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THE AWARENESS AND PERCEPTIONS OF CONSUMERS TOWARD THE ONLINE SOCIAL NETWORKING ACTIVITIES OF NON-PROFIT ORGANISATIONS

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Minor Dissertation submitted in fulfilment of the requirements for the degree MCOM Business Management with specialisation in Marketing Management in the Faculty of Management at the University of Johannesburg

Supervisor: Prof CF De Meyer-Heydernych

University of Johannesburg
DECLARATION

I certify that the minor dissertation submitted by me for the degree Masters of Commerce: Business Management with specialisation in Marketing Management at the University of Johannesburg is my independent work and has not been submitted by me for a degree at another university.

DINEO MASIPA
ACKNOWLEDGEMENTS

Completing this dissertation has been a very long and tough journey. I am deeply grateful to everyone that has played a role in walking this journey with me and would like to specifically thank the following people:

- My mother without whom none of this would have been possible. She encouraged me to start this journey of doing my Masters. Her support and belief in me gave me the motivation to start this journey. She provided the finances for me to be able to complete this course and I deeply appreciate her sacrifices.

- My supervisor, Prof CF De Meyer-Heydenrych for all the patience and guidance provided on this journey. She has played an invaluable role in guiding me every step of the way in completing my minor dissertation.

- My friends who have supported me on this journey through their prayers and words of motivation through the challenging times. I hope I can one day return the favour.
ABSTRACT

Non-profit organisations in South Africa find themselves operating in a competitive environment where they are competing not only with other non-profit organisations but with “for-profit” organisations for resources and consumer’s attention in the marketing space. Both for-profit and non-profit organisations are using online social networking platforms to engage with consumers. Abraham Kriel Childcare and Cotlands are two such non-profit organisations that are active on these online social networks. These organisations ultimately want to drive support and donations (donating behaviour) from consumers. By considering these organisations, this study seeks to provide non-profit organisations with an understanding of the impact that their online social networking activities have had on consumer awareness, attitudes and perceptions. It also aims to explore whether or not a relationship exists between consumer awareness, attitudes, perceptions and consumer’s behavioural intentions towards the non-profit organisation.

The study aimed to explore and describe consumer awareness, attitudes, perceptions and behavioural intentions towards the non-profit organisation and their online social networking activities. A quantitative descriptive study was conducted. The target population of the research study was consumers who were aware of the two selected non-profit organisations and had a presence on online social networks. A non-probability sampling technique (convenience sampling) was used for this research to select the respondents for inclusion to the study. The survey questionnaire focused on measuring awareness, attitudes, perceptions and behavioural intentions. The questionnaire was adapted from previous studies and articles that measured similar constructs. These include a Masters study by du Plessis (2010), which measured the attitudes of baby boomers, generation X and generation Y as donors towards the marketing communication activities of non-profit organisations in Gauteng. In total, there were 201 questionnaires that could be used for data analysis from a total of 300 that were distributed. Data collected from these questionnaires was analysed using a statistical package (SPSS). The statistical tests used for the research study were exploratory factor analysis, correlation and multiple regression.

Findings revealed that consumers are not aware of the online social networking activities of either the primary non-profit organisations (Abraham Kriel Childcare and Cotlands) nor the online social activities of other non-profit organisations. Respondents, however, did indicate that they had favourable attitudes and perceptions towards the activities of non-profit organisations. The results also indicate that the attitudes and perceptions of consumers influence consumers’ behavioural intentions (donating behaviour) towards the non-profit
organisation. The main recommendations include that non-profit organisations need to leverage the networks of their existing base of online friends to help spread awareness about the organisation’s online presence and they need to ensure they focus on the role that they serve in society, as this could increase donating behaviour.
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LIST OF KEY TERMS AND DEFINITIONS

Some key terms will be used throughout the minor dissertation and these are defined below:

- **Consumer awareness**: The awareness of a potential or current buyer about a particular product or company (Longman Business English Dictionary, 2015).

- **Consumer attitudes**: Schiffman and Kanuk (2010: 246), define attitude as a term used to describe a learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object.

- **Consumer perceptions**: Wright (2006:106) simply describes perception as “the way that humans experience, try to understand and so make sense of the world around them.”

- **Behavioural Intentions (Patronage behaviour)**: Rajamma, Pelton, Hsu and Knight (2010:389) state that patronage behaviour is a consumer’s decision to be loyal to an organisation.

- **Non-profit organisation**: The Department of Social Development (20115:6-7) define a non-profit organisation: in terms of section 1 of the NPO Act, as a company, trust or any other association of persons established for a public purpose and the income and property of which are not distributable to its members or office bearers, except when a member is compensated for services rendered.
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CHAPTER 1
INTRODUCTION TO THE STUDY

1.1. INTRODUCTION

According to Postman (2009:7), social media is defined as “the latest generation of network-based applications and content that have brought about a revolution in participatory communications, building communities and the creation and sharing of this content”. Online social networking that occurs through these social media applications is viewed as conversations that occur among peers, and includes the sharing of this user-generated content (Shahim, 2011b:9). A unique characteristic of social media and online social networks is that users create the content of these platforms themselves (Robinson, 2010:12). Mangold and Faulds (2009:357) confirm that this type of media is used by consumers and non-profit organisations to engage in conversations about brands, products and services, amongst other things. This research study aims to explore the utilisation of online social networks by non-profit organisations and the impact that their activities on these sites have on consumer behaviour. The constructs of consumer behaviour - awareness, attitudes and perceptions, are of particular interest, as well is their relationship with consumer’s behavioural intentions towards the non-profit organisation (donating behaviour).

This chapter will provide background to the research study. A literature review is provided of non-profit organisations followed by a discussion of the consumer behaviour constructs that can influence behaviour. Patronage behaviour and online social networks are also discussed in the literature review. That discussion is followed by the problem statement, research objectives and hypotheses for the study and, lastly, a brief outline is offered of the research methodology that was followed for the study.

1.2. BACKGROUND TO THE STUDY

The launch of mainstream online social networking sites in 2002 has transformed the way people communicate (Shahim, 2011a:8; Postman, 2009) and the way in which business is done (Campbell, 2010:75). This change applies not only to private organisations but this transformation has also affected the way in which non-profit organisations worldwide operate. Globally, non-profit organisations have increasingly been facing increased competition (Thompson, 2007:12; Bennett, 2003:335; Illingworth, Williams & Burnett, 2002:280). Illingworth et al. (2002:280) note that organisations in the non-profit sector are in competition over the following:
Funding: The way in which non-profit organisations were previously funded has changed. In part, due to the small number of non-profit organisations that used to serve communities and countries, it was easy to attract funds from the state and from generous donors. However, over the last few decades, there has been a huge increase in the number of non-profit organisations and charities, which has led to increased competition for funding from the state and for donor income (Bennett, 2003:335).

Consumer attention: Non-profit organisations and charities do not only find themselves competing for funds, but also for public attention. With the introduction of the World Wide Web and, along with it, the information era, organisations in general (both for-profit and non-profit) have found themselves competing for the attention of the consumer in an era of information overload (Illingworth et al., 2002:280).

As these non-profit organisations increasingly compete for funding and for the public’s attention with both non-profit organisations and for-profit organisations, these organisations have had to adopt “for-profit” methods, such as marketing, in order to compete in this new environment. One method that can assist non-profit organisations in reaching a wider audience of consumers, and providing new ways to create awareness about fundraising initiatives and the organisation’s needs, is social media – particularly online social networking platforms. Illingworth et al. (2002:280) note that the Internet has proven itself an invaluable tool to help non-profit organisations to survive. Facebook and Twitter are currently the two most popular online social networking platforms amongst both individuals (Statista, 2015) and non-profit organisations (Lee, 2015).

As of August 2015, there were 1.49 billion active Facebook users worldwide and 316 million active Twitter users (Statista, 2015) and these figures are on the rise. Organisations worldwide (big or small) have realised the change and opportunity that online social networks present. By not taking advantage of the opportunities offered by online social networking platforms such as Facebook and Twitter, non-profit organisations would be missing out on opportunities to reach out to a wider audience that they would otherwise not have had access to (DeMers, 2014). Online social networks also provide various other benefits to organisations:

- Online social networks allow organisations to engage in timely and direct end-user contact at a low cost and higher levels of efficiency than traditional communication channels provide (Kaplan & Haenlein, 2010:67; Hansson, Wrangmo & Soilen, 2013:112).
• Organisations that struggle with communication to the public as a result of limited financial resources can now reach multiple audiences without expending too many resources as a result of utilising online social networks (Ingenhoff & Koelling, 2009).

The aforementioned benefits have led to an increase in the use of online social networks by organisations for marketing to the public and to reach donors. Subramani and Rajagopalan (2003:300) reiterate this point by noting that online social networks are increasingly being recognized as an important source of information influencing the adoption and use of products and services. This role includes influencing the user’s decision as to which cause or non-profit organisation to support based on the information presented to them.

According to The Nonprofit Social Network Benchmark report (2010:4), non-profit organisations have increased their use of online social networks over the years, with Facebook and Twitter proving to be the preferred networks. This survey conducted in 2010 indicated that non-profit organisations use online social networks for: (1) traditional marketing (the most popular role) to promote the non-profit organisation's brand, programs, events or services, with 92.5% of survey respondents having indicated this role as the purpose of their presence on most online social networks; (2) fundraising (45.9%); (3) program delivery (34.5%) and (4) market research (24.3%). Online social networks were utilised for the latter, but less frequently (Nonprofit Social Network Benchmark report; 2010:9). Other reasons as to why non-profit organisations make use of online social networks included the restructuring of management functions, interacting with the public in order to educate them about market offerings and communicating with the public (Briones, Kuch, Liu & Jin, 2010:38).

In light of this observation of the utilisation, of online social networks by non-profit organisations in South Africa, the aim of this research study is firstly to explore the awareness, attitudes and perceptions of consumers of the online social networking activities of selected non-profit organisations. The research also aims to explore whether or not there is a relationship between consumer awareness, attitudes and perceptions and the behavioural intentions of consumers – i.e. donating behaviour by consumers towards the non-profit organisation. This will assist marketing managers of non-profit organisations to understand the impact of their online social networking activities – and to establish whether or not consumers are aware of these activities. It will also assist them to understand the attitude and perceptions of consumers towards non-profit organisations utilising online social networks to interact with consumers. The study will specifically focus on South African based non-profit organisations, since most of the research studies conducted focused primarily on non-South African non-profit organisations. Therefore, this study aims to contribute to the pool of research
for South African based non-profit organisations (i.e. Briones et al., 2011; Waters & Jamal, 2011; Curtis et al., 2010; Quain, 2010; Kanter, 2009; Waters, Burnett, Lamm & Lucas, 2009).

1.3. LITERATURE REVIEW

In this section, a more in-depth view is provided on the various key elements of the research study. The section begins with a discussion on the key constructs of consumer behaviour – consumer awareness, attitudes and perceptions. Each construct plays a key role in the process of influencing consumer behaviour. Consumer awareness plays a primary role as it is part of the early steps of events leading up to the behaviour of a consumer. Consumer attitudes can only be formed once consumers have been exposed to the product/service/brand and they are aware of its existence. In addition to having an attitude towards a product/service or brand, consumers also develop perceptions of these products/services or brands which relate to how consumers perceive the stimuli that they have been exposed to. The section then turns to a discussion of patronage behaviour (behavioural intentions) of consumers as this is ultimately what is of interest to the non-profit organisation. The research aims to explore whether there is a relationship between the consumer behaviour constructs (awareness, attitudes and perceptions) and behavioural intentions. Non-profit organisations are looked at in more detail and, lastly, online social networks are investigated, since they are the method used by non-profit organisations to reach out to customers.

1.3.1. Consumer Awareness, Attitudes, Perceptions and Patronage behaviour

The following section will discuss consumer awareness, attitudes and perceptions, which are important aspects of consumer behaviour that non-profit organisations must understand in order to gauge whether or not their online presence has the effect that they intended. Consumer behaviour will be covered in the literature review in chapter 3.

1.3.1.1. Consumer Awareness

According to the Longman Business English Dictionary (2015), consumer awareness is a term used to describe the awareness of a potential or current buyer about a particular product or company. There are several different types of consumer awareness: media awareness specifically involves a consumer's knowledge of the advertising of a given product or company, while brand awareness focuses specifically on establishing if consumers are aware of the existence of a certain brand (MSG, 2015).
According to Cauley (2011:54) and Murray (2010:15), most organisations use online social networks to build awareness (of brands, products, services), develop stronger relationships with consumers, build consumer loyalty and increase sales. Online social networks are also used as a platform to listen and communicate with consumers and promote products and services, although fewer organisations expect these interactions to have a direct impact on sales (i.e. lead to action). Building awareness is therefore the key reason as to why most organisations invest any resource in online social networking platforms. However, the utilisation of online social networks by these organisations is not guaranteed to build awareness as might be expected. Cauley (2011:55) points out that online social networks (particularly Facebook) can be very distracting platforms for consumers because there is so much to pay attention to (notifications, messages, status updates), which may result in a consumer missing an organisation's communication material. Hypothesis 1 was formulated as a result of the above discussion to determine whether a relationship exists between consumer awareness and behavioural intentions.

In addition to the importance of understanding if consumers are aware of an organisation’s presence on online social networking and the products/services it offers, attitude and perception are also key psychological factors that influence consumer behaviour discussed below.

1.3.1.2. Consumer Attitudes

Peter and Olson (2010:128) state that marketers know that by positively influencing consumers' attitudes through various marketing mediums, there is a great chance of influencing their behaviour in a positive manner. According to Schiffman and Kanuk (2010:246), attitude is a term used to describe “a learned predisposition to behave in a consistently favourable or unfavourable way with respect to a given object”. An attitude comprises the way one thinks, feels and acts towards some aspect of the environment.

Arnould, Price and Zinkhan (2004:634) and Hoyer and Maclnnis (2001:131) state that attitudes have several characteristics, including favourability (which refers to whether consumers like or dislike an attitude object), availability (whether the memory of an object or experience has been stored in the consumer’s mind) and accessibility (how easily accessible an attitude towards an object can be retrieved from memory at a certain point in time). According to Cherian and Jacob (2012:119) and Schiffman, Kanuk and Wisenblit (2010:249), over the years a number of theories have been put forth to explain the process by which attitudes predict behaviour. The theory of the reasoned action model, is the most popular theory used to
discuss the attitude-behaviour relationship. Other theories include the tri-component attitude model, which states that an individual's attitude has three components to it, namely: affect (feelings), behaviour (actions) and cognition (beliefs), according to the nature of the product. Another theory, based on a theory of multi-attribute attitude, focuses on the consumer's beliefs about multiple services or brand attributes. According to this model, consumer's attitudes towards an organisation will be determined by their overall assessment and beliefs about the multiple characteristics of that service/brand or organisation (Schiffman et al., 2010:251). Hypothesis 2 was formulated as a result of the above discussion to determine whether a relationship exists between consumer attitudes and behavioural intentions.

1.3.1.3. Consumer Perception

Wright (2006:106) simply describes perception as “the way that humans experience, try to understand and so make sense of the world around them.” It entails the process by which stimuli around are selected, organised and interpreted into meaningful and coherent pictures of the world. Verhoef, Franses and Donkers (2002:122) point out that perceptions are often seen as important drivers of behaviour. Changes in perceptions (among other things) are therefore likely to impact consumer behaviour. It is thus important for this research study to look at the perceptions of consumers because, in addition to the awareness and attitudes of consumers, the perceptions of consumers also have an effect on the behaviour of consumers. Hypothesis 3 was formulated as a result of the above discussion above to determine whether a relationship exists between consumer perceptions and behavioural intentions.

Consumer’s perceptions are shaped by the marketing activities that consumers have been exposed to, among other factors. In fact, different consumers can hold different perceptions of one object even though they have both been exposed to the same stimulus, which is why it is important for organisations to understand the various perceptions held by consumers. Joubert (2010:56) highlights that there is a “process of perception” that occurs within every individual when they encounter stimuli and notes that this process is selective, subjective and based on the individual’s frame of reference.

1.3.1.4. Patronage behaviour

The goal of any organisation is to ensure that they have a base of consumers who will be both profitable and loyal in order to ensure that the organisation has a long lifespan (Grace & O’Cass, 2005:228). Rajamma, Pelton, Hsu and Knight (2010:389) state that patronage behaviour is a consumer’s decision to be loyal to an organisation relative to three major
variables: (a) relevance of the organisation, (b) relevance of the market (e.g. convenience, service), and (c) personal aspects of the consumer (such as demographic characteristics and personality characteristics). As organisations have very similar offerings and services, it becomes important that organisations understand the aspects involved in gaining patronage. For a non-profit organisation, patronage entails establishing a donor base and obtaining volunteers for their organisation.

The literature review then turns to look at non-profit organisations which is covered in greater detail in chapter 2 of the research study.

1.3.2. Non-profit sector of South Africa

1.3.2.1. Non-profit Organisations

The Department of Social Development (2011:6-7) define a non-profit organisation:

in terms of section 1 of the NPO Act, as a company, trust or any other association of persons established for a public purpose and the income and property of which are not distributable to its members or office bearers, except when a member is compensated for services rendered. In South Africa, NPOs generally exist as nongovernmental organisations (NGOs), community based organisations (CBOs), Faith based organisations (FBOs) and other such formations, which are generally also referred to as civil society organisations (CSOs).

Non-profit organisations in South Africa are categorised in terms of their mission and objectives, which can be found in their constitution documents. Twelve classifications are assigned to non-profit organisations in South Africa. Table 1.1 provides an indication of the different sectors and the number of registered non-profit organisations in each sector (Department of Social Development; 2015:3).
Table 1.1: Number of registered Non-profit organisations per sector

<table>
<thead>
<tr>
<th>Classification</th>
<th>Total number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Services</td>
<td>54 392</td>
<td>39.9%</td>
</tr>
<tr>
<td>Development and Housing</td>
<td>28 534</td>
<td>20.9%</td>
</tr>
<tr>
<td>Religion</td>
<td>16 703</td>
<td>12.2%</td>
</tr>
<tr>
<td>Health</td>
<td>11 966</td>
<td>8.8%</td>
</tr>
<tr>
<td>Education and Research</td>
<td>9 607</td>
<td>7%</td>
</tr>
<tr>
<td>Culture and Recreation</td>
<td>8 059</td>
<td>5.9%</td>
</tr>
<tr>
<td>Law, Advocacy and Politics</td>
<td>3 090</td>
<td>2.3%</td>
</tr>
<tr>
<td>Environment</td>
<td>1 577</td>
<td>1.2%</td>
</tr>
<tr>
<td>Philanthropic Intermediaries and Voluntarism Promotion</td>
<td>1 303</td>
<td>1%</td>
</tr>
<tr>
<td>Business and Professional Association, Unions</td>
<td>1 137</td>
<td>0.80%</td>
</tr>
<tr>
<td>International</td>
<td>85</td>
<td>0.8%</td>
</tr>
<tr>
<td><strong>Overall</strong></td>
<td><strong>136 453</strong></td>
<td></td>
</tr>
</tbody>
</table>

Source: Department of Social Development (2015)

Non-profit organisations operate in a highly competitive environment (Blery, Katseli & Tsara, 2010; MacMillan, Money, Money & Downing, 2005:806). The increase in the number of non-profit organisations seeking funding coupled with a decreasing pool of donors has led to a situation in which a large number of non-profit organisations are relying on a small number of donors. As a result, in order to retain these existing donors, non-profit organisations have had to start focusing on building relationships with them, social media being one of the tools used to do this (MacMillan et al., 2003:806). Online social networks not only provide non-profit organisations with opportunities to build relationships with their current donor base, but it allows the organisation to start to build awareness of the organisation within the general public (Briones, 2011:37). Engaging in online social networking activities is beneficial for non-profit organisations, as research from KPMG (2013) states that an online presence for an organisation can have a direct and positive impact on funding, reputation and quality of service.

1.3.2.2. Background to the Global and South African Non-Profit Organisations

According to Zeepedia (2013), international non-profit organisations date back to at least the mid-nineteenth century, yet the importance of non-profit organisations was only established with globalisation during the 20th century. At this time, organisations that emphasised humanitarian issues, developmental aid and sustainable development became necessary. According to Stuart (2013), the non-profit sector is characterised by two types of organisations: service driven (operational non-profit) organisations and organisations that focus on human
rights, advocacy and monitoring non-profit organisations. The global non-profit sector is a US$1, 3 trillion industry (equal to the world’s seventh largest economy), with over 40 million people employed or serving as volunteers. This sector serves billions of people globally in both mature and as well as emerging markets (Urban Institute, 2013).

Stuart (2013) adds that the size of South Africa’s non-profit sector (136 453 as at 2015) is the product of the country’s diverse society, which includes a variety of ethnic groups, and a history that has informed the way in which South African society operates as a whole, as well as the way in which the non-profit sector conducts its operations. According to the Department of Social Development (2010:9; 2011:7; 2012:1), non-profit organisations are classified according to sector, sub-group and, eventually, the themes under the sub-groups. It is estimated that income generated through donations, grants and fees for services for the South African non-profit sector are in excess of R16 billion per annum (NGOPedia, 2009).

1.3.2.3. Background to the selected non-profit organisations in this study

Abraham Kriel Childcare and Cotlands are two non-profit organisations in the Social Service Sector that are based in Gauteng that have adopted the use of online social networks as part of their marketing strategy. These non-profit organisations may have chosen these marketing techniques to give them a competitive advantage over the many similar organisations that offer social services in the Gauteng province. These two organisations have been selected for inclusion to the study because they are two of Gauteng’s oldest non-profit organisations that are well-known within the province and communities in which they operate. These organisations have evolved in the way in which they market themselves and are now active on online social networking platforms. Their activities on these platforms will therefore be used to assist the researcher to explore and meet the research objectives of the study.

Abraham Kriel Childcare (AKC) is described as a non-profit organisation that provides childcare across various provinces in South Africa (Gauteng and North West). The main function of the non-profit organisation is to manage children’s homes (Abraham Kriel Childcare, 2012:2). According to Abraham Kriel Childcare (2012:31), budgets for social responsibility have been affected by the pressing social circumstances that companies face. This situation has resulted in decreased funding from corporates, which has led to this non-profit organisation having to mobilise resources towards a more innovative approach in marketing communication and fundraising.
Cotlands’ mission is to provide an integrated model of care for young children and their families by helping them to improve their quality of life through empowerment (Cotlands, 2013). Cotlands offers a variety of residential- and community-based programmes to orphaned and vulnerable children. Its services include counselling, support groups, community placements, social care, the identification of orphans and vulnerable children and access to government services (City of Johannesburg, 2012).

Research on the selected non-profit organisations and their utilisation of online social networks can assist to advance the academic knowledge on marketing through online social networks and non-profit organisations. This is because, as mentioned previously, these organisations are two of Gauteng’s oldest non-profit organisations which this means that they have been around for a long time, allowing for a longitudinal view of the effect of different strategies on their patronage, donor base, support base, etc. Over the years, these non-profit organisations would have employed various strategies and have now chosen to use online social networks as part of their strategy allowing us to investigate the effect that these social networking activities have had (or not had) to the growth, patronage of these non-profit organisations.

The next section of the literature review focuses on understanding the landscape of online social networks, which is briefly discussed below and in greater detail in chapter 4.

1.3.3. Online Social Networks

Online social networking sites are applications that enable users to connect with each other by creating personal information profiles, inviting friends and colleagues to have access to those profiles and sending e-mails and instant messages between them. These personal profiles can include any type of information, including photos, video, audio files and blogs (Kaplan & Haenlein, 2010:63). According to Robinson (2010:12), online social networks present organisations and the owners of brands with the unique opportunity to interact with their audience and, in doing so, gain better insight into their audience’s needs and desires and how their organisations can meet those needs.

According to Shaik and Ritter (2011:119), the world of online marketing has been transformed by the increased use of online social networks such as Facebook, Twitter, YouTube, MySpace and Flickr (which applies both globally and in South Africa). Marketing communication is a crucial part of the overall marketing program for many organisations, as they realise that in order to survive, they need to take advantage of various communication tools available to them, including online communication tools (Belch & Belch, 2009:6). Shaik and Ritter
also attest to the importance of online social networks, stating that it is no longer a “buzzword” that can be ignored. In fact, organisations can no longer afford to exclude online social networks from their online marketing strategies. Indeed, online social networks are becoming the preferred channels by companies to share information and to communicate with the public and their donor base.

Facebook and Twitter are two of the most popular and well-known online social networking platforms globally (eBiz, 2015). These two particular social networking platforms are of interest in this research study. The motivation for focusing on these two platforms in particular is that Cotlands and Abraham Kriel Childcare both have profiles and are active on these two platforms. Owing to its popularity amongst individuals, the respondents of the study are likely to also have a profile set up on either one or both of these social networking platforms.

1.3.3.1. Facebook and Twitter

Facebook is a multi-purpose social networking platform, allowing users to chat, post photos and notes and play games. Launched in 2004, Facebook had an estimated 1.2 million users in 2006 and has grown to a base of 1.49 billion registered subscribers in 2015 (Statista, 2015 & BusinessTech, 2015). The social networking site offers a number of features to users including friend requests, and it gives users the ability to engage with Facebook friends and to share their own content. Users of Facebook are also able to “tag” others in comments and pictures, post comments and pictures and create status updates in order to share what they are thinking, feeling or doing. Each of these features is aimed at facilitating interaction between a user and his or her community of friends (Diffen, 2015).

Diffen (2015) describes Twitter as an online social networking and microblogging service that enables its users to send and read text-based messages of up to 140 characters, known as “tweets”. By 2015, the micro-blogging platform has over 316 million accounts. Davenport, Bergman, Bergman and Fearrington (2014:213) believe that Twitter is a social network service that, at its core, is different from other social network services like Facebook, because users do not build a full profile on Twitter. Even though the platform can be used for conversation among users, it is primarily designed for one-way interactions, where users “tweet” information to their contacts (i.e., post a message to Twitter that contains a maximum of 140 characters). Chen (2014:213) further adds that researchers have found that people use the site to give and receive advice, gather and share information and meet other users.
1.4. PROBLEM STATEMENT

Non-profit organisations have increasingly been faced with an increase in competition in each sector as each year more and more non-profit organisations seeking to serve the public register their organisations in South Africa (NGOPulse, 2013). The increasing number of non-profit organisations means that these organisations now have to compete with more organisations for donations (monetary and material), support for their causes and volunteers. Mlotshwa states that the South African reality for non-profit organisations is that the donor and beneficiary market is saturated and as a result, there is a great misalignment between needs and resources, and the resources are insufficient for the needs that exist (Abraham Kriel, 2015:6). Not only do non-profit organisations find themselves facing competition within the non-profit sector but they also face competition from private organisations for both resources as well as the public’s attention (Ille Firthworth et al., 2002:280; Weinberg & Liu, 2004:65).

According to Illingworth et al. (2002:280), this increased pressure from within the non-profit sector and from the private sector has resulted in non-profit organisations adopting techniques that are traditionally used in “for-profit” organisations – such as marketing.

According to Strategyworks (2010), online social networks have provided organisations with a direct, independent channel for engagement with target audiences. Online social networks hold many benefits for organisations, including non-profit organisations, as discussed in section 1.3.3 above. The rise of the online social networking phenomena has seen some non-profit organisations turning to these networks as a way to create awareness, engage with the public in a new way and, in so doing, differentiate themselves from competitors (both in the non-profit and private sectors) (Ille Firthworth et al., 2002:280). However, without measuring the impact of their use of these networks, these organisations are not aware of whether or not their presence on these online social networking platforms has had the desired effect. Non-profit organisations are then not aware of whether consumers are aware of their brand nor of what consumer’s attitudes and perceptions are of non-profit organisations using these online social networking platforms for engagement. As a result, most non-profit organisations may be investing time and resources in these online social networking platforms but are not achieving the desired purpose of increased donating behaviour (Strategyworks, 2010).
1.5. RESEARCH OBJECTIVES

1.5.1. Primary objective

Based on the above problem statement, the primary objective of this study is to determine consumers' awareness, attitudes and perceptions of the online social networking activities of selected non-profit organisations and whether or not these influence purchase intentions (donating behaviour).

1.5.2. Secondary objectives

The following secondary objectives are formulated in order to realise the primary objective:

1. To determine the demographic profile of the survey respondents;
2. To determine consumers' awareness of the online social networking activities of the selected non-profit organisations;
3. To determine consumers' attitudes towards the online social networking activities of non-profit organisations/non-profit organisations that utilise online social networks;
4. To determine consumers' perceptions of the online social networking activities of non-profit organisations; and
5. To investigate what role consumer awareness, attitudes and perceptions of online social networking activities of non-profit organisations have on consumer’s behavioural intentions towards non-profit organisations.

Four hypotheses statements were formulated to be tested in the study, and are listed below:

**H1:** There is a relationship between consumers’ awareness of the online social networking activities of non-profit organisations and their behavioural intentions towards the selected non-profit organisation;

**H2:** There is a relationship between consumers’ attitudes towards the online social networking activities of non-profit organisations and their behavioural intentions towards the selected non-profit organisation;

**H3:** There is a relationship between consumers’ perceptions of the online social networking activities of non-profit organisations and their behavioural intentions towards the selected non-profit organisation; and

**H4:** There is a relationship between consumer awareness, attitudes and perceptions towards the online social networking activities of consumers and their behavioural intentions towards the selected non-profit organisation.
The following section describes the research methodology that was followed, including the six steps in Malhotra's marketing research process.

1.6. RESEARCH METHODOLOGY

1.6.1. Research design

Malhotra (2010:102) defines research design as the framework for conducting marketing research, which Clow and James (2014:34) reiterate, by referring to research design as the plan that will be used to address the research problem, questions and hypotheses. This framework or plan details the steps that the researcher must take to obtain the information that is required to structure the research topic. Essentially, it lays the foundation for conducting the research project (Malhotra, 2010:102).

The research design that was followed is a descriptive study. Malhotra (2010:106) defines the objective of descriptive research as the description of something, whether market characteristics or functions. Descriptive research is marked by a clear statement of the problem, specific hypotheses/objectives that are developed and detailed information needs – aspects that have all been included in this research study. This particular research design was chosen as it will assist the researcher to meet the objective of this study, which is to determine the awareness, attitudes and perceptions of consumers towards the online social networking activities of the selected non-profit organisations and whether or not these influence purchasing intentions.

1.6.2. Population and Sample

The research process begins by defining the target population, which, is the sum of all the elements that possess the information that the researcher seeks in order to meet the research objectives and either prove/disprove the research hypotheses. For this particular research, the population is all the people who are active on social networking sites (specifically Facebook and Twitter) and who have heard of the selected non-profit organisations, Cotlands and/or Abraham Kriel Childcare. However, Clow and James (2014:226) state that in most cases it is not practical to survey an entire population as the numbers may be too large, which is why the researcher must choose a sample from the target population and collect data from this sample.
Thus, after identifying the population, the researcher must identify the sample frame, defined as the listing of people from which the sample will be drawn (Clow & James, 2014:227). Malhotra (2010:371) defines a sample as a sub-group of the population from which information is sought. This is the group from the population that will participate in the research study. For this particular research, the sample frame included the population identified above, who reside in Gauteng. Clow and James (2014:229) state that the selection of a sampling procedure is closely related to the identification of the sampling frame and that the decision for each (the sampling frame and the sampling procedure) is normally made at the same time. Researchers have two broad categories to choose from either probability sampling or non-probability sampling techniques (Clow & James, 2014:229). In non-probability sampling, the probability of a person or object being selected is not known, whereas in probability sampling, the sampling units are selected by chance. Therefore, each element of the population has a fixed/known probabilistic chance of being selected for the sample (Malhotra, 2010:376). A non-probability sampling technique was used for this research to select the respondents that will be included in the study. The respondents will be selected for inclusion in the study based on convenience sampling and accessibility (Clow & James, 2014:231).

With this method, it is favourable to have a high number of questionnaires returned back to the researcher. In this study, 300 questionnaires were distributed for data collection and, from those, 201 questionnaires were returned that the researcher could use for data analysis.

1.6.3. Measuring Instrument

Clow and James (2014:35) state that there are two types of methods for obtaining the necessary information in descriptive research, namely observations and surveys. The survey method was chosen for this research study. Aaker, Kumar, Day and Leone (2011:35) notes that there are several ways in which survey research can be conducted but overall it entails the questioning of respondents using a structured questionnaire with the intent to elicit specific information. A questionnaire allows the researcher to standardise the data collection method as most questions will be fixed-alternative questions that require the respondent to select from a pre-determined set of responses (Malhotra, 2010:211). The advantages of the survey include that it is simple to administer and the data obtained is reliable, because the responses are limited to the pre-determined responses as set out by the researcher. Having pre-determined responses is it itself another advantage because data is then easy to code, analyse and interpret. Disadvantages of this method include the fact that respondents may be unable or unwilling to provide the responses desired, either due to unawareness or to an unwillingness to share information if it is deemed as sensitive. However, a structured
The final questionnaire developed for the research study was divided into six sections:

- **Section A** covered the introduction of the research topic and the objectives of the questionnaire. Respondents were informed of the sections to follow within the questionnaire and the time period it would take to complete the entire questionnaire. This section also contained screening questions to ensure that the respondent falls within the target population identified for the research study.

- **Section B** measured consumers’ awareness of the activities of the non-profit organisations (of the selected as well as general non-profit organisations) on online social networking sites.

