



THE ROLE OF CONTENT MARKETING ON THE VEHICLE INSURANCE INDUSTRY IN SOUTH AFRICA

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Submitted in fulfilment of the requirements for the degree of Master of Commerce specializing in
Marketing (BUS5000W) in the
School of Management Studies, University of Cape Town

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Date Submitted:

11 November 2019

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ACKNOWLEDGEMENTS

First, I would like to express gratitude to my heavenly Father. He has been the source of my strength from the beginning of this journey. His enabling power and grace is the reason I was able to complete this project.

Secondly, I would like to acknowledge my supervisor, Dr Pragasen Pillay, for his academic input and support during this project. I would also like to thank my co-supervisor, Dr Benedikt Hirschfelder. Words fail me. You have been a constant pillar of support throughout my master's research studies. I am grateful for your patience, availability, and continuous support even when I felt like giving up.

To my friends, everyone who shared the survey on social media and mobile, and everyone who completed my questionnaire, thank you. I sincerely appreciate the willingness to help and provide the useful information for this thesis.

I am thankful to Zenith (Publicis Media) for providing me with the platform to further my studies by offering financial support. May you do for others what you have done for me.

The completion of this research project would not have been possible without the support of my parents and family, a big thank you for the love and encouragement. To my supportive husband, Dumile, thank you for giving me space and time to work on my research. Your unwavering support has helped make this dream come true.

Finally, I would like to acknowledge my baby girl, Amahle-amazulu, for her part in my journey. She serves as motivation to keep working hard and never giving up. I am appreciative of this gift God has blessed me with and thankful that He chose me to be your mother.

ABSTRACT

Rapid technological progress has transformed the communication process, specifically the consumption and distribution of information. Through technological progress, the world has become a smaller place by bridging the gap between individuals and bringing them together. From a marketing perspective, this has resulted in the Internet becoming one of the most significant sources of information for both consumers and marketing practitioners. With immeasurable access to information, consumers specifically have been empowered as they can search for the best and lowest products or services.

The objective of this study is to analyse Content Marketing, and explore its application in the vehicle insurance industry in South Africa. This study proposes that Content Marketing, as a marketing trend, impacts the vehicle insurance purchase decision-making process. More precisely, in the South African context, vehicle insurers already make use of firm-generated content (FGC), using an emotional trigger to encourage consumers to purchase insurance. Using a questionnaire, data was collected from 192 insurance consumers residing in South Africa. The study tested ten hypotheses using PLS- SEM and the data was analysed using SmartPLS software. The results indicate that eight of the ten hypotheses are supported. The results also demonstrated that FGC, moderated by the emotional trigger 'fear', has an impact on the vehicle insurance purchase process. Furthermore, consumers are more receptive to marketing communication through storytelling. Due to the shift from traditional marketing, the ability for organisations to communicate something valuable to consumers presents an opportunity to create a strong brand positioning. MiWay's "Your silence is our signal" online video served as the research object and was used as a practical example for the research participants, exposing them to insurance FGC.

Therefore, it is imperative for marketing practitioners to adopt a marketing approach that underlines the importance of content generation and communication that is in line with the organisations overall brand positioning. They need to modify their marketing strategies to incorporate online and social media platforms in order to distribute online content that is both beneficial and relevant to consumers. Based on the insights generated from this study, the research aims to amplify existing scientific literature relating to Content Marketing and to contribute knowledge in the clarification of Content Marketing in the body of knowledge.

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Chapter 1: Introduction

1.1 Introduction

The polarization between private and public media has undergone transformation due to the development of the Internet (Miller *et al.*, 2016). Because of the rapid increase in technological developments, the Internet and associated applications are characterized by easy access to volumes of information obtainable on the Internet. The Internet has become an advantageous and cost-effective method to market products and services, unlike using traditional mediums, such as TV or print media (Lukito, Lukito & Arfin, 2014). In addition to the inexpensive manner of marketing products online, the Internet has greater penetration in terms of reaching a wider audience (Lukito, Lukito & Arfin, 2014). The Internet has brought into existence new opportunities that allow marketing practitioners to interact with consumers' in ways that were previously unimaginable through conventional media mediums (Drury, 2008).

The concept of 'Web 2.0' gained momentum in 2004 and, consequently, the part of the web that allows users to have more interconnection, control, and flexibility became popular with individuals around the world. One of the significant features of Web 2.0 is the end user experience aspect, and the development of online tools that made content generation and sharing easier. Furthermore, it became a very important way for online marketing practitioners to make their products and services more accessible and desirable in the digital space (Jones, Malczyk & Beneke, 2011).

