

ASHESI UNIVERSITY COLLEGE

**SOCIAL MEDIA ADVERTISING FOR MICRO AND SMALL ENTERPRISES
IN GHANA**

A case study on the advertising strategies of April Rust & Mina Evans; brands
in the Ghanaian fashion industry.

EYRAM AMA WOKA

2014

THESIS

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in the Ghanaian fashion industry.

BY

EYRAM AMA WOKA

Dissertation submitted to the department of business administration, Ashesi
University College in partial fulfillment of science degree in Business
administration

APRIL 2014

Candidate's declaration

I hereby declare that this dissertation is the result of my own original work and that no part of it has been presented for another degree in this University or elsewhere.

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Candidate's name: Eyram Ama Woka

Date: 16th April 2014

Supervisor's declaration

I hereby declare that the preparation and presentation of the dissertation were supervised in accordance with the guidelines on supervision of dissertation laid down by Ashesi University College.

Supervisor's signature:.....

Supervisor's name: Mr. Kobbinah Graham

Date: 16th April, 2014

ACKNOWLEDGEMENTS

Utmost thanks and gratitude goes to GOD. You created doors where everyone else saw walls.

To my mother of life, thank you for sacrificing so much for me. Much appreciated. Now, to my Dad and siblings, thank you so much.

To my support system; Korlekuor, Joanna, Benedicta, Miriam and Cindy thank you for the encouragement and that unconditional love. Remember those nights where sleep felt so good?

To my supervisor, Kobby Graham, words can't express. Dr. Esi Ansah, this acknowledgement would be incomplete without you.

To Mina and Kyerewah, the creative directors of Mina Evans and April Rust respectively, thank you so much. It is quite refreshing to know there are some famous individuals that are down to earth.

ABSTRACT

Micro, small and medium size enterprises (MSMEs) have been identified as promoters of economic growth in the country. However, most managers of these MSMEs are unwilling to commit necessary resources towards market oriented activities because they have insufficient funds. Individual internet usage in Ghana has also increased from 5.44% in 2009 to 17.11% in 2012 and Facebook was the most visited website in Africa.

The paper identifies the extent to which social media is a beneficial advertising tool over traditional advertising for micro and small firms in Ghana. This case study was exploratory in nature. Two micro and small enterprises in the Ghanaian fashion industry; Mina Evans and April Rust, were selected using convenience sampling. 60 respondents; 18 years and above were selected via random sampling for the second half of the study. Primary data was collected via one-on-one interviews and structured online questionnaires. Data was analyzed using content and descriptive analysis.

Mina Evans and April Rust are solely on social media and prefer it to traditional advertising because of the reach and its interactive nature among many other reasons. Monitoring key performance indicators has made this advertising strategy effective as this helps them identify the needs of their target market.

Ultimately, social media advertising has proven to be a successful advertising approach for both brands for various yet similar reasons. This paper seeks to inform other micro and small firms of the benefits of this advertising tool.

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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Social media includes websites or applications that are consumer generated and involves some level of feedback and interaction (Ghaffar & Tariq, 2010). Marketing, according to Kotler and Armstrong is the management of profitable customer relationships with the aim of creating value for and capturing value from customers (Kotler & Armstrong, 2011). For the purpose of this research, the scope of marketing is limited to advertising. This is because, social media is online and advertising includes print, online and outdoor marketing. Advertising, as defined by Kotler and Armstrong is "a non-personal presentation and promotion of ideas, goods and services by an identified sponsor (p.436)" (Kotler & Armstrong, 2011). Hence, social media advertising is a non-personal presentation and promotion of ideas, goods and services by an identified sponsor using consumer-generated websites and applications.

A list of five dominant social media websites were provided based on information from Alexa, a web analytics website from Amazon, on the top 100 websites in Ghana. From these websites, the top five social media websites (i.e. Facebook, YouTube, Twitter, Instagram and Vimeo) that could be used for advertisements were selected. The scope of social media is limited to these websites and can be classified under micro blogs (Twitter and Instagram), social networks (Facebook) and video sharing mediums (YouTube and Vimeo) as they are the most dominant social media websites in Ghana. This study is looking at the free advertising aspect

and not their paid advertisements that are mostly banners found on top or on the side of social media websites.

The percentage of individual internet usage in Ghana has seen a continuous increase; from 5.44% in 2009 to 17.11% in 2012 (Internet Telecommunication Union, 2013). In order for micro and small enterprises to use social media advertising effectively, they need to be aware of its importance and how to use it effectively in order to identify the needs of their target market and to create brand awareness for their products or services.

According to the European Union, micro, small and medium-sized enterprises (MSMEs) are classified by the number of employees and the turnover or balance sheet total (European Union, 2003). However, the classification of MSMEs in Ghana is according to the International Standard of Industrial Classification (ISIC) where the value of fixed assets excluding realty is used in place of the turnover or balance sheet. The table below indicates the classification of MSMEs in Ghana.

Company Category	No. Employees	Value of Fixed Assets (excluding realty)
Micro Enterprises	<5	not exceeding \$10,000
Small Enterprises	6 to 29	up to \$100,000
Medium Size Enterprises	30 to 99	up to \$1 million

Fig A

As at 2004, 90% of registered companies with the Registrar General's department were MSMEs. MSMEs have been identified as promoters of economic growth in the country and a key source of employment and income. In Ghana, these MSMEs are mostly dominated by one person; also known as the manager or CEO, who often times has limited formal education and market information (Mensah, 2004). Yet, most managers are unwilling to commit necessary resources for MSMEs to pursue

market oriented activities that help determine and satisfy the needs, wants and aspirations of target markets (Mahmoud, 2011).

Every firm or entity large or small; needs a platform and seeks to enlighten others about who they are, their brands as well as their unique value propositions in order to set them apart from competitors in the same industry. Micro and small enterprises were selected for the purpose of this study since they are mostly startups with fewer employees and fixed assets based on the classification of MSMEs in Ghana. This also implies that they have fewer funds to embark on advertising campaigns as compared to medium size and larger enterprises.

1.2 PROBLEM STATEMENT

Micro and small enterprises are often not exposed to the same advertising resources and tools that medium size enterprises and larger firms have. Based on their employee size according to the classification of MSMEs in Fig. A, these companies are mostly startups and spend most of their money on start-up capital for their firms. Even though most of these micro and small enterprises do not pursue market oriented activities, the few that do, allocate a lower budget to advertising. This can be attributed to the fact that they have insufficient funds and have to invest in other areas to better build and grow their firms. Ultimately, medium-sized enterprises as well as larger firms have a greater advantage over micro and small enterprises in terms of exposure and creating brand awareness in order to attract their target market effectively.

1.3 MOTIVATION

Micro and small enterprises often have lower funds as compared to medium size enterprises and larger firms. Hence, there is a need to identify a cost effective approach towards market oriented activities, such as advertising in order to help create brand awareness. These enterprises need an affordable yet effective approach towards advertising in order to make up for what their budgets may not be able to fully tackle and at the same time increase and influence consumer patronage for their products. In order to compete with larger firms in advertising, they need to understand the importance of this advertising tool.

1.4 RESEARCH OBJECTIVES

Main objective: The primary objective of this research paper is to identify the extent to which social media is a beneficial advertising tool over traditional advertising.

Secondary objective: The second objective is to help determine the benefits of social media advertising for micro and small enterprises in Ghana. This will aid in identifying whether or not social media is a suitable advertising tool for micro and small enterprises in Ghana.

1.5 RESEARCH QUESTIONS

- **Question 1:** What advantage does social media advertising have over the traditional form of advertising?
- **Question 2:** What are the most preferred social media websites for advertising?
- **Question 3:** What are the consumer preferences on social media?

- **Question 4:** Can micro and small firms thrive on social media advertising only?

