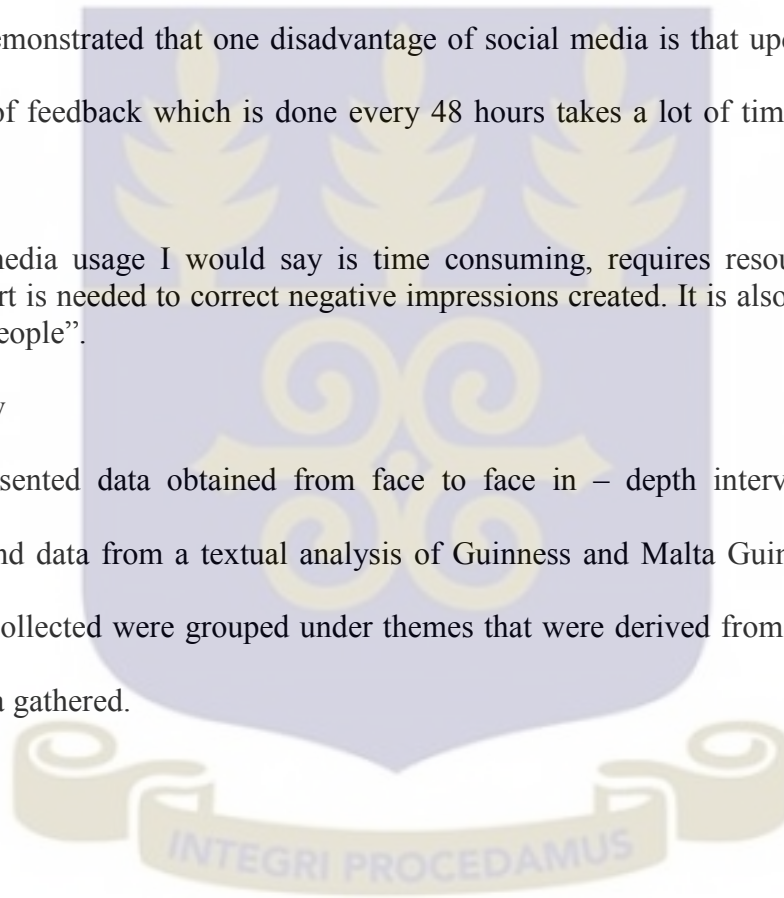
“One instance of such limitations is, on television for example, announcements can be made to apologise for an oversight and it will reach the targeted audience, however an apology on Facebook will not reach people who have viewed it on other platforms and this leads to negative PR.”

Data collected demonstrated that one disadvantage of social media is that updating, monitoring and moderation of feedback which is done every 48 hours takes a lot of time. One respondent explains:

“Social media usage I would say is time consuming, requires resources and more effort is needed to correct negative impressions created. It is also complex to some people”.

4.3 Summary

This chapter presented data obtained from face to face in – depth interviews with GGBL representatives and data from a textual analysis of Guinness and Malta Guinness social media platforms. Data collected were grouped under themes that were derived from close reading and coding of the data gathered.



CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This research was conducted to find out the use of social media as an advertising platform using Guinness Ghana Breweries Limited as a case. This chapter summarises the entire research, presenting an account of the findings, limitations and recommendations for further research into social media as an advertising medium. This study sought to ascertain why organisations use social media for advertising, how organisations use social media for advertising and communications and finally to ascertain how consumers respond to social media advertising messages.

5.2 Summary of findings

A major finding of the study was that the use of social media for advertising purposes provided a less strenuous means to creating and promoting brand awareness of products. Data analysed revealed that running promotions, product campaigns, and the dissemination of information about product launches was made easy through the use of social media. Findings from the study also indicated that the use of social media for advertising enables GGBL to stay in touch with their target audience, engage consumers, gauge customer responses and receive valuable feedback to help improve products and consumer experience.

Results from the study demonstrated that social media is an affordable and effective tool for advertising. Particularly for organisations looking to target a technologically savvy market who are likely to use social media platforms rather than television, radio or newspapers. Findings

from this research further revealed that GGBL adopts social media as a means to direct web traffic to their main websites.