In recent years, the web has developed immensely (Jones, Malczyk & Beneke, 2011). Individuals have become more exposed and able to navigate through the web and as a result have become more proficient at sifting through an abundance of online content (Jones, Malczyk & Beneke, 2011). Because of technological progress, consumers' tastes have become progressively diverse and, therefore, more challenging for marketing practitioners to address the right target audience (Adamova *et al.*, 2014). To give an example relating to the demand for vehicle insurance, the traditional insurance company has now developed a number of insurance products that were relatively unknown just a couple of years ago. The introduction of these new products are a result of product research teams teaming up with marketing practitioners, to provide services and products that consumers treasure. As a consequence of increasing consumer dominance, marketing practitioners need to be mindful of the fact that each consumer or market segment has its own characteristics and, therefore, demands a personalised marketing strategy (Adamova *et al.*, 2014).

There is a significant change in the manner in which the market utilizes the user-friendly interface of Web 2.0. This is noticeable in the success of social media channels and that has resulted in the

explosion of user-generated content (UGC) (Drury, 2008). Kahle & O'Hern (2013) argued that the rise in UGC signifies a substantial transfer of power from marketing practitioners to consumers. The dividing line that formerly defined the responsibilities and tasks of consumers and marketing practitioners has become unclear, as consumers have taken up the creative responsibilities that were administered by marketers (Kahle & O'Hern, 2013). On this basis, the traditional marketing perspective has been challenged by new marketing approaches and technological advancements that have transferred substantial control over marketing activities to consumers (Kahle & O'Hern, 2013).

Social media's distinctive characteristic is the capability of connecting individuals around common and shared content. Other than simply creating connections, it creates enhanced experiences by allowing individuals to create and share multimedia content (Medaglia *et al.*, 2009). Other key traits relating to social media channels, like speediness, scope of influence and its ability for individuals to collaborate, ensure the long-term appeal and success of social media (National Association of Insurance Commissioners, 2012). Overall, Medaglia *et al.* (2009) stresses that social media's attention to content creation and distribution is the main distinguishing aspect concerning the prosperity and successfulness of social media channels.

Content Marketing is a trend that is still in the developing stages (Content Marketing Institute, 2017). It has become a big part of marketing and is shifting and transforming into more of publishing (Pulizzi, 2012). Content Marketing is a process of producing and disseminating appropriate content valued by consumers by a firm to a defined target audience, to attract, acquire and engage, to drive customers to make a positive decision that is favourable to the organisation (Pulizzi, 2012). In addition, Content Marketing is frequently perceived as storytelling (Du Plessis, 2015). Due to the declining receptivity of traditional advertisements, many marketers have opted to communicate brand characteristics and values through stories, as an alternative to just communicating only information to consumers (Wang, 2012; Znanewitz & Gilch, 2016).

There is a special focus currently being given to the correct distribution of brand content in the online space; therefore, a well-documented marketing strategy is vital for successful Content Marketing implementation (Du Plessis, 2015). Taking this into account, it is essential that marketing practitioners include Content Marketing in their marketing mix and leverage social media sites to communicate valued firm-generated content (FGC) effectively to consumers. There are numerous commercial descriptions of Content Marketing. However, the definition below is the first academic one and thus will be used from here going forward:

Content marketing is a promotional strategy that extends the promotional mix, and

utilizes numerous communication channels, capitalising largely on the benefits and connectivity of social media. It focuses on offering something valuable to the consumer for free. By taking consumer-/user-generated content (UGC) into account and communicating with the audience with a non-purchase-pushing intention and by using appealing, useful or entertaining content, the strategy aims at building trust and a long-term relationship to the consumer/customer (Human, Hirschfelder & Nel, 2018).

This new perspective emphasizes that insurance company's need to institute long-lasting connections with customers. This style of marketing is based on traditional marketing principles, but focuses on new elements (Eva-Cristina & Pop, 2009). Insurance companies already utilize social media in order to become increasingly noticeable, cultivate relationships and encourage trust with their customers, through the creation of content which is deemed trustworthy and valuable to their customers (National Association of Insurance Commissioners, 2012). With respect to the reason why social media is important, Miller *et al.* (2016) emphasize that it is the content rather than the platform that is important. On this basis, Kumar *et al.* (2016) establish that emotional FGC has a positive and significant influence on consumer behaviour.

Marketing was previously viewed in a narrow manner and, in many cases, merely as sales support (Sheth & Sisodia, 2005). Although, Content Marketing is an emerging marketing trend that is yet to mature, focusing on the right content for marketing purposes has now become an imperative component in existing marketing approaches (Pulizzi, 2013). It is vital that marketing practitioners continue to adopt a much broader perspective of marketing, one that is customer centric and is focused on enhancing the standard of life experienced by consumers by furnishing them with valued and appropriate content (Sheth & Sisodia, 2005; Pulizzi, 2013).

In light of the aforementioned, the purposes of this research is to analyse Content Marketing, and uncover its role in the vehicle insurance industry in South Africa. Specifically, this study is directed by the subsequent primary and secondary research objectives:

Primary Objective

- (1) To determine the role of Content Marketing on the vehicle insurance industry in South Africa.