1.6 THEORETICAL FRAMEWORK

Social Feedback Cycle by Dave Evans:

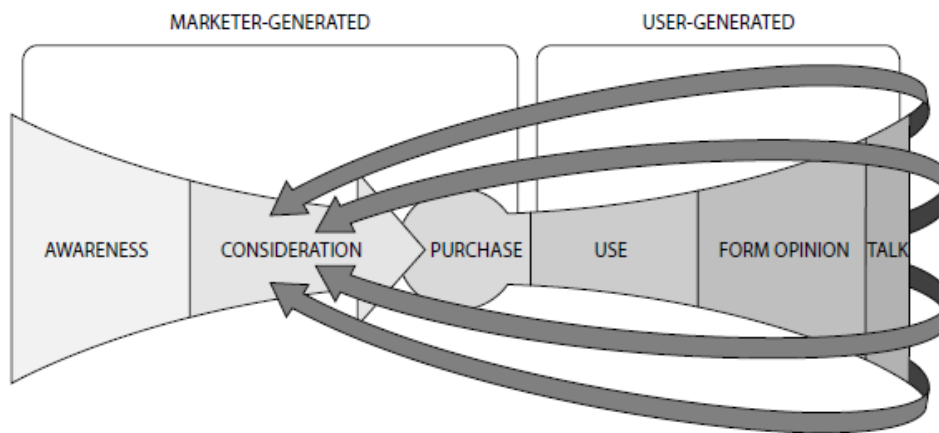


Fig. B

The social feedback cycle (Fig. B) by Dave Evans (Evans, 2010) explains the connection between social technology and internet based publishing with people around business and business related activities. The theory applies to business to business (B2B), business to customer (B2C) and customer to customer relationships. Based on Fig B. above, brand awareness and the consideration stage is where the customer is aware of the product and decides to purchase it. After the consideration stage, the flow of marketer-generated information ceases and paves way for user-generated information. User-generated information begins when the user experiences the product and circulates information about the experience on social media. Afterwards, this information on the user's experience goes back to the point of consideration and affects purchase for the next consumer who reads about the previous user's experience on social media.

According to the feedback cycle model, using social media in a business has two levels of impact. First, it makes it easier for a firm to interact with, comprehend and respond directly through conversation and furthermore, by an extension in product design and services to best satisfy the customer. Secondly, satisfied customers also share their satisfaction with others who in turn might be influenced based on the circulated information. Hence, social media is described as “a digital word of mouth”. According to Evans (2010), this theory is essential because it is the core of social business. As social media analytics look at trends, the social business aspect tries to understand the trends that are user-generated as well as ways to improve on or maintain them (Evans, 2010).

CHAPTER 2

LITERATURE REVIEW

2.1 SOCIAL MEDIA ADVERTISING VS. TRADITIONAL ADVERTISING

Dave Evans (Evans, 2010), the developer of the social feedback cycle, states that the relay of information in the social feedback cycle differs from the traditional view of marketing. In the social feedback cycle the published experiences on social media by current customers and stakeholders has a connection to potential customers and stakeholders and can affect a brand's product as well as profits either negatively or positively. However, with traditional marketing, the value proposition is relayed and controlled by an agency while the experiences are handled by product or services teams (Evans, 2010).

Both traditional and social media marketing use the marketing mix model, popularly known as the "7P's", which was introduced by Booms and Bitner as a follow up on the original model; 4P's by Borden in the 1950's (Ghaffar & Tariq, 2010). The 4P's are price, place, product and promotion. The other three that were introduced to make up the 7P's are people, processes and physical evidence (Kotler & Armstrong, 2011). However, traditional marketing includes advertising via print media, television and radio. With these mediums it is difficult to receive feedback from consumers directly. This reinforces Dave Evans point that the relay of information using social media differs from that of traditional marketing.

2.1.i The Relay of Information

From the social feedback cycle theory, published experiences on social media by current customers and stakeholders have a connection to potential customers and

stakeholders. This theory is also evident in a field experiment conducted on Facebook in 2010 to understand the role of social media in online information diffusion. The main research objective was to understand the degree of social influence on social media advertising. The experimental design involved the observation of news feeds on the recent activities of the friends of the population under the study using a computer vision and pattern recognition software (CVPR). The sample size was exactly 253million Facebook subscribers who had visited the site from the 14th of August - 4th of October, 2010 and had at least one friend sharing a link. Random sampling was used to select the sample size out the total estimation of 500 million Facebook users at the time of the experiment. It was identified from the experiment that these feeds, most often came along with links or URLs that were shared and viewed amongst friends. As these individuals interacted with other friends, they also shared the received links with others on and outside Facebook, forming a continuous cycle. Another conclusion that was drawn was that social networks did not only influence an individual's behavior but also reflected the individual's own activities, interest and opinions (Bakshy, et. al, 2012). The third research question concerning consumer preferences on social media becomes relevant as it aims at determining the most preferred social media websites by social media users. This will essentially indicate the major websites that can be used to relay information quicker and create brand awareness.

2.1.ii Understanding Consumer Needs

Social business, as defined by Evans (Evans, 2010) is "the application of social technologies as a formal component of business processes. It revolves around understanding how your customers or stakeholders connect to your business and

how you reshape your business to understand, accept, and innovate based on their involvement (p.54).” In a study conducted on MSMEs in the Greater Accra region in Ghana, the main research question was to identify if there was a relationship between market orientation and business performance. Data was collected from 191 firms using a survey. It was identified through questionnaires given to the managers of these MSMEs, that there was a positive relationship between market orientation and business performance. This implies that in order to achieve a superior outcome in business operations, MSMEs need to operate on a customer lead approach; in other words, they need to understand what the customer’s needs and wants are so as to best satisfy them (Mahmoud, 2011). However, the paper did not look at the possible strategies through which these MSMEs can receive feedback from target consumers identifying their needs and wants.

2.1.iii Advertising Strategies of MSMEs in Ghana

A survey research was conducted by Dzisi and Ofosu to understand the relationship between marketing strategies and the performance of MSMEs in Ghana. The performance of these MSMEs was in terms of their profitability, brand awareness and market share. The study looked at both traditional and social media marketing. The objective of the study was to examine the impact of the marketing strategies of SMEs in Ghana on their level of performance. A total of 363 MSMEs were sampled from a population of 900 MSMEs in the Eastern region of Ghana. Both quantitative and qualitative studies were employed in gathering the data from these firms. It was identified that there was a positive relationship between marketing strategies and the performance of MSMEs in the Eastern region. Also, 55.3% of the population preferred social media marketing to the traditional form of marketing because there

were no advertising costs. Facebook was the most preferred website owing to its popularity in the country (Dzisi and Ofosu, 2014). With reference to the social feedback cycle theory, this study did not look at the importance of the user-generated aspect of social media marketing. Since social media is interactive and consumer-generated, it is imperative understand some consumer insights to validate the relationship between social media marketing and performance of the MSMEs that were included in the study.

2.1.iv Brand Awareness

A case study was conducted to assess the effect of social media marketing on the performance of Triumvirate Environmental; a company that works to create the safest work environment by developing solutions to deal with hazardous waste. Even though the introduction of Google AdWords was not profitable in the initial stages, the introduction of social media (blogs, Twitter and LinkedIn) helped direct traffic to the company's website and advertisements online. Revenue from search engine optimization, blogs and LinkedIn contributed to \$1.2million (Bordnar, 2010).

Johansson conducted a case study on social media and brand awareness in the fast moving consumer goods sector. The sample size was on one company and the research objective was to increase the understanding of the role of social media for the creation of brand awareness. Data was collected through observation, interviews and questionnaires with the company and an unidentified but judgmental number of employees of the company. The theoretical framework was Aaker's degrees of brand awareness which include recognition (consumer's exposure to the brand), recall (the brand within the same product category that the consumer can

recall), top of mind (the initial brand the consumer recalls) and dominant (the only brand the consumer recalls) (Johansson, 2010). The research focused solely on the marketer-generated aspect of creating brand awareness. As Aaker's theory was highly consumer-influenced, just like Dave Evan's Social Feedback Cycle, it would have been vital to have included consumers to effectively assess the brand's level of awareness.