Findings from the study also disclosed that GGBL advertises on social media with various types of posts. These include the use of texts, audios, pictures and videos. Findings further revealed that posts on the accounts of Guinness and Malta Guinness largely depended on factors such as the time of the day, season and situation.

This study further revealed that fans and followers posted comments under posts made by both brands. The comments were mostly affirmations of whatever idea or message the post intended to convey or answers to questions asked by the original post from GGBL.

The results of this study indicates that social media presents an ever broadened horizon begging to be chartered. It is therefore only prudent for advertisers to meet their target market where they are. It is for this reason that GGBL has relied heavily on Social Media platforms like Facebook and Twitter to push its promotional campaigns.

This study also discovered that the adoption of social media as a medium for advertising was devoid of the usual hustle associated with engaging traditional television and print advertising. The perceived ease of use and usefulness of these social media platforms for advertising has made them an acceptable and efficient tool, confirming Davis' (1985) TAM model which underpins this study.

5.3 Limitations

As in the case of all research, this study had some limitations. First of all this study was conducted using one organisation from the brewery industry. Although GGBL represented some of the practices within the industry, their responses cannot be generalized to the entire industry or even to other industries and organisations.

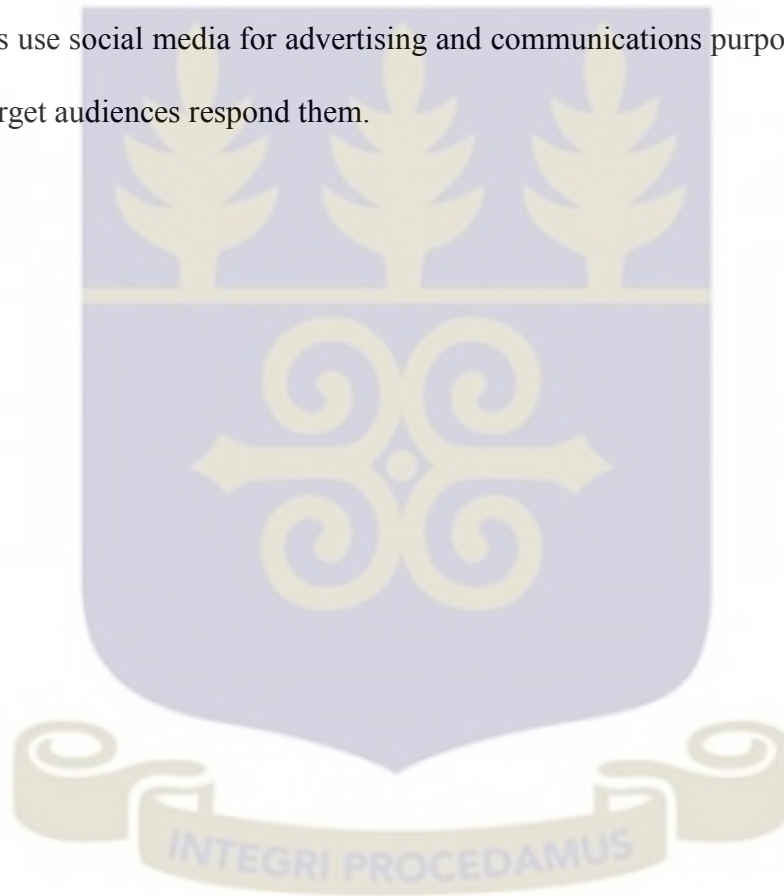
Furthermore, only two interviews were conducted with GGBL based on company policies, limited time and availability of employees. Their views may not reflect the general views of other organizations. Therefore findings from the interview cannot be generalized beyond the sample used in this research.

5.4 Recommendations

This study paves the way for future studies to exploit fully the benefits social media advertising presents to organisations. Future research should be conducted focusing on evaluating a larger sample, expanding the number of industries and include more companies than just GGBL to create a well-rounded perspective of why and how organizations use social media for advertising purposes and how their target audience respond to social media advertising messages. Another area of study to explore and explain how other social media platforms such as Instagram is used by organizations for advertising.

