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## APPENDIX A

### Derivation of questionnaire items in relation to postmodern traits

SECTION 1			
QX: MOBILE PHONE	POSTMODERN	CONSUMER PERSPECTIVE	BRAND PERSPECTIVE
1. I feel like my mobile phone is part of me.	De-differentiation Hyperreal	(McLuhan) media as extension of man	Applicable for brand communication reference – understanding consumer. Use of mobile phone media
2. My phone is always on – I'm always connected so that I would not miss out on anything	Fragmentation De-differentiation	Outcome of fragmentation is more options. Staying connected keeps individual abreast of options	Applicable for brand communication reference – viability of mobile medium with reference to consumer use
3. My mobile phone is my most important possession	De-differentiation Fragmentation	Mobile phone dominates amongst multitude of different options	Importance of phones – giveaways or communication medium
4. I mainly use my cell phone to access digital media applications and content I want to check, to see what is going on	Fragmentation	Active consumer/ control Consumer choice of media content accessed through personal media	Applicable for brand communication reference – consumer propensity to use digital media & relevance to the youth segment
5. My mobile phone enables me to not only choose what digital media applications I want to use but when I want to and for how long	De-differentiation	Flexibility of mobile phone as a medium allows user to migrate across digital boundaries	Applicable for brand communication reference – viability of mobile medium with reference to consumer use
6. My mobile phone connects me to other media (eg. If I enter a competition advertised in a magazine through SMS, or casting a vote for someone in reality TV, like Idols or Big Brother, or call into a radio station)	Fragmentation De-differentiation Hyperreal	Possible perception of mobile as a dominant medium Personal medium that connects mass media	Applicable for brand communication reference – understanding consumer. IMC CRM
7. I think location based services delivered through my mobile phone would be useful (eg. using applications to navigate to specific products in a store, knowing which shops stock your brands, receiving special promotions from your stores valid for one day only)	Fragmentation De-differentiation	Interactivity – Value exchange	Applicable for brand communication reference – understanding consumer. Application/ game development

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QX: ADVERTISING	POSTMODERN	CONSUMER PERSPECTIVE	BRAND PERSPECTIVE
8. Advertising keeps me informed about brands	Fragmentation	Source of information Relevance of advertising to consumers	Applicable for brand communication reference – role and viability of advertising
9. Advertising helps me decide what brands to buy	Fragmentation	Source of information Relevance of advertising to consumers	Applicable for brand communication reference – role and viability of advertising
10. The wide range of messages and media available to me has increased the need for me to become proficient at multitasking	Fragmentation De-differentiation	Coping skills	-
11. I feel confused if a brand transmits several different messages at once.	Fragmentation De-differentiation	Coping skills Information retention ability	Advocacy of IMC approach Single minded messaging
12. I only pay attention to advertisements/communications from brands that interest me	Fragmentation De-differentiation	Coping skills Filtering mechanisms	Brand relationship building
13. I only want to receive advertisements/communications from brands I am familiar with on my mobile phone	Fragmentation De-differentiation	Active consumer/ control Consumers do not have control of mass media but have control over their personal media communications	Brand relationship building Permission based communication
14. I prefer short advertisements	Fragmentation Chronology?	Quick processing ability Time saving?	Applicable for brand communication reference
15. If a brand advertisement/communication interests me, I will seek out more information about the brand.	De-differentiation	Interactivity Active consumer/ control	Interactivity Provision of added value
16. I connect with my brands across multiple touchpoints (TV, print, Internet, cinema, point of sale, out of home, radio, mobile, social networks)	Fragmentation De-differentiation (use of diff. Touchpoints)	Consumer using multiple touchpoints	Relevance of using multiple touchpoints to communicate with consumers Compared to fewer touchpoints
17. With the many different messages I receive on a daily basis I find that they often change my mind	Fragmentation	With so many options not necessarily loyal to brand	Advocacy of IMC approach Single minded messaging Relationship building
18. Media content is a popular topic of conversation amongst my friends and I. We chat about movies, TV programmes, radio shows, things we've seen or heard on the Internet or read in magazines	Hyperreal Pastiche	Media part of conversation	Join the conversation Provide brand experiences Brand placement in environment Integrated content

