

The Use of Social Media Strategies to Enhance Consumer Engagement in A Small Furniture-Manufacturing Organisation

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ABSTRACT

Background

Social media has become an integral part of business today. Prior to the 21st century, many Small to Medium Enterprises found it difficult to engage with their consumers. However, with the rise of social media it has become easier. While social media promotes consumer engagement, it does require some innovativeness on the organisations attempt to engage with their consumers.

Objective

The aim of this research study was to determine whether a small furniture-manufacturing organisation could enhance their consumer engagement on social media by using social media strategies such as a competition and a promotion.

Methods

Two social media strategies in the form of a competition and a promotion was presented and conducted on Dinsons Fine Furniture's Facebook and Instagram social media platforms. Their followers were asked to "like", "comment" and "share" content on the organisation's social media accounts in an attempt to enhance consumer engagement.

Results

The results from the study revealed that not only was consumer engagement enhanced but also it was doubled during the period of the competition and promotion. Furthermore, the organisation had increased their amount of social media followers significantly during the duration of the competition and promotion.

Conclusion

The results were conclusive in showing that consumer engagement was indeed enhanced for the organisation due to the implementation of the two social media strategies.

Keywords: *Social Media, Consumer Engagement, Social Media Competition, Small Medium Enterprise*

1. Introduction

The introduction of Web 2.0 technologies has resulted in greater interest by organisations with the use of social media (Baruah, 2012: 5). Social media is swiftly evolving in becoming the most prominent tool used by organisations and individuals, as a means of carrying out personal communication and more importantly for consumer engagement (Baruah, 2012:6). Given the flexibility of social media as both a communicative tool as well as a content sharing platform, it comes as no surprise that social media has become significant to many around the world. Daily usage statistics display a staggering rate of popularity on social media platforms such as Facebook and Instagram within South Africa (Snyman, 2016: 1). Social media has emerged as a cultural norm for many South Africans.

The popularity of social media has naturally seen organisations develop an invested interest as well (Fischer & Reuber, 2011: 8). From an organizational perspective, social media platforms such as Facebook and Instagram could offer greater benefits in terms of consumer engagement. Social media in the 21st century has become a dominant factor when it comes to consumer engagement and interaction (Hsu, 2012: 39). In addition, the substantial advancement in social media has created a new method for marketing goods and services as well as for the way in which organisations interact and communicate with consumers (Evans, 2008: 1). In South Africa, it is quite clear that Small to Medium Enterprises (SMEs) are seen as one of the main contributors to the economy. This is because SMEs significantly contribute to job creation. According to The Banking Association of South Africa (2017: 1), SMEs account for 61 percent of the current labour force.

Through the adoption of social media strategies, it is suggested that organisations including SMEs could enhance their consumer engagement as well as increase their brand image (Fischer and Reuber, 2011: 12). Further research however needs to be conducted in order to determine how social media strategies can benefit SMEs and more specifically how they can be used to enhance consumer engagement for SMEs. Previous research about social media strategies showed promising results and signs of a direct correlation between social media strategies and consumer engagement (Evans, 2008: 1). However, further research and analysis; particularly in terms of its effectiveness, concerning consumer activity on organisational social media platforms is required. That could conclusively prove its success at enhancing consumer engagement, particularly in the case of SMEs, which represent an important part of the South African economy.

The main aim of this research study was to determine whether the use of social media strategies could benefit SMEs such as Dinsons Fine Furniture (DFF), which is a small furniture-manufacturing organisation. The aim was driven using an experimental study where by a two-week long competition was carried out as the main social media strategy alongside promotions being run on the organisation's furniture range. Results ranging two weeks before the competition was collected as well, which formed part of the baseline data. The study therefore set out two clear objectives.

Objective 1: To define what social media strategies are and how they are used to enhance consumer engagement.

- By defining social media strategies and their relative impact and importance to organisations particularly concerning consumer engagement.

Objective 2: To determine whether the organisation could enhance their consumer engagement through social media strategies.

- By measuring the level of engagement, the organisation has prior to the adoption of the social media strategies as well as after the implementation of the strategies, the effectiveness of social media strategies can be assessed.