5.3 Conclusions

The advancement of social networking sites such as facebook and twitter has provided organizations with platforms to communicate and interact with their target audience. Although Social media reaches a wide population and its usage is fast growing in the Ghanaian society, not much research has been conducted on why and how social media is used for advertising in Ghanaian industries. It is hopes that this research will provide some new insight into how and why organisations use social media for advertising and communications purposes as well as how consumers and target audiences respond them.



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APPENDIX 1

Interview Guide.

School of Communication Studies, University of Ghana, Legon.

Topic: Social Media as an Advertising Platform. A case study of Guinness Ghana Breweries Limited.

The aim of this research is to ascertain the effectiveness of advertising across the social media platform using Guinness Ghana Breweries Limited as a case study.

COMPANY BACKGROUND

Name of Company:

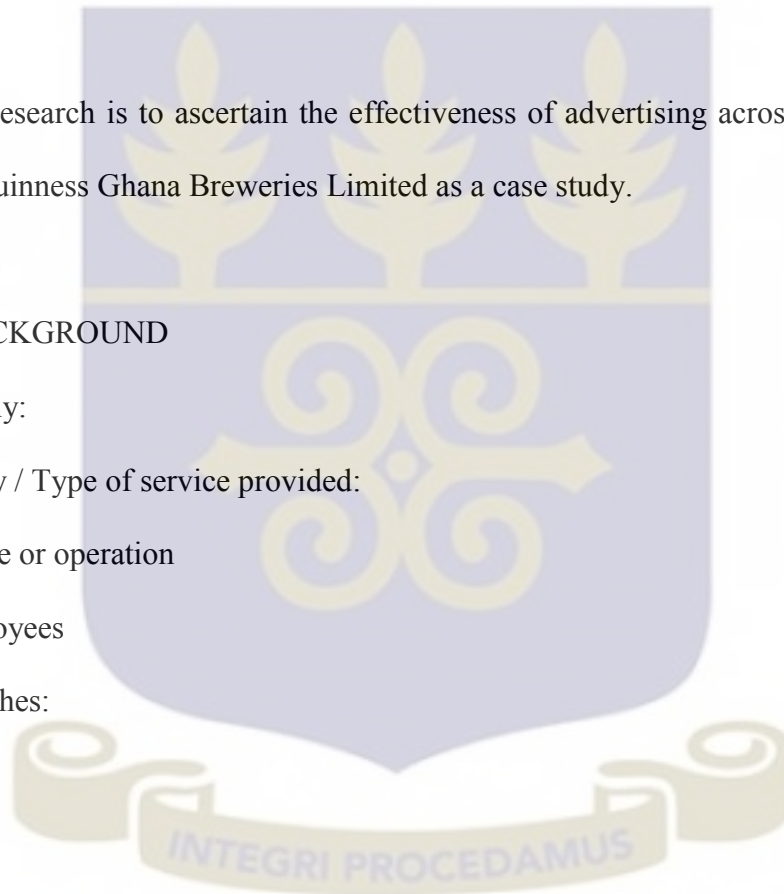
Industry Category / Type of service provided:

Years of existence or operation

Number of Employees

Number of Branches:

Market Share



A. Presence of company on the Social Media

1. In what ways do Guinness and Malta Guinness appear on social media?

B. Advertising on Social Media

2. What do you think about advertising and marketing on social media?

3. Are Guinness and Malta Guinness advertised and marketed on social media?
4. For how long have Guinness and Malta Guinness been advertised on social media?
5. Do Guinness and Malta Guinness place value on social media advertising and marketing?
6. On which popular websites do Guinness and Malta Guinness usually advertise on?
7. What are the types of services, products or programmes Guinness and Malta Guinness advertise through social media?

C. Types of social media advertising formats mostly used.

8. Which social media advertising formats do Guinness and Malta Guinness often use and what functions do they perform?
9. Why do Guinness and Malta Guinness use this type or format of internet advertising you have chosen?
10. Do you think the other social media network sites are not effective as the one you chose?