2.2 MOST PREFERRED SOCIAL MEDIA WEBSITES

A report from Simply Measured, a social media analytics firm, indicates that 71 percent of the world's largest brands have adopted Instagram within a year. This report was derived by monitoring hash tags, multi accounts, competitor websites and social media snapshots.

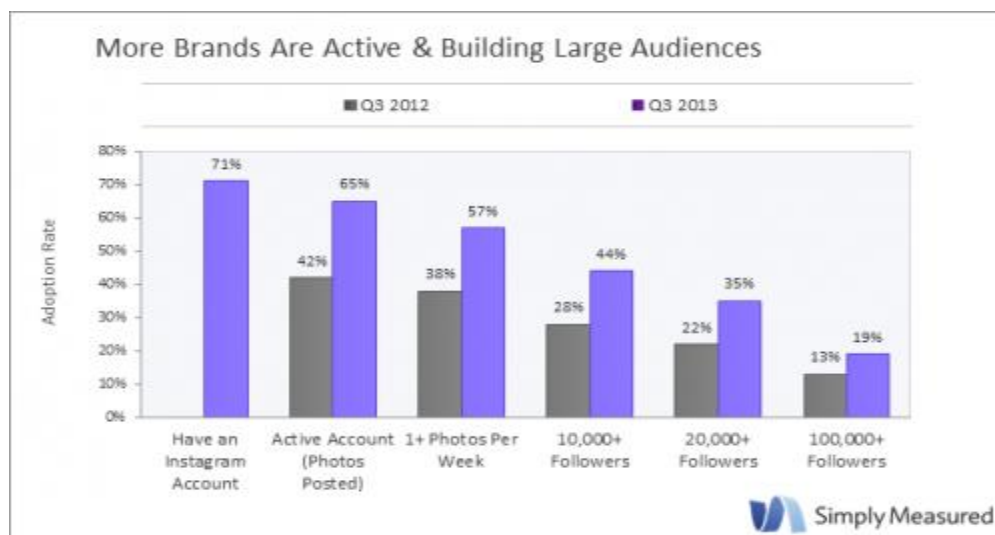


Fig. C

According to the report, the number of active brand accounts increased from 42% in the third quarter of 2012 to 65% in that of 2013. In the third quarter of 2012, 28% of firms on Instagram had over 10,000 followers. The number of firms that had 10,000 followers increased to 44% by the third quarter of 2013. It was

identified that there was a surge in the number of followers as activity on a brand's page increased. This indicates that consumers are attracted to a brand's page when it's active and engages with them (Hegman, 2013).

2.3 CONSUMER PREFERENCES ON SOCIAL MEDIA

According to a study conducted by Deloitte Touche Tohmatsu Limited in 2012 on the use of social media in Africa, the second largest mobile phone market after Asia was Africa with over 700 million mobile connections. With an annual compounded growth rate of about 30%, the number of mobile connection is expected to rise to 1 billion by 2016. Mobile data usage in Africa constitutes 14.85% of the total internet traffic; ranking the continent as number one in the world. Facebook was the most visited website in Africa and Ghana was ranked as the 8th country with the most members. It had about 1,367,280 members as at 2012 and a penetration rate of 5% (Deloitte & Touche, 2012).

Sawar et. al. conducted an exploratory study to understand Malaysian Muslim consumers' perspective on social media marketing and the influence on their purchasing decisions. 278 valid responses, out of 300 questionnaires that were given to individuals were used for further analysis. The main research question was to identify whether the interaction in social network has significant impact on consumer's mind as a marketing tool. Primary data was gathered by approaching consumers in different shopping malls to participate in the study. A majority of the respondents were between the ages of 26-35 years (total of 103/ 37%). Based on reliability, factor and regression analysis, it was derived that the interaction between brands and consumers on social media has a significant impact on

consumer's mind as a marketing tool. From the study, 54% of the respondents are persuaded to buy a product through promotions from brands on social network sites (Sawar et. al., 2013). Online questionnaires via social media could have been used for the data collection process in validating whether the individuals were indeed on social media.

2.4 THRIVING SOLELY ON SOCIAL MEDIA ADVERTISING

2.4.i Monitoring Key Performance Indicators on Social Media

"Active listening" a term created by Rohit Barghava is the integration of external information with internal process of a business that influence conversations on social media. Information provided by consumers on social media is vast. Therefore, a firm must filter out vital information by paying close attention to the key performance indicators (KPIs). In identifying KPIs, one can use social analytics and metrics to best understand contents generated on social media. Social analytics include trend charts that are used to collate quantitative data on conversational trends on social media. Some examples of the measurements that are applied are the traffic leads and the number of fans, followers or subscribers. After the web analytics of user-generated content, the business analytics aspect commences when firms apply information gathered from the web analytics. This involves the documentation of successes and the improvement of weak areas. Essentially, a firm must listen and encourage engagement and interaction with consumers to make social media an effective marketing tool (Evans, 2010). This supports Bodnar's statement that social media involves time and commitment, in the sense that

information is vast and firms need to filter out and identify information that is relevant to them.

In a research conducted to understand the social marketing activities of firms in the U.K., France, U.S.A., Germany and Australia, about 69% of marketing directors and managers stated that they would be placing much more emphasis on social media than they did previously. The attributed reasons for this decision include the increased use of social media, increased competition and the desire to maximize revenue from the consumer. However, about two-thirds of the firms in the selected areas found it difficult to establish the link between social media and profits; making it difficult to identify the social media channels to focus on (Bourne, 2012). In other words, they are failing to understand the user-generated aspect of the social media cycle. This further indicates that two-thirds of these firms are not identifying the key performance indicators as Evans suggested in his book. Hence their inability to identify the social media channels to focus on.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This paper is essentially a case study which seeks to assess the of social media advertising strategies implemented by some micro and small enterprises in Ghana. Hence this chapter seeks to outline the research methods that were implemented in the collection and analysis of data.

3.2 RESEARCH DESIGN

This case study was exploratory in nature in order to have an in-depth understanding and gather a variety of insights on social media advertising for micro and small enterprises in Ghana. It was also exploratory because a study that assesses the use of social media advertising for micro and small enterprises in Ghana had not yet been conducted.

3.3 SAMPLING METHOD

3.3.i Micro and Small Firms

A non-probability sampling method; specifically convenience sampling method, was used in the selection of the micro and small enterprises. The selection was influenced by transportation costs, time and availability of respondents. The population of study was micro and small fashion brands in Accra. The location of this population was influenced by a previous study conducted on the relationship between market orientation and the performance of MSMEs in Ghana by Mahmoud (Mahmoud, 2011). The researcher indicated that Accra and Tema are the two areas

had a higher number of MSMEs. Based on convenience sampling, Accra was selected as the population of study.

The selected micro and small firms were in the same industry so as to have different perspectives from the two selected brands. Even though the sampling method was based on convenience it was to some extent purposive because both firms were selected because of their social media presence.

3.3.ii Individuals on Social Media

Random sampling was used in the selection process of individuals; 18 years and above for the second half of the study. The Government of Ghana perceives these individuals as adults that can vote, drive and drink alcoholic beverage. In that same light, these individuals were also old enough to take some shopping decisions as well.

Individuals on social media were included in the study since they are the target market for most firms that seek to advertise on social media. Hence, it was imperative to gain some insights from them about social media in general and their awareness of the selected fashion brands. Also, the social feedback cycle by Dave Evans indicates that the difference between social media and traditional advertising is the feedback generated from consumers on social media.

The respondents for the study were users of at least one social media website. In order to ensure this, the questionnaires were sent via social media and respondents were asked to forward them to other friends also on social media.

3.4 SAMPLE SIZE

Two firms were selected for the case study; one micro enterprise and one small enterprise in fashion industry of Ghana with a social media account.