In order to address the research aim and objectives mentioned above, the central question of this study was, can social media strategies be used to enhance consumer engagement in a small furniture-manufacturing organisation? The following sub-questions were addressed:

- 1.1. What role do social media and social media strategies play in Small to Medium Enterprises?
- 1.2. In what way can Small to Medium Enterprises such as a small furniture-manufacturing organisation use social media data to their benefit?
- 1.3. How does the use of social media strategies enhance consumer engagement for Small to Medium Enterprises?

2. Literature Review

This research study attempted to examine the impact of social media strategies on consumer engagement in depth.

2.1. Social Media

According to Hsu (2012: 39), social media has become the most popular means for organisational marketing. Its' uses now include; promoting an organisation's products and services as well as establishing a communication channel that aids in the redesigning of the relationship that exists between organisations and their consumers (Hsu, 2012: 39). Social media marketing in that sense has become a generic term that is used to describe the use of a social network for marketing and is based on the business-consumer area of an organization (Kaplan and Haenlein, 2010: 1). What makes social media so attractive to users is its flexibility as well as connectivity into other forums on the World Wide Web such blogs, content sharing applications, rich media, virtual worlds, and social networks (Chaffey, 2009: 1).

The use of social media by organisations therefore, enables them to create a network between consumers which would be used to support the development of relationships, hence leading to an enhanced understanding of the various needs and wants that a consumer has (Chaffey, 2009: 1). Evans (2008: 54), states that social media is a self-created dialogue that occurs between two people, who have a shared interest. Despite the many different opportunities that are created by social media, there are still many gaps for SMEs. This is because many fail to identify the correlation that exists between social media and consumer engagement (Halligan, Shah, & Scott, 2009: 28). Research suggests that social media is rapidly growing every day, with as many as 90 per cent of Internet users aged between 18 and 24. This age group could be considered a prime age group with many young adults about to enter the purchasing market (Hubspot, 2012: 1).

According to Hubspot (2012: 1), social media networks are being used on many different devices at least once per month and this, impacts other age groups with a much-advanced increase rate especially for the age group over 35. Meyer and Schwager (2007: 116) argue that a consumer's experience covers a wide area of their experience with an organisation. Essentially, consumer engagement measures the satisfaction of the consumer's experience (Meyer & Schwager, 2007: 116). Therefore, social media is about sharing a collective vision and intending to offer a more-appropriated or informed choice at the end. Furthermore, social media changes over time as it allows people to generate their content in a participative way whenever they want to add any additional content. Therefore, social media marketing strategies can strengthen organisations-to-consumer and consumer-to-organisation relationships (Halligan, Shah, & Scott, 2009: 97).

In addition, social media establishes a new deviation on conventional options which can increase the ability of organisations to interact in organisation-consumer dialog, further strengthening their communicative avenue (Halligan, Shah, & Scott, 2009: 97). Social Media then, much like technology continues to evolve (Morrison. 2015: 1). Some of the fundamental changes are the ease of contact, volume, speed, and nature of such interactions (Gallaughar & Ransbotham, 2010: 1389). Organisations can now reach out to consumers and market segments that they previously could not reach out to (Dong-Hun, 2010; 112). Social Media's impressive capabilities allow for the transfer of content to a more diverse range of people compared to traditional mass media (Newman, 2003: 117). In essence, a small-world network is created where content is easily distributed to a large number of people, as the network is formed through voluntary connections and requires fewer steps for sharing information (Newman, 2003: 117).