- **Section C** measured consumers’ attitudes towards the activities of these non-profit organisations on online social networking sites. This section was adapted from a Masters study by du Plessis (2010), which measured the attitudes of baby boomers, generation X and generation Y, as donors towards the marketing communication activities of non-profit organisations in Gauteng.

- **Section D** measured consumers’ perceptions towards the activities of non-profit organisations on these sites.

- **Section E** covered respondents’ behavioural intentions towards the non-profit organisations that they interacted with on online social networking platforms. Particularly regarding their intentions to donate their money, time or goods and their intentions to encourage friends/family to support the non-profit organisation.

- **Section F** covered the classification questions for the respondents where respondents were requested to provide their demographics.

In order to avoid confusion, each section was clearly marked with its own set of instructions so that respondents knew exactly what was expected. Fieldworkers were used to collect the data through distributing questionnaires across Gauteng at the university, within communities and places of work.

**1.7. DATA ANALYSIS**

The data that was collected needed to be analysed in order to draw meaning from the responses and make applicable conclusions and recommendations. Clow and James (2014:359) and Malhotra (2010:453) state that there is a data preparation process that is followed once the questionnaires are received from the fieldwork before the data can be
analysed. This process includes checking of the questionnaires and thereafter the editing, coding and cleaning of the data.

The data collected was analysed using a statistical package (SPSS) with the assistance of the Statistical Consultation Services at the University of Johannesburg. The data analysis strategy involves: (i) analysing the descriptive results, (ii) determining the distribution of the results, (iii) determining the reliability and validity of the results and (iv) testing the stated hypotheses (Malhotra, 2010:481). Aaker et al. (2011:387) state that descriptive statistics are statistics that are associated with a frequency distribution and assist in summarising data. The descriptive results were thus analysed according to these common statistics associated with frequency of distribution, including measures of: location (mean, mode and median), variability (range, interquartile range, standard deviation and coefficient of variation) and shape (skewness and kurtosis).

The validity of the scales as well as the reliability of the results obtained had to be determined in order to minimise errors (Clow & James, 2014:266). The reliability of the scale was tested using the internal consistency approach – a method that involves using one measuring instrument and assessing its reliability through the use of different samples or items within each scale (Clow & James, 2014:268). Construct validity was used to determine the validity of the questionnaire. Construct validity assesses how well the measurement captures the construct under consideration (e.g. perceptions of online social networks) and how well it logically connects to underlying theories (Clow & James, 2014:271). This is discussed in greater detail in section 5.4.12.6 of chapter 5 in the research study.

Once the data has been analysed, hypothesis testing must occur in order to meet the research objectives. The hypotheses that were formulated for this research study (listed in section 1.5.2 of this chapter) were measured using descriptive analysis, exploratory factor analysis, Pearson’s product moment correlation and multiple regression testing. The descriptive analysis was conducted to give the researcher an understanding of who the respondents of the questionnaire were. Exploratory factor analysis was conducted on each of the scales in the questionnaire (awareness, attitudes, perceptions and behavioural intentions) to determine whether or not there are underlying constructs. This analysis was performed to reduce the items in the scale to a manageable number. Pearson’s product moment correlation was used to examine whether changes in one variable (awareness, attitudes and perceptions) were related to changes in the other variable (behavioural intentions) (Clow & James, 2014:309). Multiple regression was used to investigate if a set of independent variables (awareness,
attitudes and perceptions of the online social networking activities) could predict the dependent variable (behavioural intentions towards non-profit organisations).

1.8. OUTLINE OF CHAPTERS

- Chapter one will commence with an introduction to the study, in which a discussion of the background to the problem will be provided. Then, the research objectives will be highlighted and the research methodology to be utilised to collect data is summarised in this chapter.
- Chapter two will provide an in-depth view of the non-profit sector, including the history of non-profit organisations in South Africa, the purpose they serve and their evolution from the role they served during the apartheid era to the post-apartheid era. This chapter will also include a more in-depth look at the specific non-profit organisations that have been selected for study in this research (Cotlands and Abraham Kriel Childcare).
- Chapter three will provide insight into the literature on consumer behaviour, specifically at consumer awareness, attitudes and perceptions. In addition, the chapter also looks at the concept of the patronage behaviour of consumers towards non-profit organisations.
- Chapter four aims to provide insight into the literature that exists on online social networks. The chapter looks at the difference between the terms social media and online social networks. In addition, the online social networks utilised by the selected non-profit organisations identified for this research are explored in greater detail, namely, Facebook and Twitter.
- Chapter five is the research methodology chapter, which will explain how the research was conducted. It will provide an in-depth look at the research methods utilised, the sampling methods, the questionnaire design and how the data will be collected and analysed. The chapter will conclude with a summary of the ethical considerations behind the study.
- Chapter six will present the main findings of the data analysis. The findings will be linked to the research question and objectives in order to ensure that the collected data was in line with the study’s objectives. Issues of validity and reliability will also be discussed.
- Chapter seven is the concluding chapter and will include a summary of the study’s major findings. These findings will be viewed against the study’s objectives. Next, limitations of the study will be discussed as well as a few recommendations made for non-profit organisations and, finally, suggestions for further research will also be made here.
CHAPTER 2
NON-PROFIT SECTOR OF SOUTH AFRICA

2.1. INTRODUCTION

The purpose of this chapter is to provide an overview of the non-profit sector in South Africa. It begins with a definition of the non-profit sector and non-profit organisations as defined in the South African context, then turns to the background of non-profit organisations, both globally and in South Africa. It will then explore the current state of non-profit organisations in South Africa by identifying how non-profit organisations are classified and the functions they fulfil. The regulations that govern the non-profit sector will also form part of this discussion, as will the NPO Act, which provides a regulatory framework within which non-profit organisations operate. The chapter concludes with a discussion of the specific non-profit organisations that will be included in this study.

2.2. DEFINING A NON-PROFILE SECTOR AND A NON-PROFILE ORGANISATION

This section discusses the definitions of a non-profit sector and a non-profit organisation in order to highlight the difference between the two and how they relate to each other.

2.2.1. Definition of a non-profit sector

The non-profit sector is defined as the sum of private, voluntary and non-profit organisations and associations (Anheier, 2005). According to Zeepeda (2013), the non-profit sector is known by various terms and is sometimes commonly referred to as the voluntary or volunteer sector, civil society, the third sector, the independent sector or the grassroots organisations sector. At the core of this sector are associations, movements and networks, which play an important role in community organisation, service provision, and policy and advocacy activities (Department of Social Development, 2005:20).

2.2.2. Definition of a non-profit organisation

The Department of Social Development (2011:3) define a non-profit organisation in terms of section 1 of the NPO Act as:

...a company, trust or any other association of persons established for a public purpose and the income and property of which are not distributable to
its members or office bearers, except when a member is compensated for services rendered. In South Africa, non-profit organisations generally exist as non-governmental organisations (NGOs), community based organisations (CBOs), Faith based organisations (FBOs) and other such formations, which are generally also referred to as civil society organisations (CSOs).

The Department of Premier and Cabinet (2013) add that a non-profit organisation is not an organisation that is established for the purposes of making a direct and indirect profit or gain for its individual members. Any profits that the non-profit organisation makes are used to carry out the public serving purposes of the organisation and are not shared among the members.

2.3. BACKGROUND TO THE GLOBAL NON-PROFIT SECTOR

According to Zeepedia (2013), international non-profit organisations date back to at least the mid-nineteenth century. They were important in the anti-slavery movement and the movement for women's suffrage. Davies (2013) states that the phrase “non-profit organisation”, only came into popular use with the establishment of the United Nations Organization in 1945, with provisions in Article 71 of Chapter 10 of the United Nations Charter for an advice-giving role for organisations that are neither governments nor member states at the end of World War II. The importance of non-profit organisations came into prominence with globalisation during the 20th century because organisations were needed that emphasised humanitarian issues, developmental aid and sustainable development.

2.3.1. Characteristics of non-profit organisations

According to Starke (2009:2), non-profit organisations vary considerably in size, complexity and legal status, but the common factor that identifies all of them is their non-profit, public benefit nature. The common characteristics of a non-profit organisation are:

1. All money accruing to the non-profit organisation, whether the money is obtained by way of donations or in a pursuit of a for-profit activity, is utilised in the pursuit of the objectives of the non-profit organisation.
2. The members do not share in any surplus, but it is retained for furthering the objectives of the non-profit organisation.
3. The non-profit organisation exists to provide a public service; it has a public benefit (Starke, 2009:2).
2.3.2. Types of non-profit organisations

Various types of non-profit organisations exist globally. According to Stuart (2013), the non-profit sector is characterised by two types of organisations, the first being service driven (operational non-profit organisations), and the second being organisations that focus on human rights, advocacy and monitoring (advocacy non-profit organisations). The typology used by the World Bank (2013) explains that:

- An operational non-profit organisation designs and implements development-related projects, that is, it works on projects that are aimed at developing the community. These non-profit organisations can be classified according to whether they stress service delivery or participation, whether they are religious or secular and whether they are more public or private-oriented. Operational non-profit organisations can be community-based, national or international.
- An advocacy non-profit organisation defends or promotes a specific cause. As opposed to operational project management, these non-profit organisations typically try to raise awareness, acceptance and knowledge through lobbying, presswork and activist events (Zeepedia, 2013).

2.3.3. Economic impact of global non-profit organisations

According to Urban Institute (2013), the non-profit sector has been growing steadily, in both size and financial impact, for more than a decade. Between 2001 and 2011, the number of non-profit organisations increased 25% from 1.3 million to 1.6 million worldwide. The growth rate of these non-profit organisations has surpassed the growth rate of organisations in both the business and government sectors. The global non-profit sector is a US$1.3 trillion industry (equal to the world’s seventh largest economy), with over 40 million people employed or serving as volunteers. This sector serves billions of people globally in both mature as well as emerging markets.

2.4. BACKGROUND TO THE NON-PROFIT SECTOR IN SOUTH AFRICA

This section discusses the history of the non-profit sector in South Africa, looking specifically at the history of South African non-profit organisations as well as the types and classifications of non-profit organisations that exist. The section concludes with a look at the economic impact of the non-profit organisations.
2.4.1. The history of non-profit organisations in South Africa

Stuart (2013) states that the prevalence of non-profit organisations in South Africa can be attributed to the belief that the provision of collective goods will be greater in societies with high levels of inequality. South Africa is an ethnically diverse country with great levels of inequality among the population, which was brought about, in part, by years of racial segregation and oppression. This situation was especially true in poor communities, where the majority of people who suffered the consequences of an unequal society lived. The role that these non-profit organisations played was possible because they were strategically located near these communities and their close proximity made obtaining and providing help easily accessible for both these communities and the organisations. Furthermore, their organisational flexibility and capacity to identify and provide development alternatives made non-profit organisations the missing link in many of South Africa’s development ventures (Department of Social Development, 2005:21).

The Department of Social Development (2009:5) adds that the success that non-profit organisations have demonstrated in addressing social issues has generated increased demand for their services worldwide. Stuart (2013) adds that South Africa’s large non-profit sector is the product of the country’s diverse society, including a variety of ethnic groups and a history that has informed the way in which South African society operates as a whole, as well as the way in which the non-profit sector conducts its operations.

The next section looks at the classifications of non-profit organisations that can be found in South Africa.

2.4.2. Classification of non-profit organisations in South Africa

According to the Department of Social Development (2015:11), South Africa had a total of 136,453 registered non-profit organisations on the national database at the end of March 2015. In this country, non-profit organisations can either be registered as a Voluntary Association, a Non-profit Incorporated company in terms of the Company Act (also known as a Section 21 company), or a Trust (Wyngaard, 2012). According to the Department of Social Development (2010:9; 2011:7; 2015:1), registered non-profit organisations in South Africa are grouped according to the International Classification of Non-profit Organisations (ICNPO). The classification of non-profit organisations is done according to each organisation’s founding documents, mission and objectives (Department of Social Development, 2010:9). Table 2.1 below provides a more detailed breakdown of the various sectors and sub-groups under which
Non-profit organisations can be classified. Non-profit organisations are classified according to sector, then sub-group and eventually the themes under the sub-groups.

**Table 2.1: Non-profit organisations classifications**

<table>
<thead>
<tr>
<th>Sector</th>
<th>Sub-group</th>
<th>Size of sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Culture and Recreation</td>
<td>Culture and Arts</td>
<td>8059</td>
</tr>
<tr>
<td></td>
<td>Recreation and Social clubs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Service clubs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sports</td>
<td></td>
</tr>
<tr>
<td>2. Education and Research</td>
<td>Higher education</td>
<td>9607</td>
</tr>
<tr>
<td></td>
<td>Other education</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Primary and Secondary education</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Research</td>
<td></td>
</tr>
<tr>
<td>3. Health</td>
<td>Hospitals and Rehabilitation</td>
<td>11966</td>
</tr>
<tr>
<td></td>
<td>Mental Health and Crisis Intervention</td>
<td></td>
</tr>
<tr>
<td></td>
<td>HIV/AIDS</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nursing Homes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Other health services</td>
<td></td>
</tr>
<tr>
<td>4. Social Services</td>
<td>Social services</td>
<td>54392</td>
</tr>
<tr>
<td></td>
<td>Emergency and Relief</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Income support and Maintenance</td>
<td></td>
</tr>
<tr>
<td>5. Environment</td>
<td>Animal Protection</td>
<td>1577</td>
</tr>
<tr>
<td></td>
<td>Environment</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Research</td>
<td></td>
</tr>
<tr>
<td>6. Development and Housing</td>
<td>Economic, Social and Community Development</td>
<td>28534</td>
</tr>
<tr>
<td></td>
<td>Employment and Training</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Housing</td>
<td></td>
</tr>
<tr>
<td>7. Law, Advocacy and Politics</td>
<td>Civic and Advocacy organisations</td>
<td>3090</td>
</tr>
<tr>
<td></td>
<td>Law and legal services</td>
<td></td>
</tr>
<tr>
<td>8. Philanthropic Intermediaries and Voluntarism Promotion</td>
<td>Philanthropic Intermediaries and Voluntarism Promotion</td>
<td>1303</td>
</tr>
<tr>
<td>9. International</td>
<td>International activities</td>
<td>85</td>
</tr>
<tr>
<td>10. Religion</td>
<td>Religious congregations and Associations</td>
<td>16703</td>
</tr>
<tr>
<td>11. Business and Professional Associations, Unions</td>
<td>Business and Professional Associations, Unions</td>
<td>1137</td>
</tr>
</tbody>
</table>

Source: Department of Social Development (2015:13)

The social services sector, which includes the sub-groups social services, emergency relief and income support and maintenance, was found to be the biggest sector (36%), with +50,000 registered organisations, followed by the community development and housing sector (26%),
which includes the subgroups economic, social and housing development and employment and housing with +25,000 organisations (Department on Social Development, 2015:11).

2.4.3. Growth in registration of non-profit organisations in South Africa

Brewis (2006) mentions that in 1998, the size of the South African non-profit sector was estimated at 100,000 organisations, of which approximately 53% were categorised as community-based organisations and were deemed less formal than a non-profit organisation. It was furthermore estimated that the non-profit sector held resources worth R13,2 billion. The Department of Social Development records a 86% increase in the number of registered non-profit organisations in the last five years, from 2009/10 to 2014/15 with the most significant increase occurring between the years 2013/14 and 2014/15 (Department of Social Development, 2015:12). Figure 2.1 below indicates the growth of non-profit registrations in South Africa from the period 2009/10 to 2014/15 (Department of Social Development, 2015:12):

Figure 2.1: Growth of non-profit organisation registrations over 5 years in South Africa

![Number of NPOs](source)

Source: Department of Social Development (2015:12)

In the 2014/5 period, Gauteng province had the highest number of registered non-profit organisations at 32%, followed by KwaZulu-Natal with 19% and Limpopo and Western Cape with 10% respectively. The Northern Cape has the smallest number of non-profit organisations with 2% registered non-profit organisations (Department of Social Development, 2015:13).
2.4.4. Economic impact of non-profit organisations in South Africa

According to NGOPedia (2009), it is estimated that income generated through donations, grants and fees for services in the South African non-profit sector sit in excess of R16 billion per annum. In 2007, R3 million was given to non-profit organisations through corporate social investment alone. In addition, it is estimated that more than 2 million people volunteer their time, talent and expertise to non-profit organisations annually, with an estimated worth of a further R5.1 billion in sweat equity (NGOPedia, 2009).

2.5. FUNCTIONS OF NON-PROFIT ORGANISATIONS IN SOUTH AFRICA

Present-day South Africa is characterised by many societal and developmental issues, such as HIV awareness and prevention, child-headed households, environmental protection, poverty alleviation, violence and victim aid. It is widely acknowledged across the country that these issues are too big and far spread for government alone to effectively address (Holtzhausen, 2013). Holtzhausen (2013) thus points out that non-profit organisations have a greater function to play in South African society in addressing these issues.

The Department of Social Development (2012:2) states that South African non-profit organisations play a very significant function in nourishing the country's young democracy and addressing the needs of vulnerable communities and groups. According to Luckert (2013), non-profit organisations serve multiple functions within the community.

- **Service Provision**: Non-profit organisations have a role in providing programs (such as feeding schemes) and services (such as child welfare, animal welfare) to the communities in which they operate. Non-profit organisations are formed to meet a need in the community that government has failed or has been unable to attend to (The World Bank, 2013; Luckert, 2013; Anheier, 2005).

- **Value Guardian**: Non-profit organisations represent a platform to promote public good by promoting individual initiatives (such as promoting awareness days like head injury awareness). In areas where a community has a desire to do something to change the community that they live in, non-profit organisations will provide the means to enable these community members to bring this about. (Luckert, 2013; Anheier, 2005).

- **Advocacy and Problem Identification**: Non-profit organisations also fulfil the function within societies of drawing public attention to issues within societies that would otherwise
go unnoticed (such as to help an injured worker obtain disability benefits or to secure mental health treatment for a child in foster care) (The World Bank, 2013; Luckert, 2013, Kimberlin; 2010:165).

- **Social Capital**: Another function non-profit organisations serve is the development of a sense of community among citizens by providing a means to engage in social welfare (Luckert, 2013).

The section below looks at the regulatory framework that governs this growing non-profit sector and the various legal structures that a non-profit organisation can register as in South Africa.

### 2.6. REGULATION OF NON-PROFIT ORGANISATIONS IN SOUTH AFRICA

The South African government passed the NPO Act 1997 to regulate the non-profit sector after the country achieved democracy in 1994. On the 26th of November 1997 the Act was passed and signed by the President of the Republic of South Africa as Non-profit Organisations Act No. 71 of 1997 (Department of Social Development, 2009:5).

This legislation was conceived as a way to transform society, and was formed in order to meet five objectives:

- To create an environment that allows non-profit organisations to do well;
- To create an administrative and regulatory structure that allows non-profit organisations to do their work;
- To promote the maintenance of accountability, transparency and standards of governance by non-profit organisations and to advance those standards;
- To build an environment that allows for the public to access relevant information about a certain registered non-profit organisation; and
- To promote a co-operative and shared responsibility mind-set within government, donors and other stakeholders (Department of Social Development, 2005:8; Nonprofit Act No.71 of 1997).

The NPO Act aims to meet the aforementioned objectives by creating a voluntary registration facility for non-profit organisations (Honey, 2012).
2.6.1. Registration of Non-profit organisations in South Africa

The NPO Act 71 of 1997 encourages non-profit organisations to be registered in order to increase their accountability to the public. The Act's mandatory requirements for the registration of a non-profit organisation include clauses in the constitution that:

- record the non-profit purpose and character of non-profit organisation (whether they be set up as a VA, trust or Section 21 company), and distinguish them from for-profit organisations;
- clarify the legal status of the non-profit organisation by recording that the non-profit organisation is a body corporate that has an independent legal personality; and
- always appear in the founding documents of all non-profit organisations, because they are essential to the basic functioning of an organisation (Nonprofit Act No.71 of 1997).

If an organisation chooses to register as a non-profit organisation then it will be governed by the NPO Act (Honey, 2012; Wyngaard, 2012). The most common legal structures for non-profit organisations are voluntary associations (VAs), trusts and Section 21 companies and certain laws govern each of these (Honey, 2012). The various legal structures are described next.

2.6.1.1. Voluntary Association in South Africa

United States International Grantmaking (2013) and Wyngaard (2012) state that the Voluntary Association (VA) is the most popular legal entity used for setting up a non-profit organisation in South Africa because the required process is fairly quick and inexpensive and it is easy to set up. The NPO Directorate has reported that voluntary associations represent 95% of the organisations that are registered in terms of the NPO Act. According to Honey (2012), a Voluntary Association is created by entering into an agreement with three or more people to form an organisation so that each can work together to achieve a common non-profit objective. This type of structure is suitable for small community-based organisations that do not need to own or manage substantial amounts of money or valuable property and equipment in order to carry out their activities. Examples of Voluntary Associations are The Midrand Soccer Club and Ulunthu School Parent Association (Honey, 2012).
2.6.1.2. Trusts in South Africa

According to Honey (2012), a trust is an arrangement that has been set out in a written document (called the trust deed) in which an owner or founder hands over property and/or funds to a group of people (called trustees). These trustees have the responsibility to administer the assets for the benefit of other people (called beneficiaries) for a stated objective.

According to Honey (2012), the benefits of registering as a trust pertains to the flexibility it offers. A trust is very flexible and can suit many non-profit organisations and their objectives and situations. A trust also has a limited public disclosure requirement which means that there is no need for auditors and audited financial statements to be compiled which can be costly. However, setting up the trust can be costly and take time, owing to the fact that professional assistance is required when establishing a trust (Honey, 2012; Wyngaard, 2012). An example of a trust that operates in South Africa (as well as five other countries in Southern Africa) is the Southern African AIDS trust, which provides support to communities on HIV/AIDS related issues (South African AIDS Trust, 2011).

2.6.1.3. Section 21 Companies in South Africa

The Companies and Intellectual Property Commission (2011) states that Section 21 of the Companies Act 61 of 1973 allows for a “not-for-profit company” or “association incorporated not for gain”. Section 21 companies resemble business oriented (for profit) companies in their legal structure, but do not have a share capital and cannot distribute shares or pay dividends to their members. Instead, they are “limited by guarantee”, meaning that if the company fails, its members undertake to pay a stated amount to its creditors. Honey (2012) further adds that a company has a two-tiered governance structure consisting of the members and directors. The members exercise their powers in general meetings, and they have the power to appoint and remove directors, amend the founding documents of the company and dispose of the non-profit organisation’s assets. The directors have broad executive responsibility. However, they must appoint independent auditors and convene an annual general meeting at which various matters, including the presentation of the audited financial statements, are attended to.

Section 21 companies (like for-profit companies) are governed by the Companies Act and have independent legal personality. Honey (2012) states that the provisions of the Companies Act are complex and detailed and therefore the non-profit organisation will be subject to substantial public disclosure obligations and statutory control. An example of a Section 21 is
the Noluthando Training Industries (NTI) based in Khayelitsha, whose main aim is to alleviate poverty through vocational skills training and entrepreneurship development (CharitySA, 2014).

Two other Section 21 non-profit organisations, Abraham Kriel Childcare and Cotlands, have been identified for inclusion in this study and the section below provides some background into these two non-profit organisations and the reasons that they have been chosen for this study.

2.7. BACKGROUND TO THE SELECTED NON-PROFIT ORGANISATIONS IN THIS STUDY

The discussion above indicated that there is an increase of non-profit organisations in the country (by sector, classification and province), which means that non-profit organisations (just like for-profit organisations) also face competition in their sector (West & Posner, 2013). Bennett (2005:456) states that a connection exists between an increased level of competition among non-profit organisations for donations and the taking up by these non-profit organisations of marketing philosophies and the latest marketing techniques. Therefore, non-profit organisations within the social sector are more likely to have turned to the latest marketing techniques in order to stand out amongst the growing number of similar organisations offering a similar service in the same province and sector. This is the reason that the social services sector is of particular interest for the purposes of this research.

From the non-profit organisations based in Gauteng in the social services sector, Abraham Kriel Childcare and Cotlands have shown a trend towards adopting the latest marketing techniques. These non-profit organisations may have chosen these marketing techniques to give them a competitive advantage above the many similar organisations that offer social services in the Gauteng province, or for various other reasons; however they have chosen to employ these marketing techniques, namely, the use of online social networks.

2.7.1. Abraham Kriel Childcare

Abraham Kriel Childcare (AKC) is described as a registered non-profit organisation that provides childcare across various provinces in South Africa (Gauteng and North West) (Abraham Kriel Childcare, 2015:2). The non-profit organisation states that it brings hope to those it serves through the provision of protection, care, therapeutic and developmental programmes. The beneficiaries of their programmes include more than 1 240 children and
young people who have been exposed to trauma and the devastating effects of poverty, HIV/AIDS, abuse, abandonment and neglect. The non-profit organisation operates children's homes, satellite homes and residential care facilities based in Langlaagte, Emdeni, Zola and Westbury in the Gauteng Province (Abraham Kriel Childcare, 2015:10). A youth care centre in the North-West is also operated (Charity SA, 2013). Stuijt (2013) states that the non-profit organisation's mission is to care for, develop, empower and reintegrate traumatised children in need of care. Over the past financial year, the organisation states that their donor community grew by 566 new donors and, at the end of the 2014/15 period, the actual number of donors stood at 2024 donors (Abraham Kriel Childcare; 2015:7).

The residential care aspect of AKC refers to the care of traumatised, abandoned, neglected and orphaned children who have been committed into the care of AKC by the Children's Court. Residential care is provided at the Langlaagte and Maria Kloppers campuses and at various satellite homes. The main aims of the residential care programme include:

- The provision of a shelter for the children;
- The assistance in reuniting these children with their parents/family where possible or to reintegrate them into the broader community; and
- The development and empowerment of children for the purposes of helping them to become contributing members of society (Abraham Kriel Childcare, 2011:5-7; Abraham Kriel Childcare, 2014).

Community services refer to services that are based on assisting children in need within their various communities. These services include helping child-headed homes with provisions and providing home-based programmes and drop-in centres for the HIV/AIDS programmes. AKC also includes educational programmes as part of its community services. The Johanna Malan division of AKC specifically focuses on providing early childhood development for children with physical, social and educational needs and the Emdeni skills development centre provides training to young people (Abraham Kriel Childcare, 2014). AKC currently runs 21 (incl. baby unit) houses for children and carries out six community care programmes that provide food, shelter, pastoral care, remedial care, social services, skills development services and early childhood development (Abraham Kriel Childcare, 2014). The organisation states that the profile of their services has changed over the years and currently 78% of their 1 240 beneficiaries are assisted through their community service programmes (Abraham Kriel, 2015:10).
According to Abraham Kriel Childcare (2012:31), because of the pressing social circumstances that companies face, budgets for social responsibility have been affected. This situation has resulted in decreased funding from corporate, which has led to the mobilisation of resources towards a more innovative approach in marketing communication and fundraising. Abraham Kriel Childcare (2012:31) states that because of these constraints, it has implemented several measures such as more engagement with the public through media platforms; exploring additional marketing activities; and a proactive approach in securing long-term funding (Abraham Kriel, 2015:6). These media platforms include the utilisation of online social networking platforms Facebook, Twitter, YouTube and a blog.

The purpose for AKC’s new marketing communication approach is to gain support from the public at large, especially in Gauteng, and to alert the public that, by contributing to AKC’s work, they are making a difference (Abraham Kriel Childcare, 2012:31). The organisation states that its aim is to become financially less dependent on public entities for funding by forming partner relationships with corporates and the public at large (Abraham Kriel, 2015:6).

### 2.7.2. Cotlands

According to Cotlands (2013), its mission is to provide an integrated model of care for young children and their families by helping them to improve their quality of life through empowerment. To achieve this mission, the following strategic assignment guides operations within the non-profit organisation: “By the end of the financial year 31 March 2014, Cotlands will provide integrated community based services to 25 000 beneficiaries accessing 70% of offered services within an annual budget of R30 million.” These services include health, education and psychosocial care programmes (Cotlands, 2010).

The Health programmes that Cotlands runs are based in the Gauteng, Kwazulu-Natal, Western Cape and Eastern Cape provinces. Cotlands offers a variety of residential and community-based programmes to orphaned and vulnerable children. Services provided to these children as well as caregivers include counselling, support groups, community placements, social care, the identification of orphans and vulnerable children and access to government services (City of Johannesburg; 2012). These programmes include hospices for children, places of safety, home-based care projects, nutrition and early childhood development centres (Cotlands, 2010).

In addition to the Health programmes that Cotlands runs, the non-profit organisation also has a psychosocial intervention plan, which focuses on the fundamental rights of children,
including survival, protection, development and participation (Cotlands, 2010). Cotlands (2010) states its objective as the equipping of families with the necessary skills to cope with stress or the difficult situations they face. Caregivers to children are also provided with the skills they need to provide better care for the orphans and vulnerable children under their care.

Cotlands runs education programmes based in Gauteng, Kwazulu-Natal, Western Cape, Eastern Cape, Mpumalanga and North West (Cotlands, 2010). The education programmes have been delivered to the children in their care through Early Childhood Development (ECD) centres. The main aim of the education programme is to increase the access to quality early learning opportunities for the children under Cotlands’ care.

Cotlands is another non-profit organisation that has taken to using the Internet for communication with the public. The non-profit organisation has profiles on both Facebook and Twitter. And also runs a YouTube account.

2.8. CONCLUSION

This chapter has provided the definitions of non-profit sector and non-profit organisation in order to illustrate the differences between the two. The overview of the sector in South Africa revealed how much the landscape of non-profit organisations has evolved over the years, with non-profit organisations currently finding themselves in a growing sector, which means increased competition for resources and funding. This growth of competition in the non-profit sector has driven non-profit organisations to turn to for-profit methods (such as traditional and non-traditional marketing) in order to give themselves a competitive advantage over other non-organisations that offer a similar service. The chapter discussed the regulations that govern the non-profit sector in South Africa and explained the three types of legal structures that a non-profit organisation can register as in South Africa. The chapter concluded with a discussion of the non-profit organisations that have been selected for this study: Abraham Kriel Childcare and Cotlands.
CHAPTER 3
CONSUMER AWARENESS, ATTITUDES, PERCEPTIONS AND PATRONAGE BEHAVIOUR

3.1. INTRODUCTION

According to Manepatil (2013:1), consumer behaviour is the study of how individuals make decisions on how to spend their available resources (time, money, effort) on various products and services. Consumer awareness, attitudes and perceptions play an important role in influencing this behaviour. The purpose of this chapter thus is to explore these concepts in greater detail and to understand their importance to marketers. The chapter begins by defining consumer behaviour as a general topic under which consumer awareness, attitudes and perceptions fall. The concepts of consumer awareness, consumer attitudes and consumer perceptions are defined and explored in greater detail, paying attention to key components of each concept. The chapter concludes by looking at a specific aspect of consumer behaviour, patronage behaviour, and the various ways in which consumers can patronage or support non-profit organisations.

3.2. CONSUMER BEHAVIOUR

3.2.1. Defining Consumer Behaviour

Consumer behaviour is defined by Joubert (2010:1) and Schiffman et al. (2010:23) as the behaviour that consumers display when searching for, purchasing, using, evaluating and disposing of products and services that they expect to satisfy their needs. It is important that marketers understand the wants and needs of their consumers in order to target them more appropriately with relevant products and services and to understand how to effectively design their marketing campaigns (Schiffman et al., 2010:23).

Peter and Olson (2010:5) explain that consumer behaviour involves all the consumer experiences during the consumption process, such as their thoughts, feelings and actions they perform, as well as aspects in the environment that influence these. Consumer behaviour, therefore, is dynamic; it involves interaction and exchanges (Peter & Olson, 2010:5). These particular characteristics of consumer behaviour are explored in greater detail in the section below.
Consumer behaviour is dynamic

According to Blythe (2008:7) and Peter and Olson (2010:6), consumer behaviour is dynamic because consumers’ thinking, feelings and actions are constantly evolving and changing over time. Blythe (2008:7) states that this is the reason that the strategies of an organisation in reaching customers need constant review because the factors that were considered in developing a strategy may no longer be applicable and organisations must ensure that they keep abreast with changes and important trends.

Peter and Olson (2010:6) note one of these changes and influences on consumer behaviour is the Internet, which has affected how consumers now seek for service information. The fact that consumers are ever-changing means that generalisations about consumers should be limited to a specific period of time, to limited groups of consumers and to specific services/products. Marketers thus need to update their strategies to adapt to these changing consumers. An example is the increased use of social media and social networking platforms, which have introduced a new aspect of online consumer behaviour that marketers must now ensure that they understand and can capitalise on (Close, 2012).

Consumer behaviour involves interactions

Blythe (2008:7) and Peter and Olson (2010:7) state that consumer behaviour involves interactions among consumers’ thinking, feelings, actions and the environment. Therefore, in order to develop marketing strategies, businesses need to understand whether or not consumers are aware of their services, what these services mean to consumers, what it will take for consumers to purchase and use these services and what influences consumers’ shopping, purchasing and consumption behaviour. Blythe (2008:8) notes the evolution of the study of consumer behaviour, which has moved from focusing on consumption activities to looking at how and why people buy. Understanding how thoughts, feelings, actions and the environment are all interrelated and how they influence consumers will assist marketers in the development of marketing strategies that cater to the consumer’s needs and create value for them, so that they have interactions with the services that are most relevant to them (Peter & Olson, 2010:7).
• Consumer behaviour involves exchanges

Consumer behaviour involves exchanges between consumers and service providers. It mostly involves consumers giving up something that is of value to them (e.g. money) in order to obtain products and services (Peter & Olson, 2010:7). For the purposes of this study, consumer behaviour is understood to involve exchanges, particularly focusing on exchanges between consumers and service providers, because consumers also make exchanges with non-profit organisations. They do this through donations, which can be in the form of money, volunteer time or goods needed by the non-profit organisations. The role of marketing society is thus to help create these exchanges by formulating and implementing marketing strategies (Peter & Olson, 2010:7).