Population of Ghana (est 2013):	25,758,108
Population of Accra (est. 2013):	2,269,000
Percentage of Individuals 18+ in Ghana:	57%
Population of Ghana 18+:	14,682,122
Population of Accra 18+ (using ratio analysis):	$\frac{2,269,000}{25,758,108} * 14,682,122$
=	1,293,330
Internet users in Ghana (est. 2009) :	1,297,000
Internet users in Accra 18+ (using ratio analysis):	$\frac{25,758,108}{1,293,330} * 1,297,000$
=	65,123

Fig. D

The calculations in Fig. D above were based on information from the CIA World Fact Book (Central Intelligence Agency, 2014). The population of internet users, 18 years and above in Accra, is expected to be more than 65,123 in 2014 as this estimation was done in 2009. The number of respondents was expected to be about 30% of the population of study (19,537 respondents). However, 60 respondents, 18 years above, had filled the survey within 3 weeks and were included in the second half of the study. This represents about 0.00092% of internet users 18 years and above in Accra. This could be attributed to time constraints, as the study had a time frame, even though the number of respondents could have increased if the online questionnaires had been circulated for more than 3 weeks.

3.5 DATA COLLECTION METHOD

3.5.i Primary Data

Primary data was collected via one-on-one interviews and structured online questionnaires. The one-on-one interviews were conducted with the creative directors from the selected micro and small enterprises. This was influenced from the methodologies of the case studies in the literature review. With one-on-one interviews, a vast variety of information and insights can be identified.

Individuals were given structured online questionnaires in order to identify the most suitable social media websites to reach them on as well as their insights on social media advertisements by brands in the Ghanaian fashion industry. Information gathered from the interviews aided in the design of the questionnaires. These questionnaires were sent via social media websites in order to validate the fact that all respondents had social media accounts.

3.5.ii Quantitative and Qualitative Data

Primary data was both qualitative and quantitative. Qualitative data was derived from the interviews with the creative directors from the two micro and small firms. Quantitative data was gathered from online questionnaires that were given to the 60 respondents that use social media.

3.6 RESEARCH MATERIALS

Materials that were used to help facilitate this case study included an interview guide, a recorder, note pad, pen, online questionnaires and a consent form.

3.7 HUMAN SUBJECTS REVIEW

In the consent forms, it was communicated to the respondents that their participation was voluntary and could have opted out at any point in time.

CHAPTER 4

ANALYSIS OF DATA

Data collected through the one-on-one interviews and questionnaires was analyzed using a mixed data analysis method. Content analysis was used to analyze qualitative data gathered from the interviews with the two creative directors from the selected firms. This type of analysis is mostly used for data collected from interviews or open ended questions where information gathered and analyzed in themes. For this case study the themes were based on the research questions.

Descriptive analysis was used to describe quantitative data gathered from the online questionnaires sent out to the 60 respondents on social media. Data was collated and expressed quantitatively in the form of percentages using pie and bar charts on Microsoft Excel for an easier analysis.

4.1 COMPANY PROFILES

Below are the company profiles of the selected firms in the Ghanaian fashion industry for the case study.

April Rust

Inspired by her mother, Kyerewa Atta-Krah, a graduate from the University of Ghana- Legon with a bachelor's degree in Geography (major) and Sociology (minor), established April Rust, a clothing brand in March 2012. April Rust, which symbolizes renewal of the old or a rebirth, is a micro enterprise, which was officially opened in November 2013 with a total of nine (9) employees. April Rust can be located at Dzorwulu in Accra. Though the firm is primarily into garment production, it also

provides secondary services such as celebrity styling and runs an after-school creativity club for children between the ages of four (4) and eleven (11) called the April Rust Club. The target market of the brand's primary service are middle to high income earning women from ages 20 to 30 as the price range of products from this brand is from GHS 100 to GHS to 300. The brand's mission is to meet international standards and create a platform where fashion is accepted and understood as a profession locally. In the words of the creative director "meeting internationally standards and winning internationally recognized awards will help project the notion that fashion is a respectable profession in the eyes of intellectuals." Hence, the main objective is to well establish the branch in Ghana and have a large number of customers. The second objective, however, is to set up another outlet in another African country and a third outlet outside Africa. The unique value proposition of the April Rust brand is its focus on 'ready to wear' garments, unlike most Ghanaian fashion brands that focus on couture or bespoke garments. With regards to design, the brand is normally identified and associated with the use of bold stripes, colors and a mix of prints.

Mina Evans

Inspired by everything around her and the desire to sew since childhood, the Mina Evans brand was established in December, 2010 by Mina Evans-Anfom. The brand name 'Mina Evans', was influenced by the belief that it had an international appeal and also because the internationally recognized brands that had longevity, such as Donatella Versace, Ralph Lauren and the like are normally the names of the designers. After her basic education, Mina Evans enrolled to study at Design School Southern Africa in Johannesburg and after a year, moved to London Centre for

Fashion Studies under Northumbria University in the U.K. In between her studies in design school; she found time and seized the opportunity to intern with Kofi Ansah, a well-known icon in and beyond the Ghanaian fashion industry. The brand's mission is to grow and become internationally recognized, thus its objectives include opening its first retail outlet in Accra, establishing a presence in Africa and finally beyond Africa. Mina Evans is can be classified as a small enterprise with five (5) employees and is located at Tesano in Accra. The brand's primary service is to design and create bespoke creations for women and its secondary service includes a mens' dress shirt line as well as a collection of accessories. Products range from GHS 100 to GH1, 000; mainly dependent on the embellishment or material and is targeted towards men and women between the ages of 18 and 60. The Mina Evans brand offers a wide range of products and accessories and can be uniquely identified by its seasonal collection of pleats and custom tie die.

In order to avoid the association of negative sentiments towards the brands, based on their responses, the names of the respondents will be represented by alphabets and in no specific order.

4.2 SOCIAL MEDIA ADVERTISING VS. TRADITIONAL ADVERTISING

4.2.i Reach

With social media, both brands are able to reach and attract a larger number of both local and international consumers as compared to the traditional advertising mediums available to them (i.e. such as radio, television and print). Respondent A also added that social media creates a platform for a more interactive relationship, making the target market feel a lot closer to the brand; especially those that may

not necessarily walk into the store to purchase a product. Respondent B indicated that social media advertising shows consumers how to best wear the products, accessorize and also how versatile her brand is.

Based on the responses from the interviews with creative directors and representatives from the selected firms, social media has created a huge awareness for their brands. Both brands have been in existence for less than four (4) years and yet, have been able to reach a significant number of their target consumers with less than ten (10) employees and no help from a marketing agency. The Mina Evans brand has about 5,965 likes and 2,278 followers on Facebook and Instagram respectively. The brand has also attracted over 300 customers in less than 4 years after establishment. April Rust has 17,135 likes and 1,130 followers on Facebook and Instagram respectively. The brand has about 120 customers after officially establishing the business in November 2013. With social media sharing on most of their social media pages, consumers can also share with friends on their personal accounts. Respondent B has also incorporated social media sharing on the brand's official website by placing links to the brand's Facebook, Instagram and Twitter websites on the official website.

4.2.ii Achievements

Despite their employee size and years of existence, the awareness from social media has promoted their unique designs, and caused their work to be recognized both internationally and locally. Mina Evans was included in a shortlist of twenty (20) African fashion designers to showcase their brand's products at the Mercedes Benz Fashion Week in South Africa and won the award for the 'Emerging Designer

of the Year 2012' at the Glitz Africa Fashion Week. She has also been nominated for 'Designer of the Year' twice and for the 'Fashion Fusion Award' at the Ghana U.K. Based Achievement (GUBA) Awards. Kyerewa Atta-Krah was also the 1st runner up in the 2013 Vlisco Fashion Fund Award Competition after over a hundred proposals were submitted even though she's officially been in the fashion business for not more than 6 months.

4.2.iii Advertising Costs

Both firms do not allocate funds towards advertising as their form of social media advertising is free. There are other cases, however where firms decide to pay some social media websites such as Facebook to further their promote brands in the form of side or top banner advertisements on pages of random social media users. Both brands are not involved in any paid advertisements on social media.