2.2. Social Media and Consumer Engagement

Social media, through its foundations naturally foster some kind of interaction between organisations and their consumers and in virtue, would have the same effect for SMEs as they have had for Multi-National Enterprises (MNEs), who have established strong communicative avenues with their consumers through social media (Woodcock, Green & Starkey, 2011:52). Many practitioners for that matter, agree that social media is seen as a tool that serves as the prevalent platform consumers seek to communicate with SMEs (Gummerus, Liljander, Weman & Pihlstro, 2012:851-877). However, Vivek, Beatty and Morgan (2012:127), noticed that experts are making use of consumer engagement tactics such as strategies to enhance emotional connections with consumers on social media platforms. Evidently, it is becoming increasingly difficult for SMEs to ignore the role in which social media plays in consumer engagement. This as a result of the popularity of social media is displaying a direct correlation between consumer decisions that are being influenced by social media (Tarnowski, 2011:88 & Snow 2012:14) and it becomes all the more imperative for SMEs to further explore social media. It is also important to understand the role social media plays in consumer engagement.

2.3. Role of Social Media

One of the major roles that social media plays is that it gives consumers the opportunity to communicate with one another, in the sense that it creates an extension of traditional word of mouth

advertising which previously required physical face-to-face time. That type of communication can now be done over the Internet through a number of ways such as video chats and by sending direct messages on social media platforms (Mangold & Faulds, 2009: 1). By that means, what social media does better than traditional communicative means is that it allows for instantaneous feedback with a more open dialogue between the organisation and the consumer. It also gives the consumer a fair degree of power in this relationship while allowing organisations to monitor their image on a real time basis among a large following (Mangold & Faulds, 2009: 1). That does however raise a new challenge, where organisations are now challenged with the very question of just how they can use this instantaneous connection to their advantage.

Currently, organisations are using social media in the following ways: monitoring conversations about their products and services, providing feedback to consumers, and driving traffic to their web page, where more promotions and deals await (Mangold & Faulds, 2009: 1). When required, social media can also help organisations communicate with consumers on an individual basis. This can be extremely useful when dealing with disgruntled consumers or when attempting to foster a more personal relationship with their consumers (Snow, 2012: 14). Hence, strategy plays a large role in social media and as social media continues to take shape on the web and organisations begin to better utilise social media, social media strategies begin to take on a more prominent role for organisational leaders (Gurd, 2017: 1).

In terms of social media strategies, there appears to be no strategy in particular which holds more success than the other. Many proposed strategies seem to all have some degree of promise (DeMers, 2015: 1). It could therefore be argued that social media strategies are still at a time of discovery and exploration in relation to organisational activity on social media platforms. Where some success may have been found with organisations adopting social media strategies in an attempt to enhance consumer engagement, the inconclusive results so far call for further research particularly with regards to SMEs where little research has been conducted on the use of social media strategies for enhanced consumer engagement.

3. Research Methodology

This research study made use of an experimental study that was conducted on DFF's Instagram and Facebook social media platforms.

3.1. Sampling methods and sample size

The participants in this study was made up of two groups. The first group consisted of DFF's 66 Facebook followers (Facebook. 2017: 1), at the start of data collection, which was two weeks before the competition commenced. The second group consisted of DFF's 94 Instagram followers (Instagram. 2017: 1), also at the start of data collection and two weeks before the competition commenced. This data set allowed for an objective comparison of data. The initial total sample size started out at 160 followers in total across both social media platforms with that sample size expected to grow as per the nature of social media and its followers. Assuming social media does engage consumer engagement (Van Auken, 2014: 112), the resultant sample size of the experiment would be expected to grow during the duration of the two week long competition and promotion. While the competition was restricted to followers who correctly abided by the competition rules, the nature of the study itself was not bound by any such restrictions. This meant that if a participant had not entered the competition correctly, of which there were many, their entry was deemed null and void. Their participation in the study however persisted and relevant data was collected for further analysis.

3.2. Participation eligibility

The competition was free for any followers or potential followers of the organisation on both their Facebook and Instagram social media platforms. There were no entry fees or permission required. Participants were asked only to follow the simple competition rules laid out at the start of the competition. The rules simply stated that the entrants of the competition had to follow both the organisations Facebook and Instagram accounts. On Facebook, participants were asked to "like", "share" and "comment" on why they want to win the prize. On Instagram, participants were asked to "like", "tag" three friends and "comment" on why they should win the prize. The participants of the study were aware of the competition across both social media platforms but not made aware of the research study itself. The motivation behind the decision taken not to inform participants of the research study was decided to ensure that the experiment was not compromised. By informing the participants of the study as well as the core nature of the competition, the study risked the possibility of non-participation possibly due to participant's reluctance of being part of a research experiment (Spaeth, 2013: 1).