Secondary objectives

- (1) To examine the impact of Firm-generated content (FGC) on the recognition of the

perceived need for insurance

- (2) To determine the role of fear on Firm-generated content (FGC) and its impact on the perceived need for insurance
- (3) To investigate the relationship between the perceived need for insurance and intellect
- (4) To examine the relationship between the perceived need for insurance and income
- (5) To assess the relationship between intellect and the inclination towards insurance
- (6) To evaluate the relationship between income and inclination towards insurance
- (7) To analyse the relationship between inclination towards insurance and price
- (8) To investigate the relationship between inclination towards insurance and quality
- (9) To assess the relationship between price and the decision to purchase insurance
- (10) To evaluate the relationship between quality and the decision to purchase insurance

The introduction chapter presents an all-inclusive summary of the research. The forthcoming sections in this chapter are arranged in a specific manner. The foremost section elucidates the contextual framework of this research through the illumination of Content Marketing. Thereafter, the theoretical framework including the research objectives are discussed in-depth. Subsequently followed by the review of the research methodology implemented and subsequently the relevance of this thesis is detailed. Lastly, the introductory chapter concludes with the composition of the study providing a summary of this research study.

1.2. Substructure

Content Marketing is a longstanding strategic method that has existed for some time (Content Marketing Institute, 2018). It was the American agricultural machinery manufacturer, John Deere, who combined agriculture and brand publishing to introduce Content Marketing (Gardiner, 2013). John Deere founded the 'The Furrow' magazine that focused completely on editorial content intended to inform and help customers. With little sign of John Deere branding, this encouraged consumers to create their own connection between the John Deere brand and the useful and educational content (McCoy, 2017). Indeed, Content Marketing is an old marketing strategy that is growing in popularity

in view of the fact that social media platforms are growing in prominence as an advanced means of creating and disseminating content (Swieczak, 2012). Because of the interactive aspect of social media channels, such as Facebook, YouTube, LinkedIn and others, marketers are able to facilitate and encourage engagement around certain content deemed relevant by consumers (Ahmad, Musa & Harun, 2016).

Content Marketing is used in various marketing fields and areas. This master's thesis focuses on Content Marketing and its application within the vehicle insurance marketplace. Furthermore, the research concentrates on the influence of fear when used as an emotional trigger communicated through Content Marketing. This underlines the significance of emotions within the marketing field, including Content Marketing.

1.2.1. Emotions in marketing research

Research studies from various fields agree that generally a consumer's response to their surroundings are emotive and that the influence of their emotions will dictate the type of relationship they will have with the brand, leading up to their purchase decisions (Ceccacci *et al.*, 2018)

Consumers previously purchased services only; however, they now purchase the emotional experience acquired from the product or service (Morrison & Crane, 2007). Emotions experienced by consumers stem from the judgements already made by the consumer relating to the content that they are exposed to (Bagozzi *et al.*, 1999; Chohan, 2013). Consequently, as consumers assess the content, they are inclined to react emotionally to the message in the marketing campaign (Bagozzi *et al.*, 1999; Chohan, 2013).

The association concerning emotional awakening and a culture and behavioural transformation that is driven by ethics is a theoretical challenge. It is a challenge caused by unclear connections concerning attitudes and intent, and unclear results concerning intent and the final behaviour (Chandon, Morwitz & Reinartz, 2004; Sinha, Sinha & Sahdeo, 2017). Consequently, research conducted over the last decade has uncovered that consumers' emotional reaction to advertisements can be one of the main motivators of spending behaviours (Khuong & Tram, 2015). Marketing demand is generated when marketing practitioners use expressive messaging that aims to generate emotions and advertisements that will be remembered (Khuong & Tram, 2015).

The explosion of Web 2.0 has allowed marketing practitioners to gain insight into consumers' emotional states as they use the various online media platforms to communicate their opinions. This puts marketers in a better position to establish connections of trust and mutual collaboration with the

consumers (Consoli, 2009). Furthermore, the ability for organisations to tell brand stories and incorporate two-way communication with consumers will position them as supplying centres for emotional energy and on this basis create better relationships with prospective consumers (Consoli, 2009).

1.2.2. Content Marketing in the insurance industry

The insurance landscape in South Africa is saturated and thus driving insurers to pursue growth opportunities. As an alternative distribution channel, they are also pursuing affinity partners in order to access new markets while protecting their existing market share (PWC, 2012). Through ethical and transparent marketing, affinity partners assist in increasing customer engagement. In addition, it further encourages brand loyalty and trust (Hulburd, 2018).

On this basis, emotions have become predominant in markets that are saturated. The 'wants' supersede the 'needs', therefore highlighting the consumer's mental state. Over and above quality and price, the consumer pursues intangible factors, such as trust and love (Khuong & Tram, 2015). An opportunity exists for marketing practitioners to get into contact with customers so that a real link is established thoroughly on an emotional level through storytelling and to leverage the mutual connections using Content Marketing (Du Plessis, 2017).

Content Marketing is a tactical promotional method that is utilized by organisations to bring about a response from the target audience that is positive through storytelling content that is generated by the brand (Pulizzi, 2012). Content Marketing aims to attract an audience by informing, educating and entertaining them through content that is relevant and valuable (Popova, 2014).