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19. If I respond to a marketing message I usually use the same media form/application that I received the message in (eg. If I receive an SMS from the marketer I will reply to the marketer through SMS)	De-differentiation	Ease of media use for response mechanism	Applicable for brand communication reference – understanding consumer. Multi-directional communication
20. I would forward communications/advertising to my friends if I think it would interest them	De-differentiation	Thinking about others that could benefit	Potential new customer leads Benefit of digital media asynchronous
21. I would only forward communications/advertising to my friends if the brand issuing the communication offers me an incentive to forward the message.	De-differentiation	Thinking about others that could benefit and self benefit through reward	Incentive as motivation to connect with other customers
22. I prefer receiving personalised communications through my personal media like my mobile phone, or social network, or email.	Fragmentation	Active consumer/ control Consumers d not have control of mass media but have control over their personal media communications	Customer centric Service dominant logic If using personal media talk to consumer as individual – diff approach mass vs personal media strategy
23. Advertising sent to me through my personal media like my mobile phone, or social network, or email has more meaning to me than advertising in mainstream media.	Fragmentation De-differentiation – directly to individual rather than broadcast to masses	Active consumer/ control Consumers d not have control of mass media but have control over their personal media communications	Insight into which media to use when targeting this audience
24. Brands need to have my permission before they contact me directly	De-differentiation – interactivity Anti-foundationalism	Self-importance Active consumer/ control	Need to build relationship
25. I am more likely to make repeat purchases from brands that communicate directly with me	Fragmentation De-differentiation	Self-importance Active consumer/ control	Customer centric Service dominant logic IMC

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<b>QX: INFORMATION</b>	<b>POSTMODERN</b>	<b>CONSUMER PERSPECTIVE</b>	<b>BRAND PERSPECTIVE</b>
26. I search for information rather than waiting for it to only be sent to me	De-differentiation Hyperreal	Active consumer/ control Consumers do not have control of mass media but have control over their personal media communications	Pull vs push communications Appropriate brand content
27. I take the information I receive and form my own ideas from it	De-differentiation	Active consumer/ control Deconstructing / reconstructing data Using technology as a resource	Appropriate brand content
28. I find that I don't have to remember everything because I can search for what I need on the Internet.	De-differentiation Anti-foundationalism	Coping skills	Importance of search strategy – and positive online brand content
29. It is important for me to keep informed about the latest trends in the product categories I am interested in.	Fragmentation	Help decision making Need to be up to date Products/brands trends reflect consumer lifestyle/status/image	Assist consumers Give them this information Innovate
30. I prefer to follow the latest trends rather than stick to the old ways of doing things.	Chronology Anti-foundationalism	Early adopters? Need to be up to date Products/brands trends reflect consumer lifestyle/status/image	Applicable for brand communication reference – is there a preference for traditional or new and innovative
31. I like to know about things as soon as they happen	Fragmentation De-differentiation	Keeping informed Latest information First to know Gives advantage to share “firsts” with network Instant gratification	Give consumers “firsts”
32. I prefer using digital media (mobile phones, the Internet) to traditional media (print, TV) for information	Fragmentation Anti-foundationalism	Choice	Recognition of choices
<b>QX: SOCIAL NETWORKS</b>	<b>POSTMODERN</b>	<b>CONSUMER PERSPECTIVE</b>	<b>BRAND PERSPECTIVE</b>
33. I use social networks to join groups that I share an interest with (eg. Cooking, motorcycles)	De-differentiation	Connecting across space/time/geographic boundaries – dispelling limitations	Establish groups – value exchange for brands – ie HOGS Reach consumers in relevant context
34. I participate in different social network groups to express different parts of me.	De-differentiation Pastiche	Self expression Personality development	Applicable for brand communication reference – viability of social networks Consider context of networks for brand placement
35. I don't separate my online personality from my offline personality	De-differentiation Hyperreal Anti-foundationalism	Identity management  Is there a distinction between on and offline behaviour – or seamless integration?	Applicable for brand communication reference – understanding consumer. Apply different or not different treatments to on /off line material