3.3. Criteria for eligibility

The criteria for eligibility was as follows:

Inclusion criteria for eligibility:

- Followers of the organisations Facebook and Instagram social media platforms

Exclusion criteria:

- Not active social media users on Facebook and Instagram

3.4. Ethical approval

Ethical approval through the form of an approval letter was obtained from DFF (Appendix A). The reputable family-owned organisation also generously offered and sponsored the prize for the competition as well as the delivery of the prize to the winner. In addition, the organisation offered discounts to consumers who purchased furniture during the time of the competition where they used a promotional code. As mentioned before, the participants of the study were not made aware of the research study. According to Kosinski, Matz, Gosling, Popov and Stillwell (2016: 1), social media users already agree to the terms of their public data being used for research purposes.

3.5. Choice of social media platforms

The nature of the study focused on social media of which many different platforms can be found on the World Wide Web. For this study however, two social media platforms were specifically chosen. Both Facebook and Instagram were chosen for two reasons in particular.

- The organisation is an active user on both Facebook and Instagram.
- The popularity of Facebook and Instagram among the South African public.

It has been well documented of how popular Facebook and now Instagram are among the South African population with access to the Internet. Instagram's popularity in fact continues to rise. In South Africa, the social media platform has surpassed other platforms such as Facebook and Twitter (Snyman, 2016: 1).

3.6. Data Collection

In terms of data collection, the intended period of data collection was divided into three subsequent periods:

- Two weeks of data collection before the competition
- Two weeks of data collection during the competition
- Two weeks of data collection after the competition

The idea behind the above-mentioned strategy was to evaluate the data received before the implementation of the competition and then measure the data during the competition with the data collected before the competition to evaluate whether the implementation of the competition had indeed enhanced consumer engagement. The data of the research study was collected and stored on excel spreadsheets (Appendix B). Given the relative simplicity of the data collected as well as the population of the participants involved in the study, an excel spreadsheet covered the data collection requirements of the study.

For the actual data collection itself, the number of “likes”, “comments”, and “shares” were collected on a daily basis. A tally of followers on both social media accounts were also kept on record. The type of data collected therefore fell under two categories. Firstly, data was collected regarding the general social media activity by followers on both the organisation’s Facebook and Instagram social media platforms. The data that was collected before the competition started served as a baseline of social media activity and engagement between the organisation and its consumers whom are on social media and follow the organisation. The second part of the data collected consisted of data collected during the competition. This data too was sub-divided into two categories. The first of which consisted of all social media activity and engagement between the organisation and their consumers during the competition. The second part focused purely on the posts relating to the competition on both Facebook and Instagram and their relative activity and levels of engagement. The number of orders received through the competition promotional code was also recorded.

4. Results and Findings

From the data collected during the experiment and in comparison, to the data collected before the experiment, it is evident that social media strategies such as competitions and promotions, adopted by small furniture-manufacturing organisations do experience enhanced consumer engagement.

4.1. Gathering interest

One of the fundamental ideas of the competition was that it would at the very least gather interest and put the name of the organisation out there on the Web among a larger following. According to DeMers (2015: 1), holding competitions and contests are one of 39 proven ways an organisation can improve its following on social media. DeMers (2015: 1), also suggests the use of promotions on social media, which was adopted in the study as an additional social media strategy. The data from the research seems to back up this assertion. During the pre-competition phase, the organisation started out with 66 Facebook followers and 94 Instagram followers. During that two-week period, the organisation gained five new followers on Facebook and 13 new followers on Instagram. Using this as a baseline, it can be assumed that the organisation's following grew at an average of 0.36 (Facebook) and 0.93 (Instagram) followers per day.