Insurance video content that is exposed to individuals contains strong emotional content. It is centred on the customer's need for safety and security. The relationship between the individuals and the company is strengthened by the emotional discovery and recognition (Loureiro, Kaufmann & Vrontism, 2012). When insurance is advertised, fear is used as an emotional trigger when communicated through Content Marketing. Individuals generally visualise images of accidents, thus increasing the need for vehicle insurance. The story explained by the insurance organisation is illuminated, resulting in the needs of individuals to act based on their feelings of fear and uncertainty (Ulbinaitė, Kucinskiene & Le Moullec, 2013). Due to accidents being seen on a daily basis, individuals are inclined to purchase vehicle insurance to cover themselves against finding themselves in similar circumstances (Ulbinaitė, Kucinskiene & Le Moullec, 2013).

The following section provides the theoretical structure and research objectives. This section

elaborates on the theoretical framework utilized in this study and informs the study's objectives that need to be met.

1.3 Problem Statement

Africa's insurance industry is generally underdeveloped, and it is characterised by low penetration levels in relation to international standards. Since the severe worldwide economic crisis in 2007-2008, the African insurance industry has experienced constant problems that have interrupted and hindered the growth process (PWC, 2018). Insurers in this market need to monitor a vast amount of factors that affect value for money and the needs of customers. New technologies emerge constantly at a fast rate and are replaced just as fast. Consumers are gradually becoming conscious of the value being offered and at times the lack thereof and are demanding better adaptability from organisations in line with their changing lifestyles. Additionally, the level of opposition and competition within local markets is demoting historically leading insurance companies to lower levels (Botha, 2008). Moreover, marketing of insurance services can be viewed as a vital and multidimensional activity. Insurers are faced with a problem of shifting from apparent hard selling to well-thought-out strategic marketing activities (Wanjiru, 2013).

In the South African context, demographic changes and customer behavioural changes, together with rapid urbanisation have brought new opportunities that drive insurers to compete for customers' attention and share of wallet (PWC, 2018). Furthermore, only 35% of road worthy vehicles in South Africa are insured (The Automobile Association of South Africa, 2018), suggesting that there exists immense competition in the insurance industry owing to insurers focused on a small percentage of the insured population (Pfukwa (2015).

As the world is becoming increasingly digitalised and people's dependence on the numerous digital platforms increases daily, so too are South Africans as they are also becoming more digitalised. Individuals utilise these online platforms as a means of keeping up with new trends and staying updated with everything that is happening globally. In line with this, access to the Internet in South Africa has been a focus for some time; there have been campaigns such as #DataMustFall that demonstrated the need for low-priced access to the internet (Thabede, 2019).

Considerable amounts of the industry's achievements have been credited to strong technical forecasting endeavours by actuaries, statisticians and economists (Botha, 2008). However, such an environment of rapid change calls for thinking that is meticulous, strategic and innovative (Botha, 2008). Undeniably, the emergence of Social Media was one of the most notable driving forces in the increasing popularity of Content Marketing (Forrest, 2019). Augustini (2014) highlights that Social

Media is about the promotion of content and Content Marketing is about the creation of content. Furthermore, the Content Marketing Institute (2017) defines Content Marketing as a strategy that offers consumers information that is interesting, useful, problem solving, entertaining or valuable rather than efforts to sell a product.

While numerous markets globally are moving forward with data-driven strategies and segmentation, there is still some work to be done in the South African market (Transunion, 2019). In line with this, market segmentation is very significant to Content Marketing, as each piece of content must be modified and adjusted for the applicable group of consumers which the product or service is aimed (Forrest, 2019). Using various models, organisations like the Transunion can assist industries like the vehicle insurance industry to leverage scores that offer an accurate and deep understanding into consumers so they are able to better price and segment individuals for marketing purposes (Transunion, 2019). It is imperative to note that consumers themselves are escalating consumerism as they are becoming more educated, less constrained and more self-assured. This is facilitated by simplified access to competitive insurance offerings that are accessible online (PWC, 2010). Therefore, offering customers relevant solutions and benefits to their problems through Content Marketing is a key activity for organisations (Ruffolo, 2017; Forrest, 2019).

Numerous South African studies have focused on researching marketing strategies adopted and implemented by organisations in diverse industries and sectors. However, there is currently no study with a clear focus on the evaluation of Content Marketing in the vehicle insurance industry in South Africa. Therefore, this research aims to uncover the role that Content Marketing plays on vehicle insurance in South Africa. It further intends to answer the following question: To what extent is Content Marketing becoming an important marketing tool in the vehicle insurance industry in South Africa?

1.4 Theoretical framework and research objectives

Due to the increased intelligence of consumers, combined with the rapid changes in the area concerning information and communication technology, many organisations are faced with intense competition (Kandampully, Mok & Sparks, 2001; Muriithi, 2015). The corporate sector is defined by competitiveness and unpredictability, resulting in organisations rethinking their marketing strategies (Pearce & Robinson, 2005; Motanya, 2013).