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36. My online social networking reinforces my offline friendships	Hyperreal	Importance of social networking to individual	Applicable for brand communication reference – understanding consumer. Use of social networks
37. I use online social networks as another way of connecting with friends	De-differentiation Hyperreal Anti-foundationalism	Is there a distinction between on and offline behaviour – or seamless integration?	Applicable for brand communication reference – understanding consumer. Insight into use of social networks
38. I post about things that matter to me on my social network sites	De-differentiation Chronology	Self-importance	Provide content as social currency
39. When I share interesting posts on my social network my popularity increases amongst my friends	Hyperreal Pastiche	Self-importance	Provide content as social currency
40. I feel more connected to my friends on social networks sites when they post comments about things I share with them	Hyperreal Pastiche	Self-importance Validation	Provide content as social currency
41. I like uploading pictures of things I've done or seen to my social network sites	Chronology Pastiche Hyperreal	Self-importance Sharing Connecting Contributing	Applicable for brand communication reference – understanding consumer. Provide content as social currency
42. I often update my social network status messages and/ or profile picture(eg. BBM, Mxit, facebook)	De-differentiation Hyperreal	Frequency of use – importance of status and pictures	Brand experiences – ie. Events – post pictures / status notes - provide talkability
43. I like sending and receiving virtual gifts on social network sites	Hyperreal	Sharing Connecting	Applicable for brand communication reference – understanding consumer. Virtual possessions
44. I like playing games on my social networking sites (eg. Farmville)	Hyperreal	Entertainment Interactive Time filler Relief from boredom Control Escape	Applicable for brand communication reference – understanding consumer. Application/game development/presence within games
45. I consider online social networks (like facebook) to be part of my life	Anti-foundationalism De-differentiation Hyperreal	Sharing Connecting Habit/Lifestyle	Applicable for brand communication reference – understanding consumer. Use of social networks

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46. I find that linking my online social networks together (like facebook/ Flickr/twitter) makes it easier to manage them	Fragmentation De-differentiation	Coping skills Interacting across platforms simultaneously	Linking accounts – usually permits host bodies to access personal information of individuals. Partner/ form alliances with the hosts for consumer info.
47. I think that social media sites have made the world a more connected place	Fragmentation De-differentiation	Although exponential product/media/service development product of fragmentation techniques have emerged to manage fragmentation. Peer to peer, customer to customer opinions aid consumer decision making.	Applicable for brand communication reference – understanding consumer. Use of social networks
48. I participate in multiplayer online role-playing games, like World of Warcraft	De-differentiation Hyperreal Pastiche	Opportunity to explore identity, experience Entertainment Escapism/Relax Connect	Brand presence – integration Product development Relevant giveaway
49. I am a member of virtual reality site like Second Life	De-differentiation Hyperreal Pastiche	Opportunity to explore identity, experience Entertainment Escapism/Relax Connect	Brand presence – integration Product development Relevant giveaway i.e virtual Linden dollars
50. I use virtual reality sites because these sites allow me to experience what life might be like as a different person	De-differentiation Hyperreal Pastiche	Opportunity to explore identity, experience	Brand presence – integration Product development Relevant giveaway i.e virtual Linden dollars
51. I don't mind brands "listening" to my activities on my social network sites	Anti-foundationalism Chronology	"Open" privacy Sharing Connecting	Applicable for brand communication reference – understanding consumer. Use of social networks
52. My social network platform is essential to keep me informed on the latest trends and innovations	Fragmentation & anti-foundationalism – alternative platform of social networks serving as filter	Coping skill. Importance of peer network	Source of consumer information
53. I like interacting with my favourite brands on my social network sites	De-differentiation	Self-importance Active consumer/ control Engagement Interaction Entertainment	Applicable for brand communication reference – understanding consumer. Brand communication platform