The creative directors of both brands identified that another major factor that influenced their decision to pick social media advertising over the traditional form of advertisement is the advertising costs involved. For example, with the traditional form of advertisement the Graphic Communications Group Limited advertises entertainment, lifestyle and fashion related content in 'The Mirror' and 'The Graphic Showbiz'. The advertising cost of a ¼ of a page in 'The Mirror' is GHS 1,137.87 for color and GHS 447.63 for black and white per day. In 'The Graphic Showbiz' the cost of a ¼ of a page is GHS 363.74 for color and GHS 385.81 for black and white. The prices for a ¼ a page was indicated because that is the small size of an advertisement for this advertising firm.

4.2. iv Length of Exposure

Advertisements on traditional media last as long as advertising fees are paid. Unlike traditional advertisements, social media advertisements remains on the social media websites and can be easily referred to with a tap or click of a button. Television and radio advertisements cannot be referred to once the advertising campaign is over. With print, it could sometimes be destroyed or mishandled if it is not well-kept.

4.3 MOST PREFERRED SOCIAL MEDIA WEBSITES

When asked to rank their social media network of choice based on the list of five dominant social media sites from Alexa, Respondents A and B both ranked Instagram and Facebook in at first and second places respectively. Instagram was ranked as No.1 for several reasons. According to Respondent B, it was easier to upload pictures on Instagram as compared to other social media websites. Respondent A also added that due to Instagram's photo specific nature, it was easier to upload as many pictures in a matter of minutes and to also reach a section of the brand's target market that is interested in viewing pictures of products from the brand before purchasing.

With regards to following on social media, Respondent A preferred Instagram because the brand has a lot of followers on its page as compared to the other social media networks. Respondent B also considered the ages of the brand's target market in the ranking and stated that most of the brand's clients between the ages of 20 and 40 were on Instagram while Facebook was for the older generation of her target market; from 40 to 60 years. For Respondent A, however, the target market

on social media was no longer middle to high income earning women from ages 20 to 30 but rather everyone on social media just to create the awareness about her brand.

4.4 CONSUMER PREFERENCES ON SOCIAL MEDIA

4.4.i Demographics

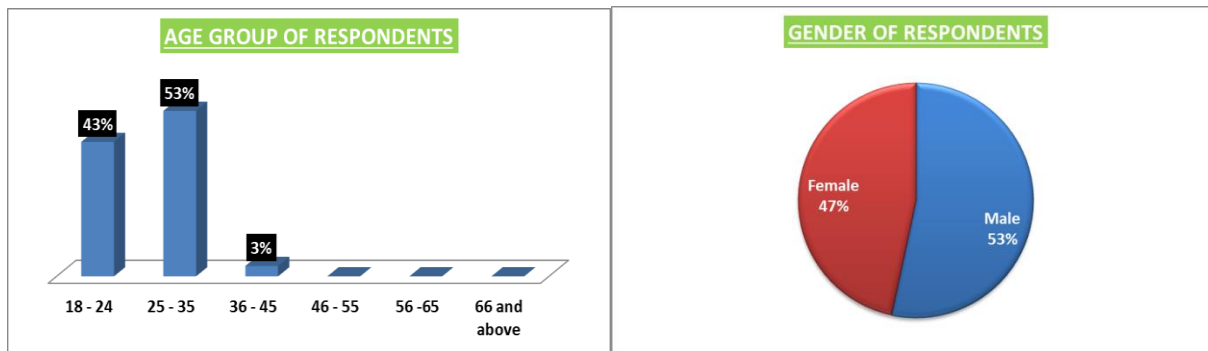


Fig. E

A majority of the 60 respondents were between the ages of 25 and 35. Similar to the study by Sawar et. al to explore Malaysian Muslim consumers' perspective on social media marketing and the influence on their purchasing decisions, majority of the respondents were between the ages of 26 and 35. This could imply that individuals within this age group are active on social media. 43% of the 60 respondents were between the ages of 18 and 24 and 3% were between the ages of 36 and 45. There were no respondents for the other age groups. This skews results from the findings towards respondents between the ages of 18 and 45. 53% of the respondents were males and 47% were females.

4.4.ii Preferred Social Media Websites and Active Periods

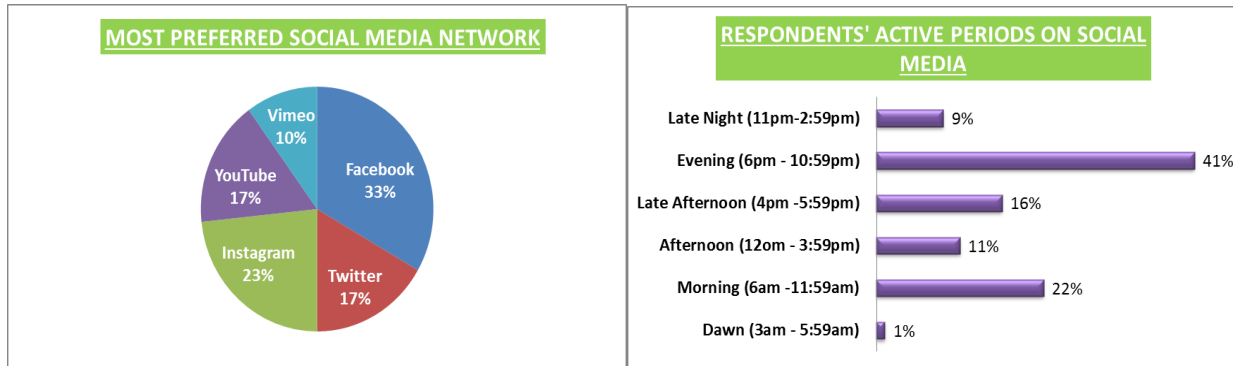


Fig. F

The most preferred social network for these respondents is Facebook with 33%, followed by Instagram with 23%. The least preferred social network is Vimeo with 10%. This corresponds with reasons why both April Rust and Mina Evans brands prefer these two networks with regards to creating awareness. These respondents are most active on social media in the evenings (6pm – 10:59pm) and least active at dawn (3am-5:59am). As indicated earlier, a majority of these respondents are between the ages of 25 and 35 (53%). These individuals are off working age and working hours mostly end at 5pm for most firms in Ghana. This implies that most of these respondents are on their social media websites after working hours. These two brands should consider posting advertisements about their products that are targeted towards this age group between the periods of 6pm and 10:59pm so it would be the most recent post they view.

4.4.iii Respondents Active Periods on Facebook and Instagram

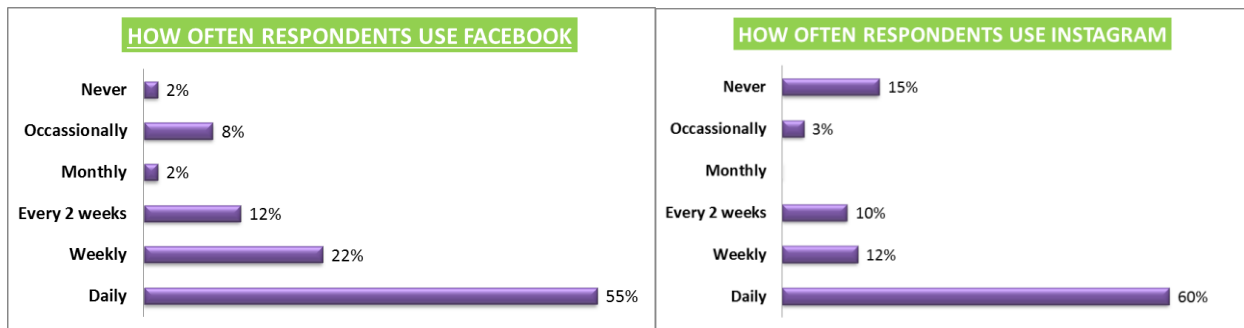


Fig. G

Figure G looks at how often these 60 respondents between the ages of 18 and 45; use their top two most preferred social media networks. Over 50% of the respondents use Facebook and Instagram daily. In a week, over 70% of consumers; a sum of daily and weekly use these websites. This implies that more than half of the respondents use social media daily and can be reached brands on a daily basis. Hence these two fashion brands can post daily advertisements of their products.