3.2.2. Importance of Consumer Behaviour

According to Peter and Olson (2010:5), consumer behaviour plays a great role in giving organisations a good understanding of their consumers and the public that they deal with. Schiffman et al. (2010:141) state that by understanding consumer behaviour, marketers can segment and target the right consumers who will respond favourably to their offering. Joubert (2010:1) adds to this point, stating that in order to be successful, organisations have to spend considerable effort in understanding their consumers in terms of how they think and how they make decisions. This aspect would be particularly beneficial for non-profit organisations, because it allows them to understand how consumers think and how they make decisions regarding issues such as what causes they are interested in supporting and how they prefer to engage and show their support towards the organisations that promote these causes.

3.2.3. Link between Awareness, Attitudes and Perceptions and Consumer Behaviour

For this particular research, the specific topics of consumer awareness, attitudes and perception are of particular interest and are explored in-depth later in sections 3.3, 3.4 and 3.5 of this chapter respectively. According to Donner (2012), knowing how consumers are influenced by their environment, their information-processing abilities and their perception of a product can help organisations to more effectively reach consumers. Perception in consumer behaviour involves recognizing how consumers view a company’s product or service, even if consumers have never bought or used the product or service. Donner (2012) further adds that perception is one of the key psychological factors that influences consumer behaviour.
Consumer awareness forms an important component of consumer behaviour. Ishak and Zabil (2012:113) conclude that there is a significant relationship between awareness and consumer behaviour, as consumer awareness is part of the early process of determining the behaviour of a consumer. It is thus an aspect that this research focuses on. According to Blythe (2008:332), a consumer’s awareness about a product/service impacts on how consumption decisions are made, including the intended consumption of a service/product and the final consumption decision. Thus effective consumer behaviour can only be materialized through awareness, as noted by Blythe (2008:334), who states that product/service awareness is a prerequisite for developing demand in the marketplace. If marketers hope to effect/affect consumer behaviour, then they need to begin by getting their services/products noticed by the consumer.

The section below takes an in-depth look into an important component of consumer behaviour, that of consumer awareness, and its importance in influencing the behaviour of a consumer.

3.3. CONSUMER AWARENESS

In this section, the concept of consumer awareness is explored, including the various components that are related to this concept such as brand awareness. The Macmillan and Oxford Dictionaries (2013) define awareness as the knowledge or understanding of a subject or situation. The Oxford Dictionary expands on this definition by adding that awareness is the perception of a situation. Awareness can be used in various contexts, such as being environmentally aware or politically aware. However, for this research, the focus will be specifically focused on awareness from a marketing perspective. An important component of awareness includes the awareness/recognition of a brand by consumers, which is known as brand awareness. Particular types of awareness are discussed in the section below.

3.3.1. Consumer Awareness

According to the Longman Business English Dictionary (2012), consumer awareness is a term used to describe the awareness of a potential or current buyer about a particular product, service or organisation. Consumer awareness can be as simple as a shopper remembering a television commercial, or as specific as a consumer delving into the details of a specific service. Consumer awareness plays a key role in consumer decision making. Close (2012:223) adds that, in general, most advertisements serve the purpose of increasing the recall, recognition and awareness of an organisation, which is associated with a positive outcome in sales/engagement. However, Blackwell, Miniard and Engel (2006:587) state that
consumers face an advertisement-cluttered world and it is impossible for these consumers to pay attention and be aware of all the marketing messages that they encounter. This observation means that, for marketers, there is no guarantee that consumers will see the advertisement; some marketing messages will gain entry into the consumer’s thought process while many others will not. It does not serve an organisation to continue investing in marketing offerings that consumers will not pay attention to. For consumers to know of the marketing offering of an organisation is important but, as pointed out, consumers may not be aware of these offerings, therefore the marketer’s first concern should be to ensure that their message attracts the attention of the consumer (Blackwell et al., 2006:587).

Evans, Moutinho and van Raaij (1995:46) propose a basic framework that details a logical manner to view how consumers respond to marketing actions. Blythe (2008:167) later adapted this hierarchy of communication effects model to show how consumers move up a ladder of communication effects. The two models were combined to provide an adapted framework (figure 3.1), which contributes to the understanding of consumer behaviour, as it highlights the different stages that consumers go through in their response to marketing actions and growing awareness of marketing messages.

**Figure 3.1: Steps followed by consumers in response to marketing messages**


Source adapted from Evans et al. (1995:46) and Blythe (2008:167)
The next section will discuss each element of figure 3.1 in greater detail.

- **Brand Ignorance**
  At the beginning of the model, the consumer has no knowledge of the brand. In the figure above, this is represented as brand ignorance. However this concept can be extended to ignorance overall, whether of brands or that of products and services (Blythe, 2008:167).

- **Exposure**
  According to Blackwell et al. (2006:77), this step entails the information and communication reaching consumers because, once exposure occurs, the consumer’s senses will be activated and the first stages of information processing occur. Exposure is described as a basic requirement that needs to be in place in order to eventually change consumer behaviour or attitudes.

- **Awareness / Attention**
  It is important to ensure that the message that the consumer has been exposed to is being processed (i.e. the consumer is aware of the message and pays attention to it), which generally happens to information that is relevant to the consumer (Blackwell et al., 2006:77). So, in addition to ensuring their message receives exposure, marketers must ensure that it receives the necessary attention from the consumer. Evans et al. (1995:49) state that there are four aspects of attention that can be distinguished:

  1. Gaining attention: marketers are firstly trying to gain a consumer’s attention in a world of information overload.
  2. Holding attention: once the consumer’s attention has been acquired, the marketer should focus on holding that attention so the consumer can read the actual message.
  3. Leading attention: this aspect looks at leading the consumer’s attention to the actual message and not the non-essential elements of the advertisement.
  4. Distracting attention: this technique is used when the arguments of the message are weak and the marketer does not want the consumer to realise this, so the marketer distracts the consumer so they do notice.

Attracting attention is important for social marketing because the nature of social marketing is to communicate a message intended to alter consumer behaviour for the welfare of society. Social marketing is defined as the application of marketing technologies to influence the voluntary behaviour of target audiences in order to improve their personal welfare as well as
that of society (Peter & Olson, 2010:240). Wood (2012:95) states that this definition of social marketing emphasises the use of marketing techniques to change behaviour, rather than merely to promote ideas or provide information. It therefore becomes very important for advertisements developed for social marketing to capture the attention of consumers because, as Braimah and Tweneboah-Koduah (2011:11) found, a low level of awareness has negative implications for behavioural change.

- **Knowledge/Perception**

Blythe (2008:91) states that perception is the keystone of building knowledge. It is the process of converting sensory input by the consumer into an understanding of how the world works. The topic of perception is discussed in greater detail within this chapter in section 3.5 below.

- **Retention**

Blackwell et al. (2006:79) state that the goal of any marketer is to ensure that the marketing message they communicate is accepted by the consumer and stored in memory. The information ought to be stored in such a way that it will be easily accessible by the consumer in the future. They identified two approaches to helping consumers with their learning, namely, associationist learning and insightful learning. Associationist learning is concerned with stimulus-response relationships, which state that marketers need to understand what their target market is interested in and should continue to present that stimulus along with their brand. According to Ash, Jee and Wiley (2012:4), associationist theories explain all learning as the result of on-going and passive association of repeatedly co-occurring external stimuli. The idea is to condition consumers to associate the brand with the stimulus that interests them until the two are eventually synonymous, so that the brand represents something of interest to the consumer.

Insightful learning, however, is based on the idea that learning occurs when people discover new relationships within their prior knowledge and make relations between the new information received and knowledge that they already possess (Ash et al., 2012:1). Therefore, if the marketing communication message requires the consumer to exercise insight and thought in interpreting the message, then the consumer will not soon forget it. Marketers must thus ensure that they use communications that are likely to be relevant to the consumer so that these connections can be made.
• **Liking**

Blythe (2008:167) states that as more information is communicated about the product/service, it should lead the consumer towards liking the product/service.

• **Preference / Conviction**

This next step aims to develop favourable beliefs, attitudes and intentions towards the marketing offering among consumers. This stage is about creating the customer's desire to purchase the product/service. Blythe (2008:176) states that preference and conviction generally do not happen without a trial of the product/service. Marketers may encourage conviction by allowing consumers to test or sample the product/service, because once consumers trust the product or service, they are more inclined to spend money on it (Learnmarketing, 2014).

• **Action**

Action can come in several forms and does not necessarily imply that the consumer has purchased something. Evans et al. (1995:63) note that there are many factors that influence whether a consumer will come to the point of purchasing a service offering or not and, therefore, there are several consumer behaviours that could result from a marketing offering. The result of a marketing communication message may be that consumers seek further information about the product, or it may be that store traffic has increased, the usage of the product may be influenced, or marketers could see actual transactions and purchases. In the context of this research study, action may be viewed as the consumer volunteering their time to the non-organisation or seeking further information on how to support the organisation.

• **Post Purchase**

Purchase is not the end of the process, as highlighted by Evans et al. (1995:63). For the purposes of this research study, this stage will cover post donation. Post donation looks at the satisfaction of the consumer, whether the organisation has developed good relationships with the consumer, if there are repeat interactions and the overall spreading of goodwill. Therefore, post donation engagements are also important as the consumer needs to continue engaging with the organisation. This aspect means that it is important for non-profit organisations to consider how they engage with consumers post-donation and the engagement between consumer and organisation, which does not end once the consumer has donated money to the organisation. Ideally, this interaction should turn into a long term relationship. How the organisation interacts with the consumer post donation will also determine the kind of experience the consumer has. Perreau (2015) notes that post purchase
evaluation may have important consequences for a brand as a satisfied customer is very likely to become a loyal and regular customer/supporter.

Another aspect of awareness is whether consumers are aware of the brand or not. This issue is discussed in the section below.

3.3.2. Brand Awareness

In addition to a consumer’s awareness of the marketing activities of an organisation, there is an awareness of consumers that focuses specifically on whether or not consumers are aware of the existence of a certain brand. A brand, in this instance, is the name of a non-profit organisation or of the cause that they are supporting. According to Ingram (2013), brand awareness is the extent to which a brand (i.e. the name of a non-profit organisation) is recognized by potential customers and it becomes familiar to them, and the degree to which this brand is correctly associated with a particular service. According to Dabija (2011:24), there are different levels of awareness, which are differentiated by the degree to which consumers may or may not recognize a certain brand. A brand is considered unknown if a consumer does not succeed in pointing it out even after being given a considerable amount of time to think. The brand has assisted/passive awareness if a consumer can only identify it from a list or once it is on front of the consumer. Active awareness is considered to be enjoyed when the consumer decides on the brand before embarking on their journey to purchase. A brand is considered top-of-mind when a consumer recalls it first from a short list of brands. Finally, dominant position for a brand is enjoyed when the consumer cannot recall another competitor brand (Dabija, 2011:25-26).

Dabija (2011) provides a summary of two theoretical models of brand awareness. The first model looks at how brand knowledge consists of brand awareness together with the brand image/symbol. In this model, awareness is divided into two components: brand recall, also called active awareness, and assisted or passive awareness. Dabija (2011:24) states that what differentiates the two components is that passive awareness requires brand identification through verbal and non-verbal access to the consumer’s mind associations. According to Bertsch and Ostermann (2011:108), passive brand awareness (recognition) exists if, on being shown individual elements of the brand (brand name, brand logo), the user recognises something already perceived. If the user fails to recognise the individual elements of the brand, there is no brand awareness. Active awareness, on the other hand, is dependent on visual and verbal anchors such as signs, words, colours and shapes (Dabija, 2011:24). Bertsch and Ostermann (2011:108) state that active brand awareness exists if, on the mention of a product
category, the user remembers a brand without having been presented beforehand with brand-specific features. In addition to active and passive awareness, Bertsch and Ostermann (2011:108) identify a third level, intensive brand awareness. Intensive brand awareness contains those actively known brands occupying first place in the consumer’s mind and these users do not require assistance in brand recall.

Dabija (2011:24) states that the second model that incorporates brand awareness is that of a brand as an iceberg. The upper, visible part of the iceberg is known as the brand outlook and the lower part of the iceberg is termed the brand deposit. Dabija (2011:24) notes that awareness is one of the components that forms the brand outlook, along with the subjective perception of advertising regarding the brand, the level of commercials’ anchorage in consumers’ minds, the uniqueness of the brand, the consumers’ internal reflection of the brand and the attractiveness of the brand. All of these components assist in contributing to anchoring the brand’s deposit in the mind of the consumer (Dabija, 2011:25). Dabija (2011:25) adds that any future interactions with the brand and the company will continue to contribute to the brand outlook and its deposit consolidation.

From these discussed models, it can be concluded that awareness consists of two dimensions, the depth of awareness, which is formed by the ease and speed of brand recall, and the width of awareness, which is made up of specific situations in which the consumer is able to remember certain brand characteristics.

Dabija (2011) also found that brand awareness, including any opinions a consumer may hold on a service, contributes to the perception held about the particular brand: the brand perception. Perception is closely related to attention, thinking and memory and comprises brand conscience, involvement level and brand value. The topic of perception is addressed later in the chapter, but firstly, the topic of consumer knowledge is discussed in greater detail.

3.3.3. Consumer knowledge of an organisation

According to Ishak and Zabil (2012:109) and McEachern and Warnaby (2008), knowledge – much like awareness – can influence human decisions or actions. McEachern and Warnaby (2008:416) have proposed the theory of planned behaviour (TPB), which adequately describes the relationship between knowledge of a service or organisation and a consumer’s purchase behaviour. The idea that underlies this theory is that individual attitudes and beliefs are shaped by knowledge and therefore any study that focuses on the impact of knowledge on the behaviour of a consumer should revert to this theory. Ishak and Zabil (2012:110)
Illustrate that consumer knowledge and awareness both have an influence on consumer behaviour, illustrated in figure 3.2 below.

**Figure 3.2: Consumer awareness and knowledge both have an influence on consumer behaviour**

![Diagram showing relationships between consumer awareness, consumer knowledge, and consumer behaviour]

Source: Ishak and Zabil (2012:110)

According to McEarchern and Warnaby (2008:416), there are different forms of knowledge that exist, and these different forms have differing impacts on the decision process. Blackwell et al. (2006:334) state that consumer knowledge is a powerful variable that affects consumer behaviour. Blythe (2008:124) adds that the lack of knowledge may lead to appropriate (or inappropriate) decision making, dependent on how knowledgeable the consumer was at the time of making the decision. Blythe (2008:126) highlights five main types of knowledge, which are of interest from a marketing perspective. Two of these types of knowledge are relevant for this research study and these are elaborated upon below:

- **Product knowledge** entails the information that is stored in the consumer's memory about a product or service. This knowledge can include knowledge about the product/service category and the products or services within this category. For this research study, this term refers to the consumer's knowledge about the different categories or sub-divisions of non-profit organisations (i.e. social development), the different non-profit organisations within each sub-division (Cotlands, Abraham Kriel Childcare) as well as the causes of these non-profit organisations. Blackwell et al. (2006:335) note that creating awareness is a key challenge for new products/services and only those products/services (non-profit organisations) that are known can be considered when the customer is making decisions. According to Blackwell et al. (2006:335), most marketing messages are developed with the intention to encourage people to learn more about the product/service (also, Blythe, 2008:127).
• **Consumption or usage knowledge** is the knowledge a consumer possesses of how the product/service can be consumed and what is required to use the product/service (Blackwell et al., 2006:351). A lack of sufficient knowledge has been proven to be a barrier to consumers, preventing them from actually using a product/service, as they simply do not bother to use something if they do not know how to use it. For this research study, this aspect would refer to the consumers lacking knowledge on how to make donations to a non-profit organisations or a lack of knowledge on the needs of the non-profit organisations. As a result, consumers would not make donations or donate their time or goods.

3.3.4. Online awareness

In addition to the focus on brand and consumer awareness of brands, products and services along with the increased utilisation of social media channels by consumers and organisations, online awareness too has become a topic of interest, as it is important for organisations to know if consumers are aware of their presence and interactions online (Kirk, 2012). When customers are aware of an organisation’s online interactions, they are more likely to recommend it to their friends by liking posts on Facebook and retweeting posts on Twitter (Kirk, 2012).

Because of the increased utilisation of social networks, Rich (2010:10) believes that consumer behaviour today is very different to what it was in the 1990’s. This author notes (2010:10) that every organisation must adjust accordingly to the changes happening in order to service consumers through mediums and channels that consumers choose. For Tipping (2012:21), social media is now a part of everyday life and it presents an easy way for businesses to connect with consumers. With the increased utilisation of social networking sites such as Facebook and Twitter, these online networking platforms now have a leading role in influencing consumer behaviour and expectations, something with which organisations should keep abreast. However, organisations cannot use social networks to influence consumer behaviour if consumers are not aware of their presence online. Thus, in order to engage with consumers via social networks, consumers must first be aware of the organisations’ presence on these platforms. Rich (2010:10) reiterates that companies need to get ahead of this curve (the move to social networking) in order to understand their consumers.

Osborne (2013) notes that there is a misconception that advertising online is ineffective in building awareness, favourability and consideration. Bloyd (2010:36) too notes that with so many people using social networking sites, organisations have realised that it is a good place
to engage with these consumers to enhance their marketing and awareness initiatives and strategies. Many companies now use their Facebook pages to promote events, generate new member leads and increase web traffic to their site. According to Osborne (2013), results from a study indicated that prompted brand awareness increased by 69% as a result of online advertising. This study also revealed that the perception of brands is affected by online advertising and, ultimately, online presence of organisations is an effective medium for increasing awareness.

Another important aspect of the consumer behaviour is consumer attitudes, which is discussed in greater detail below in order to highlight how attitudes influence the behaviour of consumers.

3.4. CONSUMER ATTITUDES

According to Joubert (2010:79), attitudes influence everyone’s lives and affect the way people judge and react to other people, objects and events. Attitudes are particularly important to consider when speaking of consumer behaviour because of the great impact attitudes have on it. Peter and Olson (2010:128) state that marketers know that by positively influencing consumers’ attitudes through various marketing mediums, there is a great chance of influencing their behaviour in a positive manner. Even though this is the case, only a few can accurately define what attitudes are and identify their importance. Thus in this section, attitudes are defined and the characteristics of attitudes as well as the various components related to this concept are explored.

3.4.1. Defining Attitude

Joubert (2010:80) and Schiffman et al. (2010:246) define attitude from a marketing perspective as “a learned predisposition to behave in a consistently favourable or unfavourable way towards market-related objects, events and situations”. Tan (2011) describes attitude as the psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour. Joubert (2010:80) points out that, for marketers, attitude is the way consumers think, feel and act towards some aspect of the environment around them. Joubert (2010) and Schiffman et al. (2010) highlight three important aspects of attitude, which Schiffman et al. (2010:246) describe as the important properties of the term attitude. These are critical to understanding the role of attitudes in consumer behaviour. These properties are further explored below.
• **Attitudes are a learned predisposition**

According to Joubert (2010:80), Schiffman et al. (2010:247) and Blythe (2008:139), attitudes relevant to buying behaviour are formed as a result of the consumer having had an experience with or exposure to the object, or information about the object from word-of-mouth. Thus attitudes are said to be learned, as they require experience. Schiffman et al. (2010:247) point out that attitudes are not synonymous with behaviour; instead, they can serve to propel a consumer towards a certain behaviour.

• **Attitudes have consistency**

Joubert (2010:80) and Schiffman et al. (2010:247) note that attitudes are consistent with the behaviour demonstrated by the individual. In other words, when a consumer has a favourable attitude to a certain object, it is expected that the consumer will purchase that object above other similar objects. However, Schiffman et al. (2010:247) point out that this consistency does not imply that attitudes are permanent because attitudes can change over time.

• **Attitudes occur within a situation**

Schiffman et al. (2010:247) note that attitudes occur and are affected by a certain situation. Situation refers to events or circumstances that influence the relationship between the attitude and behaviour and may cause the consumer to behave in a manner seemingly inconsistent with their attitudes. Certain behaviours may be construed as a favourable attitude towards a certain object when in fact they may actually be driven by the situation rather than an attitude. Blythe (2008:150) notes that positive attitudes towards a product/service do not necessarily equate to positive attitude about the purchase of the product/service, thus marketers should be mindful of such behaviours that are driven by situations more than attitudes.

3.4.2. **Characteristics of attitudes**

According to Arnould et al. (2004:634), consumer’s attitudes towards an object can be different at various times. These attitudes can change even in the absence of any new experiences with the object, as attitudes are dependent on the consumers’ memory and how easily accessible it is.

Arnould et al. (2010: 634) and Hoyer and MacInnis (2001:131) identify several characteristics of attitudes:
• **Favourability**

According to Hoyer and MacInnis (2001:131), attitude favourability refers to whether consumers like or dislike an attitude object. In relation to non-profit organisations, favourability refers to whether consumers like or dislike a certain cause or initiative. For example, consumers that love animals will have a favourable attitude towards non-profit organisations that promote animal welfare.

• **Availability**

Attitude availability refers to whether or not consumers have stored an evaluation of an object in their memory (Arnould et al., 2004:634). In relation to non-profit organisations, this term refers to if consumers have encountered or dealt with the organisation before. If they have, then they have a stored evaluation of the organisation, which could be positive or negative, depending on the experience.

• **Accessibility**

Attitude accessibility refers to how easily an attitude towards an object can be retrieved from memory activation potential at a certain point in time. The more meaningful the object or memory or the more recent the experience, the more easily accessible the attitude towards that object or memory will be (Arnould et al., 2004:634; Hoyer & MacInnis, 2001:131). According to Arnould et al. (2010:634), the availability and accessibility of attitudes vary and these changes can, in turn, affect the strength of an attitude and how confident consumers are about it. If a consumer has had a meaningful experience/interaction with a non-profit organisation, then they are likely to have an easily accessible attitude towards that organisation.

The section below looks at the various models that have been developed over the years to explain and highlight the link between attitudes and consumer behaviour.

3.4.3. **Attitude-behaviour link**

According to Cherian and Jacob (2012:119), there is a belief that an individual's actions can be predicted by their attitudes. Cherian and Jacob (2012:119) indicate that the prediction of behaviour is directly dependent on the attitude of the consumer. This attitude, as stated above, has been found to be associated with effectiveness knowledge and personal experience the consumer has had with the object.
Cherian and Jacob (2012:119) and Schiffman et al. (2010:249) note that over the years a number of theories have been put forth to explain the process by which attitudes predict behaviour. The theory of reasoned action model is the most popular theory used to discuss the attitude-behaviour relationship, and is further explained below. The following section looks at several important and relevant attitude models: Tricomponent attitude model, multiattribute attitude model and the attitude-toward-ad model. The tricomponent attitude model was chosen because it offers a three-component view into what influences an individual’s attitude. The multiattribute model was chosen because it portrays the attitudes of consumers with regard to an object as a function of consumer’s perceptions and assessments of the key attributes of the object. This model is relevant for this research because it aims to explore consumers’ attitude toward an object (activity) (i.e. the social networking activities of non-profit organisations). The third model, the attitude-toward-ad, was chosen because although the model focuses specifically on advertisements, it explains how consumers’ attitudes change after exposure to certain material (such as social networking site).

3.4.3.1. Tricomponent attitude model

This model shows that an individual’s attitude has three components to it, namely: affect (feelings), behaviour (actions) and cognition (beliefs). According to the nature of the product, the individual’s attitude will be influenced predominantly by one of these components (Joubert 2010:80; Schiffman et al., 2010:249) depicted in the figure below.

Figure 3.3: A representation of the Tricomponent model

Source: Schiffman et al. (2010:249)

- The cognitive component
The cognitive component refers to the consumer’s beliefs about the organisation, comprising their knowledge and perceptions of the service acquired from direct experience with the
service and information from various sources. This knowledge and perception leads to a consumer holding certain beliefs about the organisation and believing certain things about the service it offers (Schiffman et al., 2010:249). Joubert (2010:81) notes that this component of cognition is more critical for important or complex services where consumers have to process lots of information before a decision can be made. Therefore, a consumer’s attitude towards a non-profit organisation is made up of their knowledge and perceptions gathered from either a direct or indirect experience that they have had with the organisation.

- **The affective component**

  This component refers to the consumer’s feelings and emotions towards an organisation. Joubert (2010:82) states that this evaluation may be a vague, general feeling that was developed without cognitive information about the organisation. The consumer’s overall reaction to the organisation will be a combination of the consumer’s feelings about all the attributes of the service offered by the organisation. Affect is normally very important for services, as consumers are then perceived as saying something about themselves by what they choose to associate with. A consumer’s affective reaction to a service is something that can change as the situation changes. In relation to non-profit organisations, this aspect refers to consumers’ feelings towards the organisation having considered the service that it offers.

- **The behavioural component**

  This part is the outcome of the cognitive and affective components – the likelihood that the consumer will undertake a specific action or behaviour. The way in which the consumer feels about the non-profit organisation and the knowledge and perceptions he or she has will likely lead to donation behaviour that is in line with these feelings and knowledge (Schiffman et al., 2010:251). Joubert (2010:83) states that the behavioural component includes both the intention to donate and the actual act of making a donation to a non-profit organisation. This factor is most important for the non-profit organisation, because it will lead to actual donations or support, which the non-profit organisation is in need of. Behaviour also determines attitudes to those organisations that the consumer commonly interacts with because they lead to an interaction with the object (organisation) that is then used to form an attitude based on experience with the object (organisation).

According to Joubert (2010:83), the cognitive, affective and behaviour components of attitudes tend to be consistent, which means that a change in one component leads to related changes to the other components. Marketers aim to influence behaviour, which, however, may not change the consumer’s behaviour directly. Therefore, marketers will need to influence the consumer’s behaviour by influencing other parts of the consumer’s attitude. Marketers can
positively influence the consumer’s feelings or belief about an organisation and the service it offers, which will then lead to a related change in their behaviour (Joubert, 2010:83).

3.4.3.2. Multiattribute attitude model

Peter and Olson (2010:136) add that multiattribute attitude models are thus named because they focus on the consumer’s beliefs about multiple services or brand attributes. This implies that consumer’s attitudes towards an organisation will be determined by their overall assessment and beliefs about the multiple characteristics of that organisation. This model is based on the proposition that “salient propositions cause overall attitude” (Peter & Olson, 2010:136). Among the variations of attribute models that exist, Schiffman et al. (2010:251) focus on three models, namely, attitude-towards-object, attitude-toward-behaviour and theory-of-reasoned-action model, which are briefly explored below.

3.4.3.1.1. Attitude-toward-object model

Schiffman et al. (2010:251) state, that according to this model, the attitude of the consumer towards the non-profit organisation is a function of the existence and evaluation of certain attributes that are particular to the organisation. This definition means that consumers will have favourable attitudes towards organisations that have an adequate level of attributes that they evaluate to be positive. The opposite will be true for organisations that are evaluated to have unfavourable attributes – consumers will have negative attitudes towards these organisations. For marketers, this means that they need to ensure that they promote the positive attributes of the non-profit organisation in order to develop positive attitudes among consumers.

3.4.3.1.2. Attitude-toward-behaviour model

Peter and Olson (2010:143) point out that although the assumption would be that a positive attitude towards a non-profit organisation will lead to a donation being made, this is not always the case. They state that an attitude towards an organisation is not an accurate predictor of a specific behaviour towards that organisation. This model is designed to highlight the individual’s attitude towards acting or behaving with relation to a certain organisation instead of only highlighting the attitude towards the organisation. The model therefore is more focused on the consumer’s actual behaviour (whether a consumer will make a donation or not), which is more useful to marketers than simply knowing the consumer’s attitude towards the organisation. A consumer may hold a positive attitude towards an organisation yet hold a negative attitude towards the actual act of donating to the organisation (Schiffman et al., 2010:253).
3.4.3.1.3. **Theory-of-reasoned-action model**

According to Cherian and Jacob (2012:119), in the theory of reasoned action model, “people consider the implications of their actions before they decide to engage or not engage in a given behaviour”. Thus, according to this model, people's attitudes play a significant role when it comes to their forming an intention to act in a certain way (i.e. to donate to a non-profit organisation). According to Schiffman et al. (2010:253), the theory-of-reasoned-action model represents an integration of attitude components into a structure that is designed to lead to better explanation and predictions of behaviour. Peter and Olson (2010:145) state that this model is the single best predictor of actual behaviour.

3.4.3.3. **Attitude-toward-ad**

This model is used to understand the impact of exposure to promotional materials on consumer attitudes towards a non-profit organisation. For this particular research, the focus is not on advertisements but rather on interactions on social networking sites. According to the model, after exposure to interactions on social networking sites, the consumer experiences various feelings (affect) and judgements (cognitions). These feelings and judgements affect the consumer’s attitude towards the non-profit organisation and their beliefs about the brand (name of the organisation) will be affected by these interactions. Ultimately, the consumer’s attitudes towards the organisation and their beliefs about the brand influence their attitude towards the brand itself (Schiffman et al., 2010:254).

3.4.4. **Attitude Formation**

According to Schiffman et al. (2010:256), attitude formation involves moving from a state of having no attitude toward a non-profit organisation to having some attitude towards it. Schiffman et al. (2010:256) state that it is important for marketers to understand how attitudes are formed because, without this type of understanding, they will be unable to understand attitudes, or to influence consumer attitudes, and thus behaviour. The examination of attitude formation is composed of three areas: how attitudes are learned, the sources of influence on attitude formation and the impact of personality on attitude formation. This research will only focus on how attitudes are learned and the sources of attitudes, because personality influences on attitude formation is not relevant for this study.
3.4.4.1. How attitudes are learned

The shift from not having an attitude to developing one is a result of learning (Schiffman et al., 2010:257). Consumers develop a favourable attitude towards an organisation from experience of repeated satisfaction with the organisation or a favourably-held view of the services associated with the organisation. These authors maintain that a consumer donates to organisations that are associated with a favourably-viewed service or brand name. It is for this reason that marketers link new brand names/services with well-known, well-established brands, in order to benefit from the positive brand image that has been built over the years (Schiffman et al., 2010:258).

3.4.4.2. Sources of Attitude formation

Blythe (2008:143) states that attitudes are formed and acquired from many sources through a complex process. The formation of consumer attitudes is strongly influenced by personal experience, the influence of family and friends/social interactions and exposure to mass media, which includes direct marketing and the internet (Schiffman et al., 2010:258). Attitudes towards non-profit organisations are mainly formed through the consumer’s experience with the service offered and their evaluation thereof. First-hand experience with a service will form the greatest contributor to the attitude held towards the non-profit organisation, according to Blackwell et al. (2006:399). The second most influential source of attitude formation is the opinion of family and friends. These attitudes are assimilated during social interactions and are very influential in moulding the consumer’s attitudes towards an organisation (Blackwell et al., 2006:399). These opinions are respected and held in high esteem because they come from people who are trusted by the consumer.

According to Schiffman et al. (2010:258), attitudes can also be formed from sources that are driven by advertising and are outside of personal experience. Marketers use direct marketing communication messages to target niche segments with services that are relevant, which plays an important role in attitude formation. Schiffman et al. (2010:258) note that direct marketing communication messages are more likely to favourably influence attitudes because the messages are relevant to the particular group targeted and will be more easily accepted. Even though mass marketing does influence attitude formation, it is not likely to produce as much of a positive attitude as direct marketing because it is very generic. However, it remains an important source for consumers who do not have direct experience with an organisation nor will be reached by targeted messages. Schiffman et al. (2010:258) found that when consumers lack direct experience with an organisation and the service it offers, emotional
appeal through interactions is most effective. Attitudes formed from direct experience with an organisation were found to be held more confidently than attitudes formed from indirect experience.

Of particular interest for this research, however, is how the Internet influences attitude formation. According to Zafar and Khan (2011), one of the alternative means of engagement on the Internet is social networks, which are described as web based services that can be used to make public or semi-public profiles of individuals or organisations within a bounded system. Ever since non-profit organisations have discovered the power and reach of the Internet (and, recently, of social networks), they have started leveraging this power for their marketing campaigns and using it to reach large audiences of consumers. Consumer perception in an important aspect that plays a large role in consumer behaviour, because the way in which consumers perceive an organisation can influence the behaviour that results from the consumer. This concept of perception is explored below.

### 3.5. CONSUMER PERCEPTIONS

Perception is defined as the progression of an individual selecting, organising and interpreting stimuli that they are exposed to into a depiction that is meaningful and comprehensible to them (Joubert, 2010:56; Schiffman et al., 2010:175). The process entails the individual being exposed to a stimulus, paying attention to it and then interpreting its meaning in order to be able to respond to it. It is interesting to note that different people can be exposed to the same stimulus under the same conditions but their responses (i.e. how they will respond to the stimulus, including how they recognise, select, organise and interpret the stimulus) will differ (Schiffman et al., 2010:175).

According to Trail and James (2011:1), perception comprises the awareness of an organisation, interest in the organisation’s service and evaluation of the service, in this case, the awareness, interest and evaluation of the social networking activities of a non-profit organisation. People perceive a message from the media or through social interactions. These perceptions interact with how people learn, which determines how people become aware of the non-profit organisation (Trail & James, 2011:1). Once people are aware of the non-profit organisation, they start to evaluate its offering to determine its relevance. This evaluation interacts with the internal motivators and influences the individual’s attitude toward the non-profit organisation (Trail & James, 2011:1).
Joubert (2010:56) highlights that there is a “process of perception” that occurs within every individual when they encounter stimuli, noting that this process is selective, subjective and based on the individual’s frame of reference.