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54. I prefer brands that have fan pages on social network sites	De-differentiation	Wants brands to participate in the individual's domain	Applicable for brand communication reference – understanding consumer. Brand communication platform
55. I usually pay attention to other fans' posts on brand fan pages	Fragmentation De-differentiation - interactivity	Consumer to consumer	Relationships
56. Social network sites help me share stories/things I've done/events with friends (eg. I don't have to tell each friend individually I can just broadcast to my entire network)	Fragmentation De-differentiation - interactivity	Multi-tasking Networking	Applicable for brand communication reference – understanding consumer. Use of social networks
<b>QX: SHOPPING</b>	<b>POSTMODERN</b>	<b>CONSUMER PERSPECTIVE</b>	<b>BRAND PERSPECTIVE</b>
57. Shopping is an important activity for me	Question for supplementary info	Consumer activity Habit / lifestyle	Applicable for brand communication reference – understanding consumer. Shopping destinations Target consumers on route/at venues
58. I prefer shopping with a group of friends	Question for supplementary info	Consumer activity Habit / lifestyle	Applicable for brand communication reference – understanding consumer. Shopping destinations Target consumers on route/at venues
59. I love finding bargain buys	Question for supplementary info	Consumer activity Habit / lifestyle Achievement Satisfaction	Applicable for brand communication reference – understanding consumer. Shopping destinations Target consumers on route/at venues Social currency Use incentives, special offers, exclusive deals
60. I often buy things on impulse	Fragmentation De-differentiation	Flexible Open to choice	Applicable for brand communication reference – understanding consumer. Use timebound incentives, special offers, exclusive deals – encourage purchase
61. I tend to get things because I want them and not necessarily because I need them	Fragmentation	Influence of trends, society, media	Brand innovations – upgrade consumers – latest
62. Too many alternatives in the same product category make it difficult for me to choose a product (eg. shampoo category variants for fine, coloured, greasy, dry, volume-seeking, curly, straight, shiny, combination).	Fragmentation (outcome of frag)	Decision making difficulties in face of fragmentation	Multiple products - consequence of fragmentation. Emphasis on brand communications – prioritising brand over product -get consumer buy into the brand then educate them on different variants

63. There are enough alternative product variants that I can choose which ones suit my specific needs.	Fragmentation (outcome of frag)	Tailor made products	Customisation
64. These days there are so many different products for different uses that I have discovered needs that I was not aware of previously.	Fragmentation De-differentiation – overcoming trial barriers	New discovery Willing to try new things Flexible Open to change Want to try new things	Provide consumers with information
65. With such a wide range of products available these days I am not sure beforehand what I am going to buy	Fragmentation	Willing to try new things Flexible Open to change Receptive to change	Make it easier for consumers to make decisions -Identify methods to communicate with consumer right up to point of purchase
66. There are so many products these days that I need my friends to help me choose.	Fragmentation	Peer to peer, WOM, influencers Difficulty in making choices consequence of fragmentation	Developing customer relationships – generate positive wom Become virtual friend?
<b>QX: BRANDS</b>	<b>POSTMODERN</b>	<b>CONSUMER PERSPECTIVE</b>	<b>BRAND PERSPECTIVE</b>
67. I'd rather use trusted brands than to experiment or shop around.	Fragmentation	Time saving Reliability of brand	Importance of brand reputation
68. I prefer products/ brands that are innovative.	Chronology Anti-foundationalism Fragmentation	Early adopters? Need to be up to date Products/brands trends reflect consumer lifestyle/status/image Is this a way of dealing with fragmentation by developing a strategy to chose the latest product/service?	Applicable for brand communication reference – is there a preference for traditional or new and innovative Highlight need to innovate amongst this target to stay relevant
69. I tend to think old brands/products belong to the past	Chronology Anti-foundationalism	Relevance of old vs new to consumer	Applicable for brand communication reference – understanding consumer. Product positioning Ie. Old Spice
70. Free-stuff, samples, promotions help me decide which brands (products) to choose.	Fragmentation	Motivated to trial	Break through fragmentation clutter to connect with potential customers
71. I would prefer to support brands that form/ maintain a relationship with me.	Fragmentation De-differentiation	Self-importance Interactive	Value exchange Multi-directional communication
72. Brands need to have clear value propositions to catch my interest	Fragmentation & hyperreal	Self-importance	Value of proposition determined by the consumer Emphasis on brand value and value exchange
73. I prefer to support brands that I see as being authentic	Hyperreal – consequence of Pastiche	Symbolise authenticity of self through brands	Brand attributes/representation