When comparing the baseline data to the competition period data the difference is substantial. While the Facebook following only showed an average growth rate of 0.26, slightly lower than the baseline number, the Instagram average brought in more conclusive data. During the competition period, DFF's Instagram following grew at an average rate of 3.07 followers per day, more than three times the baseline average. Starting out with 107 followers the day the competition launched, the organisation had acquired 43 new followers during the two-week long competition. As an additional strategy to the competition, the organisation offered a 20 per cent discount to followers who placed an order during the duration of the competition, who had used the promotional code revealed at the start of the competition. As a result, the organisation reported that 13 orders were placed during the duration of the competition by followers who had made use of the promotional code. By that virtue, it is evident that the organisation was able to enhance their brand attractiveness alone through the use of social media strategies.

4.2. Consumer engagement activity

The basis of the study was to determine whether social media strategies such as competitions and promotions would enhance consumer engagement for a small furniture-manufacturing business. Figure 4.2.1 provides a complete overview of the organisation's consumer engagement through social media during the data collection period of the research study. In terms of "likes", the organisations Facebook and Instagram accounts registered three (Facebook) and 163 (Instagram) "likes" at an average rate of 0.21 (Facebook) and 11.64 (Instagram) over the pre-competition period. If the number of posts are added to the equation, then the organisation received an average rate of 0.05 (Facebook)

and 1.06 (Instagram) “likes” per post per day during the same period. In comparison, the competition period saw the organisation receive nine (Facebook) and 113 (Instagram) “likes” at an average of 0.64 (Facebook) and 8.07 (Instagram) “likes” per day. Factoring in the total number of posts the organisation had received an average of 0.21 (Facebook) and 1.35 (Instagram) likes per post per day during the competition period.

Facebook	Count of Posts	Count of Likes	Average Likes (Per-Day)	Count of Shares	Average Shares (Per-Day)
Pre-Competition	4	3	0.21	0	0
Competition Period	3	9	0.64	10	0.71
Competition Post	1	7	0.5	10	0.71

Instagram	Count of Posts	Count of Likes	Average Likes (Per-Day)	Count of Comments	Average Comments (Per-Day)
Pre-Competition	11	163	11.64	2	0.14
Competition Period	6	113	8.07	5	0.36
Post-Competition	1	32	2.29	5	0.36

Figure 4.2.1. The organisations social media consumer engagement: 3-29 July 2017.

In simple terms both the Facebook and Instagram accounts of the organisation saw an increase in consumer engagement during the competition period. The likes are not the only area where the organisation saw an increase in consumer engagement. During the competition period, the organisation’s Facebook account had an average of 0.71 “shares” per day or 0.24 “shares” per day per post. This considerably greater than the data during the pre-competition period where the organisation received zero “shares” over four posts. The same is true with the Instagram account where the organisation had an average of 0.14 “comments” per day or 0.01 “comments” per day per post during the pre-competition period.

The competition period saw the organisation’s posts receive an average of 0.36 “comments” per day at an average of 0.06 “comments” per day per post. Again, the number of shares and “comments”

more than doubled during the competition period as compared to the pre-competition period. By filtering out the results of the competition period and comparing, just the competition posts on both Facebook and Instagram revealed the following: the Facebook post received seven “likes” and 10 “shares”. The Instagram account received 32 “likes” and five “comments” on the competition post. Based on the two competition posts it is abundantly clear that the competition generated a greater than normal spike of activity and usual. It therefore seems natural to answer the research question with a resounding ‘yes’ on the basis of results received. The results have therefore shown enhanced consumer engagement for the organisation an SME considered a small furniture-manufacturing organisation operating in the South African economy. However, while results may indicate a foregone conclusion, it is worth keeping in mind a few useful reminders.

4.3. Useful reminders

It is worth remembering that while the competition period saw an increase of followers, more so than the usual rate as well as a spike in consumer engagement, a significant portion of the organisation’s total followers on Facebook and Instagram remained dormant. This however could have been the results of two factors. One is that the pre-competition period as well as the competition period collected data across a two-week stretch for each period. This means that while during each two-week period a decisive amount of data may have been collected, that data could have could have been perhaps greater in volume if both periods had been extended. The other is that social media participation in general is low, insinuating that most followers prefer a one way communicative relationship where they remained informed and largely preferred to not to engage with the organisation in any other which way (Delzio, 2014: 1).