- **Perception is selective**
  According to Joubert (2010:56), consumers are exposed to a large number of marketing communication messages on a daily basis, but they only attend to a small percentage of these messages. Consumers are viewed as passive recipients of marketing communication messages as they are selective in the message content that they receive and take notice of. This selectivity is known as “perceptual defence” (Schiffman et al., 2010:181). Consumers determine what information they allow themselves to perceive as well as the meaning they assign to these messages. This perceptual defence presents a challenge to marketers in their communication with consumers.

- **Perception is subjective**
  Consumers will see and hear what they are interested in based on who they are. Thus, no two consumers will perceive one marketing communication message in the same way (Joubert, 2010:56). Donner (2012) adds that consumers’ perceptions differ from person to person depending on what opinion each person will form concerning the stimuli that they are exposed to.

- **Perception is based on the individual’s frame of reference**
  In addition to being based on who the individual is, what a consumer perceives is also based on the consumer’s experience. A consumer’s experiences will affect the meaning assigned to a marketing communication message because the consumer will add or take away from the message based on their past experiences. This process makes it difficult for marketers to communicate with consumers because they are unaware of any prior experiences consumers have had that will affect how they perceive the marketing communication message (Joubert, 2010:56).

Joubert (2010:57) notes that it is difficult for marketers to reach consumers due to a variety of reasons. Firstly, as mentioned by Schiffman et al. (2010:182), consumers are all in a state of sensory overload because they are exposed to a variety of marketing communication messages on a daily basis and, to cope with this overload, they “tune out”. This mechanism makes it difficult for marketers. Indeed, even if consumers are aware of a marketing communication message, the way they perceive it may be different to the way that the
marketer had originally anticipated (Joubert, 2010:57). Yet despite the aforementioned obstacles, it is still vital for the marketer to understand the process that consumers go through in order to develop their perceptions towards their organisation. This process is subsequently discussed below.

3.5.1. The Perceptual process

According to Donner (2012), there are several factors that influence the perception of individuals, namely, exposure to stimuli, attention paid to the stimuli, the interpretation of said stimuli and the ability to identify changes in the intensity of stimuli. This process is called the perceptual process (depicted in figure 3.4 below) and consists of four stages, namely, exposure, attention, interpretation and memory (Joubert, 2010:57).

Figure 3.4: Factors that influence Perception

Source: Adopted from Joubert (2010:57)

- Exposure
This stage is aligned to the second step of the process followed by consumers in response to marketing messages illustrated in figure 3.1 of section 3.3. Donner (2012) states that exposure involves the degree to which consumers notice stimuli, such as commercial messages in the form of billboards, television and radio advertisements or other advertising media. As pointed out by Joubert (2010:57), perception is selective and therefore some exposure is described as being “self-selected”, meaning that the consumer will mentally “tune out” stimuli that they have no interest in while actively seeking out stimuli that interests them. The challenge for marketers is to determine which media channels their consumers are exposed to and to market themselves on these channels in order to be noticed. Joubert (2010:57) clarifies that once exposure to the marketing communication message has happened, it is still no guarantee that consumers have paid attention to the message.
Attention
Perner (2010) states that exposure alone is not enough to impact an individual and, in order for stimulus to be processed, consumer attention is needed. This issue is aligned to the fourth step of the process followed by consumers in response to marketing messages illustrated in figure 3.1, this step entails ensuring that consumers pay greater thought to the stimulus that they have been exposed to and made aware of.

Joubert (2010:58) notes that attention refers to the extent to which the processing activity is devoted to a particular stimulus. The level devoted is affected by the consumer’s state of mind at the time of receiving the stimulus as well as the characteristics of the stimulus itself (i.e. whether it is interesting or not). According to Joubert (2010:58), attention is determined by the individual, the stimulus and the situation in which the interaction occurs. Individuals will affect attention paid to a stimulus that are different and are in line with their personality, environment, interests and attitudes. The stimulus impacts attention because stimuli differ from one another, therefore those stimuli that obviously differ from other stimuli will more likely be noticed than those that do not. Joubert (2010:59) further adds that the situation in which the interaction between the consumer and the stimulus occurs also plays a role in how much attention is paid to the stimulus. The conditions surrounding the interaction can either enhance or detract the consumer’s attention away from the stimulus.

Interpretation
This stage aligns to step 6 of the process followed by consumers in response to marketing messages referred to as perception. It entails how consumers convert sensory input into an understanding of how things work. Similarly, processing of interpretation involves making sense out of the stimulus (Perner, 2010). This step is very important because, as Schiffman et al. (2010:183) state, the interpretation of stimulus is something that is uniquely individual. Schiffman et al. (2010:183) add that interpreting stimulus is based on an individual’s previous experiences, something that the individual can envision and their interests at the time of perception. It is important that marketers understand that their material will be interpreted differently by different consumers, as it will assist in how they position their material to reach the relevant consumers.

Memory (Recall)
After interpretation has been determined, it is important to ensure that the consumer remembers the marketing communication message. According to Schiffman et al. (2010:234), recall refers to whether consumers remember seeing an object and the extent to which they
can recall the content associated with this object. This stage is aligned to step 7 of the process followed by consumers in response to marketing messages (figure 3.1), called retention. This step refers to the retention of the memory of the sensory input by consumers they have been exposed to and, further, paid attention to. When one recognises an object, one is actually "recalling" the memory. According to Joubert (2010:60), consumers seldom recall information that they see, hear or read and therefore it is important that marketers ensure that consumers recall the message that is communicated.

In addition to understanding consumer behaviour, Pan and Zinkhan (2006:229) state that understanding patronage behaviour is an important aspect for organisations because it increases the organisations’ understanding of its consumers. Patronage behaviour is discussed in greater detail in the section below.

3.6. PATRONAGE BEHAVIOUR

As stated by Grace and O’Cass (2005:228), the ultimate goal of any organisation is to establish a base of consumers who will be profitable and loyal, as this will ensure that the organisation has a long lifespan. Given that many organisations have very similar offerings and services, it is important that organisations understand the aspects involved in gaining the patronage of consumers so that they can build this loyal and profitable consumer base. In the context of non-profit organisations, patronage behaviour refers to donations from consumers in terms of money, time and goods.

Rajamma, Pelton, Hsu and Knight (2010:389) state that patronage behaviour is a consumer’s decision to be loyal to an organisation based on three major variables: (a) relevance of the organisation, (b) relevance of the market (e.g. convenience, service) and (c) personal aspects of the consumer (e.g., demographic characteristics and personality characteristics). This link between patronage behaviour and consumer loyalty is further explained by East, Gendall, Hammond and Lomax (2005: 10), who define customer loyalty as an attitude toward the loyalty object or as repeat patronage behaviour, which is shown by favourable propensities towards that object. Patronage towards a non-profit organisation includes repeat donations or the consumer’s time, money and goods.

Gaining a better understanding of the factors that influence consumer behaviour and patronage behaviour will help an organisation to know how to reach out to the right consumers in a way that is meaningful and will be relevant to them.
3.7. CONCLUSION

Chapter three addresses consumer behaviour and the components that are important in influencing it, namely, consumer awareness, attitudes and perceptions. Another aspect of consumer behaviour, patronage, is also discussed. Consumer behaviour is a concept that is important to recognise and understand because of its importance in helping marketers create and design offerings that are relevant to the consumer. Three important components that aid in the understanding of consumer behaviour are consumer awareness, attitudes and perceptions. Consumer awareness is the beginning of any organisation/ product/ service’s interaction with a consumer. By knowing that a consumer is aware of the product or service offered, marketers can begin to navigate their interactions with the consumer. Consumer attitudes play a significant role in how consumers feel and what they think about an object, which can influence their behaviour towards it. This chapter looks at the definition of an attitude, its characteristics and how it is formed. The chapter goes on to explore the link between attitudes and consumer behaviour. It also explores consumer perceptions and the significant role they play in explaining consumer behaviour, because a consumer’s perceptions of an object impacts on their feelings, thoughts and actions towards the object. Patronage behaviour is included in this chapter to demonstrate the types of behaviours that consumers display in order to patronage a non-profit organisation, i.e. making donations to the organisation. Understanding what causes consumers to patronage an organisation will assist marketers in navigating their interaction with these consumers in order to encourage the type of behaviour that is sought.
CHAPTER 4
ONLINE SOCIAL NETWORKS

4.1. INTRODUCTION

Heinonen (2011:356) states that there is a growing interest in the marketing field in digital activity, especially in consumer activity on social media sites. The growth in information technology has empowered consumers, and their role has shifted from being that of passive recipients of information and content to one of active generators of this information and content. Ngai, Moon, Lam, Chin and Tao (2015:770) note that the power of social media cannot be underestimated and this medium is expected to continue to bring great changes to personal and organisational communications and interactions worldwide. This role has had a significant impact on the marketing landscape, as social media has shaped the interactions of people through different social media platforms, making it important for organisations to better understand not only the changing behaviour of consumers, but also social media and its related concepts of online social networking (Ngai et al., 2015:770).

Chapter 4 begins by defining the concept of social media and explain how it differs to the term “online social networks”. The discussion moves on to the utilisation of social media and, lastly, the different categories of social media. The chapter then looks at the concept of online social networks, the evolution of these networks from the first time the idea of an online social network was introduced, to the current social networking services that are well-known today. The chapter then explores in greater detail the two social networking tools (Facebook and Twitter) used specifically by Cotlands and Abraham Kriel Childcare which are also two of the networks that have a large user base globally. The chapter concludes with a look at how these online social networks are used by non-profit organisations.

4.2. SOCIAL MEDIA CONCEPT

According to Kietzmann, Hermkens, McCarthy and Silvestre (2011:241), social media employs mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, co-create, discuss and modify user-generated content. Research conducted by Kemp (2015) state that as of January 2015, 69% of active internet users were active on social media platforms, with the average social media user spending 2 hours and 25 minutes per day on these platforms.
4.2.1. Defining social media

The term social media refers to user-created services, such as blogs, online review/rating sites, social networking sites (e.g. Facebook and Twitter) and online communities (Heinonen, 2011:356). According to Shojaee and Azman (2013:72), the term social media encompasses various forms, such as forums, blogs, micro blogging, social networking, media sharing sites, virtual worlds, social bookmarking, voting sites, message boards, wikis and podcasts. When comparing social media with traditional media, it is apparent that the former provides an interactive communication among customers and brands by allowing them to talk and share information via the web. Traditional media is still mostly based on offline mediums (magazines, newspapers, billboard, TV), which are platforms that marketers had previously utilised to interact with consumers. These were owned and thus could be controlled by marketers. Social media platforms are different to these traditional platforms because they give consumers the ability to generate content and have given consumers a voice in the market (Heinonen, 2011:356).

4.2.2. Categorisation of Social Media

According to Shojaee and Azman (2013:72), different types of social media will have different uses and purposes and as a result, a large number of “connection platforms” have emerged. Kaplan and Haenlein (2010:60) state that there is no systematic way in which these different social media applications can be categorised due to the diversity of social media sites, which vary in terms of their scope and functionality. Despite this belief however, Li (2014:163) states that social media sites can be classified depending on their specific features and user base. Social media channels include blogs, cooperative projects (such as Wikipedia), social networking sites (such as Facebook), content communities (such as YouTube), virtual social worlds (such as Second Life), virtual game worlds (such as World of Warcraft) and microblogging (such as Twitter) (Akar & Topcu, 2011:36).

4.2.3. Utilisation of Social Media

According to Heinonen (2011:357), consumers have three main gratifications or motives for using the internet as a medium, namely, for information, entertainment and social aspects. This finding has been supported and extended by more recent research on user-generated media, which has identified information, entertainment, social interaction, community development, self-actualization and self-expression as motives. These motivations have been
summarised into two main groups: rational motives, such as knowledge-sharing and advocacy, and emotional motives, such as social connection and self-expression.

It is important that organisations understand these motives so that they can provide the right kind of content for consumers. Organisations can use social media to share information and provide exposure to their brands/organisations to those consumers with rational motives. They can also use social media to build social connections between the consumer and their brand to those consumers motivated by emotional motives.

As viewed from the explanation of social media above, online social networks form one part of the whole that is social media. Heinonen (2011:357) states that as a part of the greater concept of social media, online social networking sites enable users of social media to create and maintain a community of individuals. The section below takes a more in-depth look at the concept of online social networks.

4.3. ONLINE SOCIAL NETWORKS

4.3.1. Social Networks

According to Kaplan and Haenlein (2010:63), social networking sites are applications that enable users to connect by creating personal information profiles, inviting friends and colleagues to have access to those profiles and sending e-mails and instant messages between them. These personal profiles can include any type of information, including photos, video, audio files and blogs.

According to Hadija, Barnes and Hair (2012:19), the concept of social networks existed even before the Internet was created. However, with the creation of the Internet, social networks became more digitised and popularised. Hadija, Barnes and Hair (2012:19) note that with this introduction of the Internet, online social networks now consist of individuals, across the globe, who are connected to each other through socially meaningful relationships, such as work, friendship or information exchange, and symbolises face-to-face communication. Shin (2010:473) reiterates this point, noting that online social networks focus on building online communities of people who share interests and activities or have an interest in exploring the interests of others. This aspect is discussed in greater detail in the section below.
4.3.2. Online Social Networks

4.3.2.1. Definition of online social networks

Online social networks are defined as web-based services that allow individuals to:

- create a public or semi-public profile within a bounded system;
- build a list of other users with whom they may or may not share a connection; and
- view and navigate their list of connections and those made by others within the system (Boyd & Ellison, 2008:211).

Adding to the definition above, Hadija, Barnes and Hair (2012:20) define online social networks as a location where users can create their personal profiles and use them as platforms to connect with other people in order to create personal networks. Online social networks are seen as ways for people to come together and share their interests in a manner that is simple, easy and very addictive. Kim, Leem, Kim and Cheon (2013:208) view online social networks as community websites that connect people in relationships by sharing useful information, multimedia content and more with friends or other users.

4.3.2.2. Evolution of online social networks

According to Kim et al. (2013:208), due to the widespread distribution of mobile devices (particularly smartphones), online social networks have become a global phenomenon. Research by Kemp (2015) reveals that mobile users exceed 50% of the world's population in September 2014 (at 3.56 billion users), with a current year-on-year growth rate of more than 5%. As more and more people own smartphones and have access to the Internet (especially those in developing countries), the number of people who use online social networks increases. Globally, the use of smart phones was 2.6 billion at the end of 2014 (Lunden, 2015) and, according to research findings from the 2014 Mobile behaviour report (Salesforce, 2014:12), social networking ranked 4th among the list of activities performed in a day on mobile devices. More than two-thirds of the global online population visit and participate in social networks and blogs. According to Kemp (2015) and Kumar (2012:1), these figures of increased access to the Internet and utilisation of mobile phones reveal that social networking is spreading at a rapid speed.

According to Boyd and Ellison (2008:214) and Kim et al. (2013:209), the first recognizable social network site, SixDegrees.com, was launched in 1997. SixDegrees.com allowed users
to create profiles, list their friends and, beginning in 1998, surf their friends’ lists. Several sites existed before SixDegrees.com that allowed people to connect online with friends, however, SixDegrees.com initiated the era of what online social networks are today. As Table 4.1 below indicates, since the launch of SixDegrees.com, there have been many social networks launched thereafter, along with many that have closed since then because of a lack of support/interest from internet users.

Table 4.1: Launch dates of major online social networks

<table>
<thead>
<tr>
<th>Year</th>
<th>Online Social Network launched</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997</td>
<td>SixDegrees.com; CaringBridge</td>
</tr>
<tr>
<td>1999</td>
<td>LiveJournal; AsianAvenue; BlackPlanet</td>
</tr>
<tr>
<td>2000</td>
<td>LunarStorm; MiGente</td>
</tr>
<tr>
<td>2001</td>
<td>Cyworld; Ryze; StumbleUpon,</td>
</tr>
<tr>
<td>2002</td>
<td>Fotolog; Friendster; Skyblog</td>
</tr>
<tr>
<td>2003</td>
<td>Couchsurfing; LinkedIn; MySpace, Tribe.net. Open BC/Xing; Last.FM; Hi5</td>
</tr>
<tr>
<td>2004</td>
<td>Orkut, Dogster; Flickr, Piczo, Mixi, Facebook; Multiply, aSmallWorld; Dodgeball, Care2; Catster, Hyves</td>
</tr>
<tr>
<td>2005</td>
<td>Yahoo 360; YouTube, Xanga; Cyworld; Bebo; Ning;</td>
</tr>
<tr>
<td>2006</td>
<td>QQ; Windows Live Spaces; Twitter, MyChurch</td>
</tr>
<tr>
<td>2007</td>
<td>Wakoopa, Zooppa, WiserEarth, kaioo, NGO Post, Cake Financial, DailyStrength, Disaboom, Epernicus, Experience Project, FledgeWing, TeachStreet, Tumblr, Virb</td>
</tr>
<tr>
<td>2009</td>
<td>Foursquare, Hotlist, DailyBooth, Exploroo, gogoyoko, Qapacity, ShareTheMusic, WeOurFamily</td>
</tr>
<tr>
<td>2010</td>
<td>WeeWorld, folkdirect, Goodwizz, Audimated.com, Federated Media’s BigTent, Blauk, FitFinder, Google Buzz, Passportstamp</td>
</tr>
</tbody>
</table>

Source: Boyd and Ellison (2008:212), Kim et al. (2013:209)

The sites that have really served to revolutionise the online social networking world are those that have understood consumer needs and evolved to meet these needs. These are the sites that are the most popular today and boast a large number of registered and active members.
Different sites offer different advantages and disadvantages, and different ways to engage with customers (Tipping, 2012:21). The statistics of the most popular online social network sites and online social network usage in South Africa are explored below.

4.3.2.3. Online social networks usage in South Africa

According to (Statista, 2015 & BusinessTech, 2015), of the 1.49 billion members registered on Facebook (the world’s largest social networking platform) globally, 11.8 million are South Africans. Facebook is South Africa’s fastest growing social network. Statista (2015) states that the microblogging site Twitter has over 316 million accounts worldwide, with 6.6 million of these accounts belonging to South African users. Of the more than 364 million LinkedIn members (Statista, 2015), 3.8 million of those are South Africans and, by August 2014, there were approximately 7.2 million South African YouTube users (Worldwideworx, 2015). According to Van Zyl (2015), mobile phone users in South Africa are estimated at 42 million, of which smartphone usage in SA is expected to top 23.6 million users this year. This increase in the use of smartphones holds opportunities for the increased use of online social networking platforms by consumers. These are just a few statistics for some of the most popular and well-known online social networks in South Africa, indicating that South Africans are very active on social networks.

Zafar and Khan (2011) point out that due to the flourishing strength of online social networks in ecommerce, companies are taking advantage of these online social networks by interacting with the individual customer. Yet for-profit organisations are not the only companies that utilise online social networking platforms. There is a strong presence of non-profit organisations with profiles on these networking services and the two non-profit organisations selected for this study are both very active users of the social networking sites Facebook and Twitter to interact with the public. These two social network services are discussed in greater detail in section 4.5 below.

4.4. BENEFITS OF UTILISING ONLINE SOCIAL NETWORKS FOR NON-PROFIT ORGANISATIONS

With the vast number of people registering to use and using Facebook daily, organisations (both for profit and non-profit) cannot afford to ignore the social networking phenomenon because, as Shin (2010:473) points out, online social networking will be an enduring part of everyday life. Brown (2015:3) states that with a large majority of the world’s population having access to social networking platforms, brands and businesses have identified new
opportunities to engage with these individuals. According to Kaplan and Haenlein (2008:59), owing to the revolutionary impact that social networks have had, these sites should be of interest to companies operating in the online space – or any space, for that matter. In addition to providing a variety of ways for users to become involved with and interact with organisations, Waters et al. (2009:103) found that similarly, online social networks serve to provide non-profit organisations with a platform to develop relationships with the public and stakeholders. Non-profit organisations were found to use online social networks to streamline their management functions, interact with volunteers and donors and educate others about their programs and services.

According to Campbell (2010:75), online social networks have great advantages for any organisation using them to engage with the public. These benefits are listed below and discussed in more detail:

- **Building brand awareness and recognition**
  According to Cisnero (2014), online social networks have allowed companies to increase the awareness and reach of their brand at little to no cost. DeMers (2014) states that online social networks offer an organisation new channels to promote their brand voice and content. These avenues make the organisation’s brand more accessible for new customers, and more familiar and recognisable for existing customers. In addition to building awareness of the brand, online social networks can also assist in attracting consumers to the brand, as DeMers (2014) notes that an otherwise apathetic customer might become better acquainted with a brand after seeing its presence on multiple social networks.

- **Making the public aware of market offerings**
  Mano (2014:287) states that online social networking sites can help to facilitate communication both at the formal as well as the informal level for organisations, especially in places where face-to-face interactions with stakeholders might not be possible or might otherwise never have happened were it not for connections made through the Internet. Due to the voluntary nature of using online social networks, these platforms make for an effective medium of communication in philanthropic activity because they generate a variety of voluntary engagement activities from the consumer, ranging from endorsing a social cause to the more active form of online money contributions. Thus the consumer does not feel that the non-profit organisation is imposing on him and, instead, the consumer chooses to engage with the organisation (Mano, 2014:288).
• **Building relationships with clients**

Robinson (2010:13) adds that this kind of interaction, where consumers experience a real interaction with the organisation, leads to a meaningful relationship between the consumer and the brand or organisation that can help to favourably influence consumer attitudes. Online social networks help to provide the brand or organisation with a “face” that clients can identify with and engage with on a more personal level. This can have a positive impact on the consumer’s perception of the organisation, as they can humanise it and interact with a real person in all their dealings with the organisation (Robinson, 2010:13).

• **Interaction with clients**

It is suggested by Robinson (2010:12) that online social networks also present organisations with the opportunity of interacting with clients and to receive feedback from them (due to its interactive function) in order to better meet their needs. Shojaee and Azman (2013:72) reiterate this benefit and state that the online social networking platform has allowed for quick responses to customer service issues, giving organisations the chance to access feedback in real time in a fast, wide spread, viral and low-cost way. This is a benefit of online social networks that traditional media does not provide to most organisations.

• **Possible interactions with potential clients**

Boyd and Ellison (2008:211) state that because users of the sites are allowed to create profiles on online social networking sites that can be publicly viewed, connections may be made between individuals that would otherwise not be made. However, this phenomenon is the exception, not the norm because as Boyd and Ellison (2008:211) point out, most people use online social networks to connect and communicate with individuals who already form a part of their offline extended social network.

According to Shin (2010:473), online social networking has opened up new avenues for communication and information sharing. Online social networks provide a variety of ways for users to interact and communicate, with instant messaging services being the most common. These networks are used regularly by millions of people.
4.5. FACEBOOK

4.5.1. Background

Ross, Orr, Sisic, Arseneault, Simmering and Orr (2009) state that Facebook is a computer-mediated social networking system that has become one of the most popular means of communication globally. Facebook is a multi-purpose social networking platform, allowing users to chat, post photos and notes and play games. The online social networking platform was originally created to allow university students to create and maintain social ties that were relevant to the university experience (Ross et al., 2009). Now users of the social networking platform utilise it for a variety of reasons – mainly to stay connected with, or reconnect with, people that they know offline (Diffen, 2015). Hansson, Wrangmo and Soilen (2013:112) reiterate that users are usually not on Facebook to make new contacts, but rather to share and keep in touch with friends and family. The site allows users to maintain a personal profile and post messages on their “wall,” to upload photo albums and videos, share links, write long notes, send private messages to friends, text and video chat and play games (Diffen, 2015).

Launched in 2004, Facebook had an estimated 1.2 million users in 2006, which grew to 21 million members in 2007 and this exponential growth has continued over the years with the site currently sitting on a base of 1.49 billion registered subscribers in 2015 (Statista, 2015 & BusinessTech, 2015). Facebook opened its registration process in April of 2006 to organizations, and more than 4000 organizations joined within two weeks (Waters et al., 2009:102). Divol, Edelmal and Sarazin (2012) estimate that if today Facebook users constituted a country, it would be the world’s third largest, behind China and India.

4.5.2. Features of Facebook

According to Davenport et al. (2014:213), Facebook is considered to be the exemplary social network service, which has largely shaped how many social network services operate today. The social networking site offers a number of features to users, including friend requests, and it gives users the ability to engage with Facebook friends and to share their own content. Users of Facebook are able to “tag” others in comments and pictures, post comments, post pictures and create status updates in order to share what they are thinking, feeling or doing. Each of these features is aimed at facilitating interaction between a user and his or her community of friends. The size of one’s friend network is somewhat under the control of a user, as he or she can send friend requests to users, and choose to accept (or not accept) friend requests. While users can accept or deny a request from another user, the friend
request process of Facebook is a reciprocal one, where if a user accepts a request to join another’s network, that user automatically joins the requester’s network, something that is unique to Facebook. Another feature that Facebook offers users is the ability to post their own “status,” also called a status update, which is a personal statement updating their friends on their activities or whereabouts. Facebook has collaborated with various applications, such as Foursquare, Instagram and Vine, in order to increase the ease of updating one’s status on the site. Users are able to “check in” on Foursquare and share their posts on these other sites with their friends on Facebook.

4.5.3. Facebook usage

Facebook has reached more than university students over its years of existence. Hollenbaugh and Ferris (2014: 50) found that the average Facebook users are 38 years old, female (58%), have at least some education beyond high school (69%) and are primarily white (78%). Hollenbaugh and Ferris (2014:50) also found that today in North America, more than 92% of all social network users are on Facebook, and slightly more than half of those users access the site on a daily basis. These statistics are not only true for North America but globally, Facebook has a high number of traffic from internet users daily.

4.6. TWITTER

4.6.1. Background

Diffen (2015) describes Twitter as an online social networking service and microblogging service that enables its users to send and read text-based messages of up to 140 characters, known as "tweets". The social networking site allows users to post 140 character messages, or tweets, and follow the messages of other users on their Twitter feed. It is mainly used to communicate with other individuals with similar interests, regardless of whether or not users know one another off Twitter, and to follow updates from celebrities. Users can upload photos, share links and send private messages to people they follow.

Since its formation in 2006, Twitter has quickly gained in popularity and, by late 2012, Twitter had over 185 million registered users, which has since grown to 284 million active users on the micro-blogging platform in 2015 (Kemp, 2015).
4.6.2. Features of Twitter

Davenport et al. (2014:213) state that Twitter is a social network service that, at its core, is different from other social network services like Facebook, because users do not build a full profile on Twitter. As defined by Boyd and Ellison (2008), social networks are online environments where people create profiles about themselves and make links to other people on the site, creating a web of personal connections. Although it does not fulfil all the requirements of a social network site, Twitter “displays recognizable users’ profiles publicly and allows users to connect to each other”, which makes it suitable for online social purposes, similar to other social network sites (Hofer & Aubert, 2013:2136). As such, Twitter fits this definition of an online social-networking site (Chen, 2011:756).

Users of Twitter are labelled as “followers” rather than the more widely-used label of “friends” used in Facebook. The process by which users gain followers is different to that of Facebook and does not require the users to send or accept friend requests. Nor does it require that users become followers of those following them. Thus, although Facebook relationships are reciprocal, Twitter relationships are not (Davenport et al., 2014:213).

The microblogging nature of Twitter initially made it a platform for users to form connections in real time with thousands of users who shared similar interests, or a way to get to know strangers through the details of their lives (Chen, 2011:755). According to Davenport et al. (2014:213), even though the platform can be used for conversation among users, it is primarily designed for one-way interactions, where users “tweet” information to their contacts (i.e., post a message to Twitter that contains a maximum of 140 characters). Chen (2014:213) further adds that, as time went on, researchers found that people were using the site to give and receive advice, gather and share information and meet people. Users of the site tweeted about a range of topics, including events of daily life, and posted links to news stories. In time, Twitter evolved from an online application where users posted tweets answering the question “What are you doing right now” to a “new economy of info-sharing and connectivity” between people.

4.6.3. Twitter usage

Twitter is one of the fastest-growing social-networking sites, with “unique” visitors growing from 1 million in June 2008 to 21 million a year later. A unique visitor is described as someone who visits the site for the first time. Twitter’s membership has grown from 6 million in 2008 to triple that a year later and as at January 2015 sits at 284 million active users (Kemp, 2015). In
a marketing study conducted of the network, it was found that 90% of the 5.4 million Twitter users studied had tweeted at least 11 times and had at least 11 followers on average (Chen, 2011:756).

4.7. CONCLUSION

This chapter has given insight into the growing trend that has impacted the marketing landscape: online social networks. The chapter began by defining the broader concept of social media and what it entailed, along with how social media platforms are classified and used. Then the chapter briefly looked at how online social networks relate to social media. Online social networks were defined and the evolution of online social networks as well as their usage in South Africa were outlined. Two online social networks, Facebook and Twitter, were discussed and the chapter concluded with a discussion of the benefits for non-profit organisations of using online social networks.
5.1. INTRODUCTION

The purpose of this chapter is to highlight the methodology that was followed in this research study. The research follows the marketing research process, as identified by Malhotra (2010:41), which consists of six steps (represented in figure 5.1 below). The research begins by highlighting the problem identified along with the research objectives that the study aims to achieve. The chapter provides a framework of how the research study was conducted, which includes discussions on the formulation of the research design as well as the collection, preparation and analysis of the data.

Below is a discussion on the marketing research process as outlined by Malhotra.

5.1.1. The Marketing Research Process

This research study was conducted following the six steps as outlined in the marketing research process by Malhotra (2010), depicted in figure 5.1 below:

**Figure 5.1: The Marketing Research Process**

Source: Malhotra (2010:41-42)

The following sections outline each of the steps identified in figure 5.1 and explain how this process was followed in this particular research study.
5.2. PROBLEM DEFINITION

According to Malhotra (2010:41), defining the problem is the first step of any research project. Clow and James (2014:30) state that the marketing research problem begins with understanding the research purpose, which comes from a need to understand a situation or a particular problem that is experienced. Defining the research problem will be determined by the purpose of the study, background of the research as well as the information that is required. Conducting this step properly is important because when the problem is clearly defined, the research can be conducted correctly (Malhotra, 2010:41).

In chapter 2, the literature review highlighted the increased growth that the South African non-profit sector has undergone in the past two decades, which has led to increased competition in this sector (Illingworth, Williams & Burnett, 2002:280). The growing number of non-profit organisations means that these organisations must now operate in an environment with competing organisations offering similar services, and all competing for consumer attention in order to generate volunteer support and donations to continue their operations (Illingworth et al., 2002:280). This increased pressure from within the non-profit sector and from the private sector, as highlighted in Chapter 2 has led non-profit organisations, according to Illingworth et al. (2002:280), to adopt techniques that are traditionally used in “for-profit” organisations, such as marketing, in an effort to differentiate themselves from their competition. However, organisations may not understand the impact that this social networking presence has had on consumers and donor awareness and perceptions towards their objectives, which may be to raise donations or get more volunteers to assist them in their operations.

Consumer awareness for this study specifically refers to whether or not consumers are aware of the interactions of these organisations on online social networking platforms. Even though non-profit organisations may be active on social networking sites, consumers may not necessarily be aware of their online presence and the interactions occurring via these platforms. Once awareness of a product, service or brand has taken place, marketers know that by positively influencing consumers’ attitudes through various marketing mediums, there is a great chance of influence their behaviour in a positive manner (Peter & Olson, 2010:128). Tan (2011) describes attitude as the psychological tendency that is expressed by evaluating a particular entity with some degree of favour or disfavour.

Consumer perception refers to how consumers view and interpret the stimuli that they encounter (i.e. the interactions and activities of non-profit organisations on social networking sites) (Schiffman et al., 2010:175). How people perceive and interpret stimuli may be different.
to how the message was originally intended, as noted in chapter 3, depending on the person receiving the message. For this reason, it is important for non-profit organisations to understand consumer perceptions of their social networking activities, because these activities may not be interpreted favourably by the public or necessarily lead to favourable behaviour (such as volunteering or making donations). Consumer awareness, attitudes and perceptions play a great part in influencing the behaviour of consumers, as positively influencing these constructs may lead to favourable behaviour towards the organisation.

The aim of this research is to explore the impact that the online social networking interactions of selected non-profit organisations that have a presence on multiple online social networking platforms have on consumer awareness, attitudes and perceptions. It is important for non-profit organisations to understand the impact that their interactions have on consumers in order to understand whether or not they are achieving the intended objectives as set out by or meeting the expectations of the organisation (Strategyworks, 2010).

5.3. RESEARCH OBJECTIVES

According to Clow and James (2014:33), once the research purpose/problem has been clearly defined, the next step involves developing an approach as to how the problem will be resolved. This step includes the formulation of the research objectives, questions and hypotheses and identifying the information that will be required to answer these questions.

5.3.1. Primary objective

The primary objective of this study is to determine consumers’ awareness, attitudes and perceptions of the online social networking activities of selected non-profit organisations and whether or not these influence purchase intentions (donating behaviour).

5.3.2. Secondary objectives

The following secondary objectives are formulated in order to realise the primary objective:

1. To determine the demographic profile of the survey respondents;
2. To determine consumers’ awareness of the online social networking activities of the selected non-profit organisations;
3. To determine consumers’ attitudes towards the online social networking activities of non-profit organisations / non-profit organisations that utilise online social networks;
4. To determine consumers’ perceptions of the online social networking activities of non-profit organisations; and
5. To investigate what role consumer awareness, attitudes and perceptions of online social networking activities of non-profit organisations have on consumer’s behavioural intentions towards non-profit organisations.