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74. I specifically seek out brands that reflect who I am/ who I want to be	Pastiche	Identity creation - Symbolise through brands that the individual has selected	Applicable for brand communication reference – understanding consumer.
75. I buy into brands that are involved in my culture, my community.	De-differentiation	What matters to the individual	Opportunity for brands to become involved with communities Subtle – authentically – recognition
76. I like participating in competitions to win things from my favourite brands	De-differentiation	Engagement Interaction Entertainment Value exchange	Applicable for brand communication reference – understanding consumer.
77. I think that if brands listen to me they will be able to give me what I expect from them	De-differentiation	Interactivity	Relationships Consumer voice
78. I would like to tell my brands how to improve their products	De-differentiation	Interactivity Self-importance	Applicable for brand reference – understanding consumer. CRM
79. I would like to feel part of my products' development process	De-differentiation	Interactivity Self-importance	Applicable for brand reference – understanding consumer. CRM
80. I tell my friends about my product/brand experiences	De-differentiation Fragmentation	Interactivity Self-importance Sharing Connecting	Applicable for brand reference – understanding consumer. CRM Brand feedback
81. I think my opinions about products/brands are important	De-differentiation	Self-importance Influencer Contributing to network	Applicable for brand reference – understanding consumer.
82. The value of a brand /product is determined by the way I personally experience the brand when I use it	De-differentiation Pastiche	Value exchange interpretation	CRM
83. I chat about brands when I am happy with them (on blogs, social networks sites, forums, email, instant messaging)	De-differentiation – interactivity Pastiche – interpretation	Value exchange interpretation	Applicable for brand reference – understanding consumer. Brand content available to consumer Social currency
84. I chat about brands when I am dissatisfied with them (on blogs, social networks sites, forums, email, instant messaging)	De-differentiation – interactivity Pastiche – interpretation	Value exchange interpretation	Applicable for brand reference – understanding consumer. Brand content available to consumer Social currency

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85. Just as I rely on my social network to keep me informed about products/brands it relies on me to do the same (off or online)	Fragmentation Hyperreal?	Dependence of network Similarly minded individuals Filter out relevant information – aids decision making	Applicable for brand reference – understanding consumer. Listen to networks Sense and respond
86. I trust the opinions of members in my social network (off or online)	Fragmentation	Dependence of network Similarly minded individuals Filter out relevant information – aids decision making	CRM Listen to networks Sense and respond
87. I value other buyers reviews of products/brands when I am interested in a product/brand	Fragmentation De-differentiation Anti-foundationalism	<b>Consumer to consumer</b> communications Filter out relevant information – aids decision making	CRM Listen to posts Sense and respond
88. I think user comments about products/brands are more authentic than professional articles written about products/brands	Fragmentation De-differentiation Anti-foundationalism Hyperreal	<b>Consumer to consumer</b> communications Filter out relevant information – aids decision making	CRM Listen to posts Sense and respond
89. I download branded applications	De-differentiation – interactivity Anti-foundationalism Hyperreal	Entertainment Interactive Time filler Control Escape	Applicable for brand communication reference – understanding consumer. Application development Useful application to fulfil a need – eg Charmin toilet locator in New York or Tesco product finder



## **APPENDIX B**

### **Invitation to participate in survey**

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Dear Tuks student in Marketing/Communication management

You are invited to participate in an academic research study conducted by Amaleya Goneos-Malka, a PhD student from the Department of Marketing and Communication Management at the University of Pretoria.

As an incentive for taking part in this survey, all respondents who submit a complete questionnaire will be eligible to participate in a lucky draw to stand a chance to WIN one of six ipods. Should you wish to enter the lucky draw please supply the relevant contact information as requested at the end of the survey. Please note that the information you supply will be used for the sole purpose of contacting the winners to redeem their prize.

The purpose of this study is to contribute to the development of guidelines for marketers to use digital media and digital applications (with particular reference to mobile phones) as effective platforms to communicate with young South African adults. The research proposes to investigate assumptions of postmodern behaviour of young South African adults in relation to digital media and marketing.

Please contact the supervisors, Prof Anské Grobler ([anske.grobler@up.ac.za](mailto:anske.grobler@up.ac.za)) or Dr Arien Strasheim ([arien.strasheim@up.ac.za](mailto:arien.strasheim@up.ac.za)) if you have any questions or comments regarding the study.

The survey requires approximately 20 minutes to complete. Please click on the following link to start the survey:

[http://www.surveymonkey.com/s/TUKS\\_SURVEY\\_SOCIAL\\_MEDIA](http://www.surveymonkey.com/s/TUKS_SURVEY_SOCIAL_MEDIA)

If you have to exit the survey before completing it, please access it again from the link above.

We really appreciate your time!

Kind regards

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## APPENDIX C

### Final questionnaire

#### Social Media Behaviour among Young Adults

##### TECHNOLOGY AND SOCIAL MEDIA

Dear respondent

The purpose of this study is to explore the use of social media and technology in the lives of young adults in a post-modern society.