D. Reasons for advertising on Social Media (based on the advertising format you chose above)

11. Why have Guinness and Malta Guinness adopted advertising on social media in addition to traditional media?
12. Does the decision to advertise or not on social media relate to your customers or target audience?
13. What would you consider as some of the motivating factors for using social media?
14. Do your competitors advertise on social media?
15. How different is social media from traditional media?

E. How social media is used by Guinness and Malta Guinness.

16. What informs/ influences the kind of posts placed on social media by Guinness and Malta Guinness?

17. Do you get feedback through the use of social media? (Are they positive or negative?)

18. Are decisions and choices made by Guinness and Malta Guinness influenced by feedback from social media?

19. What is the nature of posts, comments and feedback on social media?

F. Reasons for not advertising on social media

20. What are some of the reasons which slow down Guinness and Malta Guinness' use of the internet for mainstream advertising?

G. Disadvantages and Advantages of social media advertising,

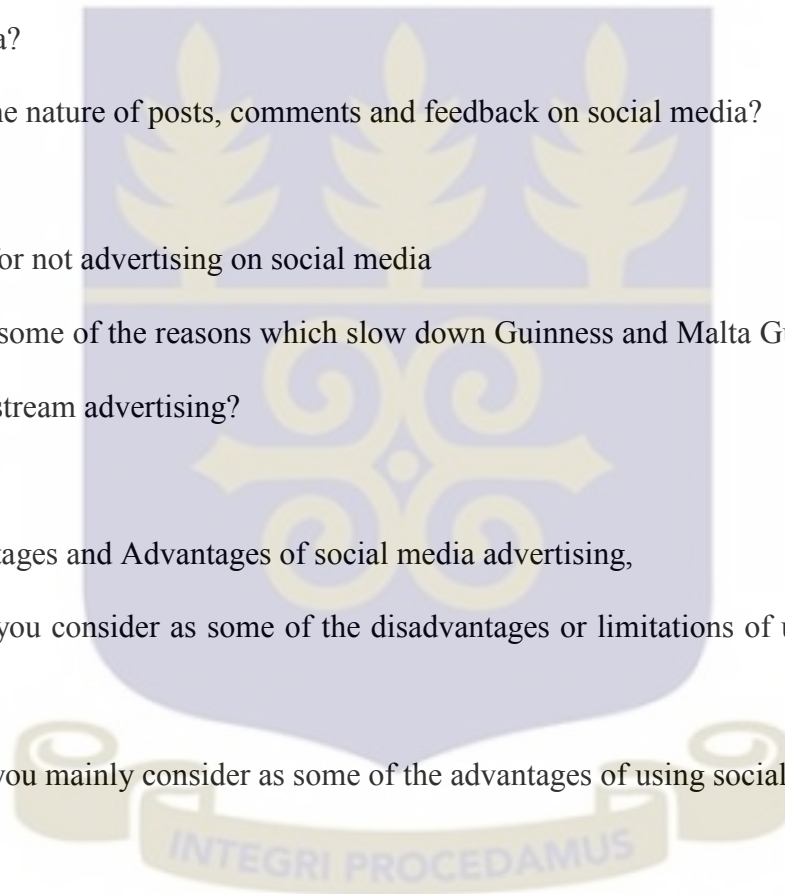
21. What do you consider as some of the disadvantages or limitations of using social media advertising?

22. What do you mainly consider as some of the advantages of using social media?

H. Complementing traditional media advertising with social media advertising

23. Do you think all marketing communications campaigns should incorporate both the traditional media and social media?

24. Would all campaigns or promotions be successful with the integration of traditional media and social media advertising and why?



I. Amount spent on internet advertising

25. How much money do Guinness and Malta Guinness spend on social media advertising?
26. Do you spend more on social media advertising than on traditional media advertising?
Why?
27. Would Guinness and Malta Guinness increase their expenditure on social media advertising as compared to traditional media advertising? Why?

J. Future of internet advertising

28. What products are best suited for social media advertising? Why?
29. Can social media be the leading advertising medium in Ghana? Or will it just remain as a complement to traditional media advertising? Why?
30. What do you think can be done to improve social media advertising?