The following hypotheses have been formulated in order to address the objectives stated above.

5.3.3. Hypotheses

**H1:** There is a relationship between consumers’ awareness of the online social networking activities of non-profit organisations and their behavioural intentions towards the selected non-profit organisation.

**H2:** There is a relationship between consumers’ attitudes towards the online social networking activities of non-profit organisations and their behavioural intentions towards the selected non-profit organisation.

**H3:** There is a relationship between consumers’ perceptions of the online social networking activities of non-profit organisations and their behavioural intentions towards the selected non-profit organisation.

**H4:** There is a relationship between consumer awareness, attitudes and perceptions towards the online social networking activities of consumers and their behavioural intentions towards the selected non-profit organisation.

The table below highlights the study objectives (primary and secondary) identified above as well as the hypotheses that relates to each objective.
Table 5.1: The link between the research objectives and hypothesis

<table>
<thead>
<tr>
<th>Research objective</th>
<th>Hypotheses</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. To determine the demographic profile of the survey respondents</td>
<td>N/A</td>
</tr>
<tr>
<td>2. To determine consumers’ awareness of the online social networking activities of the selected non-profit organisations</td>
<td><strong>H1:</strong> There is a relationship between consumers’ awareness of the online social networking activities of non-profit organisations and their behavioural intentions towards the selected non-profit organisation</td>
</tr>
<tr>
<td>3. To determine consumers’ attitudes towards the online social networking activities of non-profit organisations / non-profit organisations that utilise online social networks</td>
<td><strong>H2:</strong> There is a relationship between consumers’ attitudes towards the online social networking activities of non-profit organisations and their behavioural intentions towards the selected non-profit organisation</td>
</tr>
<tr>
<td>4. To determine consumers’ perceptions of the online social networking activities of non-profit organisations</td>
<td><strong>H3:</strong> There is a relationship between consumers’ perceptions of the online social networking activities of non-profit organisations and their behavioural intentions towards the selected non-profit organisation</td>
</tr>
<tr>
<td>5. To determine whether a relationship exists between consumer’s awareness, attitudes and perceptions of online social networking activities as well as consumers behavioural intentions towards non-profit organisations</td>
<td><strong>H4:</strong> There is a relationship between consumer awareness, attitudes and perceptions towards the online social networking activities of consumers and their behavioural intentions towards the selected non-profit organisation</td>
</tr>
</tbody>
</table>

The following section describes the research methodology (including the research design) followed in order to collect the relevant information to meet the objectives and to either prove or disprove the set hypotheses.
5.4. RESEARCH DESIGN

Malhotra (2010:102) defines research design as the framework for conducting marketing research. Clow and James (2014:34) add that research design is the plan that will be used to address the research problem, questions and hypotheses. This framework/plan details the steps that the researcher must take to obtain the information that is required to structure the research topic. It essentially lays the foundation for conducting the research project (Malhotra, 2010:102).

5.4.1. Classification of Research Design

Research design studies can be classified under two broad banners: exploratory or conclusive (i.e. causal or descriptive) research. According to Malhotra (2010:102), Aaker et al. (2011:72) and Clow and James (2014:27), the objective of exploratory research is to provide insights into and understanding of the research problem at hand. This type of research is usually conducted when very little information is known about the research topic and the aim is to “explore” what the research topic is about. According to Clow and James (2014:27), it is commonly used in the first stages of a more comprehensive research study. Exploratory research is flexible and unstructured and information that is gained comes from a small and non-representative sample. The results are thus not definitive and cannot be used for decision making, but rather to better understand a situation. Burns and Bush (2014:102) and Clow and James (2014:28) state that some commonly used methods to conduct exploratory research include secondary data analysis, focus groups, in-depth interviews, case studies and pilot studies. These methods overlap with methods commonly used for qualitative studies, therefore qualitative research is typically used for exploratory research (Burns & Bush, 2014:102; Clow & James, 2014:41).

Conclusive research, however, is a method of research that is used to test specific hypotheses and examine relationships between certain objects. The researcher usually is familiar with the research problem and is interested in obtaining an understanding of specific variables and/or relationships among variables. This research design is usually more formal and structured and information is obtained from a representative sample. Conclusive research uses quantitative methods for data analysis (Research Methodology, 2015). Malhotra (2010:104) states that the findings that come out of a conclusive study are ready to be used for decision making, as the results are considered to be final in nature. Conclusive research is within itself further divided into causal and descriptive research. Aaker et al. (2011:74) state that the purpose of causal research aims to determine whether one variable causes or
determines the values of another variable (a cause-and-effect relationship), whilst descriptive research is used to provide an accurate snapshot of an aspect of the environment.

Conclusive research is the research design that this specific study will follow and, within this, will specifically use descriptive research, which is defined below.

5.4.2. Descriptive Research

Clow and James (2014:28) state that descriptive research plays a role in helping to answer questions when a description of either consumers, brands and/or other marketing phenomena is sought. According to Malhotra (2010:106), some characteristics of a descriptive research method are that the study comprises a clear statement of the problem, prior formulation of specific hypotheses/objectives and detailed information needs by the researcher. Descriptive research usually follows a pre-planned and structured method and uses a quantitative analysis of data collected. Descriptive research can be conducted for the following reasons:

- To describe the characteristics of relevant groups;
- To estimate the percentage of units in a specified population that show the same behaviour;
- To determine the behaviours towards product characteristics; and
- To determine the degree to which certain marketing variables are associated (Malhotra, 2010:106).

Descriptive research has been identified as the method that is relevant for this research study because the objective of this study is to determine the awareness, attitudes and perceptions of consumers towards the online social networking activities of the selected non-profit organisations. The researcher was able to develop prior hypotheses for the research question, thus the overall research design can be pre-planned (Malhotra, 2010:106). In addition, a quantitative method of data analysis will be followed for the study.

Clow and James (2014:35) and Malhotra (2010:211) highlight two types of methods for obtaining the necessary information in descriptive research, namely observations and surveys:

5.4.2.1. Observations

This descriptive research method involves recording/observing the behavioural patterns of people or objects in a systematic manner with the intention of obtaining information about the
area of interest. This research method is so termed because the researcher merely observes the objects of study and does not at any point question or communicate with the people/objects being observed (Aaker et al., 2011:35, Malhotra, 2010:230). Observational methods can be structured or unstructured and direct or indirect, and these events can be recorded in either a natural or a contrived environment.

According to Burns and Bush (2014:149) and Clow and James (2014:133), structured observation research is undertaken when the research problem has been clearly defined, as this allows for a clear definition of what detail is to be observed as well as how it will be recorded. This type of data collection may involve the use of a checklist, which specifies what behaviour to record—all other behaviour can be ignored. Clow and James (2014:133) state that this method usually works well with descriptive research, as the researcher is very specific about what they want to accomplish. Unstructured observation refers to an observation whereby the researcher observes all aspects of the phenomenon that seem relevant to the problem at hand. This type of data collection is better suited to exploratory research studies (Clow & James, 2014:132). The advantage of a structured observation is that it reduces the potential for observer bias and ensures that the data recorded is reliable, whereas unstructured observation offers greater freedom to record data that is deemed to be important or relevant (Burns & Bush, 2014:149; Clow & James, 2014:132-133).

5.4.2.2. Surveys
Aaker et al. (2011:35) notes that there are several ways in which survey research can be conducted, that but overall it entails the questioning of respondents using a structured questionnaire with the intent to elicit specific information. Respondents may be asked certain questions, either verbally, in writing, via telephone or via the Internet. Malhotra identifies four types of survey methods, which are illustrated in figure 5.2 below. The data collection through a survey method is conducted in a structured manner and the process is standardised. The most popular form of data collection using this approach is through the use of a questionnaire. A questionnaire allows the researcher to standardise the data collection method, as most questions will be fixed-alternative questions that require the respondent to select from a pre-determined set of responses (Malhotra, 2010:211). The advantages of the survey include the fact that it is simple to administer and the data obtained is reliable because the responses are limited to the pre-determined responses as set out by the researcher. The latter also ensures that the data is easy to code, analyse and interpret (Burns & Bush, 2014:172). Disadvantages of this method include the fact that respondents may be unable or unwilling to provide the responses desired either due to unawareness around their attitudes towards certain things, or due to an unwillingness to share if the information requested is deemed as sensitive. The pre-
determined responses may also comprise validity of responses for certain data such as feelings which can have a wide variety of responses. Another disadvantage of the survey method is that it is not easy to word questions (Malhotra, 2010: 211).

**Figure 5.2: A classification of the survey methods**

![Survey methods diagram]

Source: Malhotra (2010:212)

For this particular research, the survey method was followed and specifically: a structured questionnaire using personal interviewing was given to a sample of the population for completion in order to obtain the relevant information from them. The questionnaire focused on obtaining information specific to the awareness, attitudes and perceptions of respondents towards the online social networking activities of the selected non-profit organisations as well as the effect that interactions with non-profit organisations on online social networking platforms have on the behavioural intent of consumers to volunteer at or donate to Cotlands and Abraham Kriel Childcare.

### 5.4.3. Measurement and Scaling

Aaker et al. (2011:255) and Malhotra (2010:282) define measurement as the process whereby the researcher will assign numbers or symbols to specific characteristics of objects (e.g. responses) according to pre-specified rules. An extension of measurement is scaling, which is defined as the generation of a continuum upon which measured objects are located. Thus, if measurement is the assignment of a number to each respondent, scaling is the process of placing the respondents on a scale according to how their responses relate to the research problem.
5.4.3.1. Primary scales of measurement

Clow and James (2014:256) and Malhotra (2010:284) indicate that there are four primary scales of measurement that can be utilised in research, including nominal, ordinal, interval and ratio scales. These four measurement scales are described below:

- **Nominal scale**
  The nominal scale is a scale that is referred to as a figurative labelling scheme, because its numbers are used to serve as labels to classify or identify the objects of the study (Clow & James, 2014:256). These labels imply that there must be a one-to-one relationship between the object and the label given. Malhotra (2010:284) states that, in marketing, some common objects that can be classified using nominal scales include brands and stores.

- **Ordinal scale**
  Malhotra (2010:286) and Clow and James (2014:257) define ordinal scale as a ranking scale that is used to indicate the extent to which a study object possesses more or less of a certain characteristic than another object. However it does not reflect how much more or less, therefore, it is a scale that indicates relative position between objects and not the extent of the differences. This scale was relevant for the question that asked respondents to indicate how often they accessed the online social networking site: less frequently, frequently or more frequently.

- **Interval scale**
  Interval scales is a measurement scale that contains all the information of an ordinal scale, but also allows the researcher to compare the differences that an ordinal scale does not reflect. On interval scales, the distances between objects are identical to any other distances on the scale (Malhotra, 2010:286; Clow & James, 2014:261). The questions posed in the questionnaire measured respondents on an interval scale.

  A Likert scale is an interval-type rating scale that requires the respondents to indicate their level of agreement or disagreement with the statements provided concerning the study object. Each scale item typically has five response groups ranging from 1 (strongly agree) to 5 (strongly disagree) and respondents are required to choose the number that best describes their level of agreement with the statement posed to them regarding the study object (Aaker et al., 2011:259; Malhotra, 2010:309). The advantage of a Likert scale is that it is easy to construct and administer. As it is easily understood by respondents, it is suitable to be used in various methods of data collection – via telephone, email, mail or in person (Clow & James,
2014:303). Malhotra (2010:309) notes the disadvantages of a Likert rating scale in that it takes longer to complete because respondents have to read through each statement of the questionnaire and that sometimes responses can be difficult to interpret, depending on how statements were phrased.

- **Ratio scale**

According to Clow and James (2014:262), ratio scales are said to possess all the characteristics of the nominal, ordinal and interval scales and, in addition, contain an absolute zero point. Malhotra (2010:288) states that this means that the scale possesses the characteristic of origin and, using the ratio scale, the researcher is able to classify objects (nominal scale), rank the objects (ordinal scale) and compare differences (interval scale). Common examples of ratio scales include height, age and money.

The scales used in the questionnaire for the research study are depicted in table 5.2 below.

<table>
<thead>
<tr>
<th>Questionnaire section</th>
<th>Questionnaire number</th>
<th>Scale used</th>
<th>Scale adapted from</th>
</tr>
</thead>
<tbody>
<tr>
<td>A: Screening questions</td>
<td>1-6</td>
<td>Nominal scale</td>
<td>N/A</td>
</tr>
<tr>
<td>B: Awareness</td>
<td>1-9</td>
<td>Interval Scale</td>
<td>N/A</td>
</tr>
<tr>
<td>C: Attitudes</td>
<td>1-10</td>
<td>Interval Scale</td>
<td>Adapted from a study by du Plessis (2010)</td>
</tr>
<tr>
<td>D: Perceptions</td>
<td>1-10</td>
<td>Interval Scale</td>
<td>N/A</td>
</tr>
<tr>
<td>E: Behavioural Intent</td>
<td>1-5</td>
<td>Interval Scale</td>
<td>Adapted from a study by Wang &amp; Liu (n.d.)</td>
</tr>
<tr>
<td>F: Demographic info</td>
<td>1-3</td>
<td>Nominal Scale</td>
<td>Adapted from a study by du Plessis (2010)</td>
</tr>
</tbody>
</table>

5.4.4. Questionnaire and form design

For this research study, it has been established that a descriptive research method will be followed, specifically, the survey method, which allows for a more structured collection of data for answering the research problem. The best instrument to use to ensure the standardisation of the data that is collected is a questionnaire, which is the instrument that was used for data collection in this research. Malhotra (2010:335) defines a questionnaire as a formalised set of questions used to obtain set information from respondents in order to meet the research objectives. Malhotra has identified three objectives of a questionnaire: (1) the questionnaire must translate the data that is required into questions that the respondent is able and willing to answer; (2) the questionnaire must motivate the respondent to become involved in the
questionnaire and, more importantly, to complete the questionnaire; and (3) it should minimise response error. Questionnaires that are incomplete and have response error as a result of the respondent misunderstanding a question cannot be used by the researcher for analysis, therefore it is important that the researcher observes these objectives while designing the questionnaire. Malhotra (2010:336) has highlighted a ten-step guideline for researchers designing a questionnaire. The layout of the questionnaire used for the research study is discussed in detail below.

5.4.4.1. Questionnaire design and layout

Malhotra (2010:352) states that the design and layout of the questionnaire is important because it can have a significant effect on the results. This observation is particularly true for self-administered questionnaires, where the interviewer is not at hand to explain should there be confusion. Clow and James (2014:340) have identified the primary sections of a questionnaire and the typical order in which these appear, although this can vary, depending on the sensitivity of the information that is collected. These sections include instructions, screening questions, survey questions, demographic information and the questionnaire closing. Each of these sections was covered in the questionnaire used for this research study. In addition, Malhotra (2010:352) adds that questionnaires should be divided into several parts in order to improve the appearance of the questionnaire, which refers to the format, spacing and positioning of questions.

The questionnaire that was used in the study was divided into six sections:

- **Section A** covered the introduction to the research topic and the objectives of the questionnaire. Respondents were informed of the sections to be followed within the questionnaire and the time period it would take to complete the entire questionnaire. This section also contained the screening questions to ensure that the respondent falls within the target population identified for the research study. Respondents who fell outside of the boundaries defined for the target population (i.e. did not access online social networking sites and were not aware of the selected non-profit organisations) were excluded from the study. Respondents that were successfully screened continued with the questionnaire and answered five other sections of the questionnaire.

- **Section B** measured consumers' awareness of the activities of the non-profit organisations on online social networking sites.

- **Section C** measured the customers' attitudes towards the activities of these non-profit organisations on online social networking sites (adapted from a study by du Plessis (2010),
which measured the attitudes of baby boomers, generation X and generation Y, as donors towards the marketing communication activities of non-profit organisations in Gauteng).

- **Section D** measured consumers’ perceptions towards the activities of these non-profit organisations on these sites.

- **Section E** covered respondents’ behavioural intentions towards the non-profit organisations that they interacted with on online social networking platforms, particularly in reference to their intentions to donate their money, time or goods and their intentions to encourage friends/family to support the non-profit organisation (Adapted from a study by Wang & Liu (n.d.) measuring Attitude, Behavioural Intention and Usage).

- **Section F** covered the classification questions for the respondents, where respondents were requested to provide their demographics sites (adapted from a study by du Plessis, 2010)).

In order to avoid confusion, each section was clearly marked with its own set of instructions, so that respondents knew exactly what was expected of them.

### 5.4.4.2. Evaluation of the questionnaire

Clow and James (2014:346) state that before a questionnaire can be administered, it is important to evaluate it. They identify six steps that are typically followed by the researcher in this process. The questionnaire should be evaluated against the research objectives and hypotheses to determine whether or not these have been adequately addressed by the questions in the questionnaire. Another beneficial step is to have the questionnaire evaluated by peers/colleagues or individuals who understand marketing research and can provide valuable input (Clow & James, 2014:346). The questionnaire can also be pre-tested with a sample group of respondents that mirror the target audience for the research study. The purpose of this pre-test is to identify room for improvement (Malhotra, 2010:354). This test group of respondents is asked to provide their feedback on their experience on populating the questionnaire (such as, the length of questionnaire, the sequencing of questions, terminology, and so forth).

This pre-test allows the researcher to identify where revisions are required in the questionnaire and to make these revisions in order to eliminate any errors (Burns & Bush, 2014:229). Malhotra (2010:354) states that all aspects of the questionnaire should be pre-tested, including the question content, the wording, the sequence of questions, whether or not the layout of the questionnaire works as well as the difficulty of the questions for respondents.

Pre-testing of the questionnaire should ideally be conducted through personal interviews by
the researcher, which allows him or her to observe the reactions to questions and identify where questions are misunderstood by respondents. The questionnaire for this research study was taken through evaluation at the UJ Statistical Consultation Services centre (Statkon) to ensure that the questions in the questionnaire made sense and where collecting the relevant information. Once the researcher is satisfied with the design of the questionnaire, the questionnaire can then be taken into the field for data collection.

Clow and James (2014:226) state that in most cases it is not practical to survey an entire population, as the numbers may be too large, which is why the researcher must choose a sample from the target population and collect data from this sample. The section below details the process to be followed by the researcher in choosing the sample that data will be collected from.

5.4.5. Sampling Design

Malhotra (2010:372) identifies five step in the research process that should be followed is the sampling design process.

5.4.5.1. Defining the target population

Most research studies are largely focused on obtaining information about the characteristics of an identified population. Malhotra (2010:370) describes a population as “the aggregate of all the elements that share some common set of characteristics and that comprise the universe for the purposes of the research problem.” Thus, the identified population in any study is the group of elements that meet the parameters defined by the researcher and from which information can be extracted in order to meet the research objectives (Malhotra, 2010:370).

According to Clow and James (2014:226) and Malhotra (2010:372), the research process begins by defining the target population, which, as described above, is the sum of all the elements that possess the information that the researcher seeks in order to meet the research objectives and either prove/disprove the research hypotheses. In this particular research, the elements of the population will be the respondents that will be surveyed for the research problem. However, the population differs to the research sample, which is defined below. For this particular research, the population is all the people who are active on social networking sites (specifically Facebook and Twitter) and who have heard of the selected non-profit organisations, Cotlands and/or Abraham Kriel Childcare. The sample for the study will include only those individuals that meet the screening criteria during the data collection process which
is individuals that have heard of either Abraham Kriel Childcare or Cotlands and are active on online social networking platforms.

5.4.6. Determining the Sampling frame

After identifying the population, the researcher must identify the sample frame, which is defined as the listing of people from which the sample will be drawn (Clow & James, 2014:227). Malhotra (2010:371) defines a sample as a subgroup of the population from which information is sought. This is the group from the population that will participate in the research study. Malhotra (2010:373) describes the sampling frame as a set of directions for identifying the target population. Clow and James (2014:228) note that the sample frame will seldom match the target population perfectly, therefore the researcher’s goal in determining the sample frame is to ensure that most of the population’s elements are included and that the sample is representative of the population as far as possible.

For this particular research, the sample frame includes the population identified above who reside in Gauteng.

5.4.7. Selecting a Sampling technique

Clow and James (2014:229) state that the selection of a sampling procedure is so closely related to the identification of the sampling frame that the decision for the two (the sampling frame and the sampling procedure) are normally made at the same time. Researchers have two broad categories to choose from: probability sampling or non-probability sampling techniques (Clow & James, 2014:229). According to Malhotra (2010:376), non-probability sampling is reliant on the personal judgement of the researcher rather than leaving it up to chance in determining what elements are included in the sample. The probability of a person or object being selected is not known and it cannot be determined (Clow & James, 2014:230).

Probability sampling, however, entails the sampling units being selected by chance, thus each element of the population has a fixed/known probabilistic chance of being selected for the sample (Malhotra, 2010:376). Clow and James (2014:229) note that, with probability sampling, sampling error can be computed, which allows the researcher to determine the degree of accuracy of the results. Sampling error refers to the amount of error that the researcher is willing to accept as a result of the sampling process, which allows the researcher to generalise the results of the study to the larger population. A summary of the sampling techniques that fall under non-probability and probability sampling is given below.
A non-probability sampling technique was used for this research to select the respondents that were included to the study. The respondents were selected for inclusion to the study based on convenience sampling and accessibility (Clow & James, 2014:231). As described by Malhotra (2010:377), in convenience sampling, the respondents are chosen according to the discretion of the interviewer, based on who was at the right place at the right time.
Convenience sampling thus means that questionnaires are handed out to anyone who is encountered while collecting data and who volunteers their time to fill in a questionnaire. In addition to being available to answer the questionnaire, these individuals will have to fit a certain criteria (i.e. successfully meet the screening questions); i.e., individuals who use online social networks and have had heard about either of these two non-profit organisations: Abraham Kriel Childcare or Cotlands. Only individuals that fit this criteria will be included in the sample.

5.4.8. Determining the sample size

Malhotra (2010:374) states that the sample size refers to the number of elements included in the study. There are several factors that have an impact on how big the sample size is. Malhotra (2010:374) lists these factors as: (1) the importance of the decision; (2) the nature of the research; (3) the number of variables; (4) the nature of the analysis; (5) sample sizes used in similar studies; (6) incidence rates; (7) completion rates and (8) resource constraints (time and budget). Clow and James (2014:230) state the using the correct sample size does not necessarily mean that the research findings will accurately reflect the target population, but it does increase the probability. As non-probability sampling was the chosen sampling method for this research study, it was more favourable to have a larger number of questionnaires returned to the researcher. Of the 300 questionnaires distributed for data collection, there were 201 respondents in total that the researcher could use for data analysis.

5.4.9. Executing the sampling process

This step entails a detailed specification of how the decisions taken regarding the sampling design process will be implemented. Malhotra (2010:375) states that it is at this step that the researcher provides details in terms of the population to be researched, the sampling frame, unit and technique as well as the size of the sample.

Once the sampling design and techniques have been decided upon, the next step entails the collection of the data to be analysed in order to answer the research problem. The next section looks at how the data was collected.

5.4.10. Data collection

Burns and Bush (2014:292) describe data collection as the process in the research process where information is gathered from respondents through questions posed to them. Malhotra
(2010:434) notes that the data to be used in marketing research may or may not be collected by the person who designed the research. Collection of research data involves some sort of field work, whether it be through being out in the field collecting the data or working from an office/remote location to collect the data via phone, internet surveys, telephone or mail. The process of data collection thus may entail the selection, training and supervision of the field workers.

The process of data collection is concluded by the validation of the fieldwork and the evaluation of the fieldworkers.

**5.4.10.1. Selection of fieldworkers**

The selection of fieldworkers is the start of the data collection process. In order to facilitate this process and ensure that it is effective, the researcher ought to develop job specifications for the project. At this time, Malhotra (2010:434) states is important to keep in consideration the mode of data collection. Other factors that the researcher must define are the required characteristics of the fieldworkers as well as ensuring that they recruit the appropriate individuals. The researcher must keep in mind that the background, opinions and views of fieldworkers can influence the type of responses that they obtain from respondents. In this study, data collection was conducted by both the researcher as well as fieldworkers who were enlisted to assist with this process. These fieldworkers were university students who were familiar with online social networks site but not necessarily the selected non-profit organisations nor their online social networking activities.

**5.4.10.2. Training of fieldworkers**

Malhotra (2010:436) states that training of fieldworkers is important in determining the quality of the data that will be collected, as it will ensure that fieldworkers are conducting the research in a similar fashion, even if the fieldworkers are geographically dispersed, which was the case in this research study. Although all data collection occurred within the Gauteng province, some fieldworkers conducted their data collection at the University (University of Johannesburg) where they studied, while others did so in their communities where they lived and at their places of work.

The training of fieldworkers should cover content such as making initial contact, asking the questions, probing, recording the answers and terminating the interview. Burns and Bush (2014:292) state that there are several errors that may occur in the filed during data collection,
which are known as fieldworker error and respondent error. Training of the fieldworkers will assist to manage fieldworker error, which could possibly distort the collection of the data. For this research study, fieldworkers were trained on the layout of the questionnaire and the importance of the screening questions, as respondents who did not successfully meet these questions could not continue with the rest of the questionnaire. This training was important because the questionnaire was largely self-administered, therefore the fieldworkers had to know what to do and what to look out for whilst administering the questionnaire to respondents.

5.4.10.3. Supervision of Fieldworkers

Two general strategies are identified by Burns and Burns (2014:298) as methods to guard against errors in the data collection: supervision and data validation. Supervision of fieldworkers entails making sure that fieldworkers are following the techniques and procedures that they were trained in. Malhotra (2010:439) states that this kind of supervision involves controlling for quality, editing the data collected and checking for cheating. Quality control and editing of the questionnaires ensures that the fieldworkers are doing what they were trained to do. Data collection was conducted between August and September 2014. Once the questionnaires were collected from the fieldworkers, the researcher did quality control by ensuring that they were filled in properly and completely (i.e. only those questionnaires where respondents had successfully answered the screening questions were included for analysis).

Other controls included checking to see that fieldworkers were chose the correct respondents as per the sampling frame, by highlighting the two criteria that all respondents must fit, which fieldworkers were informed to check prior to handing out the questionnaire to be completed. Fieldworkers were only paid for questionnaires that were completed correctly and in full. Lastly, the researcher was able to control cheating through reviewing the questionnaires submitted to ensure that they were not falsified and were not filled in by fieldworkers.

5.4.11. Data collection method

According to Burns and Bush (2014:175), data collection is a blend of traditional or low technology methods and contemporary or high technology approaches. Data collection can either be person-administered, computer-assisted, computer-administered or self-administered. A person-administered survey entails the involvement of an interviewer, who would play the role of reading the questions to the respondent and capturing them manually. This can either happen face-to-face or via phone. A computer-assisted survey also entails the involvement of an interviewer reading the questions to the respondent; however, a
computer is used to either record responses or perform another function in the interview. Burns and Bush (2014:175) further explain that a self-administered survey entails no involvement of an interviewer and the respondent is provided with a survey that they read for themselves and record their own responses. Similarly, there is no involvement of an interviewer in a computer-administered survey; however, the respondent captures their responses on a computer. The data for this research study was collected using a combination of methods, where the interviewer is present and absent.

A large number of questionnaires were self-administered, with respondents being given a hard copy questionnaire, although the interviewer (fieldworkers) was present should the respondent have any clarification questions. Not all data was collected face-to-face however, as some respondents were emailed the questionnaire and were asked to complete it and send it back to the researcher after a specified period of time (computer-administered).

Once the fieldwork and data collection is complete, the data must be prepared and analysed in order to gather information that can be of use (Clow & James, 2014:359). The following section describes the data analysis techniques that were be utilised in this study for data preparation and analysis.

5.4.12. Data analysis

Data will be collected for this research study using questionnaires, which needed to be analysed in order to draw meaning from the responses and make applicable conclusions and recommendations. Clow and James (2014:359) and Malhotra (2010:453) state that there is a data preparation process that is followed once the questionnaires are received from the fieldwork. This process includes checking of the questionnaires, editing, coding, cleaning of the data and selection of a data analysis strategy. Each step is discussed in greater detail below:

5.4.12.1. Checking of the questionnaire

Clow and James (2014:362); Malhotra (2010:453) state that there are several reasons as to why a questionnaire maybe deemed unacceptable:

- If parts of the questionnaire are incomplete;
- If the way in which the respondent answered indicates that they did not understand the instructions for the questions or the questions themselves;
• If the responses indicate very little variance;
• If the questionnaire is missing some pages that were originally part of the questionnaire;
• If the questionnaire is returned after the cut-off date; and
• If the questionnaire was answered by someone who did not meet the criteria set for the study sample, which was checked through the first two questions. If a respondent answered that they did not use online social networking platforms and/or they indicated they had never heard of Abraham Kriel Childcare or Cotlands, then they were deemed not to meet the criteria and the questionnaire was unacceptable.

5.4.12.2. Editing

Malhotra (2010:453) notes that the next step in the process, editing, includes the reviewing of the questionnaire with the intention to increase accuracy and precision. This reviewing process includes screening the questionnaires to identify responses within the remaining questionnaires that may be ineligible, half-finished or unclear. Unsatisfactory responses can either be remedied by the researcher returning to the field to recollect the data, if this option is possible. However, this option was not plausible for this study because the questionnaires were filled in anonymously, therefore the next option is to assign missing values to the unsatisfactory responses. Malhotra (2010:454) states that this approach should be followed if the number of unsatisfactory responses is small and the missing values are not the key responses. The latter approach was used for editing in this research study.

5.4.12.3. Coding

Clow and James (2014:365) state that once the data has been edited, the coding process must begin. This process entails assigning codes to each possible response of the questionnaire. If the questions in the questionnaire are structured, then the responses can be pre-coded with a code that is usually in the form of a number, as was the case in this study. Coding of data is essentially the process that turns the responses into a format that can be analysed (Malhotra, 2010:455).

5.4.12.4. Transcribing/ Data Entry

This step entails transferring the coded data from the questionnaire into a computer by keypunching or other means (Malhotra, 2010:459). The selection of the data transcription method is guided by the type of interview and the availability of equipment. The method that was selected for this study was that the data was manually captured by consultants from
Statkon (Statistical Consultation) into the statistical software package, SPSS (Statistical Package for the Social Science), in which a data file was created to be used for data analysis.

5.4.12.5. Data Cleaning

Cleaning of data occurs once the data has been entered into the spreadsheet, before the results are tabulated and analysed (Clow & James, 2014:373). This step involves a more thorough edit of the responses captured, checking for consistency and correctness and determining the treatment of missing responses (Malhotra, 2010:461). This edit is more extensive because it is conducted by the computer as the responses are captured. The programme SPSS was used in this study for consistency checks of the data, which involved checking that consumers who indicated that they were aware of either of the non-profit organisations could also indicate through which channel they had heard of the organisation. Another example was ensuring that consumers who indicated that they accessed online social networking sites could also indicate how they accessed these sites (via cell phone/smartphone, computer, at work, personal laptop or a tablet) as well as how often they accessed these sites. There were a few questionnaires with questions that contained either no response to the corresponding questions or multiple responses. Questionnaires were checked for missing values and those with many missing values were omitted from analysis. Those questionnaires with few missing values were not eliminated from the study if they had successfully answered the screening questions. However, the valid percentages were used for those questions with missing responses in order to correctly reflect the number of respondents. Along with consistency, the questionnaires were also checked for correctness.

5.4.12.6. Selecting a data analysis strategy

Malhotra (2010:465) notes that there are several issues that must be taken into consideration when choosing a data analysis strategy. The selection of the strategy must begin with the consideration of the earlier steps of the research process, including: problem definition, development of the approach and the research design. These steps must be considered before selecting the data analysis strategy. The researcher must also consider the known characteristics of the data, such as the measurement scales used for the questionnaire and the research design that was selected for the study, which may favour certain analysis techniques. A third aspect to consider when selecting a data analysis strategy is the purpose and assumptions of the statistical technique. The last consideration that must be made, according to Malhotra (2010:466), is the background and philosophy of the researcher.
As stated above, the data collected was analysed using a statistical package (SPSS) with the assistance of the Statistical Consultation Services at the University of Johannesburg. According to Malhotra (2010:481), once data has been prepared for analysis, the researcher should perform a basic analysis in the form of a frequency distribution, cross tabulation and hypothesis testing. The data analysis strategy involves:

A. Analysing the descriptive results;
B. Determining the distribution of the results;
C. Determining the reliability and validity of the results; and
D. Testing the stated hypotheses

These steps are explored in further detail in the sections below.

A. Analysing the Descriptive Results

According to Aaker et al. (2011:387), descriptive statistics are statistics that are associated with a frequency distribution and assist in summarising data that is represented in the frequency table. It is essential that these statistics are included in a study because they provide meaningful information to the reader. Data can be described in one of two ways: measures of central tendency and the distribution of scores.

Aaker et al. (2011:387) and Malhotra (2010:486) state that there are some common statistics that are associated with frequency of distribution, including: measures of location (mean, mode and median), measures of variability (range, interquartile range, standard deviation and coefficient of variation) and measures of shape (skewness and kurtosis).