Your participation in this study is voluntary. The answers that you give are confidential, and the responses will be aggregated in the study to examine trends and preferences as a group. Your individual responses will be held in strictest confidence.

As an incentive for taking part in this survey, all respondents who submit a COMPLETE questionnaire will be eligible to participate in a lucky draw to stand a chance to WIN one of six ipods. Should you wish to enter the lucky draw please supply the relevant contact information as requested at the end of the survey. Please note that the information you supply will be used for the sole purpose of contacting the winners to redeem their prize.

For the best view of the survey questions, please maximise the window by pressing the F11 key. If you do not see the "Next Page" button on the screen, you need to scroll down.

You may exit the survey at any time if you are interrupted by using the button at the top right corner of the screen. Please click on the "Next Page" button to start the survey questions.

**I have read and understand the information provided above. I hereby consent to participate in this study on a voluntary basis.**

Yes

No

#### Social Media Behaviour among Young Adults

##### INSTRUCTIONS FOR COMPLETING THE SURVEY

1. Please note that a response is required for every statement. A complete response means that you must provide an answer to each question, and only complete responses are eligible for the lucky draw.
2. There are no right or wrong answers.
3. Only one response per individual will be allowed to be entered into the lucky draw.
4. Please read all statements carefully before you provide an answer.
5. The integrity of the study depends upon your honest and reliable input.



### Social Media Behaviour among Young Adults

#### YOUR CELL PHONE

Please indicate your opinion on the role your cell phone plays in your daily life.

Please indicate how strongly you agree or disagree with each of these statements. Select the N/A category at the end only if the specific question is not applicable in your case.

	Strongly agree				Strongly disagree		N/A
1. I feel like my cell phone is part of me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. My cell phone is always on – I'm always connected so that I would not miss out on anything.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. My cell phone is my most important possession.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I mainly use my cell phone to access digital media applications and content I want to check, to see what is going on.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. My cell phone enables me to not only choose what digital media applications I want to use, but when I want to and for how long.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. My cell phone connects me to other media (e.g. if I enter a competition advertised in a magazine through SMS, or casting a vote for someone in reality TV, like Idols or Big Brother, or call into a radio station).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I think location based services delivered through my cell phone would be useful (e.g. using applications to navigate to specific products in a store, knowing which shops stock your brands, receiving special promotions from your stores valid for one day only).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Social Media Behaviour among Young Adults

#### The role of ADVERTISING in social media

Please indicate how strongly you agree or disagree with each of these statements. Select the N/A category at the end only if the specific question is not applicable in your case.

	Strongly agree				Strongly disagree		N/A
1. Advertising keeps me informed about brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Advertising helps me decide what brands to buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The wide range of messages and media available to me has increased the need for me to become proficient at multitasking.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I feel confused if a brand transmits several different messages at once.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I only pay attention to communication from brands that interest me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I only want to receive brand communication on my cell phone from brands that I have given permission to contact me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I prefer short advertisements.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. If a brand communication interests me, I will seek out more information about the brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. With the many different messages I receive on a daily basis, I often change my mind about products and brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Media content is a popular topic of conversation amongst me and my friends. We chat about movies, TV programmes, radio shows, things we've seen or heard on the internet or read in magazines.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. I would forward a brand communication to my friends if I think it would interest them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. I prefer receiving personalised communication through my personal media like my cell phone, or social network, or email.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Advertising sent to me through my personal media like my cell phone, or social network, or email has more meaning to me than advertising in mainstream media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. I am more likely to make repeat purchases from brands that communicate directly with me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



### Social Media Behaviour among Young Adults

#### The role of INFORMATION in social media

Please indicate how strongly you agree or disagree with each of these statements. Select the N/A category at the end only if the specific question is not applicable in your case.

	Strongly agree				Strongly disagree	N/A
1. I search for information rather than waiting for it to only be sent to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I take the information I receive and form my own ideas from it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I find that I don't have to remember everything because I can search for what I need on the Internet.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. It is important for me to keep informed about the latest trends in the product categories I am interested in.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I prefer to follow the latest trends rather than stick to the old ways of doing things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I prefer using digital media (cell phones, the Internet) to traditional media (print, TV) for information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

### Social Media Behaviour among Young Adults

#### THE SOCIAL SIDE OF SOCIAL MEDIA

Please indicate how strongly you agree or disagree with each of these statements. Select the N/A category at the end only if the specific question is not applicable in your case.