It is also worth remembering that the data derived from the research study is relative to the organisation of this study and in no way proves that social media strategies such as a competition or promotion can enhance consumer engagement of organisations in general. One of the limitations stated at the beginning of the study is that the research study narrowly focused on one organisation, more particularly a small furniture-manufacturing organisation as opposed to multiple organisations within a single industry. The results from the study however does make a convincing argument for further studies into other organisations either within the furniture-manufacturing industry or beyond.

Looking ahead the study identified two main challenges that call for further study.

4.3.1. Challenge 1: Are there any other social media strategies that small manufacturing organisations such can implement for enhanced consumer engagement?

The competition implemented by the organisation proved a resounding success and while this strategy may have shown its effectiveness, implementing such a strategy continuously may prove unfeasible. It also risks making the organisation rather one dimensional in the eyes of the organisation's social media following. From the study itself, the 20 per cent off promotional offer ended up as a kind of sub-strategy and based off the results showed a significant degree of success for further study and analysis. Research into social media strategies for that matter indicate that there are more than one strategy an organisation can implement as a means of gathering a larger following or just enhancing their general consumer engagement on social media (DeMers, 2015: 1).

4.3.2. Challenge 2: Can the success of the competition experiment be replicated?

The competition strategy proved successful with the organisation, however many other SMEs in South Africa could benefit with further study into whether the implementation of a social media strategy such as a competition can enhance consumer engagement in other organisations and more so organisations outside of the furniture-manufacturing industry. Both of the challenges mentioned share mirroring qualities with the basis of future studies asking and answering whether social media strategies are successful in enhancing overall consumer engagement of SMEs such as the organisation in this study. Another challenge though not relevant to answering the research question at hand, was the challenge of getting participants to follow the competition instructions. Participation of all followers though likely improbable during the competition also suggests for potential further research into consumer behaviours and activities with regard to social media.

4.4. General observations

From the study, it was apparent that many of the organisation's followers preferred Instagram over Facebook and while the data from the Facebook study may not have matched its Instagram counterpart in volume, it definitely matched it in terms of the overall result. That is that the numbers doubled if not more than doubled during the competition phase of the study. The competition seemed to have generated more activity on the organisation's social media accounts than other past posts on the organisation's Facebook and Instagram accounts. At the beginning of the study concerns, were shared in that it was feared that the relative sample size of the organisations followers would not generate clear enough results. That concern however has since been alleviated. From the results drawn in the research study the end result is quite clear.

5. Conclusion

In summary, the findings of the research study have conclusively proven that consumer engagement can indeed be enhanced on social media through a social media strategy for a small furniture-manufacturing organisation. The results collected throughout the study showed tremendous growth of users when the social media strategies were implemented. While the average activity per post per day from the competition period showed significant signs of enhancement as compared to the data collected before the competition had begun. It is worth noting for that matter, that the competition was only a single strategy out of many other possible strategies and while this particular strategy worked for the organisation, a small furniture-manufacturing organisation, further study is still required. Further studies should be conducted into alternate social media strategies and definitely for smaller organisations in other industries as well. Finally, additional research into consumer behaviours and activities on their social media accounts can be conducted for further benefit of organisations and researchers with invested interests. As for the study, however the proposed social media strategy proved to have enhanced consumer engagement on the social media accounts for the small furniture-manufacturing organisation.

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Appendix A

ACCESS LETTER REQUESTING PERMISSION TO CONDUCT RESEARCH

University of Johannesburg
Corner Kingsway and
University Road
Auckland Park, JHB
2091

Dear Mr Dinath

REQUEST FOR PERMISSION TO CONDUCT RESEARCH

We are registered Honours students in the Department of Information and Knowledge Management at the University of Johannesburg. Our supervisor is Ms Wafeequa Dinath.

We have drafted this letter with the intention of indicating our interest in researching whether the use of social media and the adoption of social media strategies in particular enhances customer engagement. As such we have drafted this letter to request permission for use of your business 'Dinsons Fine Furniture' as part of our study.