- **Measures of Location**

  Malhotra (2010:486) states that the measure of location refers to a statistic that describes location within a data set. He specifically describes them as measures of central tendency because they describe the centre of the distribution. The specific measures referred to are the mean, mode and median. The **mean** is the most commonly used measure of central tendency and it is also referred to as the average value (Aaker et al., 2011:388). This measure is used for data that is collected using an interval or ratio scale and, therefore, this measure was relevant for this study. Malhotra (2010:486) indicates that the research data should display a central tendency, with most responses distributed around the mean. The **mode** is the value that occurs most frequently among the research data, while the **median** represents the middle value when the data is arranged in ascending or descending order. Aaker et al. (2011:388) and Malhotra (2010:486) state that the mode...
is best used if the variable is measured on a nominal scale. For example, where respondents have been asked to list which online social networking site they use, the mode will be used here to determine which online social network was listed most frequently by respondents. If the variable is measured on an ordinal scale, then the median is an appropriate measure. The mean is a good measure because it takes into account all the values in the data set in computing. However, Malhotra (2010:487) states that this value is very sensitive to outliers (extremely small or large values in the data).

B. Determining the Distribution of the Results

The measure of variability is a statistic that indicates the distribution’s dispersion calculated on interval or ratio data. The specific measures are the range, interquartile range, variance or standard deviation and the coefficient of variation (Malhotra, 2010:487). The **range** is the difference between the largest and smallest values in the sample and it measures the spread of data. The range is quite sensitive to outliers contained in the data set as these may skew the range. The **interquartile range**, however, looks at the distribution of the middle 50% of observations. Malhotra (2010:487) states that it is the difference between the 75th and 25th percentile of the data set. The **variance** is defined as the deviation of all values from the mean. When the data variables are very close to the mean, then the variance is considered small. If the data variables are scattered and lie further from the mean, then the variance is large. The **standard deviation** is the square root of the variance (Malhotra, 2010:487). The **coefficient of variation** is the ratio of the standard deviation to the mean, which is expressed as a percentage. This measure is only meaningful if the variable is measured on a ratio scale. Therefore, this measure is not relevant for this research study.

According to Malhotra (2010:488), measures of shape are useful for understanding the nature of the distribution. The shape is assessed by observing the skewness and kurtosis. When it comes to **skewness**, distributions can either be symmetric or skewed. A symmetric distribution means that the values on either side of the centre of the distribution are the same and the mean, mode and median are the same. A symmetric distribution also means that the deviations from the mean are equal, whereas in a skewed distribution, the deviations from the mean are unequal. Skewness thus is defined as the tendency of the deviations from the mean to be larger on one side than the other side. **Kurtosis** is defined as a measure of the relative peakedness of the curve defined by frequency distribution. The kurtosis for a normal distribution is zero, whereas if a kurtosis is positive, then the distribution is more peaked and a negative kurtosis means that the distribution is flatter. It is important to consider the measure of shape because if a distribution is found to be highly skewed or more peaked/flatter than
normal, then caution should be exercised when applying normality to the data set (Malhotra, 2010:489).

Before the data can be analysed, it is also important to determine the validity of the scales as well as the reliability of the results obtained. These steps are described in greater detail below.

C. Determining the Reliability and Validity of the Scales

Clow and James (2014:266) state that researchers are tasked with the challenge of collecting data that is both accurate and correct. However, errors may creep into the measurement process, thus it is important that the scales that are used in the research process to collect data be tested for reliability and validity.

According to Clow and James (2014:267) and Malhotra (2010:318), reliability refers to the extent to which a scale can be used repeatedly and produces consistent results. Reliability of the scale can be evaluated using three different approaches: test retest, equivalent forms and internal consistency. For this particular study, the reliability of the scale was tested using the internal consistency approach, which is explained below:

**Internal Consistency Reliability:** This method involves using one measuring instrument and assessing its reliability through using different samples or different items within each scale (Clow & James, 2014:268). Malhotra (2010:319) states that internal consistency reliability is used to assess the reliability of summated scales where several items are summed to form a total score. Each of the items in the scale measures some aspect of the construct (for example, perceptions towards the use of online social networking) and the items should be consistent in what they indicate about perceptions towards the use of online social networks. There are three different ways to assess the reliability using the internal consistency reliability method, of which and Clow and James (2014:268) indicate that the most popular is a test called Cronbach’s alpha, which produces a reliability coefficient for all possible combinations of a set of items within a scale. The coefficient varies from 0 to 1 and the higher the score, the more reliable the measure. Clow and James (2014:269) state that an advantage of the Cronbach’s alpha procedure is that an item that has low correlation with other items will be revealed and the researcher can discard this item and retest for reliability. Cronbach’s alpha was used to test the scale reliability for this research study, and the findings are reported in chapter 7.

Clow and James (2014:269) state that validity refers to the ability of a measurement scale to measure what it proposes to measure and the degree to which it is free of systematic and
random error. A measurement may be deemed as reliable; however, it may not be valid if it does not measure what it is supposed to. There are four ways to measure validity:

- **Face validity**: This type of validity is the subjective opinion of the researcher, who evaluates the instrument as valid. Clow and James (2014:269) judge this the weakest form of validity.

- **Content validity**: This method entails the use of a systematic process to assess the adequacy of the items that are used to measure a concept. The process begins with the researcher reviewing literature on similar concepts to identify how other researchers measured the concept (Clow & James, 2014:270). The next step entails using a panel of experts to review the items in the instrument and identify those that do not measure the concept. The third step in the process is to pre-test the instrument with a sample similar to the target population. Open ended questions are included in this pre-test, which allows the respondents in the sample to add to the items. The last step is scale reduction through data analysis, which will determine which items have a high correlation with each other, which can be done through Cronbach's alpha reliability measure.

- **Predictive validity**: This measure assesses how well a measurement can predict future actions or behaviour. A scale that shows a high correlation of prediction is said to have predictive validity (Clow & James, 2014:271).

- **Construct validity**: Clow and James (2014:271) state that construct validity assesses how well the measurement captures the construct under consideration (e.g. perceptions of online social networks) and how well it logically connects to underlying theories. This validity can be seen by finding that a measure has both convergent and discriminant validity. Clow and James (2014:271) describe convergent validity as the degree to which constructs are related. It also checks whether or not constructs that are related have been grouped together. Discriminatory validity refers to the fact that items that measure constructs that are different or are unrelated to another construct should be revealed through a low correlation.

For this particular study, construct validity was used to determine the validity of the questionnaire. Exploratory factor analysis was conducted to determine whether or not the scales in the questionnaire measured the identified constructs (i.e. awareness, perceptions, attitudes and behavioural intention). Clow and James (2014:311) state that factor analysis entails the analysing of multiple items within a scale to determine whether or not there are
underlying constructs. The researcher essentially finds common themes among the multiple items in order to reduce the data to a manageable number of variables, called the “data reduction and summarisation” technique (Malhotra, 2010:636). The steps to conducting an exploratory factor analysis are listed by Malhotra (2010:639) as (1) define the factor analysis problem and identify the variables to be analysed; (2) construct a correlation matrix of the variables; (3) determine the method of factor analysis; (4) determine the number of factors; (5) rotate the factors and (6) interpret the factors.

For this research study, the variables to be analysed are the statements that were listed under each major theme that was identified for the study in chapter 3 – awareness, perceptions, attitudes and behavioural intentions. The statements under each major theme were then correlated with each other to determine whether they are highly correlated or not. Malhotra (2010:640) states that Bartlett’s test of sphericity can be used by the researcher to test the null hypothesis that the statements are uncorrelated. The test statistic for sphericity is based on a chi-square transformation of the determinant of the correlation matrix, and a large value of this test statistic (greater than 0.05) will favour the rejection of the null hypothesis, meaning that the statements are correlated. Factor analysis will only be appropriate if the null hypothesis can be rejected. Malhotra (2010:640) states that another useful statistic that can be used to determine the appropriateness of using factor analysis is the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy. The KMO index compares the degree of the observed correlation coefficients to the degrees of the partial correlation coefficients. This value should be greater than 0.5 for factor analysis to be considered appropriate, as this indicates that there is sufficient correlation between the statements. For this research study, both the Bartlett’s test of sphericity and the KMO index were used in determining the appropriateness of factor analysis.

Malhotra (2010:643) states that once the researcher has determined that factor analysis is suitable for analysing the data, the researcher must determine an appropriate method to be used for factor extraction. There are two common methods that can be used, the principal components analysis and common factor analysis. In principal components analysis, the full variance in the data is considered and, according to Malhotra (2010:643), this type of analysis should be used to determine the minimum number of factors that accounts for the maximum variance in the data. The common factor analysis entails estimating the factors based solely on common variance. This method is used when the primary concern is to identify the underlying dimensions and when the common variance is of interest, a method is also known as principal axis factoring. Malhotra (2010:643) notes that there are other techniques that can be used, such as the unweighted least squares, generalised least squares, maximum
likelihood, alpha method and image factoring. However, these techniques are not recommended for inexperienced users.

The next step in the process is to determine the number of factors the variables can be summarised to. Malhotra (2010:643) notes several approaches that can be used to decide the number of factors to retain. These include a priori determination approach and approaches based on eigenvalues, scree plot, percentage of variance accounted for, split-half reliability and significance tests. These approaches are briefly discussed below:

- **A priori determination**: This approach entails the researcher specifying the number of factors to be extracted based on prior knowledge, which allows the researcher to be able to predict the number of factors. Malhotra (2010:643) notes that once the desired number of factors has been extracted, then the extraction of factors will conclude.

- **Determination based on Eigenvalues**: In this approach, Aaker et al. (2011:495) and Malhotra (2010:643) state that only those factors that have an eigenvalues greater than 1.0 are included. Eigenvalues represent the total variance explained by that factor, therefore a value of 1 represents a greater variance explained by that factor.

- **Determination based on scree plot**: Aaker et al. (2011:495) define a scree plot as a plot of the eigenvalues of the factors in the order of extraction. The shape of the plot is then used to determine which factors to keep. The researcher is advised to keep the factors that fall above the place where the curve changes shape and becomes horizontal. The gradual trailing of the curve is called the scree and it is at the point that the scree begins that indicates the true number of factors. The number of factors extracted using the scree plot will be more or less similar to the number of factors extracted using the eigenvalues approach.

- **Determination based on percentage of variance**: This approach entails determining the number of factors to be extracted by ensuring that the cumulative percentage of variance extracted by the factors reaches a satisfactory level. A recommendation of the satisfactory level of factors extracted is a number of factors that accounts for at least 60% of the variance (Aaker et al., 2011:495; Malhotra, 2010:644).

- **Determination based on split-half reliability**: This approach includes splitting the sample in half and performing factor analysis on each half. Only the factors with the
highest correspondence of factor loadings across the two samples are taken (Malhotra, 2010:644).

- **Determination based on significance tests**: In this approach, it is possible to determine the statistical significance of the separate eigenvalues and only keep those factors that are statistically significant (Malhotra 2010:644).

The factor analysis method selected is discussed in the Chapter 6 of the research study.

Malhotra (2010:645) notes that the last step in the process is to interpret the factors. This process of factor interpretation includes identifying the factors that have a high correlation to other factors. Factors can be then be interpreted based on the factors that they had high correlation with.

For this research study, Bartlett’s test of sphericity and the Kaiser-Meyer-Olkin test of sampling adequacy revealed that factor analysis was appropriate for the study. The factor analysis technique principal axis Factoring was used to identify the underlying dimensions. The number of factors to be extracted was determined using the approaches based on eigenvalues and scree plot. The factors were rotated using the Direct Oblimin method of rotation with Kaiser Normalization method of rotation. The results are discussed in greater detail in the next chapter.

Once the reliability and validity of the results has been determined, the researcher must continue with hypothesis testing discussed in the section below.

**D. Testing the Stated Hypotheses**

Malhotra (2010:489) states that there are several steps that are involved in hypothesis testing. The first step involves the formulation of the null hypothesis and alternative hypothesis, which are detailed in section 5.3.3 of this chapter. The next step entails selecting an appropriate statistical technique and test statistic, which are required in order to test the null hypotheses which were developed for the research topic.

According to Aaker et al. (2011:393), statistical techniques can either be classified as univariate or multivariate. Univariate techniques are appropriate when there is a single measurement of each of the \( n \) sample objects or there are several measurements of each of the \( n \) observations but each element will be analysed in isolation. Multivariate techniques are
used to analyse data when there are two or more measurements of each observation and the variables are going to be analysed simultaneously (Aaker et al., 2011:394). For this study, both univariate and multivariate techniques were used. Univariate techniques as the various elements (awareness, perceptions, attitudes and behavioural intention) were analysed in isolation, but multivariate techniques helped in identifying correlations between variables. Babbie (2013:438) notes that multivariate techniques are used to understand the relationship between two variables more fully.

Malhotra (2010:466) states that univariate techniques are classified based on whether the data is metric or non-metric. Metric data is measured on an interval or ratio scale and non-metric data is measured on a nominal or ordinal scale. These techniques are further classified according to whether one or two or more samples were used. Malhotra (2010:466) states that this is determined based on how the data was treated in analysis, not on how the data was collected. The research sample can be classified according to whether it is independent or related (Malhotra, 2010:466). Samples are considered independent if they are randomly drawn from different populations and related (or paired) when the data for the two samples relates to the same group of respondents. When there is only one sample, the $t$ test and $z$ test can be used for analysis. These same tests are used for two or more samples along with the one way analysis of variance (one way ANOVA). Other tests that can used under univariate techniques include frequency; Chi-square; Mann-Whitney, paired $t$ test and the Median test.

Malhotra (2010:466) states that multivariate techniques are suitable when there are two or more measurements of each element and the variables are analysed simultaneously. These techniques are concerned with relationships among two or more phenomena. These techniques can be classified as either dependence techniques or interdependence techniques. Dependence techniques are used when one or more variables in the study can be identified as dependent and the rest as independent. Malhotra (2010:466) states that the techniques that will be used rely on whether there is one dependent variable or more than one. Multivariate analysis of variance and covariance and multiple discriminant analysis techniques are used when there are two or more dependent variables. Interdependence techniques focus on either variable interdependence or interobject similarity – factor analysis is used for variable interdependence and cluster analysis is used for interobject similarity.

Before addressing the different statistical techniques in greater detail, Malhotra (2010:490) states that it is necessary to define the level of significance and confidence interval that is used in each study. Malhotra (2010:491) notes two types of errors that can occur during hypothesis testing regarding the risk that an incorrect inference may be made about a
population. The first type of error (i), Type I error, also known as the alpha error, is an error made when sample results lead to the rejection of the null hypothesis when it should actually be true. The second type of error, (ii) Type II error, also known as beta error, occurs when the null hypothesis is not rejected when it should actually be deemed as false. The level of significance is defined as the probability of making a Type I error (i.e. rejecting the null hypothesis). The confidence interval refers to the range into which the true population parameter will fall assuming a given level of confidence. For this research, a significance level of 5% (0.05) and confidence interval of 95% was used.

The test statistic measures how close the sample comes to the null hypothesis. The research must note how the test statistic is computed along with the sampling distribution that the sample statistic follows. Malhotra (2010:491) states that the test statistic will either follow a normal, t, or chi-square distribution. As can be seen in the table above, the statistical technique that will be used for result analysis in this research study is the Pearson product moment correlation coefficient. This technique is discussed in greater detail below:

- **Pearson’s product moment correlation coefficient**

Clow and James (2014:309) define correlation as the degree to which one variable changes along with another, and a bivariate correlation is known as a correlation that involves only two variables. The Pearson’s product moment correlation coefficient (expressed by the symbol $r$) is the test that is used to measure bivariate correlations, as it examines the two variables in order to determine the change in one variable as compared with changes in the other variable. In other words, the test examines if changes in one variable are related to changes in the other variable. Clow and James (2014:309) and Aaker et al. (2011:444) state that the coefficient can range from +1 (denoting a perfect positive relationship) to -1 (denoting a perfect negative relationship). The symbols in front of the scores indicate whether the variables have a positive or a negative relationship. Clow and James (2014:309) state that a score of +1 would indicate an identical change (i.e. a change in one variable is the same as a change in the other variable), whilst -1 indicates an inverse relationship between the variables (when one increases by an amount, the other variable decreases by the same amount). A score of 0 indicates that there is no relationship between the variables.

Whilst the symbol indicates the direction of the relationship, whether it is positive or negative, Pallant (2007:132) states that the value denotes the strength of this relationship (whether it is small, medium or large). The following guidelines are provided:
Small/weak \( r = 0.10 \) to 0.29
Medium/moderate \( r = 0.30 \) to 0.49
Large \( r = 0.50 \) to 1.0

Aaker et al. (2011:444) stress that even though the coefficient provides a measure of the association between the two variables, it in no way implies a causal relationship between the variables. Just because two variables are related does not imply that one variable causes the other. Pearson’s product moment correlation coefficient was used to test Hypotheses 1-3 (H1, H2, H3), listed in section 5.3.3 above, for this research study.

- **Multiple Regression Analysis**

Burns and Bush (2014:407) describe regression analysis as a predictive analysis technique in which one (or more) variable is used to predict the level of another. There are a few types of regression analysis, including bivariate regression, which means that only two variables are being analysed (this is sometimes referred to as a simple regression) and multiple regression which means that more than one independent variable is being analysed. Clow and James (2014:416) state that with both simple and multiple regression, the researcher will have one dependent variable that is being examined. Simple regression examines whether or not there is a relationship or correlation between the independent variable and the outcome variable (the dependent variable). Multiple regression examines multiple independent variables in order to determine which of the variables is a good indicator of the outcome variable (dependent variable). Burns and Bush (2014:412) note that multiple is the more realistic of the two techniques, because predictions normally depend on multiple factors and not just one.

The following statistics are used in multiple regression to test for correlations between the dependent and independent variable:

- **Adjusted \( R^2 \):** A measure of how well the predictor variable predicts the variable (the strength of the relationship between the two). These values normally range between 0 and 1, with a 0 score indicating no predictive ability and therefore no correlation between the two variables. A score of 1 indicates perfect predictability and the closer to 1 a score is, the higher the predictability of the independent variable to the dependent variable (Clow & James, 2014:416).
- **Significance level:** The significance level of the two variables must be checked in order to determine if the regression is significant or not. The significance of the regression between the variables is indicated by a significance level (\( p \)-value). A \( p \)-value of less than 0.05
would indicate that the independent variable is a significant predictor of the dependent variable (Clow & James, 2014:416).

- Unstandardised coefficient: This shows the amount of change in the dependent variable based on an increase or decrease of 1 unit in the independent variable. This coefficient is indicated as a $\beta$ variable and is normally indicated a value between 0 and 1. The higher the $\beta$ value (closer to 1) of an independent variable, the greater the impact on the dependent variable (Clow & James, 2014:419). This test indicates how much each independent variable influences the dependent variable (Burns & Bush, 2014:413).

Regression analysis was used to test Hypothesis 4 (H4) (listed in Section 5.3.3 of this chapter) of the research study.

This concludes the discussion of the research design for the study.

5.5. CONCLUSION

This chapter addressed the research methodology that was followed for the study, which was based on the marketing research process that was outlined by Malhotra (2010:41-42). The research is quantitative and descriptive in nature and focused on collecting responses from consumers using questionnaires in order to answer the research question. Data was collected using a questionnaire with six sections: section A contained screening questions to ensure that the respondent was aware of the selected non-profit organisations and was active on online social network platforms; section B assessed customers on their awareness of the online social networking behaviour of these non-profit organisations, while section C and D tested the attitudes and perceptions towards the organisations’ online networking behaviour respectively. Section E of the questionnaire measured the respondents’ behavioural intentions and the last section F asked respondents for some demographic information. The questionnaire was sent for review and approval to the University of Johannesburg’s statistical consultation services.

Convenience sampling was used to choose the respondents for the study, fieldwork agents selected respondents based on whom they came across and who could successfully answer the screening questions. The target population was based in Gauteng and, overall, 201 respondents completed questionnaires. SPSS was the statistical package that was used to capture, code and analyse the data. The approach that was followed for analysing the data was to firstly analyse the descriptive statistics looking at the measures of location (mean, mode, median). The research then went to determine the distribution, reliability and validity...
of the results. In terms of testing the hypotheses for the study, both univariate and multivariate techniques were used to conduct the tests in order to accommodate for the independent variables as well as to determine correlations between some of the variables.

The results of the study are communicated in the chapter that follows.
CHAPTER 6
DISCUSSION AND INTERPRETATION OF RESULTS

6.1. INTRODUCTION

The purpose of this chapter is to discuss and interpret the results of the data that was collected and analysed following the marketing research process described in chapter 5. The chapter begins by looking at the primary and secondary objectives of the chapter as well as the hypotheses to be tested in the study. The realisation rate is discussed in order to provide a view of the sample that the data was collected from. The descriptive results are then discussed, followed by a look at the distribution, correlation and regression of the data. The main findings of the research are highlighted throughout the chapter and a summary provided at the end.

6.2. DISCUSSION OF PRIMARY AND SECONDARY OBJECTIVES

The primary objective of this research study is noted in section 1.5.1 of chapter 1 and is stated as: To determine consumers’ awareness, attitudes and perceptions of the online social networking activities of selected non-profit organisations and whether or not these influence purchase intentions (donating behaviour). The secondary objectives and hypotheses for the study are listed below:

6.2.1. Secondary objectives of the study

1. To determine the demographic profile of the survey respondents;
2. To determine consumers’ awareness of the online social networking activities of the selected non-profit organisations;
3. To determine consumers’ attitudes towards the online social networking activities of non-profit organisations / non-profit organisations that utilise online social networks;
4. To determine consumers’ perceptions of the online social networking activities of non-profit organisations; and
5. To investigate what role consumer awareness, attitudes and perceptions of online social networking activities of non-profit organisations have on consumer’s behavioural intentions towards non-profit organisations.
6.2.2. Hypotheses for the study

**H1:** There is a relationship between consumers’ awareness of the online social networking activities of non-profit organisations and their behavioural intentions towards the selected non-profit organisation.

**H2:** There is a relationship between consumers’ attitudes towards the online social networking activities of non-profit organisations and their behavioural intentions towards the selected non-profit organisation.

**H3:** There is a relationship between consumers’ perceptions of the online social networking activities of non-profit organisations and their behavioural intentions towards the selected non-profit organisation.

**H4:** There is a relationship between consumer awareness, attitudes and perceptions towards the online social networking activities of consumers and their behavioural intentions towards the selected non-profit organisation.

The section below discusses the results obtained through data collection.

### 6.3. SAMPLE REALISATION RATE

As stated in section 5.4.7 of chapter 5, data for this research study was collected in the Gauteng province from a non-probability convenience sample of respondents that successfully met two screening questions (i.e. they were aware of either of the two selected non-profit organisations and they were active on online social networks). The research study was not specific on the race or gender of the respondents, although respondents had to be over the age of 18. This age was chosen as the threshold because it is deemed that at this age respondents were considered as adults and this is the legal age for decision making. In total, 300 questionnaires were distributed and of these questionnaires, 250 questionnaires in total were collected and, of the 250, only 201 could be used for statistical analysis. This means that the study had a realisation rate of 67 percent from the total number of questionnaires that were distributed.

Below is a discussion of the data that was gathered from these 201 respondents regarding their awareness, perceptions and attitudes of the online social networking activities of non-profit organisations as well as their behavioural intentions towards these non-profit organisations.
6.4. DEMOGRAPHIC PROFILE

Section 5.4.1 in the previous chapter stated that this research study will follow a descriptive research design, which is the design that is used to provide a description of the market characteristics or functions (Malhotra, 2010:106). The section below discusses the demographic profile of the respondents collected in section F of the questionnaire in order to provide an understanding of the respondents from which the data was collected.

Section F of the questionnaire asked respondents for some personal information in order to provide the researcher with a profile of a typical respondent. Respondents were asked to indicate the age range in which they fell, their gender as well as their racial group.

These demographics of respondents are summarised in table 6.1 below:

<table>
<thead>
<tr>
<th>Items</th>
<th>Variable</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>18-24 years</td>
<td>93</td>
<td>46.3%</td>
</tr>
<tr>
<td></td>
<td>25-35 years</td>
<td>83</td>
<td>41.3%</td>
</tr>
<tr>
<td></td>
<td>36-45 years</td>
<td>22</td>
<td>10.9%</td>
</tr>
<tr>
<td></td>
<td>Older than 46 years</td>
<td>3</td>
<td>1.5%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>201</td>
<td>100.0%</td>
</tr>
<tr>
<td>Gender</td>
<td>Male</td>
<td>91</td>
<td>45.5%</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>109</td>
<td>54.5%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>200</td>
<td>100.0%</td>
</tr>
<tr>
<td>Racial group</td>
<td>Black</td>
<td>145</td>
<td>72.1%</td>
</tr>
<tr>
<td></td>
<td>Coloured</td>
<td>22</td>
<td>10.9%</td>
</tr>
<tr>
<td></td>
<td>Indian</td>
<td>11</td>
<td>5.5%</td>
</tr>
<tr>
<td></td>
<td>White</td>
<td>22</td>
<td>10.9%</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>1</td>
<td>0.5%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>201</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

As indicated in table 6.1, the majority of respondents for the study were between the ages of 18 and 24 (46.3%, n=93). Pertaining to gender, the largest number of respondents were female (54.5%, n=109). The majority of respondents fell in the racial group of Black (72.1%, n=145), and the smallest number were from the Indian racial group (5.5%, n=11).

**Main Finding 1:** The typical respondent for the study is a black female between the ages of 18 and 24.
The following section will provide the research findings of the awareness, perception and attitudes of these respondents towards the online social networking activities of non-profit organisations. The research findings will also reveal the respondents' behavioural intentions based on their interaction with the non-profit organisations on online social networks.

6.5. DESCRIPTIVE STATISTICS FOR AWARENESS, ATTITUDES, PERCEPTIONS AND BEHAVIOURAL INTENTIONS OF CONSUMERS

This section will present the descriptive results of the awareness and perceptions of consumers.

6.5.1. Awareness of the Online social networking activities of Non-profit organisations

Section B of the questionnaire provided respondents with a list of statements in order to determine their awareness of the activities of the selected non-profit organisations on online social networking sites. Respondents were asked to indicate on a five-point Likert scale, where 1 is “Strongly disagree” and 5 is “Strongly agree”. The findings of the questionnaire responses are reflected in table 6.2, which includes the statement that respondents were asked along with the mean and standard deviation for each statement. The table is followed by a discussion of the results:
Table 6.2: Respondents’ awareness of online social networking activities of the selected non-profit organisations

<table>
<thead>
<tr>
<th>Statements</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1 I am aware that this organisation has a presence on social networking sites</td>
<td>2.36</td>
<td>1.260</td>
</tr>
<tr>
<td>B2 I often encounter this organisation’s activities on social networking sites</td>
<td>1.96</td>
<td>1.214</td>
</tr>
<tr>
<td>B3 I often visit this organisation’s Facebook/ Twitter/ Blog page</td>
<td>1.64</td>
<td>1.087</td>
</tr>
<tr>
<td>B4 I regularly interact directly with this organisation on social networking sites</td>
<td>1.52</td>
<td>0.898</td>
</tr>
<tr>
<td>B5 I regularly interact with other non-profit organisations on social networking sites (other than this organisation)</td>
<td>1.99</td>
<td>1.188</td>
</tr>
<tr>
<td>B6 I often “like” this organisation’s posts on social networking sites</td>
<td>1.70</td>
<td>1.166</td>
</tr>
<tr>
<td>B7 I often “like” other non-profit organisations’ posts on social networking sites</td>
<td>2.16</td>
<td>1.318</td>
</tr>
<tr>
<td>B8 I am aware of this non-profit organisations fundraising activities on social networking sites</td>
<td>1.89</td>
<td>1.293</td>
</tr>
<tr>
<td>B9 I am aware of other friends who interact with this non-profit organisation via online social networks</td>
<td>2.14</td>
<td>1.341</td>
</tr>
<tr>
<td>Overall awareness towards online social networking activities of non-profit organisations</td>
<td>1.80</td>
<td>1.196</td>
</tr>
</tbody>
</table>

In table 6.2, it is evident that the means for the items related to awareness varied from 1.52 to 2.36 and the standard deviations varied between 0.898 and 1.341. When the overall mean is calculated for awareness (overall mean = 1.80), it reflects that respondents tended to disagree with the statements posed to them regarding their awareness of the online social networking activities of non-profit organisations. The statement that respondents agreed the most with was B1 “I am aware that this organisation has a presence on social networking sites” with mean = 2.36 and standard deviation = 1.260. Statement B4 “I regularly interact directly with this organisation on social networking sites” had the least level of agreement from respondents with mean = 1.52 and standard deviation = 0.898.

**Main Finding 2:** Overall respondents tended to disagree with the statements posed to them regarding their awareness of and interactions on the online social networking activities of non-profit organisations (mean = 1.80)

**Main Finding 3:** The statement respondents agree the most with was “I am aware that this organisation has a presence on social networking sites” (mean=2.36)
Main Finding 4: The statement respondents agreed the least with was “I regularly interact directly with this organisation on social networking sites” (mean = 1.52)

6.5.2. Attitudes towards non-profit organisations and their online social networking activities

In section C of the questionnaire, respondents were asked respond to ten statements in order to indicate their attitudes towards the online social networking profiles used by non-profit organisations. Respondents were asked to respond with their views regarding non-profit organisations in general and not necessarily the research study’s primary non-profit organisations. Respondents were asked to indicate on a five-point Likert scale, where 1 is “Strongly disagree” and 5 is “Strongly agree”, their agreement or disagreement with the ten statements. The findings of the questionnaire responses are reflected in table 6.3, which includes the statement that respondents were asked as well as the mean and standard deviation for each statement.

Table 6.3: Respondents’ attitudes towards the online social networking activities of non-profit organisations

<table>
<thead>
<tr>
<th>Statements</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1 Non-profit organisations serve a useful function in society</td>
<td>4.28</td>
<td>1.090</td>
</tr>
<tr>
<td>C2 Non-profit organisations have done a good job of marketing themselves through traditional marketing methods such as TV, radio, newspapers and magazines</td>
<td>2.87</td>
<td>1.096</td>
</tr>
<tr>
<td>C3 Non-profit organisations have done a good job of marketing themselves to the public through online platforms</td>
<td>2.82</td>
<td>1.083</td>
</tr>
<tr>
<td>C4 Non-profit organisations should build relationships with their donors before they ask for donations</td>
<td>3.79</td>
<td>1.015</td>
</tr>
<tr>
<td>C5 Non-profit organisations should come up with new ways to communicate with their donors</td>
<td>4.00</td>
<td>0.990</td>
</tr>
<tr>
<td>C6 It is critical for non-profit organisations to use online social networking sites</td>
<td>3.98</td>
<td>1.086</td>
</tr>
<tr>
<td>C7 A good non-profit organisation will use online social networks</td>
<td>3.99</td>
<td>1.013</td>
</tr>
<tr>
<td>C8 I have a positive image of non-profit organisations</td>
<td>4.20</td>
<td>0.886</td>
</tr>
<tr>
<td>C9 I have made better decisions on which non-profit organisation to support because of non-profit organisations’ use of online social networking sites</td>
<td>2.97</td>
<td>1.186</td>
</tr>
<tr>
<td>C10 I will only support a non-profit organisation that uses online social networks</td>
<td>2.50</td>
<td>1.456</td>
</tr>
<tr>
<td><strong>Overall attitudes towards online social networking activities of non-profit organisations</strong></td>
<td><strong>3.54</strong></td>
<td><strong>1.090</strong></td>
</tr>
</tbody>
</table>
The responses for the statements measuring consumer attitudes towards the online social networking activities of non-profit organisations had means that varied between 2.50 and 4.28. The standard deviations for the responses varied between 0.886 and 1.456. The overall mean indicated that respondents tended to agree with the statements measuring attitudes towards the online social networking activities of the non-profit organisations (mean = 3.54). Respondents agreed most with C1 “Non-profit organisations serve a useful function in society” (mean = 4.28 and standard deviation = 1.090). Statement C10, “I will only support a non-profit organisation that uses online social networks”, had the least agreement from respondents, with a mean of 2.50 and a standard deviation of 1.456.

**Main Finding 5:** Overall, respondents tended to agree with the statements measuring consumer attitudes towards the online social networking activities of the non-profit organisations (mean = 3.54)

**Main Finding 6:** The statement respondents agree the most with was “Non-profit organisations serve a useful function in society” (mean = 4.28 and standard deviation = 1.090)

**Main Finding 7:** The statement respondents agree the least with was “I will only support a non-profit organisation that uses online social networks” (mean = 2.50 and standard deviation = 1.456).