	Strongly agree				Strongly disagree	N/A
1. I participate in different social network groups to express different parts of me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. My online social networking reinforces my offline friendships.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Social networks are very important to keep up and form new friendships.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. When I share interesting posts on my social network my popularity increases amongst my friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I feel more connected to my friends on social networks sites when they post comments about things I share with them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I like to upload content of things I've done, seen or heard to my social network sites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I like to send and receive virtual gifts on social network sites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I like to play games on my social networking sites (e.g. Farmville).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





**Social Media Behaviour among Young Adults**

**THE SOCIAL SIDE OF SOCIAL MEDIA**

Please indicate how strongly you agree or disagree with each of these statements. Select the N/A category at the end only if the specific question is not applicable in your case.

	Strongly agree				Strongly disagree	N/A
9. I consider online social networks (like facebook) to be part of my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I think that social media sites have made the world a more connected place.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. I think brands should "listen" to my activities on my social network sites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. My social network platform is essential to keep me informed on the latest trends and innovations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. I like to interact with my favourite brands on my social network sites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. I usually pay attention to other fans' posts on brand fan pages.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Social network sites help me share stories/things I've done/events with friends (e.g. I don't have to tell each friend individually I can just broadcast to my entire network).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. I participate in virtual reality sites like Second Life or World of Warcraft.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Social Media Behaviour among Young Adults**

**SHOPPING and PRODUCT RANGES**

Please indicate how strongly you agree or disagree with each of these statements. Select the N/A category at the end only if the specific question is not applicable in your case.

	Strongly agree				Strongly disagree	N/A
1. I love finding bargain buys.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I often buy things on impulse.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I tend to get things because I want them and not necessarily because I need them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Too many alternatives in the same product category make it difficult for me to choose a product (e.g. shampoo category variants for fine, coloured, greasy, dry, volume-seeking, curly, straight, shiny, combination).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. There are enough alternative product variants that I can choose which ones suit my specific needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. These days there are so many different products for different uses that I have discovered needs that I was not aware of previously.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. With such a wide range of products available these days I am not sure beforehand what I am going to buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**Social Media Behaviour among Young Adults**

**BRANDS IN SOCIAL MEDIA**

Please indicate how strongly you agree or disagree with each of these statements. Select the N/A category at the end only if the specific question is not applicable in your case.

	Strongly agree				Strongly disagree	N/A
1. I'd rather use trusted brands than to experiment or shop around.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I prefer products and brands that are innovative.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I tend to think old brands/products belong to the past.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Free-stuff, samples, promotions help me decide which brands (products) to choose.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Brands need to have clear value propositions to catch my interest.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I prefer to use brands that I see as being authentic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I specifically seek out brands that reflect who I am or who I want to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I like to participate in competitions to win things from my favourite brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I think that if brands listen to me they will be able to give me what I expect from them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I would like to tell my brands how to improve their products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. I would like to feel part of my products' development process.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. I tell my friends about my product/brand experiences.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Social Media Behaviour among Young Adults**

**BRANDS IN SOCIAL MEDIA**

Please indicate how strongly you agree or disagree with each of these statements. Select the N/A category at the end only if the specific question is not applicable in your case.

	Strongly agree				Strongly disagree	N/A
13. I think my opinions about products/brands are important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. The value of a brand /product is determined by the way I personally experience the brand when I use it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. I chat about brands on blogs, social networks sites, forums, email, instant messaging or Twitter when I am HAPPY with them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. When I am DISSATISFIED with brands I express this on blogs, social networks sites, forums, email, instant messaging or Twitter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. Just as I rely on my social network to keep me informed about products/brands it relies on me to do the same (off or online).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. I trust the opinions of members in my social network (off or online).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. I value other buyers' reviews of products/brands when I am interested in a product/brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. I think user comments about products/brands are more authentic than professional articles written about products/brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21. I download applications to use on my cell phone.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**Social Media Behaviour among Young Adults**

**PEER-TO-PEER file sharing (music, movies etc.)**

PEER-TO-PEER sharing refers to the use of websites that allow you to download and upload music, movies or applications.

Please indicate how often you engage in any of the following activities.

	Daily	Weekly	Monthly	Never	N/A
1. I use file sharing networks to download files like music, movies or applications.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please indicate how strongly you agree or disagree with each of these statements. Select the N/A category at the end only if the specific question is not applicable in your case.