In earlier times, consumers consumed traditional advertising in the form of non-individualised product information generally paid for by the marketers themselves (Terkan, 2014). However, in the present day, many consumers have stopped consuming traditional advertisements purely for product

information and have turned to the Internet for helpful information on their own terms. Marketers have reacted by producing and publishing content that is more relevant and entertaining for consumers (Teixeira, 2013). Currently, marketing dictates that the centre of the marketing communications strategy should be founded on the requirements of the consumers (Kermally, 2009; Balau, 2012). In-depth understanding of the consumers' needs is an important component for an effective organisation (Camilleri, 2018). For this reason, marketing practitioners understand that effective marketing communication plays a key role for business growth, and needs to continue to do so in challenging environments (Keller, 2009).

Social media, as an essential promotional tool, is able to assist organisations in creating and preserving relationships between consumers and the organisations. Furthermore, social media has developed into a vital aspect for marketing communication because of the organisations' capability of communicating various types of content to consumers in a way that is more collaborative and personalized (Du Plessis, 2017). Therefore, Content Marketing as a modern marketing trend has become the desired choice of marketing strategy to reach desired audiences (Pulizzi, 2012).

Moreover, advertisements are increasingly containing content that is more emotional in order to gain consumers interest (Khuong & Tram, 2015). As a consequence of the use of emotional content, consumers' emotional response to advertisements can be perceived as a source of positive consumer action (Haley & Balidinger, 2000). Emotional marketing is effective when it initiates and activates emotional reactions within the individual targeted by the company (Rostomyan, 2014). Emotional brands, such as insurance companies, possess substantial emotional influence on customers. They make use of graphic and undesirable emotional content, which is used to capitalize on the consumers' fear of certain things (Khuong & Tram, 2015). On this basis, emotions are perceived as an emotional moderator that play an important role in developing consumer responses (Khuong & Tram, 2015).

With the objective to analyse the term Content Marketing, and explore its contribution within the vehicle insurance industry in South Africa, this study is directed by the topic below:

The role of Content Marketing in the vehicle insurance industry in South Africa.

The primary and secondary objectives were formulated under consideration of the research question, which in turn is founded on the detailed literature review in content marketing literature.

To authenticate the research topic, the primary and secondary research objectives were formed to direct the research.

Primary Objective

- (1) To determine the role of Content Marketing on the vehicle insurance industry in South Africa.

Secondary objectives

- (1) To examine the impact of Firm-generated content (FGC) on the recognition of the perceived need for insurance
- (2) To determine the role of fear on Firm-generated content (FGC) and its impact on the perceived need for insurance
- (3) To investigate the relationship between the perceived need for insurance and intellect
- (4) To examine the relationship between the perceived need for insurance and income
- (5) To assess the relationship between intellect and the inclination towards insurance
- (6) To evaluate the relationship between income and inclination towards insurance
- (7) To analyse the relationship between inclination towards insurance and price
- (8) To investigate the relationship between inclination towards insurance and quality
- (9) To assess the relationship between price and the decision to purchase insurance
- (10) To evaluate the relationship between quality and the decision to purchase insurance

The objectives above and the bases of Ulbinaite & Kucinskiene (2013) enabled the development for the study's conceptual framework. The conceptual framework is presented in Figure 1.1. below.

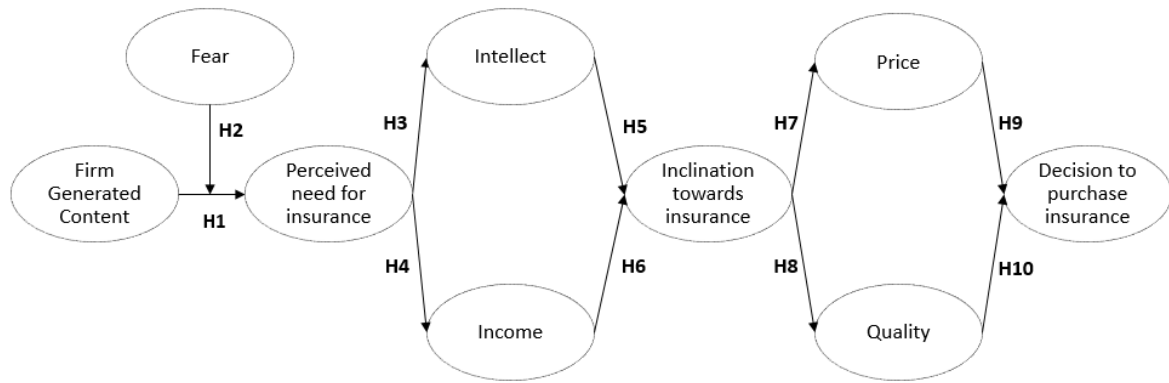


Figure 1.1: The role of Content Marketing in vehicle insurance purchase conceptual framework

Source: Adopted from Ulbinaite & Kucinskiene (2013:141)

The ten hypotheses presented below emanate from the conceptual framework. The primary objectives, secondary objectives, and the connections between the various variables in the framework are presented in the hypotheses below:

Hypothesis 1:

Firm-generated content (FGC) leads to the recognition of the perceived need for insurance.