4.4.iv Membership to Ghanaian Fashion Brand's Page on Social Media

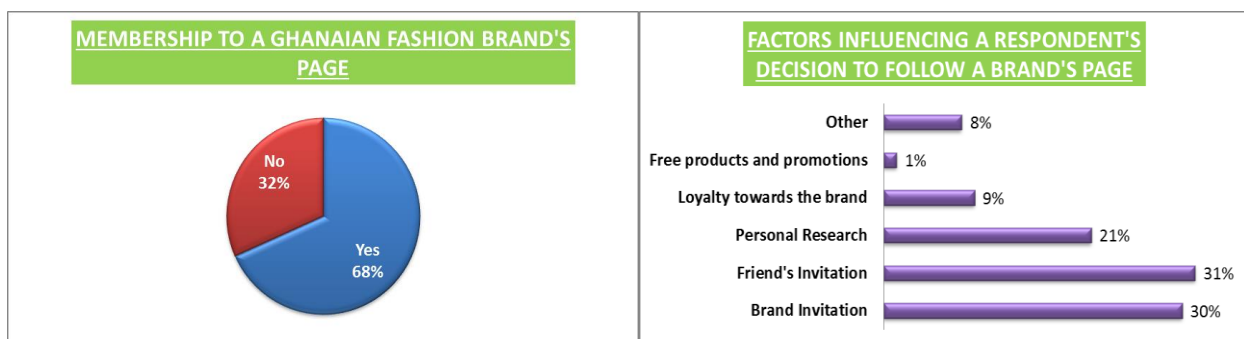


Fig. H

68% of the respondents are members of at least one Ghanaian fashion brand's page on social media. Invitation from friends is the most dominant factor

influencing a consumer's decision to follow a brand's page on social media with a vote of 31%. The next factor is invitation from brands with 30% of the votes. Free products and promotions was the least influencing factor for these respondents. Based on these findings, it can be deduced that, just like the social feedback cycle from Dave Evans, most consumers will follow a brand's page based on a feedback or suggestions from a friend. Consumers may be also be influenced by a personal invitation from a brand because it makes them feel important, unique and creates a sense of belonging since they have been sought out from the lot.

4.4.v Influence of Social Media Advertisements on Respondents' Buying Behaviour

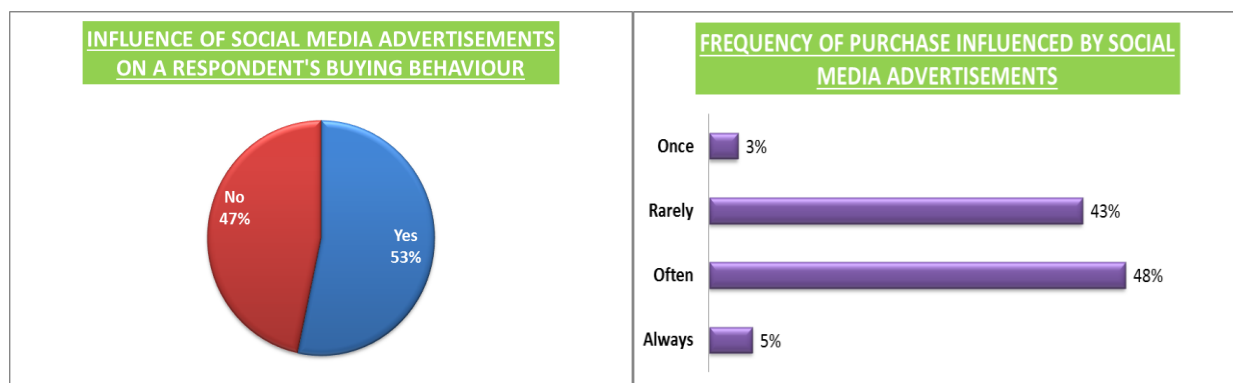


Fig. 1

53% of respondents have purchased a product from a Ghanaian fashion brand influenced by an advertisement on social media. 48% of this percentage often purchase products based on these advertisements on social media and the purchasing decisions of 5% are always influenced by social media with respect to Ghanaian fashion brands. This indicates that social media advertising has a significant influence on the purchasing decisions of these 60 respondents between the ages of 18 and 45 with respect to Ghanaian fashion brands.

4.4.vi Respondents' Perception of Social Media Advertisements

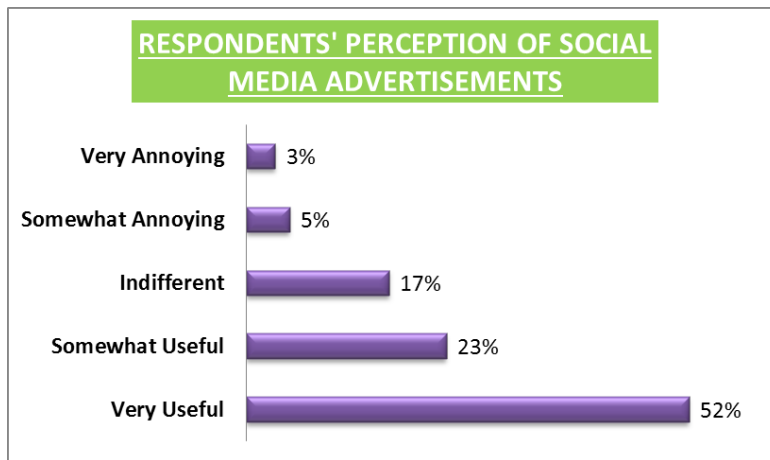


Fig. J

In order to determine whether social media is indeed an efficient advertising medium for these two brands in the Ghanaian fashion industry, it is important to identify consumers' perceptions of this advertising medium. According to the 60 respondents that filled out the online questionnaires, 52% perceive social media advertising as very useful while 8% of consumers perceive it as annoying. As compared to the number of respondents that find social media advertising as a useful tool an insignificant number of respondents perceive it as annoying.

4.4.vii Brand Awareness of Selected Brands

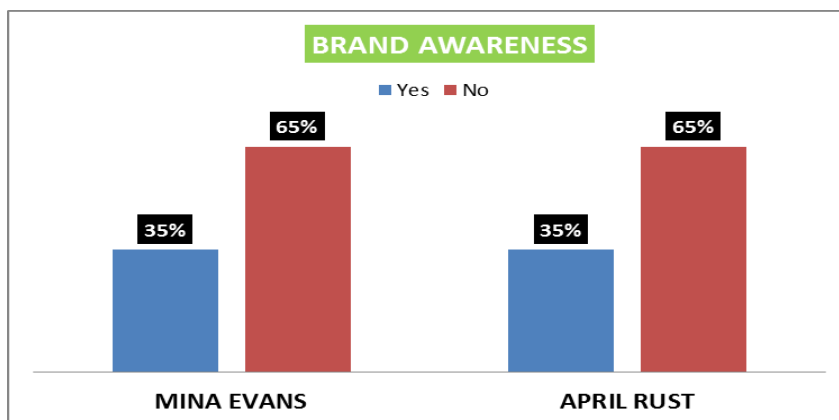


Fig. K

Even though both brands are solely on social media and have reached a significant number of followers, Figure K indicates that only 35% of the 60 respondents knew about the brand. These brands need to boost their presence on social media in order to increase brand awareness. On average 50% of respondents from any future surveys should have heard of the both brands as they are seeking to be recognized on an international platform.

4.5 THRIVING SOLELY ON SOCIAL MEDIA ADVERTISING

Compared to traditional advertising both respondents consider social media as an inexpensive, faster and a more impactful advertising medium. The social media accounts of the brands interviewed are managed by the creative directors themselves and it takes them less than an hour to upload posts on the brand's social media pages. Respondent A was involved in one print advertisement which was paid for by a sponsoring brand. Respondent B has never done traditional advertising; every form of advertisement is done on social media including job vacancies for the firm.