	Strongly agree				Strongly disagree	N/A
1. I like to explain to other users if they have technical problems with file sharing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I stay online until other users have finished their downloads.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I download files, not only for myself, but to share with my friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I think that file sharing is based on reciprocity (a mutual or cooperative interchange of favours).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I feel obliged to share because I download from others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I watch series or movies that were downloaded.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I share music that I have downloaded with friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I have received music from friends that they have downloaded.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Social Media Behaviour among Young Adults**

**BACKGROUND INFORMATION**

Please indicate your gender:

- Male
- Female

Please indicate your age group:

- Younger than 18
- 18-20
- 21-22
- 23-24
- 25-29
- 30-34
- 35+



### Social Media Behaviour among Young Adults

#### BACKGROUND INFORMATION

Please indicate your ethnic group:

- Black
- White
- Indian
- Asian
- Coloured
- Other (please specify)

Please indicate the living arrangement that best describes your situation during the current semester.

- I live at home with my parent(s)
- I live in a home with other working adult(s)
- I live in a student commune
- I live in a flat on my own
- I share a flat with a friend/friends
- I live in a university student residence
- Other (please specify)

### Social Media Behaviour among Young Adults

Please indicate which of the following best describes your employment situation:

- Not employed
- Employed part-time
- Employed full-time
- Other (please specify)



**Social Media Behaviour among Young Adults**

**OTHER DEMOGRAPHIC INFORMATION**

**Please indicate which of the following ways do you use to access the internet. Please tick all that are applicable.**

- Access internet from home using broadband on a computer
- Access internet from campus on a computer
- Access internet from internet cafe using a computer
- Access internet from work using a computer
- Access internet on 3G on a computer
- Access internet through my cell phone
- Other (please specify)

**Which device do you use most often to access the internet with?**

- Computer
- Cell phone

**Social Media Behaviour among Young Adults**

**OTHER DEMOGRAPHIC INFORMATION**

**What make is the cell phone that you use most often?**

- Samsung
- Blackberry
- Nokia
- Iphone
- HTC
- Motorola
- Sony Ericsson
- LG
- Other (please specify)

**Do you own a smartphone?**

- Yes
- No



### Social Media Behaviour among Young Adults

#### BACKGROUND INFORMATION

##### Cellphone plan

- Contract
- Prepaid

##### I use internet bundles on my cell phone

- Yes
- No

##### On average, how much do you spend on airtime for talk and sms each month - EXCLUDING internet access?

- Not applicable
- Less than R50
- R51 - R100
- R101 - R200
- R201 - R300
- R301 - R400
- R401 - R500
- More than R500

### Social Media Behaviour among Young Adults

##### On average, how much do you spend on internet bundles each month.

- Not applicable
- Less than R50
- R51 - R100
- R101 - R200
- R201 - R300
- R301 - R400
- R401 - R500
- More than R500

##### Do you subscribe to Blackberry BIS?

- Not applicable
- Yes
- No



**Social Media Behaviour among Young Adults**

**BACKGROUND INFORMATION**

**Do you use social networks like MXit, Facebook, MySpace or BBM?**

- Yes
- No

**How often do you use social networks like MXit, Facebook, MySpace or BBM?**

- Not applicable
- About once a month
- About once a week
- About two to three times a week
- About once a day
- About twice a day
- About three times a day
- About four times a day
- About five or more times a day

**Social Media Behaviour among Young Adults**

**BACKGROUND INFORMATION**

**How often do you think you use your cell phone for any of the following activities? (Tick the most relevant option)**

	Daily	Weekly	Monthly	Never	N/A
Talking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Messaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessing social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using the Internet to obtain information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Listening to or downloading music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Playing games	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking photographs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Taking videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calendar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calculator	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Notes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**Social Media Behaviour among Young Adults**

**ENTER THE LUCKY DRAW TO WIN ONE OF SIX IPODS**

You can only enter the lucky draw if you supply your contact details on this page. To enter the lucky draw you must have completed all the questions in the survey. Please make sure that you do enter your contact details accurately.

**Please give your contact details:**

Name:

Student number:

Email Address:

Cell Phone Number:

**Social Media Behaviour among Young Adults**

**THANK YOU!**

Thank you for completing the survey.  
We appreciate your input.