Hypothesis 2:

The relationship between FGC and the perceived need for insurance is moderated positively by fear.

Hypothesis 3:

A positive relationship exists between the perceived need for insurance and intellect.

Hypothesis 4:

A positive relationship exists between the perceived need for insurance and income.

Hypothesis 5:

A positive relationship exists between intellect and the inclination towards insurance.

Hypothesis 6:

A positive relationship exists between income and inclination towards insurance.

Hypothesis 7:

A positive relationship exists between inclination towards insurance and price.

Hypothesis 8:

A positive relationship exists between inclination towards insurance and quality.

Hypothesis 9:

A positive relationship exists between price and the decision to purchase insurance.

Hypothesis 10:

A positive relationship exists between quality and the decision to purchase insurance.

The subsequent section presents the methodology to corroborate the ten hypotheses that have been described above. Furthermore, it presents a summary of the applied methods undertaken in this study. This is followed by the basis for the application of the particular methods used in the analysis procedure so that the main objectives of this study could be fulfilled.

1.5 Methodology

The intention of this study was to determine the role of Content Marketing in the vehicle insurance sector in South Africa, and consequently, uncovering the impact that firm-generated content (FGC) has on the decision to purchase vehicle insurance.

Individuals no longer want to buy services and products only; individuals prefer making a purchase that involves some element of emotional connection around that which is sold to them (Morrison & Crane, 2007). On this basis, the research object was MiWay's "Your silence is our signal" online video, which was presented to the research participants in order to expose them to insurance FGC. This also aimed at exploring the importance of insurance FGC as an emotional trigger in the insurance purchase journey.

To model intricate relationships and connections among observed constructs, the structural equation modelling (SEM) was utilized. The data was analysed using the SmartPLS software package to assess the model that has been hypothesized. The following segment delivers an all-inclusive synopsis of the research methodology; it presents measurement and scaling, the questionnaire design, sampling, data collection and preparation, and statistical considerations.

1.5.1 Measuring and scaling

In this section, the type of measurement and scales used in this study is discussed. Measurement is a process that incorporates the selection of a subject to be observed, and the investigation of procedures used for assigning numbers and codes to specify certain characteristics about the subject of analysis (Dalati, 2018). Moreover, scaling can be described as an addition to the measurement procedure. It encompasses the creation of a scale concerned with where measured items are positioned (Shukla, 2014). The survey was separated into four sections that aimed to operationalise the constructs in the framework for accurate measurement and scaling.

At the beginning of the survey, section one and section two focus on obtaining the respondents personal information. Boxes under each question were presented for each respondent to select an option relevant to themselves that would establish that the respondent was a match for the target group in this research study.

A common concern is how to measure subjective thinking, feelings and actions in an authenticated and reliable manner, and assistance to do this is available by using the 7-point Likert-type scale (Schwarz & Bohner, 2001). This type of scale was developed to quantify and ascertain the degree of attitudes. The 7-point ordinal scale is applied to measure the particular degree to which the research participants agree or disagree with the various statements in the questionnaire (Sullivan & Artino, 2013).

In segment four, the research participants were formally asked to specify their extent of agreement or disagreement at intervals that range from 'entirely agree' to 'entirely disagree'. The scale was coded from 1 to 7. Starting with 'entirely agree' at 1 going to 'entirely disagree' at 7. Segment four was further divided into subsections that measured the following variables:

- (1) Perceived need for insurance
- (2) Insurance quality perception
- (3) Intellect/insurance knowledge
- (4) Income
- (5) Decision to purchase Insurance
- (6) Emotions
- (7) MiWay Insurance video (FGC)

The statements under each of the above subsections varied between 5-9, with this being dependent

on how well each variable could be presented.

As a continuation, in segment five the research participants were requested to specify their extent of acceptance concerning their perceived feelings to vehicle insurance and insurance marketing in general. The six statements' intention was to measure the variable relating to the respondents perceived feelings to vehicle insurance and insurance marketing using the 7-point ordinal scale.

1.5.2 Questionnaire design

Questionnaires are sets of questions that respondents are asked in a survey or interview. These questions are created for the sole objective of collecting data (Sreejesh, Mohapatra & Anusree, 2014). The development of a questionnaire involves a 5-step process, namely research background, questionnaire formulation, format and data examination, and instituting validity and reliability (Radhakrishna, 2007). The research study followed the advice of Radhakrishna (2007) in the establishment of the survey.

The questionnaire employed in this research is in the form of structured questions and statements that state the set of responses, as well as their format (Grover & Vriens, 2006). In addition, it has been developed under the requirements of the Faculty of Commerce's Ethics in Research Committee at the University of Cape Town. The clearance documentation concerning the research ethics has been attached in Appendix A.