From the responses given, the firms are using social media for all advertising campaigns and it has proven to be effective in reaching target consumers and increasing their customer base.

4.5.i Goals and Objectives on Social Media

Both brands monitor activities on social media daily and value the sending or sharing of information as much as the receiving or viewing of information. In other words, it is just as important to create knowledge about the brand as receiving knowledge about what others perceive about the brand. The two respondents were

asked to rank their most important goals and objectives on social media. Respondent A's goals were in the following order; 'grow sales and market events', 'build credibility and create a community' and lastly 'to listen for feedback'. Respondent B's goals were; 'to listen for feedback', 'grow sales and market events' and lastly 'to build credibility and create a community'. Each respondent had valid reasons for their ranking. Respondent B, for example, was of the viewpoint that listening for feedback helps determine what consumers like or do not like about the brand. Once the bestsellers have been identified, more of such bestselling products can be designed to grow sales. With an increase in sales and satisfied clients, the brand builds its credibility and creates a community of loyal consumers. From Respondent A's perspective growth in sales and market events means a lot of consumers are purchasing the brand's products. Once there are a lot of consumers, the brand can build credibility and create a community of satisfied consumers. With a community of satisfied consumers, there is a platform to listen for feedback.

4.5.ii Monitoring Feedback from Consumers & Competitor Activity

In order to ensure that these goals are met, social media monitoring strategies must be implemented. According to the social feedback cycle by Dave Evans, negative feedback from consumers can influence the purchasing decisions of a prospective customer. It can also lead to a reduction in sales and destroy a brand's credibility. Both brands are currently not engaged in any formal effort at monitoring social channels using a monitoring application. However, the creative directors monitor the number of likes and read feedback posted on their pages. For one of the brands, one employee has been given the task of reading through feedback received from consumers every Thursday. A decline in the number of likes for

instance calls for a giveaway promotion while a negative feedback about a product warrants a personal apology and a replacement of the product.

In order to successfully grow sales in a market with a lot of brands satisfying the same need, activities on the social media pages of the brand's competitors should be monitored. Respondent A monitors products from competing brands weekly while Respondent B monitors once a month. This is beneficial because it serves as a benchmark in assessing the opportunities and threats in the fashion industry.

4.5.iii Social Feedback Cycle

In comparison to traditional advertising, these fashion brands can easily receive feedback from consumers on their perceptions of their products using social media advertising. This is because it is free, faster and easier to understand and identify consumers' likes and dislikes. The brands used for the case study do not employ any formal efforts in understanding the needs of their target market. Instead, they track the growth in the number of followers, comments as well as the likes and dislikes of their posts or photos.

Dave Evans identifies the theory that negative feedback from consumers about a product can deter another consumer from purchasing that product. Respondent B experienced a situation where a negative comment was posted on the brand's page attacking a model and the designs by the brand. However, there has been a constant growth of the brand's awareness and sales. This could be attributed to the fact that that individual was not reporting an issue or a defect but was rather attacking the brand for no solid reason. It could also be attributed to that fact that it was one negative comment out of over a hundred other positive ones. This might

make the complaint seem minor and may not necessarily influence another consumer's purchasing decisions.

Both brands have a crisis management plan to contain future situations that involve fans posting negative feedback or reporting an issue with a purchased product. Both respondents have strategies put in place ranging from a personal and general apology on the page to a replacement and a possible refund of the product.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

This chapter encompasses a summary of all findings, analysis and limitations of the study. Conclusions and recommendations were drawn from these findings accordingly.

5.1 FINDINGS

5.1.i Social Media Advertising vs. Traditional Advertising

Both brands; Mina Evans and April Rust are solely on social media and prefer social media to traditional advertising for several reasons. The most important reason why they prefer social media advertising is that they are able to reach and interact with a larger number of both local and international customers.

Both brands attribute their success to social media for an increase in brand awareness, the number of clients and for creating a wider platform to aid in the display of their unique and quality products to the world.

Aside the benefits stated above, social media has also eliminated any advertising costs they would have incurred using traditional advertising. With regards to length of exposure, advertisements on social media last longer and can easily be referred to as compared to traditional advertisements that are active based on payments to keep the adverts running.

5.1.ii Most Preferred Social Media Websites

Instagram and Facebook are the most preferred websites for both brands. Instagram was ranked at 1st place because it is photo specific and easier to upload

pictures. Facebook and Instagram were selected because both brands had a higher number of following from their target market on these websites as compared to others

Instagram is indeed a suitable choice for social media advertisements as products from the fashion industry are not the same and vary from one creative director to the other. Hence it is essential to choose a social media website that can easily showcase the unique products from the brand.

5.1.iii Consumer Preferences on Social Media

Out of the 60 respondents, 33% of them preferred Facebook and 23% preferred Instagram. Both websites were ranked first and second places respectively. All respondents were between the ages of 18 and 45 and a majority (53%) of them, were between age 25 -35. 41% of the respondents are active in the evenings (6pm -10:59pm). Hence it was deduced that these people were off working age and used social media after work hours since most firms in Ghana close at 5pm.

Over 50% of the respondents use the top two most preferred social media websites; Facebook and Instagram, daily. 70% of the same respondents are expected to have used their social media accounts within a week. 68% of the respondents are members of at least one Ghanaian fashion brand's social media page. A majority of respondents (31%) joined a brand's page on social media based on invitations from friends.

53% of respondents have purchased a product from a Ghanaian fashion brand influenced by an advertisement on social media. 48% of this percentage often purchase products based on these advertisements on social media. 52% of

respondents perceive social media advertising as very useful and 8% of consumers perceive it as annoying. However, with brand awareness, only 35% of the 60 respondents knew about both brands.

5.1.iv Thriving Solely On Social Media Advertising

Both brands; Mina Evans and April Rust use social media for all advertisements. Social media monitoring has made their advertising efforts worthwhile as they follow key performance indicators such as likes, growth in following and comments from consumers. Based on these key performance indicators, they are able to identify products their target market need and what they should produce more of through interactions with them

5.2 FINDINGS vs. LITERATURE

Dave Evans points out that the social feedback cycle differentiates social media advertising from the traditional in terms of interaction. With social media advertising, brands are able to receive feedback and interact with consumers. Likewise, the creative directors of the Mina Evans and April Rust brands prefer social media advertising because of its interactive nature. They believe social media creates a platform for them to communicate with their target market and understand their needs on a personal level.

According to Mahmoud's case study on MSMEs in the Greater Accra region of Ghana, there is a positive relationship between market orientation and business performance. Similarly, both brands are satisfied with social media as it aids them to operate on a customer lead approach. Using the social feedback cycle, both brands are able to identifying the needs of their target market through key

performance indicators. Furthermore, they have increased their customer base and brand awareness using these key performance indicators.

Dzisi and Ofosu, indicate in their study to understand the relationship between marketing strategies and the performance of MSMEs that 55.3% of the sample size of 363 MSMEs in the Eastern region of Ghana preferred social media marketing to the traditional form of marketing because there were no advertising costs. Facebook was also the most preferred website owing to its popularity in the country. The micro and small firms that were used for this case study also prefer social media advertising because they would not incur any advertising costs. One of the reasons why both brands ranked Facebook at second place was because they had a lot of following from social media users. This corresponds with the fact that Facebook was the most preferred website by the selected MSMEs in Dzisi and Ofosu's study owing to its popularity in the country. To support this, the study conducted by Deloitte Touche Tohmatsu Limited in 2012 identified that Facebook was the most visited website in Africa. Ghana was also ranked as the 8th country with the most members on Facebook.

Based on responses from the online questionnaires, majority (33%) of the 60 respondents ranked Facebook as their most preferred social media website; also validating the findings from Deloitte's study. The second choice was Instagram with 23%. From the social analytics firm, Simply Measured, 71 percent of the world's largest brands have adopted Instagram within a year. 44% of international brands worldwide have gained 10,000 followers as at the third quarter Of 2013..