### 6.5.3. Perceptions of the online social networking activities of non-profit organisations

Respondents’ perceptions towards the online social networking activities of non-profit organisations in general were measured in section D of the questionnaire. Respondents were asked to respond to ten statements in order to indicate their agreement with the statements measuring their perceptions of how non-profit organisations should utilise online social networking platforms. As with the section above, respondents were asked to respond on their views regarding non-profit organisations in general and not necessarily the research study’s primary non-profit organisations. Respondents were asked to indicate on a five-point Likert scale, where 1 is “Strongly disagree” and 5 is “Strongly agree”, their agreement or disagreement with the ten statements. The findings of the questionnaire responses are reflected in table 6.4.
Table 6.4: Respondents’ perceptions towards the activities of non-profit organisations on online social networking platforms

<table>
<thead>
<tr>
<th>Statements</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>D1 It is important for non-profit organisations to interact with the public on online social networking sites</td>
<td>4.14</td>
<td>0.938</td>
</tr>
<tr>
<td>D2 Online social networking sites should be used by non-profit organisations to let followers know about their need for donations/volunteers</td>
<td>4.09</td>
<td>0.914</td>
</tr>
<tr>
<td>D3 Non-profit organisations should use online social networking sites to inform followers about the organisation’s activities</td>
<td>4.24</td>
<td>0.828</td>
</tr>
<tr>
<td>D4 Non-profit organisations should use online social networking sites to inform followers about fundraising initiatives</td>
<td>4.18</td>
<td>0.894</td>
</tr>
<tr>
<td>D5 Non-profit organisations should respond to comments and questions posted on their online social networking sites</td>
<td>4.20</td>
<td>0.908</td>
</tr>
<tr>
<td>D6 It is important for me to see a list of the donors of the non-profit organisation on their online social networking sites</td>
<td>3.60</td>
<td>1.240</td>
</tr>
<tr>
<td>D7 I prefer to be directed from the social profile page to the non-profit organisation’s website</td>
<td>3.88</td>
<td>1.107</td>
</tr>
<tr>
<td>D8 I prefer the non-profit organisation’s profile page on online social networking sites to include their contact details</td>
<td>4.28</td>
<td>0.909</td>
</tr>
<tr>
<td>D9 I expect non-profit organisations to provide an online response to comments and questions posted on their profile page</td>
<td>3.99</td>
<td>1.118</td>
</tr>
<tr>
<td>D10 I feel positive about the non-profit organisation when I interact with it through an online social networking site</td>
<td>3.75</td>
<td>1.137</td>
</tr>
<tr>
<td><strong>Overall perceptions towards the activities of non-profit organisations on online social networking platforms</strong></td>
<td><strong>4.03</strong></td>
<td><strong>0.909</strong></td>
</tr>
</tbody>
</table>

The means of the responses regarding respondents’ perceptions towards the online social networking activities of non-profit organisations ranged between 3.60 and 4.28. The standard deviations ranged between 0.828 and 1.137. The overall mean (mean = 4.03) indicates that respondents were in agreement with the statements posed to them regarding their perceptions on the online social networking activities of non-profit organisations. The statement that had the highest mean among respondents was D8, “I prefer the non-profit organisation’s profile page on online social networking sites to include their contact details” with a mean = 4.28 and standard deviation of 0.909. The statement that had the least agreement, though customers were in agreement with, was the statement D6, “It is important for me to see a list of the donors
of the non-profit organisation on their online social networking sites” (mean = 3.60 and standard deviation = 1.240).

Main Finding 8: Overall, respondents tended to agree with the statements measuring consumer perception of non-profit organisations’ utilisation of online social networks (mean = 4.03 and standard deviation = 0.909).

Main Finding 9: The statement respondents agree the most with was “I prefer the non-profit organisation’s profile page on online social networking sites to include their contact details” (mean = 4.28 and standard deviation = 0.909).

Main Finding 10: The statement respondents agree the least with was “It is important for me to see a list of the donors of the non-profit organisation on their online social networking sites” (mean = 3.60 and standard deviation = 1.240).

6.5.4. Behavioural intentions

In section E of the questionnaire, respondents were asked to respond to five statements to indicate their level of agreement regarding the impact of online social networks on their behavioural intentions (i.e. donating behaviour) to non-profit organisations. Respondents were asked to respond on their views regarding non-profit organisations in general and not necessarily the research study’s primary non-profit organisations. Respondents were asked to indicate on a five-point Likert scale where 1 is “Strongly disagree” and 5 is “Strongly agree”, their agreement or disagreement with the five statements. The findings of the questionnaire responses are reflected in table 6.5.

Table 6.5: Respondents’ behavioural intentions towards the non-profit organisations

<table>
<thead>
<tr>
<th>Statements</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>E1 I would contribute money to a non-profit organisation that I interact with on online social networks</td>
<td>3.60</td>
<td>1.127</td>
</tr>
<tr>
<td>E2 I would contribute goods to a non-profit organisation that I interact with on online social networks</td>
<td>3.79</td>
<td>1.120</td>
</tr>
<tr>
<td>E3 I would volunteer my time to assist a non-profit organisation that I interact with on online social networks</td>
<td>3.86</td>
<td>1.133</td>
</tr>
<tr>
<td>E4 I would encourage friends to support a non-profit organisation that I interact with on online social networks</td>
<td>4.04</td>
<td>1.072</td>
</tr>
<tr>
<td>E5 I will support (money, goods and time) a non-profit organisation that I interact with on online social networks in the near future</td>
<td>3.64</td>
<td>1.198</td>
</tr>
<tr>
<td>Overall behavioural intentions towards the non-profit organisations</td>
<td>3.78</td>
<td>1.130</td>
</tr>
</tbody>
</table>
The means of the responses regarding respondents’ level of agreement pertaining to their
behavioural intentions towards non-profit organisations that they interact with ranged between
3.60 and 4.04. The standard deviations ranged between 1.072 and 1.198. Overall,
respondents indicated they tended to agree with the statements measuring behavioural
intentions towards non-profit organisations, with an overall mean of 3.78. The statement E4,
“I would encourage friends to support a non-profit organisation that I interact with on online
social networks” had the highest level of agreement from respondents (mean = 4.04 and
standard deviation = 1.072). Statement E1, “I would contribute money to a non-profit
organisation that I interact with on online social networks” had agreement from respondents,
although this ranked among the lowest level of agreement among the 5 statements (mean =
3.60 and standard deviation = 1.127).

**Main Finding 11:** Overall, respondents tended to agree with the statements measuring
consumers’ behavioural intentions to non-profit organisations that they interact with on online
social networks (mean = 3.78 and standard deviation = 1.130).

**Main Finding 12:** The statement respondents agree the most with was “I would encourage
friends to support a non-profit organisation that I interact with on online social networks” (mean
= 4.04 and standard deviation = 1.072).

**Main Finding 13:** The statement respondents agree the least with was “I would contribute
money to a non-profit organisation that I interact with on online social networks” (mean = 3.60
and standard deviation = 1.127).

This concludes the discussion of the results of the descriptive research. The following section
looks at the factor analysis used in the research study prior to the discussion on how these
findings tie into the hypotheses of the study.

### 6.6. FACTOR ANALYSIS

In order to determine construct validity, exploratory factor analysis was conducted on each of
the scales in the questionnaire (awareness, attitudes, perceptions and behavioural intentions).
According to Pallant (2010:181), factor analysis entails the analysis of multiple items within
each scale to determine whether or not there are underlying constructs, which is performed to
reduce the items in the scale to a manageable number. In order to be considered suitable for
factor analysis, Pallant (2010:183) states that the variables/statements should be tested for
correlation using Bartlett’s test of sphericity and the Kaiser-Meyer-Olkin (KMO) test of
sampling adequacy. Bartlett’s test of sphericity should be statistically significant and this is
when $p < 0.05$ whilst the KMO value should be 0.6 or above. Table 6.6 below discusses how
the factors for the research study were determined for awareness, attitudes, perceptions and behavioural intentions.

**Table 6.6: KMO measure of sampling adequacy and Bartlett's test of sphericity results for research study**

<table>
<thead>
<tr>
<th>Construct</th>
<th>KMO Measure of Sampling Adequacy</th>
<th>Bartlett's Test of Sphericity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>0.894</td>
<td>0.000</td>
</tr>
<tr>
<td>Attitudes</td>
<td>0.752</td>
<td>0.000</td>
</tr>
<tr>
<td>Perceptions</td>
<td>0.835</td>
<td>0.000</td>
</tr>
<tr>
<td>Behavioural Intentions</td>
<td>0.860</td>
<td>0.000</td>
</tr>
</tbody>
</table>

The results reflected in table 6.6 above reflect that an exploratory factor analysis is suitable. The KMO values for the awareness, attitudes, perceptions and behavioural intentions scales was above the recommended level of 0.6. The Bartlett's test of sphericity revealed statistical significance as the values for each scale were 0.000, which is below 0.05, indicating that there is adequate correlation between the statements in the scales. Exploratory factor analysis is discussed in the section below.

### 6.6.1. Exploratory Factor Analysis

Once factor analysis has been shown as appropriate, Pallant (2007:190) states that the next step is to identify those variables with correlation coefficients of 0.3 and above. The number of factors to be extracted is determined using the approaches based on eigenvalues higher than 1 (Pallant, 2007:190). In the following section, the results for the awareness, attitudes, perception and behavioural intentions are discussed.

#### 6.6.1.1. Consumer's awareness of online social networking activities of non-profit organisations

Table 6.7 below details the results from the exploratory factor analysis conducted for consumer’s awareness of online social networking activities of non-profit organisations.
Table 6.7: Unrestricted Eigenvalues, communality values, factor/pattern matrix and cumulative percentage for consumers’ awareness of online social networking activities

<table>
<thead>
<tr>
<th>Construct</th>
<th>Commonality</th>
<th>Eigenvalue</th>
<th>Pattern Matrix</th>
<th>Cumulative percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Factor 1</td>
<td>Factor 2</td>
</tr>
<tr>
<td>Awareness</td>
<td></td>
<td></td>
<td>Factor 1</td>
<td>Factor 2</td>
</tr>
<tr>
<td>B1</td>
<td>0.636</td>
<td>F1: 6.033</td>
<td>0.734</td>
<td></td>
</tr>
<tr>
<td>B2</td>
<td>0.762</td>
<td>F2: 1.014</td>
<td>0.857</td>
<td></td>
</tr>
<tr>
<td>B3</td>
<td>0.838</td>
<td></td>
<td>0.890</td>
<td></td>
</tr>
<tr>
<td>B4</td>
<td>0.774</td>
<td></td>
<td>0.856</td>
<td></td>
</tr>
<tr>
<td>B5</td>
<td>0.683</td>
<td></td>
<td>0.705</td>
<td>0.591</td>
</tr>
<tr>
<td>B6</td>
<td>0.791</td>
<td></td>
<td>0.887</td>
<td></td>
</tr>
<tr>
<td>B7</td>
<td>0.688</td>
<td></td>
<td>0.714</td>
<td>0.471</td>
</tr>
<tr>
<td>B8</td>
<td>0.708</td>
<td></td>
<td>0.836</td>
<td></td>
</tr>
<tr>
<td>B9</td>
<td>0.499</td>
<td></td>
<td>0.693</td>
<td></td>
</tr>
</tbody>
</table>

Table 6.7 above reveals that the communality values for consumer awareness of online social networking activities of non-profit organisations ranged between 0.499 and 0.838. A loading factor of 0.3 was used. Question B9 “I am aware of other friends who interact with this non-profit organisation via online social networks” was the weakest indicator of the awareness with a communality value of 0.499. Question B3 “I often visit this organisation’s Facebook/ Twitter/ Blog page” was the strongest indicator of consumer awareness of the online social networking activities of non-profit organisations with communality indicator of 0.838. Two factors were identified from the factor analysis for consumer awareness and were labelled as – Factor 1: Consumer awareness of the online social networking activities of primary non-profit organisations; Factor 2: Consumer awareness of the online social networking activities of other non-profit organisations. Factor 1 (6.033) accounted for 67.03% variance whilst Factor 2 (1.014) accounted for 78.30% variance.

Main Finding 14: The scale measuring consumer’s awareness of the online social networking activities of non-profit organisations is considered to be valid

Main Finding 15: Factor 1 from the awareness scale was labelled as: Consumer awareness of the online social networking activities of primary non-profit organisations

Main Finding 16: Factor 2 from the awareness scale was labelled as: Consumer awareness of the online social networking activities of other non-profit organisations
6.6.1.2. Consumer's attitudes towards the online social networking activities of non-profit organisations

Below are the results from the Exploratory Factor analysis conducted for consumer’s attitudes towards the online social networking activities of non-profit organisations.

Table 6.8: Unrestricted Eigenvalues, communality values, factor/pattern matrix and cumulative percentage for consumers’ attitudes towards online social networking activities

<table>
<thead>
<tr>
<th>Construct</th>
<th>Commonality</th>
<th>Eigenvalue</th>
<th>Pattern Matrix</th>
<th>Cumulative percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>F1: 3.558</td>
<td>Factor 1</td>
<td>Factor 2</td>
</tr>
<tr>
<td>Attitudes</td>
<td></td>
<td>F2: 1.455</td>
<td>0.757</td>
<td>0.652</td>
</tr>
<tr>
<td>C1</td>
<td>0.472</td>
<td></td>
<td>0.519</td>
<td></td>
</tr>
<tr>
<td>C2</td>
<td>0.343</td>
<td></td>
<td>0.585</td>
<td></td>
</tr>
<tr>
<td>C3</td>
<td>0.370</td>
<td></td>
<td>0.768</td>
<td></td>
</tr>
<tr>
<td>C4</td>
<td>0.272</td>
<td></td>
<td>0.635</td>
<td></td>
</tr>
<tr>
<td>C5</td>
<td>0.375</td>
<td></td>
<td>0.550</td>
<td></td>
</tr>
<tr>
<td>C6</td>
<td>0.570</td>
<td></td>
<td>0.501</td>
<td></td>
</tr>
<tr>
<td>C7</td>
<td>0.536</td>
<td></td>
<td>0.501</td>
<td></td>
</tr>
<tr>
<td>C8</td>
<td>0.325</td>
<td></td>
<td>0.501</td>
<td></td>
</tr>
<tr>
<td>C9</td>
<td>0.297</td>
<td></td>
<td>0.501</td>
<td></td>
</tr>
</tbody>
</table>

The table above reveals that the commonality values for consumer attitudes of online social networking activities of non-profit organisations ranged between 0.272 and 0.570. A loading factor of 0.3 was used. Question C4, “Non-profit organisations should build relationships with their donors before they ask for donations” was the weakest indicator of the attitudes, with a communality value of 0.272. Question C6, “It is critical for non-profit organisations to use online social networking sites” was the strongest indicator of consumer attitudes of the online social networking activities of non-profit organisations, with communality indicator of 0.570. Statement C10, “I will only support a non-profit organisation that uses online social networks” was removed from the data set as it did not load on the two factors indicated above. Two factors were identified from the factor analysis for consumer attitudes and were labelled as **Factor 1**: Consumer attitudes on the general business activities of non-profit organisations and **Factor 2**: Consumer attitudes on the marketing activities of non-profit organisations. Factor 1 (3.558) accounted for 33.60% variance whilst Factor 2 (1.455) accounted for 43.99% variance.
Main Finding 17: The scale measuring consumers’ attitudes of the online social networking activities of non-profit organisations is considered to be valid.

Main Finding 18: Factor 1 from the consumer attitude scale was labelled as: Consumer attitudes on the general business activities of non-profit organisations.

Main Finding 19: Factor 2 from the consumer attitude scale was labelled as: Consumer attitudes on the marketing activities of non-profit organisations.

6.6.1.3. Consumer’s perceptions towards the online social networking activities of non-profit organisations

Table 6.9 below indicates the results of the exploratory factor analysis conducted for consumer’s perceptions of the online social networking activities of non-profit organisations.

Table 6.9: Unrestricted Eigenvalues, communality values, factor/pattern matrix and cumulative percentage for consumers’ perceptions of online social networking activities

<table>
<thead>
<tr>
<th>Construct</th>
<th>Commonality</th>
<th>Eigenvalue</th>
<th>Pattern Matrix</th>
<th>Cumulative percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Factor 1: F1:</td>
<td>Factor 2: F2:</td>
<td>Factor 1</td>
</tr>
<tr>
<td>Perceptions</td>
<td></td>
<td>4.811</td>
<td>1.412</td>
<td>0.695</td>
</tr>
<tr>
<td>D1</td>
<td>0.553</td>
<td>0.871</td>
<td>0.956</td>
<td>48.11%</td>
</tr>
<tr>
<td>D2</td>
<td>0.662</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D3</td>
<td>0.748</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D4</td>
<td>0.623</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D5</td>
<td>0.528</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D6</td>
<td>0.366</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D7</td>
<td>0.366</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D8</td>
<td>0.399</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D9</td>
<td>0.537</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D10</td>
<td>0.434</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 6.9 reveals that the commonality values for consumer perceptions scale of online social networking activities of non-profit organisations ranged between 0.366 and 0.748. A loading factor of 0.3 was used. Question D6, “It is important for me to see a list of the donors of the non-profit organisation on their online social networking sites” and D7, “I prefer to be directed from the social profile page to the non-profit organisation’s website” had the weakest indicators of the perceptions, with both statements having a commonality value of 0.366. Question D3,
“Non-profit organisations should use online social networking sites to inform followers about the organisation’s activities” was the strongest indicator of consumer perceptions of the online social networking activities of non-profit organisations, with communality indicator of 0.748. Two factors were identified from the factor analysis for consumer perceptions and were labelled as **Factor 1**: Customer perceptions of direct interactions between customer and non-profit organisations on online social networking sites and **Factor 2**: Customer perceptions of information provided by non-profit organisations through online social networking sites. Factor 1 (4.811) accounted for 48.11% variance whilst Factor 2 (1.412) accounted for 62.23% variance.

**Main Finding 20**: The scale measuring consumer’s perceptions of the online social networking activities of non-profit organisations is considered to be valid.  
**Main Finding 21**: Factor 1 from the consumer perception scale was labelled as: Customer perceptions of direct interactions between customer and non-profit organisations on online social networking sites.  
**Main Finding 22**: Factor 2 from the consumer perception scale was labelled as: Customer perceptions of information provided by non-profit organisations through online social networking sites.

### 6.6.1.4. Consumer’s behavioural intentions towards non-profit organisations

Table 6.10 below indicates the results of the exploratory factor analysis conducted for consumer’s behavioural intentions towards non-profit organisations.

**Table 6.10: Unrestricted Eigenvalues, communality values, factor/pattern matrix and cumulative percentage for consumers’ behavioural intention towards non-profit organisations**

<table>
<thead>
<tr>
<th>Construct</th>
<th>Commonality</th>
<th>Eigenvalue</th>
<th>Factor Matrix</th>
<th>Cumulative percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Factor 1</td>
<td>Factor 2</td>
<td></td>
</tr>
<tr>
<td>Behavioural intention</td>
<td></td>
<td>Factor 1</td>
<td>Factor 2</td>
<td></td>
</tr>
<tr>
<td>E1</td>
<td>0.543</td>
<td>F1: 3.59</td>
<td>0.863</td>
<td>71.80%</td>
</tr>
<tr>
<td>E2</td>
<td>0.678</td>
<td></td>
<td>0.860</td>
<td></td>
</tr>
<tr>
<td>E3</td>
<td>0.687</td>
<td></td>
<td>0.855</td>
<td></td>
</tr>
<tr>
<td>E4</td>
<td>0.665</td>
<td></td>
<td>0.750</td>
<td></td>
</tr>
<tr>
<td>E5</td>
<td>0.443</td>
<td></td>
<td>0.692</td>
<td></td>
</tr>
</tbody>
</table>
Table 6.10 above indicates that the commonality values for consumer’s behavioural intention scale towards non-profit organisations ranged between 0.443 and 0.687. A loading factor of 0.3 was used. Question E5, “I will support (money, goods and time) a non-profit organisation that I interact with on online social networks in the near future” had the weakest indicator of behavioural intentions, with a commonality value of 0.443. Question E3, “I would volunteer my time to assist a non-profit organisation that I interact with on online social networks” was the strongest indicator of consumer’s behavioural intentions, with communality indicator of 0.687. Only one factor came out of this section and this factor (3.59), labelled as Consumer behavioural intentions, and accounted for 71.80% variance.

Main Finding 23: The consumers’ behavioural intentions scale towards non-profit organisations is considered to be valid and was labelled as Consumers’ behavioural intentions towards non-profit organisations

Once the scales have been tested for validity, they must be tested for reliability and the next section will look at the reliability for the scales used for awareness, attitudes, perceptions and behavioural intentions. The constructs awareness, attitudes, perceptions and behavioural intentions of consumers were be tested for reliability and the results are discussed in the section below.

6.7. RELIABILITY OF RESULTS

According to Clow and James (2014:267) and Malhotra (2010:318), reliability refers to the extent to which a scale can be used repeatedly and produces consistent results. There are several methods to test the reliability of a scale. However, as discussed in section 5.4.12.6 of chapter 5, the reliability of the scale for this research study was tested using the internal consistency approach using an indicator called Cronbach’s alpha coefficient. Cronbach’s alpha produces a reliability coefficient varying from 0 to 1 and the higher the score, the more reliable the measure. Pallant (2007:95) notes that ideally the Cronbach’s alpha coefficient should be above 0.7, although it can be quite sensitive to the number of items in the scale.

The Cronbach’s alpha coefficients for the awareness, attitudes, perceptions and behavioural intentions factors are reflected in table 6.11 below.
Table 6.11: Cronbach’s alpha coefficients of measuring instruments

<table>
<thead>
<tr>
<th>Scale</th>
<th>Cronbach’s alpha coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Awareness</strong></td>
<td></td>
</tr>
<tr>
<td>Factor 1: Consumer awareness of the online social networking activities of primary non-profit organisations (7 statement)</td>
<td>0.935</td>
</tr>
<tr>
<td>Factor 2: Consumer awareness of the online social networking activities of other non-profit organisations (2 statement)</td>
<td>0.882</td>
</tr>
<tr>
<td><strong>Attitudes</strong></td>
<td></td>
</tr>
<tr>
<td>Factor 1: Consumer attitudes on the general business activities of non-profit organisations (6 statements)</td>
<td>0.813</td>
</tr>
<tr>
<td>Factor 2: Consumer attitudes on the marketing activities of non-profit organisations (3 statements)</td>
<td>0.700</td>
</tr>
<tr>
<td><strong>Perceptions</strong></td>
<td></td>
</tr>
<tr>
<td>Factor 1: Customer perceptions of direct interactions between customer and non-profit organisations on online social networking sites (7 statements)</td>
<td>0.886</td>
</tr>
<tr>
<td>Factor 2: Customer perceptions of information provided by non-profit organisations through online social networking sites (3 statements)</td>
<td>0.671</td>
</tr>
<tr>
<td><strong>Behavioural Intentions</strong></td>
<td></td>
</tr>
<tr>
<td>Factor 1: Consumers’ behavioural intentions towards non-profit organisations (5 statements)</td>
<td>0.900</td>
</tr>
</tbody>
</table>

Table 6.11 indicates that the Cronbach alpha coefficients for the scales varied between 0.671 and 0.935. The scales for awareness, attitudes, perceptions and behavioural intentions of consumers towards the online social networking activities of non-profit organisations is considered to be reliable according to the requirements of Hair et al. (2013:166), who state that a scale with a Cronbach alpha coefficient of between 0.60 and 0.80 is considered to have good reliability for social sciences.
6.8. HYPOTHESIS TESTING

The hypotheses that were formulated for this research study were tested using Pearson’s product moment correlation coefficient and multiple regression analysis was used to accept or reject the hypotheses. The hypotheses were formulated to meet the objectives that have been set out for the research study. This section will cover the hypothesis testing for Hypotheses H1 to H3 using Pearson’s product moment correlation and H4, using regression analysis, and is covered in section 6.10 below.

For the hypothesis testing, the statistical significance value (p-value) was calculated as well as the effect size of the correlation. Pallant (2010:134) provides a guideline to interpret values between 0 and 1 and states that an effect size of <0.3 indicates a small effect, effect size of between 0.3 and 0.5 indicates a moderate effect while an effect size of > 0.5 indicates a large effect.

The Pearson’s correlation for the factors are reflected in table 6.12 below and discussed in the section that follows.

Table 6.12: A summary of the Pearson’s Product Moment Correlation

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Factor</th>
<th>Pearson’s correlation</th>
<th>Sig. (2 tailed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hypothesis 1 Factor 1</td>
<td>0.097</td>
<td>0.172</td>
<td></td>
</tr>
<tr>
<td>Factor 2</td>
<td>0.097</td>
<td>0.169</td>
<td></td>
</tr>
<tr>
<td>Hypothesis 2 Factor 1</td>
<td>0.333</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>Factor 2</td>
<td>0.333</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>Hypothesis 3 Factor 1</td>
<td>0.413</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>Factor 2</td>
<td>0.332</td>
<td>0.000</td>
<td></td>
</tr>
</tbody>
</table>
6.8.1. Hypothesis 1

**H1:** There is a relationship between consumers’ awareness of the online social networking activities of non-profit organisations and their behavioural intentions towards the selected non-profit organisation.

Based on the results of the exploratory factor analysis, which showed a two factor solution, the hypothesis could be refined into H1\(_a\) and H1\(_b\).

H1\(_a\): There is a relationship between consumer awareness of the online social networking activities of primary non-profit organisations and their behavioural intentions towards the selected non-profit organisation.

The results from the Pearson Product Moment Correlation provided a significance value of \(p = 0.172\) with an effect size of 0.097. This result indicates that a statistically significant result could not be identified, indicating that H1\(_a\) can be rejected.

**Main Finding 24:** Correlation testing indicated that H1\(_a\) can be rejected as no statistically significant result was observed.

H1\(_b\): There is a relationship between consumer awareness of the online social networking activities of other non-profit organisations and their behavioural intentions towards these non-profit organisation.

The results from the Pearson Product Moment Correlation provided a significance value of \(p = 0.169\) with an effect size of 0.097. This result indicates that a statistically significant result could not be identified, indicating that H1\(_b\) can be rejected.

**Main Finding 25:** Correlation testing indicated that H1\(_b\) can be rejected as no statistically significant result was observed.

6.8.2. Hypothesis 2

**H2:** There is a relationship between consumers’ attitudes towards the online social networking activities of non-profit organisations and their behavioural intentions towards the selected non-profit organisation.

Based on the results of the exploratory factor analysis and the two factor solution, the hypothesis was refined as H2\(_a\) and H2\(_b\):
**H2a:** There is a relationship between consumer attitudes on the general business activities of non-profit organisations and their behavioural intentions towards the selected non-profit organisation.

The results from the Pearson Product Moment Correlation provided a significance value of \( p = 0.000 \) with an effect size of 0.333. This result indicates that a statistically significant exists with a moderate effect, indicating that H2a can be accepted.

**Main Finding 26:** Correlation testing indicated that a statistically significant result with a moderate effect was observed, indicating that H2a can be accepted.

**H2b:** There is a relationship between consumer attitudes on the marketing activities of non-profit organisations and their behavioural intentions towards the selected non-profit organisation.

The results from the Pearson Product Moment Correlation provided a significance value of \( p = 0.000 \) with an effect size of 0.398. This result indicates that a statistically significant exists with a moderate effect, indicating that H2b can be accepted.

**Main Finding 27:** Correlation testing indicated that a statistically significant result with a moderate effect was observed indicating that H2b can be accepted.

**6.8.3. Hypothesis 3**

**H3:** There is a relationship between consumers’ perceptions of the online social networking activities of non-profit organisations and their behavioural intentions towards the selected non-profit organisation.

Based on the results of the exploratory factor analysis and the two factor solution, the hypothesis was refined into H3a and H3b.

**H3a:** There is a relationship between customer perceptions of direct interactions between customer and non-profit organisations on online social networking sites and their behavioural intentions towards the selected non-profit organisation.
The results from the Pearson Product Moment Correlation provided a significance value of $p = 0.000$ with an effect size of 0.413. This result indicates that a statistically significant result exists with a moderate effect, indicating that $H3_a$ can be accepted.

**Main Finding 28:** Correlation testing indicated that a statistically significant result with a moderate effect was observed, indicating that $H3_a$ can be accepted.

$H3_b$: There is a relationship between customer perceptions of information provided by non-profit organisations through online social networking sites and their behavioural intentions towards the selected non-profit organisation.

The results from the Pearson Product Moment Correlation provided a significance value of $p = 0.000$ with an effect size of 0.332. This result indicates that a statistically significant result exists with a moderate effect, indicating that $H3_b$ can be accepted.

**Main Finding 29:** Correlation testing indicated that a statistically significant result with a moderate effect was observed, indicating that $H3_b$ can be accepted.
6.9. MULTIPLE REGRESSION ANALYSIS

According to Aaker et al. (2011:445), regression analysis is a technique used to relate two or more variables, relate two or more independent variables, on the one hand, and one or more dependent variables, on the other hand. This analysis is performed for the purpose of determining how well a set of variables (independent variables) is able to predict a particular outcome (the dependent variable) (Aaker et al., 2011:446; Pallant, 2007:146). For this particular research study, multiple regression was used to investigate whether or not a set of independent variables (awareness, attitudes and perceptions of the online social networking activities) could predict the dependent variable (behavioural intentions towards non-profit organisations).

As stated by Pallant (2007:148), there are a number of assumptions that accompany multiple regression analysis as it is one of the fussier of the statistical techniques. These assumptions are discussed below in order to ensure that the research has accounted for them.

6.9.1. Sample Size

Pallant (2007:148) states that sample size has an impact on the generalisability of the study. If the sample size is too small, the researched may obtain a result that cannot be generalised (or repeated) with other samples. There are various guidelines that can be used to determine the appropriate sample size. The formula used for this research study is $N > 50 + 8m$ (with $m$ being the number of independent variables being tested). Awareness, attitudes and perceptions are considered the independent variables for this study and therefore, according to this formula, a minimum sample size of 74 is required. There are 201 cases used for this study, therefore the generalisability of the outcome of the regression analysis will be accepted.

6.9.2. Multicollinearity

According to Aaker et al. (2011:461), multicollinearity represents the correlations among predictor values (independent variables). Pallant (2007:149) states that multicollinearity exists when these independent variables are highly correlated that is ($r = 0.9$ and above). The researcher is advised to check for these correlations among independent variables. For this particular study, the correlations ranged from $r = -0.084$ and $r = 0.782$, indicating that there is no multicollinearity between the independent variables.
6.9.3. Outliers

Pallant (2007:149) states that multiple regression is very sensitive to outliers, or scores that are very high or very low. Both dependent and independent variables should be checked for these outliers as part of the screening process. Any outliers found in the data should either be deleted or assigned a score that is high yet is closer to the cluster of the scores. Outliers can be defined as variables with a standardised residual value of above 3.3 or less than -3.3.

6.9.4. Normality

This assumption refers to the distribution of the scores and the resultant inferences regarding the relationship between the variables. As mentioned in Chapter 5, skewness and kurtosis are two very common approaches to determine normality. When it comes to skewness, distributions can either be symmetric or skewed. Kurtosis is defined as a measure of the relative peakedness of the curve defined by frequency distribution. The kurtosis for a normal distribution is zero, whereas if a kurtosis is positive, then the distribution is more peaked and a negative kurtosis means the distribution is flatter. Malhotra (2010:489) states that it is important to consider the measure of shape, because if a distribution is found to be highly skewed or more peaked/flatter than normal, then caution should be exercised when applying normality to the data set. Pallant (2007:149) states that residuals should be normally distributed around the predicted dependent variable scores.

The results of the data analysis indicate that none of the independent variables had a skewness of less than 2 and a kurtosis of less than 7, therefore the assumption of a normal distribution is upheld.

6.9.5. Linearity

This assumption refers to the idea that residuals should have a straight-line relationship with predicted dependent variable scores (Pallant, 2007:149). The Normal P-Plot of Regression Standardised Residual chart drawn for this research study indicates a linear relationship with the dependent variable (intention), with some deviations from the linear in several areas. Thus the regression analysis assumption that there is a linear relationship is met.
6.9.6. Homoscedasticity

Pallant (2007:149) states that this refers to this assumption that the variance of the residuals about predicted dependent variable scores should be the same for all predicted scores. This assumption was met for the research study.

The assumptions discussed above that had to be in place for regression analysis to be conducted were met. The research had an adequate sample size, none of the independent variables were highly correlated and there were no outliers that represented a cause for concern. The results have a normal distribution, have a linear relationship and the variance of the predicted scores is the same, therefore, a regression analysis can be conducted as discussed in the section below.

6.10. REGRESSION ANALYSIS

According to Clow and James (2014:416), one can either have simple regression or multiple regression analysis, as discussed in chapter 5. Multiple regression will be conducted for this research study as there are multiple independent variables that are examined, in order to determine which variable is a good predictor of the outcome variable. Thus, our independent variables (awareness, attitudes and perceptions) are examined to determine which one is a good predictor of consumers' behavioural intentions towards non-profit organisations.

Section 6.8 above provided the results and findings for hypothesis testing of H1 to H3 of the research study. As stated above, H4 will be tested using multiple regression analysis.

H4: There is a relationship between consumer awareness, attitudes and perceptions towards the online social networking activities of consumers and their behavioural intentions

The table below summarises the regression findings for the research study:
Looking at table 6.13, it is evident that only two variables showed a statistically significant and positive relationship on behavioural intention namely, attitude Factor 1 (Consumer attitudes on the general business activities of the non-profit organisations), with a p-value of 0.000 and...
a $\beta = 0.360$. The other variable that showed a statistically significant and positive relationship on behaviour intention included perception Factor 2 (Customer perceptions of information provided by non-profit organisations through online social networking sites,) with a p-value of 0.000 and a $\beta = 0.267$. As only two variables had a statistically significant and positive relationship on behavioural intention, H4 can only be partially accepted.

**Main Finding 30:** There is a significant positive relationship between consumers’ attitudes towards the general business activities as well as consumers’ perceptions of the information provided on the online social networking sites of non-profit organisations and their behavioural intentions, indicating that H4 can only be partially accepted.

Figure 6.1 below graphically depicts a summary of the regression analysis results for the research study.
6.11. SUMMARY OF MAIN FINDINGS FOR THE STUDY

The purpose of this section is to provide a consolidated view of the main findings of the study as discussed above. The findings from the descriptive research will be consolidated first, followed by the main findings from the hypothesis testing.
6.11.1. Main Findings from the descriptive research

The findings summarised below are the main findings from each section in the questionnaire (section B to E).