A summary of the survey and its intention has been included at the beginning of the questionnaire. The questionnaire comprises five sections, and before participants could proceed with the first part of the questionnaire, they needed to watch online video content. This video's purpose was to expose the respondents to insurance FGC.

The first and second sections sought to get the respondents' personal information. It further enquired about the respondent's vehicle and insurance policy information to establish that the respondent is a match for the target group.

The third section discusses the respondent's expectations as an insurance customer. An expectation is the expectancy of future outcomes and repercussions that are rooted on previous experiences and current conditions (Kamaruddin, Osman & Che Pei, 2012). Taking this into consideration, the respondents were asked closed questions to get a better comprehension of their knowledge and motivations.

The fourth section intended to test the various hypotheses. The respondents were asked to respond

by telling the researcher their acceptance levels of the statements regarding the online video content they were exposed to at the beginning of the questionnaire.

Lastly, the fifth section discussed the insurance consumer's perceived feelings to vehicle insurance and insurance FGC. The statements and questions were prepared to assess the respondent's perceived feelings to vehicle insurance and insurance marketing.

1.5.3 Sampling

This research elected to utilize non-probability sampling because of lower costs and reduced time of the technique (Gogtay & Thatte, 2016). Taking into account the implementation and operational considerations for this research, the researcher was in favour of utilizing the convenience sampling method. As a result, the self-administered questionnaire was distributed electronically.

The minimum age to obtain a motor vehicle driving licence in South Africa is 18 years. Taking into consideration this South African law, the target group of insurance consumers were from the age of 18 to 65 and currently living in South Africa. Furthermore, insurance in South Africa is accessible, irrespective of an individual's ethnicity or gender, therefore, the target population was not extended to include the underlined demographics. The most suitable sample is one that is successful in terms of realizing the requirements of effectiveness, consistency and adaptability, and therefore, an ideal sample of 200 insurance consumers was essential for this study.

The questionnaire carefully stressed that partaking in the survey was non-compulsory and all answers would stay anonymous. Furthermore, before the respondents could proceed with the research questionnaire, they were requested to view online video content relating to vehicle insurance exposing them to online Content Marketing.

1.5.4 Data collection and preparation

Gathering of incorrect information negatively affects the results of the study, resulting in invalid outcomes (Osang *et al.*, 2013). Due to the technological advancements of the Internet, online-based surveys offer unique and new capabilities that were not previously accessible (Fricker & Schonlau, 2002). On this basis, the final questionnaire was circulated randomly by electronic means.

The data was collected from the 10th September 2018 to the 20th November 2018. When the data collection was complete, the data was cleaned and thereafter transferred to a Microsoft Excel spreadsheet. The Excel spreadsheet allowed for easy and effective comparisons for the analysis of huge amounts of data.

The data preparation procedure covered questionnaire inspection, editing, coding, transcribing, data cleaning and statistical amendments. The data was processed so that it could be scrutinized for inaccuracies that might exist in the data set. Moreover, the editing step is imperative as it inspects and examines for consistency and completeness (Ramzan, 2012).

1.5.5 Statistical considerations

The statistical analysis was separated into parts that covered the descriptive and inferential analysis. The descriptive statistical analysis summarized the data set into fewer values for comparative reasons. These are generally illustrated as graphs and diagrams for simple graphic analysis. Comprised in descriptive statistics are measures of middle values and dispersion, known as the mean and standard deviation (Samuels & Gilchrist, 2014). The descriptive results for this research study were obtained by using Microsoft Excel to organize and calculate data with formulas, and the statistic tool, SmartPLS.

Conversely, inferential statistics involves drawing a sample that represents the larger population. From this sample, interpretations and conclusions are made about the population at large (Sahu, Pal & Das, 2015). The aim was to make inferences about the attributes concerning the population from the sample chosen. The relationships between the measurement model and the structural model are investigated and evaluated using partial least squares (PLS) and structural equation modelling (SEM). The measurement model focused on testing its dependability and soundness, whereas the structural model focused on verifying the 10 hypotheses (Weston & Gore, 2006).

1.6 Relevance of the research

Pulizzi (2012) underlines that it is not a simple task for many marketing practitioners to change the methods that they use to promote their brands. However, the larger companies are progressively transitioning towards content-driven marketing. A practical application of Content Marketing is Kelly Services. They are a global marketing recruitment firm founded in the USA and have developed a content grid that allows them to effectively use 'personas' and 'buying stages' in order to develop their own content that speaks directly to each segment they target (Kapost, 2012). In addition, Kelly Services spends an estimated 60% of their marketing budget on content creation (Kelly, 2015).

Many prosperous companies have realised the significance of Content Marketing and are putting measures in place by assembling focused and centralized content teams. These teams solely focus on strategic content in the marketing and communication department within the organisation (Content Marketing Institute, 2019), suggesting that they are moving away from using one or two individuals to a focused team that supports the entire organisation with Content Marketing activities.