What we propose is a two week long competition on both your Facebook and Instagram social media accounts. Our aim will be to observe and collect data in order to test the theory that the use of social media strategies adopted by Small Medium Enterprises will directly lead to enhanced customer engagement.

Given our limited budget, we would highly appreciate if we could award the random winner of the competition with a prize of your choice from your range of products. Your assistance with our study would be highly appreciated.

Attached to this letter is the official approval document granting us approval to proceed with our research. We thank you for taking the time to read through our request letter. Should you have any question please do not hesitate to contact us as per our contact details stated below.

Kind regards

Divesh Kara

Email: diveshkara@discovery.co.za

Mobile: 072 354 0135

Princess-Lois Ogochukwu

Email: princessloisogochukwu@gmail.com

Mobile: 062 961 5619

OFFICIAL ACKNOWLEDGEMENT OF INFORMED CONSENT

The nature of this research study is purely for academic purposes, where all participants of the study will remain anonymous. Furthermore, the participants that will partake in the Facebook and Instagram competition will not be made aware of this study. This will ensure that the integrity of the collected results is not compromised.

The data that will be collected during the research period both before, during, and after the completion will all be done so in line with the research topic at hand ethically and legally. While none of these results will be made public, a copy of the dissertation and results will be provided to you, if requested. The winner of the competition will be randomly selected and will win a prize from 'Dinson's Fine Furniture'.

By signing this document I, YASEEN DINATH hereby grant permission to Mr Divesh Kara and Ms Princess-Lois Ogochukwu to use 'Dinson's Fine Furniture' for their study as per the agreed details mentioned above.

Signature:  _____

Date: 3/5/17

Appendix B

Facebook Account Data Collection

Date	Count of Posts	Count of Likes	Count of Shares	Count of Followers
2017-07-04	-	-	-	66
2017-07-05	1	-	-	68
2017-07-06	-	-	-	69
2017-07-07	-	-	-	69
2017-07-08	-	-	-	69
2017-07-09	-	-	-	70
2017-07-10	2	3	-	70
2017-07-11	-	-	-	70
2017-07-12	-	-	-	70
2017-07-13	-	-	-	70
2017-07-14	-	-	-	70
2017-07-15	-	-	-	71
2017-07-16	-	-	-	71
Social Media Competition and Promotion Begins				
2017-07-17	1	2	-	72
2017-07-18	-	-	-	74
2017-07-19	2	7	10	74
2017-07-20	-	-	-	74
2017-07-21	-	-	-	74
2017-07-22	-	-	-	74
2017-07-23	-	-	-	74
2017-07-24	-	-	-	74
2017-07-25	-	-	-	74
2017-07-26	-	-	-	74
2017-07-27	-	-	-	74
2017-07-28	-	-	-	74
2017-07-29	-	-	-	75
Grand Total	6	12	10	75

Instagram Account Data Collection
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Date	Count of Posts	Count of Likes	Count of Comments	Count of Followers
2017-07-04	-	-	-	94
2017-07-05	-	-	-	95
2017-07-06	1	12	2	97
2017-07-07	3	51	-	102
2017-07-08	-	-	-	102
2017-07-09	-	-	-	104
2017-07-10	-	-	-	105
2017-07-11	-	-	-	105
2017-07-12	2	25	-	105
2017-07-13	-	-	-	106
2017-07-14	-	-	-	106
2017-07-15	-	-	-	107
2017-07-16	-	-	-	107
Social Media Competition and Promotion Begins				
2017-07-17	2	32	5	112
2017-07-18	-	-	-	119
2017-07-19	-	-	-	127
2017-07-20	-	-	-	136
2017-07-21	1	30	-	141
2017-07-22	-	-	-	142
2017-07-23	-	-	-	143
2017-07-24	-	-	-	145
2017-07-25	3	51	-	146
2017-07-26	-	-	-	148
2017-07-27	-	-	-	148
2017-07-28	-	-	-	149
2017-07-29	-	-	-	150
Grand Total	12	201	7	150