Table 6.14: Summary of main findings of the descriptive research

<table>
<thead>
<tr>
<th>Secondary Objective</th>
<th>Hypotheses</th>
<th>Main Finding</th>
</tr>
</thead>
<tbody>
<tr>
<td>To determine the demographic profile of the survey respondents</td>
<td>N/A</td>
<td>1</td>
</tr>
<tr>
<td>To determine consumers’ awareness of the online social networking activities of the selected non-profit organisations</td>
<td>H1</td>
<td>2, 3, 4, 24, 25</td>
</tr>
<tr>
<td>To determine consumers’ attitudes towards the online social networking activities of non-profit organisations / non-profit organisations that utilise online social networks</td>
<td>H2</td>
<td>5, 6, 7, 26, 27</td>
</tr>
<tr>
<td>To determine consumers’ perceptions of the online social networking activities of non-profit organisations</td>
<td>H3</td>
<td>8, 9, 10, 28, 29</td>
</tr>
<tr>
<td>To investigate what role consumer awareness, attitudes and perceptions of online social networking activities of non-profit organisations have on consumer’s behavioural intentions towards non-profit organisations</td>
<td>H4</td>
<td>30</td>
</tr>
</tbody>
</table>

6.12. CONCLUSION

This chapter’s main focus has been discussing and interpreting the results from the data analysis in order to draw main findings from these results. The chapter began by looking at the primary and secondary objectives of the study as well as the hypotheses developed in order to meet these objectives. This section was followed by a discussion of the study’s sample realisation rate in order to look at the number of respondents from which the researcher was able to obtain data. Overall, there were 201 respondents and the profile of the respondent shows that majority of respondents were black females in the age group 18-24 years of age, which is in line with the population statistics of South Africa.

The chapter then looked at the descriptive analysis for awareness, attitudes, perceptions and behavioural intentions, paying attention to the mean and standard deviation of responses provided for each construct of the questionnaire. The results of the factor analysis were...
provided, which detail the results of Bartlett’s Test of Sphericity and KMO sampling adequacy for each of the constructs. The factor analysis conducted on each of the scales indicated construct validity. The section was followed by the exploratory factor analysis, which assisted in determining the validity of each construct and the number of factors that came out of the analysis. Once the validity of the constructs was determined, the reliability was determined by analysing the Cronbach Alpha coefficients for each construct. The Cronbach’s alpha coefficient was above 0.8 for the scales (awareness, attitudes, perceptions and behavioural intention), which confirmed that the scales were reliable.

A discussion on multiple regression followed, which looked at the assumptions that need to be in place for multiple regression to be conducted. These assumptions concerning sample size, outliers, normality and multicollinearity were shown to have been met for this research study, thus indicating the regression analysis could be conducted. This section was followed by a discussion of the hypothesis testing, looking at each research hypothesis and the results of the statistical test, followed by a summary of the main finding from the research results. All the main findings from the descriptive research and the hypothesis testing were consolidated in a table to be used in the research recommendations in the next chapter.

The next chapter looks at these research recommendations derived from the main findings, limitations of the research study as well as future research opportunities.
CHAPTER 7
THE CONCLUSION, RECOMMENDATIONS AND LIMITATIONS OF THE STUDY

7.1. INTRODUCTION

The purpose of this chapter is to highlight key conclusions based on the results discussed in the previous chapter as well as to make recommendations to non-profit organisations based on the results. The chapter will start by providing an overview of the study after which the findings of the study will be discussed in more detail. A link will be diagrammatically represented of how the primary objective, secondary objectives, questions from the questionnaire and the main findings of the study all fit together. The chapter will conclude with a discussion on the limitations of the study and a look at recommendations for future research.

7.2. OVERVIEW OF THE STUDY

The section below outlines the chapters that were covered in this research study and provides a summary of the contents of each chapter.

Chapter 1 comprised the introduction to the study and provided a background of the problem that led to the research. Non-profit organisations have been increasingly faced with difficult circumstances, such as competition from other non-profit organisations as well as from for-profit organisations. This situation has led to these organisations competing for funds and the public’s attention (Bennett, 2003:335) and, as a result, adopting techniques that are traditionally seen as appropriate for for-profit organisations, such as marketing campaigns, in order to influence consumer behaviour (Illingworth et al., 2002). The utilisation of online social networks was one of these methods. Awareness, attitudes and perceptions are noted as important components of consumer behaviour (Ishak & Zabil, 2012). The study aimed to explore the awareness of consumers of the online social networking activities of two selected non-profit organisations (Abraham Kriel Childcare and Cotlands). Chapter 1 continued by providing a brief discussion on the research methodology to be followed and an outline of the rest of the study.

Chapter 2 provided a literature review on the non-profit sector (globally and locally) and non-profit organisations. This chapter illustrates the evolution of as well as the functions and characteristics of non-profit organisations. The selected non-profit organisations (Abraham Kriel Childcare and Cotlands) are discussed in greater detail in Chapter 2. Next, chapter 3 discussed consumer behaviour with a focus on awareness, attitudes, perceptions as well as
the impact of these components on purchase behaviour. Online social networks are discussed in chapter 4, as well as how the concept of social media differs from social networks. A detailed discussion of research methodology utilized in the study was provided in chapter 5 and the results of the study provided in chapter 6.

The next section of this chapter entails providing recommendations to the selected non-profit organisations based on the findings observed in the previous chapter.

7.3. CONCLUSIONS AND RECOMMENDATIONS

As was stated in section 6.2 of chapter 6, the primary objective of the research study was to determine consumers’ awareness, attitudes and perceptions of the online social networking activities of selected non-profit organisations and whether or not these influence purchase intentions (donating behaviour). The following secondary objectives where formulated in order to achieve the primary objective:

1. To determine the demographic profile of the respondents;
2. To determine consumers’ awareness of the online social networking activities of the selected non-profit organisations;
3. To determine consumers’ attitudes towards the online social networking activities of non-profit organisations / non-profit organisations that utilise online social networks;
4. To determine consumers’ perceptions of the online social networking activities of non-profit organisations; and
5. To investigate what role consumer awareness, attitudes and perceptions of online social networking activities of non-profit organisations have on consumer’s behavioural intentions towards non-profit organisations.

The following section provides conclusions and recommendations for each secondary objective based on the literature and research results.

7.3.1. Secondary Objective 1

To determine the demographic profile of the respondents

The demographic profile of the typical respondent for this study is a black female between the ages of 18 and 24 (main finding 1).
**Recommendation 1:** Although the results of the demographic profile of the respondents for this study cannot be generalised to the whole population, non-profit organisations can take note of the age, gender and race group of potential donors and design their marketing initiatives based on these.

### 7.3.2. Secondary Objective 2

**To determine consumers’ awareness of the online social networking activities of the selected non-profit organisations**

The statement that had the highest mean score from respondents in section B is statement B1, which states that “they are aware that the selected non-profit organisation has a presence on social networking sites”, with a mean score of 2.36 on a scale where 1 = Strongly disagree and 5 = Strongly agree (main finding 3). The statement that had the least agreement from respondents was that they had regular interactions directly with the non-profit organisation on social networking sites, with a mean score of 1.52 (main finding 4). Overall respondents tended to disagree with the statements posed to them regarding their awareness of and interactions on the online social networking activities of non-profit organisations (main finding 2). This finding means that respondents tended to disagree that they were aware that the non-profit organisation had a presence on a social networking site. The results of exploratory factor analysis and H1 also did not support the hypothesis that consumers were aware of the online social networking activities of the primary non-profit organisations ($\beta = -0.021; p>0.05$) (main finding 24). Similarly, the results measuring hypothesis H1 regarding respondents awareness of the online social networking activities of other non-profit organisations did not support the hypothesis that consumers were aware of the social networking presence of other non-profit organisations ($\beta = -0.027; p>0.05$) (main finding 25). This finding reveals that consumers are not aware of the online social networking activities of the primary and other non-profit organisations.

Based on the main findings discussed above, the following recommendations have been made to Abraham Kriel Childcare and Cotlands as well as other non-profit organisations:

**Recommendation 2:** The non-profit organisations need to increase the level of awareness of their online social networking sites by integrating marketing platforms (online and offline) to ensure that with whatever interaction customers have with the organisation, they are informed about the other platforms that they can use to engage with the organisation. This can be done by ensuring that the links to the social networking sites (e.g. the website URL, Facebook page link) are also clearly included in the traditional marketing activities and media.
Recommendation 3: The non-profit organisations should leverage their current base of followers on social networking platforms to help them spread awareness of their social network presence. This step can be done through asking followers to share the posts/articles that the non-profit organisation shares on their page. These organisations must ensure that their posts are always accompanied by a reminder to followers to like or share the post on their own walls/pages in order to enable the post to reach a larger audience (friends of friend).

7.3.3. Secondary objective 3

Respondents had positive responses to the statements that measured their attitudes towards the online social networking activities of non-profit organisations in general, with an overall mean score of 3.54 (main finding 5). Respondents indicated the highest level of agreement with the statement that non-profit organisations serve a useful role in society, with a mean score of 4.28 on a scale where 1 = Strongly disagree and 5 = Strongly agree (main finding 6). Respondents had the least agreement with the statement “I will only support a non-profit organisation that uses online social networks”, with a mean score of 2.50 (main finding 7). Therefore, the determining factor for whether support is given or not is not based on an organisation’s activities on online social networks but rather on whether non-profit organisations serve a useful role in society or not.

The results of exploratory factor analysis when measuring the refined hypotheses H2_a, which states that a relationship exists between consumer’s attitudes towards non-profit organisations’ general activities and their behavioural intentions of consumers, support the hypothesis (β = -0.360; p<0.05) (main finding 26). Similarly, the results measuring hypothesis H2_b (a relationship exists between non-profit organisations’ marketing activities and consumer’s behavioural intentions) support the hypothesis (β = -0.116; p<0.05) (main finding 27). These results indicate that there is a relationship between consumer’s attitudes towards the general and marketing activities of non-profit organisations and their behavioural intentions.

Based on these main findings, the following recommendations are made to non-profit organisations:
**Recommendation 4:** In all correspondence (online and offline) with the public, organisations should ensure that the mission and cause of the non-profit organisation are made clear. Consumers must always be reminded of the role that the non-profit organisation serves in society, for example, Cotlands should always incorporate their vision in their marketing campaigns. This action can be done explicitly (by stating the motto or through sharing content that indicates the need that they are addressing in society (i.e. share articles on effective child minding)).

**Recommendation 5:** Respondents have indicated that they are more concerned about the work the organisation is performing in society than the organisation’s activities on online social networking platforms. This finding indicates that respondents are more likely to be motivated to support a non-profit organisation by the work the organisation is performing. The ultimate focus of non-profit organisations should therefore be on utilising their resources on effectively fulfilling their mission within society.

**Recommendation 6:** Non-profit organisations should leverage the relationship that exists between consumers’ attitudes towards the general activities of non-profit organisations and their behavioural intentions to get followers to endorse them to their friends. This step can include asking followers to put a badge of support for the organisation on their own pages/walls/blogs so that visitors to their page can be informed of the online presence of the non-profit organisation. This act will not only help to increase awareness of the online presence of the non-profit organisation, but it will assist to create a positive attitude towards the non-profit organisation from friends of followers, as the organisation came “recommended” by someone they know and whose opinion they probably trust.

**Recommendation 7:** Non-profit organisations should find new and creative ways to engage consumers on online social networking platforms. Results have indicated that there is a relationship between consumer’s attitudes towards the marketing activities of non-profit organisations and their behavioural intentions. Consumers have indicated that they want non-profit organisations to find new ways to communicate with donors and consumers (section 6.5.2 of chapter 6). Non-profit organisations can do so by using certain features offered by the social networking pages, which include creating an application, game or quiz that followers can partake in. This move can include creating fun content that the organisation can post to their walls/blogs so friends in their networks can also learn about the non-profit organisation. Abraham Kriel Childcare could potentially run a campaign about “What did you want to be when you were young”, asking their followers to share stories of what they wanted to be when they grew up. Followers can then upload their faces on virtual drawings that reflect that
profession, which can be shared with their own networks. This campaign can be done to raise awareness about supporting organisations that nurture young minds/early childhood development (like Abraham Kriel Childcare) to encourage support for them as they help children from disadvantaged backgrounds to reach their dreams.

7.3.4. Secondary objective 4

Respondents indicated the highest level of agreement with the statement that they prefer the non-profit organisation’s profile page on online social networking sites to include their contact details, with a mean score of 4.28 on a scale where 1 = Strongly disagree and 5 = Strongly agree (main finding 9). Respondents had the least agreement with the statement that it is important for them to see a list of the donors of the non-profit organisation on their online social networking sites, with a mean score of 3.60 (main finding 10). The overall mean score indicates that respondents were in agreement with the statements posed to them regarding their perceptions around the online social networking activities of non-profit organisations, with a score of 4.03 (main finding 8). Respondents agreed with statements that non-profit organisations should interact with their followers on these platforms through responding to comments made on posts, answering questions posed by followers and responding to messages by consumers. Respondents also stated that it was important for them to see the organisation’s contact details and it was that there should be a way to be directed from the social networking page to the organisation’s website.

The main findings for this objective indicate that respondents have favourable perceptions of non-profit organisations utilising online social networking platforms to engage and interact with the public. Even though the statement regarding the importance of seeing the list of donors on the social networking page had the least level of agreement, the mean score was 3.60, which still indicates agreement with the statement. Thus it is necessary for these organisations to include a list of donors on their pages (consenting donors) so that consumers can view who sponsors the organisation.

Based on these main findings, a number of recommendations to non-profit organisations are made below:

**Recommendation 8:** Use online social networks as a platform to engage with followers through communicating, asking and responding to questions and comments and by initiating
conversations through though provoking articles. Consumers have indicated that they have a positive perception of non-profit organisations’ engagements on online social networking platforms. Non-profit organisations should use these social networking platforms to put up posts that detail their activities, any of the organisation’s (material or financial) needs and to advertise their fundraising activities. Non-profit organisations do not have to answer every single question or respond to all followers’ comments because this will take time away from doing the actual work of the organisation, but an occasional reply gives the impression that an organisation is engaged with its followers and interested in what they have to say.

**Recommendation 9:** Ensure that the “About” page of their social networking platform is up to date with details of the non-profit organisation, particularly contact details. Respondents have indicated that they have a favourable perception of those non-profit organisation that provide their contact details on their social networking pages, as well as provide a link to their website. Providing these important details has an influence on consumer’s intentions to behave in a certain way towards the non-profit organisation. By including this information, it adds to the credibility of the organisation and consumers feel that they can trust such an organisation more.

**7.3.5. Secondary objective 5**

To investigate what role consumer’s awareness, attitudes and perceptions of online social networking activities play in consumer’s behavioural intentions towards non-profit organisations.

Overall, respondents agreed with statements that measured their behavioural intentions towards non-profit organisations that they interact with on online social networking platforms, with a mean score of 3.78 (main finding 11). Respondents indicated the highest level of agreement with the statement that they would encourage friends to support a non-profit organisation that they interacted with on online social networking platforms (mean = 4.04) (main finding 12). Respondents had the least level of agreement with the statement that they would contribute money to a non-profit organisation that they interacted with on online social networking platforms, with a mean score of 3.60 (main finding 13). Although this statement had the least level of agreement of all statements, from a scale measurement perspective, respondents are in agreement with the statement, measured on a scale where 1 = Strongly disagree and 5 = Strongly agree.

The hypotheses that were formulated for objectives 2 to 4 of the study were based on determining whether or not a relationship exists between consumers’ awareness, attitudes
and perceptions and their behavioural intentions. This objective refers to H1, H2 and H3. When measuring the H4 hypothesis, a positive relationship was predicted between consumer awareness, attitudes, perceptions and behavioural intentions. The outcome of the regression analysis partially supports this hypothesis and reveals that two factors have a significant and positive effect on behavioural intentions. Consumer awareness on the general business activities of the non-profit organisation ($\beta = 0.360; p<0.05$) and consumers' perception of information provided by non-profit organisations through online social networks ($\beta = 0.267; p<0.05$) both had a positive effect on behavioural intentions (main finding 30). The statement that had the least level agreement from respondents was "I would contribute money to a non-profit organisation that I interact with on online social networks", with a mean of 3.60, which is still an agreement from consumers (main finding 13). This finding reveals that what consumers think of the general activities of non-profit organisations (its work, cause and purposes) have a greater effect on influencing how consumers will behave towards the organisation. Likewise, consumers care very much about the information that a non-profit organisation provides on their social networking site, which helps to add credibility to the organisation.

The overall mean score (3.78) indicates that consumers have intentions to act in a favourable manner towards non-profit organisations that they interact with on online social networks (main finding 11). Respondents indicated that they would contribute money and encourage friends to support a non-profit organisation that they interacted with on online social networks. Regression analysis indicated that there is no significant relationship between consumers' awareness of the online social networking activities of non-profit organisations and their intention to behave in a certain manner. This finding was applicable for intentions towards both the primary non-profit organisation (Abraham Kriel Childcare and Cotlands) as well as other non-profit organisations.

The analysis indicated that two factors influenced the behavioural intentions of consumers towards non-profit organisations. Although there was no significant relationship between consumers' attitudes towards the marketing activities of non-profit organisations and their intention to donate, volunteer and encourage friends to support, there was a significant relationship between attitudes towards non-profit organisations' general activities and consumers' behavioural intentions. The attitude that consumers have towards the general activities performed by the non-profit organisation has an influence on how the consumer will behave towards the organisation. This factor (consumer attitudes towards the general activities of non-profit organisations) was found to be the greatest influencer of consumer behavioural intentions.
Consumer perceptions were analysed to determine their influence on consumer behavioural intentions. No significant relationship was found between consumers' perceptions of the activities of non-profit organisations on online social networking platforms and their intention to donate, volunteer or encourage friends to support. There was, however, a significant relationship between consumers' behavioural intentions and their perceptions of the information presented to them on a social networking page.

Based on these main findings, a number of recommendations are made to non-profit organisations:

**Recommendation 10:** Utilise online social networking platforms (Facebook, Twitter, YouTube) to turn consumers' favourable intentions to support into real life support action towards non-profit organisations. Non-profit organisations can do this by providing easily accessible methods for consumers to take action on their sites. Facebook offers various services to non-profit organisations that makes it easier to get followers of their page involved and engaged (e.g. click and donate button on the page/blog, posts that are accompanied by a request to share page with friends).

**Recommendation 11:** In addition to the annual report that is released, which provides a view of the work that the non-profit organisation has been involved with over the year amongst other things, non-profit organisations should periodically share this information with followers and the general public throughout the year. The non-profit organisation should post statistics that highlight the conditions in society that make their work a necessity. Accompanying this "report", the organisation should highlight the work that the non-profit organisation is doing and how this is assisting to address these needs. This information should be shared on their website, online social networking platforms as well as through traditional methods of marketing (newspapers, TV and radio). Followers of their page/blog and visitors to their website should be encouraged to share this report with their own networks in order to spread awareness. For Cotlands, this could mean sharing statistics on the number of babies that are abandoned within the province as well as families in need and to highlight the work that the organisation is doing that is addressing this need. Abraham Kriel Childcare could share statistics on the devastating effects of HIV/AIDS on children and families.

**Recommendation 12:** Consumers have indicated that they want to be informed of fundraising initiatives, contact details and any social activities that the non-profit organisation is involved in. Organisations should ensure that contact details are easily accessible in the “About” section of the non-profit organisation’s page. Whenever there is a social event or
fundraising campaign, non-profit organisations must ensure that an event is created that followers can join and also send requests to their friends to invite them to join. These organisations can also use the cover photo of their pages/blog as a banner for the upcoming social/fundraising event.

The section following will provide a summary showing a link from the primary objective of the study through to the recommendations made by the researcher.

7.4. LINKING THE RESEARCH OBJECTIVES TO THE HYPOTHESES, QUESTIONS IN THE QUESTIONNAIRE, THE MAIN FINDINGS AND RECOMMENDATIONS

Table 7.1 below provides a visual representation of the flow of the research from the primary, secondary objectives and the hypotheses to the relevant questions in the questionnaire utilised for data collection. From the questions, a link is made to the relevant main findings and, lastly, to the recommendations. After this view is provided, the significance of the study as well as its limitations are discussed. Recommendations are made for future research studies and, lastly, a conclusion of the entire study is provided.
Table 7.1: A summary of the link between the research objectives, hypotheses, research questions, main findings and recommendations of the research study

<table>
<thead>
<tr>
<th>Primary Objective</th>
<th>Secondary Objectives</th>
<th>Hypotheses</th>
<th>Question in Questionnaire</th>
<th>Main Finding</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Secondary Objective 1</td>
<td></td>
<td>Section F</td>
<td>Main Finding 1</td>
<td>Recommendation 1</td>
</tr>
<tr>
<td></td>
<td>Secondary Objective 2</td>
<td>Hypothesis 1</td>
<td>Section A: Question 5; Section B &amp; Section B: Question 1, 2, 3, 4, 6, 8, 9</td>
<td>Main Finding 2 - 4; 24 &amp; 25</td>
<td>Recommendation 2 &amp; 3</td>
</tr>
<tr>
<td></td>
<td>Secondary Objective 3</td>
<td>Hypothesis 2</td>
<td>Section C: Question 4, 5, 6, 7, 9, 10 &amp; Section D: Question 1, 10</td>
<td>Main Finding 5 - 6; 26 &amp; 27</td>
<td>Recommendation 4 - 7</td>
</tr>
<tr>
<td></td>
<td>Secondary Objective 4</td>
<td>Hypothesis 3</td>
<td>Section D: Question 1-9</td>
<td>Main Finding 8 - 10; 28 &amp; 29</td>
<td>Recommendation 8 &amp; 9</td>
</tr>
<tr>
<td></td>
<td>Secondary Objective 5</td>
<td>Hypothesis 4</td>
<td>Section E</td>
<td>Main Finding 30</td>
<td>Recommendation 10 - 12</td>
</tr>
</tbody>
</table>
7.5. SIGNIFICANCE OF THE STUDY

The research study was conducted to explore consumer awareness, attitudes and perceptions of the online social networking activities of selected non-profit organisations as well as their impact on behavioural intentions of consumers towards non-profit organisations.

The significance of this research study is to provide the two selected non-profit organisations (Abraham Kriel Childcare and Cotlands) with an understanding of the impact of their efforts/investments made on the online social networking platforms on which they are currently active. The results discussed in the previous chapter will assist Abraham Kriel Childcare and Cotlands to understand that their activities on online social networking platforms may not be as effective as thought or these activities may not be reaching as large a base of the public as expected. This finding is evident in the fact that the majority of the respondents of the study indicated that they are active on online social networking sites yet they are not aware that these non-profit organisations nor any others have a presence on these sites. Thus non-profit organisations need to reconsider their current online social networking strategy and either alter it to achieve desired objectives, or to focus resources in other areas that will produce the greatest benefit as per the recommendation above.

In addition, the study explored the attitudes and perceptions of consumers of the online social networking activities of non-profit organisations in general. The significance is that it has highlighted what consumers are interested in when it comes to interactions on online social networks. This aspect will assist non-profit organisations (in general) to understand what customers think about interacting with non-profit organisations on online social networks, what are the most effective things to include on a social networking page and whether consumers favourably view an organisation that has a social networking presence or not. This finding will assist those non-profit organisations already active on these sites to engage in more effective ways that customers prefer to see. These results will also act as a guide to those non-profit organisations that currently do not have a social networking platform presence to develop an effective online presence when they decide to take that route.
7.6. LIMITATIONS OF THE RESEARCH STUDY

The research study faced a number of limitations which have been listed and are discussed below:

- As there is little research on the non-profit sector in South Africa, many references utilised in the study are from international sources.
- The research was only aimed at those individuals who were aware of either the two non-profit organisations – Cotlands and Abraham Kriel Childcare.
- The convenience sampling method used in this research is a limitation as it limits the results obtained to the respondents only and cannot be applied further than that.

With these limitations in mind, a few recommendations are made below for future research studies.

7.7. RECOMMENDATIONS FOR FUTURE RESEARCH

The recommendations below can be used for future research studies:

- A similar study that does not limit questionnaire respondents to only those that are aware of Cotlands and Abraham Kriel Childcare but instead samples all individuals active on online social networking sites to explore whether or not these individuals have interacted with any non-profit organisations on any online social networking sites.
- A study focusing only on respondents who have been interacting with non-profit organisations on online social networking platforms to determine their attitudes and thoughts on these interactions, what non-profit organisations are doing well and what activities require improvement.

7.8. CONCLUSION

This chapter aimed to provide a summary of the research objectives that were developed for the study, their related hypotheses, main findings and recommendations from the findings.

After providing a brief overview of the study and recap on each of the chapters included in the study, each research objective was reviewed along with the main findings from the data analysis from chapter 6. Recommendations were then provided to non-profit organisations regarding what actions can be taken based on what the main findings from the data analysis
were. This provided non-profit organisations with an understanding of the awareness, attitudes and perceptions of consumers towards their online social networking activities as well as respondents’ behavioural intentions based on interactions on these platforms. Table 7.1 provided a visual representation of how all these elements fit together from primary research objective to the recommendation for each secondary objective.

The chapter then went on to discuss the significance of the study, in that it provides the selected non-profit organisations (Cotlands and Abraham Kriel Childcare) with an understanding of the effectiveness of their online social networking efforts at marketing to the public. The study found that although there was no significant relationship between consumers’ attitudes towards the marketing activities of non-profit organisations and their intention to donate, yet there was a significant relationship between attitudes towards non-profit organisations’ general activities and consumers’ behavioural intentions, indicating that the primary objective of the study was achieved.
REFERENCES


ANNEXURE 1: QUESTIONNAIRE

Awareness of and Perceptions towards the Online Social Networking activities of Abraham Kriel Childcare and Cotlands

The purpose of this questionnaire is to determine your awareness of, and perceptions towards the online social networking* activities of two non-profit organisations namely Abraham Kriel Childcare and Cotlands.

*Online Social Networking refers to engagement with the public through the use of Facebook, Twitter, YouTube, blog or any other online platforms by Abraham Kriel and Cotlands.

Completing this questionnaire is voluntary and anonymous. The questionnaire consists of 6 sections and will take about 20 minutes to complete. Place an X where appropriate unless stated otherwise.

Thank you for taking your time to complete this questionnaire. Your cooperation is highly appreciated. Should you have any queries or questions regarding the study please feel free to contact the researcher at:

Dineo Masipa
Email address: dmm183@yahoo.com

SECTION A: SCREENING QUESTIONS

1. Which ONE of these non-profit organisations are you most familiar with:
   - Abraham Kriel 1
   - Cotlands 2
   - Neither 3

   If you are not familiar with either of these organisations, you do not need to complete the questionnaire. Thank you for your time.

2. Have you accessed any social networking site (e.g. Facebook, Twitter, YouTube, etc.) within the last six months?
   - Yes 1
   - No 2

   If yes, please continue to question 3.
   If you responded No, you do not need to complete the questionnaire. Thank you for your time.

3. Which Social Media platforms are you currently active on? Select all those that apply.
   - Facebook 1
   - Twitter 2
   - You Tube 3
   - LinkedIn 4
   - Blog sites (WordPress, Tumblr) 5
   - Other (Please specify): 6
Please answer the following questions according to the non-profit organisation which you are most familiar with.

SECTION B: AWARENESS OF ONLINE SOCIAL NETWORKING ACTIVITIES

Please indicate on a scale of 1 to 5 where 1 is “Strongly Disagree” and 5 is “Strongly Agree” the extent to which you agree with the statement pertaining to the non-profit organisation you identified in Q1 above.

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly Disagree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I am aware that this organisation has a presence on social networking sites</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>2. I often encounter this organisation’s activities on social networking sites</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>3. I often visit this organisation’s Facebook/Twitter/ Blog page</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>4. I regularly interact directly with this organisation on social networking sites</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>5. I regularly interact with other non-profit organisations on social networking sites (other than this organisation)</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>6. I often “like” this organisation’s posts on social networking sites</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>7. I often “like” other non-profit organisations’ posts on social networking sites</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>8. I am aware of this non-profit organisations fundraising activities on social networking sites</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>9. I am aware of other friends who interact with this non-profit organisation via online social networks</td>
<td>1</td>
<td>5</td>
</tr>
</tbody>
</table>

SECTION C: ATTITUDE TOWARD NON-PROFIT ORGANISATIONS AND THEIR ONLINE SOCIAL NETWORKING ACTIVITIES

Please indicate on a scale of 1 to 5 where 1 is “Strongly Disagree” and 5 is “Strongly Agree” the extent to which you agree with the following statements. The statements below relate to your views on non-profit organisations IN GENERAL.

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly Disagree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Non-profit organisations serve a useful function in society</td>
<td>1</td>
<td>5</td>
</tr>
</tbody>
</table>
2. Non-profit organisations have done a good job of marketing themselves through traditional marketing methods such as TV, radio, newspapers and magazines  

3. Non-profit organisations have done a good job of marketing themselves to the public through online platforms  

4. Non-profit organisations should build relationships with their donors before they ask for donations  

5. Non-profit organisations should come up with new ways to communicate with their donors  

6. It is critical for non-profit organisations to use online social networking sites  

7. A good non-profit organisation will use online social networks  

8. I have a positive image of non-profit organisations  

9. I have made better decisions on which non-profit organisation to support because of non-profit organisations’ use of online social networking sites  

10. I will only support a non-profit organisation that uses online social networks  

SECTION D: PERCEPTIONS OF THE ONLINE SOCIAL NETWORKING ACTIVITIES OF NON-PROFIT ORGANISATIONS  
Please indicate on a scale of 1 to 5 where 1 is “Strongly Disagree” and 5 is “Strongly Agree” the extent to which you agree with the following statements. The statements below relate to your views on non-profit organisations IN GENERAL.  

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly Disagree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. It is important for non-profit organisations to interact with the public on online social networking sites</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>2. Online social networking sites should be used by non-profit organisations to let followers know about their need for donations/volunteers</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>3. Non-profit organisations should use online social networking sites to inform followers about the organisation’s activities</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>4. Non-profit organisations should use online social networking sites to inform followers about fundraising initiatives</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>5. Non-profit organisations should respond to comments and questions posted on their online social networking sites</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>6. It is important for me to see a list of the donors of the non-profit organisation on their online social networking sites</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>7. I prefer to be directed from the social profile page to the non-profit organisation’s website</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>8. I prefer the non-profit organisation’s profile page on online social networking sites to include their contact details</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
</tbody>
</table>
9. I expect non-profit organisations to provide an online response to comments and questions posted on their profile page

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
</table>

10. I feel positive about the non-profit organisation when I interact with it through an online social networking site.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
</table>

SECTION E: BEHAVIOURAL INTENTIONS
Please indicate on a scale of 1 to 5 where 1 is “Strongly Disagree” and 5 is “Strongly Agree” the extent to which you agree with the following statements. The statements below relate to your intentions to act with non-profit organisations IN GENERAL.

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly Disagree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I would contribute money to a non-profit organisation that I interact with on online social networks</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>2. I would contribute goods to a non-profit organisation that I interact with on online social networks</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>3. I would volunteer my time to assist a non-profit organisation that I interact with on online social networks</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>4. I would encourage friends to support a non-profit organisation that I interact with on online social networks</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
<tr>
<td>5. I will support (money, goods and time) a non-profit organisation that I interact with on online social networks in the near future</td>
<td>1 2 3 4 5</td>
<td></td>
</tr>
</tbody>
</table>

SECTION F: DEMOGRAPHICS
Please place a cross (X) next to the answer that describes you best.

1. Please indicate your age

<table>
<thead>
<tr>
<th>Age</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24 years</td>
<td>1</td>
</tr>
<tr>
<td>25-35 years</td>
<td>2</td>
</tr>
<tr>
<td>36-45 years</td>
<td>3</td>
</tr>
<tr>
<td>Older than 46 years</td>
<td>4</td>
</tr>
</tbody>
</table>

2. Please indicate your gender

<table>
<thead>
<tr>
<th>Gender</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>1</td>
</tr>
<tr>
<td>Female</td>
<td>2</td>
</tr>
</tbody>
</table>

3. Please indicate your racial group

<table>
<thead>
<tr>
<th>Racial Group</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>1</td>
</tr>
<tr>
<td>Coloured</td>
<td>2</td>
</tr>
<tr>
<td>Indian</td>
<td>3</td>
</tr>
<tr>
<td>White</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
</tr>
</tbody>
</table>

End of Questionnaire - Thank you for taking the time to complete it!
To whom it may concern,

This letter serves to confirm that the attached document, the MA dissertation by Dineo Masipa, has been edited by a qualified language practitioner. For further verification, I may be contacted by email: kellygilbertson@gmail.com or by cellphone: 0616150292.

Kind regards,
Kelly-Anne Gilbertson
ANNEXURE 3: LETTER FROM STATISTICIAN

Statistical Consultation Service

10 November 2015

To whom it may concern,

RE: STATISTICAL ANALYSIS FOR MS DINEO MASIPA (STUDENT NUMBER 200502513) MASTERS RESEARCH

This letter confirms that the University of Johannesburg's Statistical Consultation Service provided Ms Dineo Masipa with statistical support for her Masters research.

I assisted Ms Masipa by providing basic and intermediate analysis, including frequencies, reliability analysis, exploratory factor analysis, computation of factors, normality tests, correlation and regression analysis, and comparative analysis by selected demographic indicators.

Should you require further information please contact me on the telephone number provided below or by email. Thank you for your consideration of this matter.

Yours sincerely,

Dr Richard Devey
Head of Department
Statistical Consultation Service
University of Johannesburg
011 559 4406
rmdevey@uj.ac.za