Published experiences on social media by current customers and stakeholders have a connection to potential customers and stakeholders in the social feedback cycle. The field experiment on Facebook to understand the role of social media in online information diffusion also supports this argument. As these individuals interacted with other friends, they also shared the received links with others on and outside Facebook, forming a continuous cycle. In that same light, data gathered from the 60 respondents indicate that a larger number (31%) are influenced by invitations from friends to join a Ghanaian fashion brand's page.

Rohit Barghava suggests that "active listening" must be employed to filter out vast information from customers by paying close attention to the key performance indicators. Information gathered from an analysis of the key performance indicators, informs firms of their successes and weak areas they need to improve on. Likewise, the brands used for this case study observe key performance indicators such as likes and following from their target market on social media in identifying their successes and weak areas.

5.3 CONCLUSIONS

Social media advertising is indeed a cost effective approach for both Mina Evans and April Rust. Both brands are able to avoid advertising costs and channel such funds towards other areas in their firms. Aside the elimination of any advertising costs, social media has provided an interactive platform to communicate with and understand the needs of their target market. Also, advertisements on social media have a higher length of exposure and can easily be referred to, either by the firm or

consumer. With social media, these brands can reach consumers worldwide as they can easily access the social media pages of both brands.

Facebook and Instagram are the most preferred social media websites. Both brands are also able to reach a majority of their target market using these websites. Correspondingly, Facebook and Instagram were top two websites from the 60 respondents that were involved in the second half of the study. Also, literature from Deloitte and web analytics from Simply Measured supports Facebook and Instagram as a suitable choice for these brands.

Lastly, both brands are thriving on social media advertising only. By observing and analyzing key performance indicators and feedback from consumers on social media, it is easier to understand the needs of consumers without allocating funds to an external research agency.

5.4 RECOMMENDATIONS

Even though social media has increased the customer base of both brands, 35% of the 60 respondents that filled out the online questionnaires knew about them. Even though this sample size is not representative enough, an average number of respondents should know about the brands as they seek to increase brand awareness because they have future plans of being recognized both locally and internationally. In order to be recognized worldwide they must be well-known locally.

Findings indicate that a majority of the respondents were influenced by invitations from friends to join a Ghanaian fashion brand's page. These brands can reward existing members for a number of referrals in a form of a promotion. This way,

members will influence their friends to be members and the cycle goes on just like the study conducted on the role of social media in online information diffusion on Facebook by Bakshy.

5.5 LIMITATIONS TO THE STUDY

Based on the estimation in Fig. D, the 60 respondents for the second half of the study was not representative enough so as to generalize the insights from consumers on social media about the Mina Evans and April Rust brands. This was influenced by a time factor as the data collection period for the study was less than a month, owing to the deadline for submission.

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APPENDIX

1) INTERVIEW GUIDE FOR THE SELECTED FIRMS

You have been randomly selected to take part in this interview to understand how small and medium sized enterprises in the fashion industry use social media advertising to promote their brands. The questions below are designed to gather data on the extent to which the selected firms for this case study use social media to promote their brands. Continuing with this survey means that you are consenting to be a participant of this case study. You are free to discontinue participation at no additional cost or penalty to you what so ever.

Company Profile:

1. When was the company established?
2. What is the firm's mission? Vision?
3. What is the educational background of the founder?
4. How many employees does the firm have?
5. How many locations is this firm situated?
6. What is the primary product/ service that your firm offers?
7. Are there any other secondary products/ services that the firm offers?
8. Are there any products/ services that the firm seeks to offer in the future?
9. Who is your target market?
10. What is the price range of your products?
11. How many clients did the firm have in the initial stages? How many does the firm have now?
12. What sets the brand apart from other designers?
13. How is the brand doing now? Where do you see it in the next ten years?
14. Are there any achievements?
15. Are there any goals/ objectives that the firm seeks to accomplish?
16. What is your inspiration?

Use of Social Media:

1. Do you use social media to promote your brand/ service? Why?
2. Prioritize your social media vehicle of choice (1 = most important)

____ Facebook ____ Twitter ____ Instagram ____ YouTube ____ Vimeo

3. Why is your selection in that order?

4. Who is your target market, using this platform?

5. What are your reasons for selecting that target market?

6. How often do you monitor activities on your social media pages?

☐ Daily

☐ Once a week

☐ 3 times a week

☐ Once a month

☐ 3 times a month

☐ Every two months

☐ Quarterly

☐ Bi- annually

☐ Yearly

7. How much time do you spend putting posts on social media networks in a day?

☐ Less than an hour

☐ 1 -2 hours

☐ 2-3 hours

☐ Over 3 hours

8. What is your goal – what do you hope to accomplish with social media? (Rank each option: 1 for the most important and 3 for the least important)

____ Build Credibility & Create a Community

____ Listen for Feedback

____ Grow Sales & Market events (Network)

9. Are there any other goals or objectives you hope to accomplish with social media?

10. Who represents your business and/or brand on social media platforms?

11. Which of these do you value more about social media, the sending/sharing of information or receiving/viewing of information? Why?

☐ Sending/Sharing

☐ Receiving/Viewing

☐ Value both equally

12. Has the firm ever used traditional advertising (i.e. print, radio, television) to promote the brand? Please specify the medium used.

13. In comparison to traditional advertising (i.e. print, radio, television), social media advertising is _____.

Social Media Monitoring:

1. Do you have social media monitoring analytics in place?

2. Is the business currently engaged with a formal effort at monitoring social channels using a monitoring application?
3. Do you monitor competitive products and firms?
4. Do you have processes in place to take action, where appropriate, based on your social media monitoring?
5. Are there any instances where a fan(s) has complained or expressed dissatisfaction on the firm's social media page? How was that resolved?
6. Do you have guidelines for what is acceptable for public contributions to your organization's website, blog, and/or forum?
7. Do you have a crisis management plan?
8. Have you incorporated social sharing in your social media executions?

2) QUESTIONNAIRE FOR INDIVIDUALS 18+ ON SOCIAL MEDIA

1. Age

- ☐ 18 - 24
☐ 25 - 35
☐ 36 - 45

- ☐ 46 - 55
☐ 56 - 65
☐ 65 and above

2. Gender

☐ Male

☐ Female

3. How often do you consider social networks in buying decisions when it comes to fashion?

- ☐ Always
☐ Most
☐ Often
☐ Rarely
☐ Never

4. Prioritize your social media vehicle of choice (1 = most important)

_____ Facebook _____ Twitter _____ Instagram _____ YouTube _____ Vimeo
_____ Other (Please name: _____)

5. Which networking sites do you currently use (please indicate how regularly you use each):

	Never	Occasionally	Monthly	Every 2 weeks	Weekly	Daily
Facebook						
Twitter						
Instagram						
YouTube						
Vimeo						
Other						

6. How much time do you spend on these social media networks in a day?

- ☐ Less than one hour
☐ 1-2hrs
☐ 2-3hrs
☐ More than 3hrs

7. Are you a member of a fan page for a Ghanaian fashion brand or product on social media?

- ☐ Yes
☐ No

8. Motivation behind following a Ghanaian fashion brand or joining a brand page.

- ☐ Brand invitation/Advertising
- ☐ Friend's invitation
- ☐ Personal research
- ☐ Loyalty towards the brand
- ☐ Free products and promotions

9. Have you ever purchased apparel from a Ghanaian fashion brand based on their advertisement on a social media page?

- ☐ Yes
- ☐ No

10. If your answer to Q.9 is **YES**, how often do you purchase Ghanaian fashion brands based on an advertisement on a social network?

- ☐ Always
- ☐ Most
- ☐ Often
- ☐ Rarely

11. How do you feel about advertising on social networks?

- ☐ Very annoying
- ☐ Somewhat annoying
- ☐ Indifferent
- ☐ Somewhat useful
- ☐ Very useful