Over the years, the insurance landscape has been marked by many changes due to globalisation. This has led to increased competition, as well as the advancement of digital technology which has influenced the way the insurance industry conducts its business (PWC, 2016). As a result, Content Marketing in the insurance industry is in an emergent phase. However, in other industries, acquisition costs have been cut in half through the use of Content Marketing. It has further fuelled an increase in revenue from 5% to 10%, with an additional growth in customer satisfaction (Adamova *et al.*, 2018).

Because Content Marketing is an emerging trend in the insurance industry, Adamova *et al.* (2018) suggest that Content Marketing, that is personalised, can aid insurers in increasing the retention of expiring policies. Moreover, they are able to sell supplementary products or services to existing customers within the competitive environment. With the right commitment and attitude towards Content Marketing, insurers can realise its impact in 12-16 weeks (Adamova *et al.*, 2018).

Lastly, focusing specifically on the theoretical use of Content Marketing, companies such as the Content Marketing Institute improve the application of Content Marketing through teaching and training. They also provide strategic consultations and Content Marketing studies and research for some world-renowned brands, thereby emphasizing the demand for scientific research in the field of Content Marketing (Content Marketing Institute, 2019).

Utilizing the insights generated from this research, the purpose of the study is to:

- Amplify existing scientific literature concerning Content Marketing;
- Contribute knowledge in the clarification of Content Marketing in the body of knowledge; and
- Serve as reference and foundation for future research.

With the aim to receive international feedback and improve the concept, the results of this study were presented at the European Marketing Academy (EMAC) Annual Conference. Established in 1975, EMAC is a professional society for individuals involved in or with an interest in marketing theory and research. These findings were accepted at the 2019 EMAC Annual Conference and received positive feedback, thus highlighting the importance of Content Marketing.

The following section aims to offer the reader better understanding of what the study is about, and presents the composition of the thesis.

1.7 Composition of the thesis

Academic disciplines and fields differ on the precise format and style for research study. Most research studies contain similar content and are divided into sections that characteristically follow a similar

coherent flow. Below is a list of the sections generally found in research papers (CIRT, 2019):

- (1) Title
- (2) Abstract
- (3) Introduction
- (4) Literature Review
- (5) Methodology
- (6) Results
- (7) Discussion/Conclusion
- (8) References

This first chapter introduces the reader to the foundation of this research thesis, namely Content Marketing and its application in the insurance market, and further provides a guide for the research study.

Chapter 2 presents the literature review. This is a compilation and evaluation of existing literature relating to Content Marketing and how Content Marketing strategies impact the vehicle insurance landscape.

Chapter 3 details the research methodology. It elucidates the procedures and methods utilized in the research. It illuminates on the descriptive and inferential statistical analysis methods for the research in order for the validity and reliability to be evaluated critically.

Chapter 4 delineates the results and analysis of the collected data in the research process. The researcher specifically interpreted the results with the assistance of SmartPLS software in order to authenticate the thesis hypotheses.

The conclusion is presented in Chapter 5. It summarises the findings of this research, discusses the limitations and suggests further research related to Content Marketing.

1.8 Conclusion

Rapid technological developments, technological tools, like the Web, analytics tools and social media platforms will not be especially effective if marketing practitioners do not place Content Marketing strategies at the core of their marketing (Pulizzi, 2012). Moreover, the introduction of social media platforms has provided marketing challenges and opposition for many marketing practitioners as consumers' influence in marketing communication has increased because of user-generated content(UGC) (Kahle & O'Hern, 2013). In the context of insurance marketing, insurance marketplaces

are identified by the extremity and intensity of competitiveness; consequently, it is necessary for insurers to focus on their messaging creativity (Matis & Ilies, 2014) which can be achieved through Content Marketing. Content Marketing as a tactical marketing method puts emphasis on the formation and dissemination of valued and appropriate content in order to appeal to individuals (Content Marketing Institute, 2017). The relevance to research section above has presented the significance of Content Marketing in corporate and academia, pointing out real life examples of the corporate world. This is further illustrated by the importance for scientific knowledge that may lead to the development of new applications.

This first chapter has been planned to introduce the foundation of the research study, which focuses on Content Marketing and its application in the insurance market. It comprises an overview of what this research study entails. Furthermore, the theoretical framework and hypotheses are presented and reviewed. A comprehensive summary of the research methodology has been presented. The relevance of the research section offers the reader detail with reference to the manner in which the study will contribute to academia and offers existing corporate world examples of Content Marketing and its application. Finally, the composition of the study gives a description regarding the layout of the research thesis.

The subsequent three chapters present the literature review, providing a foundation of knowledge for this research topic. The literature review places emphasis on the existing body of written works to highlight the relevance of the research problem. Though Content Marketing is relatively a new marketing approach, examples from corporate have been used as well.

Chapter 2: Literature Review

2.1 Introduction

Human beings personally face risks as part of their daily lives, as well as in the corporate arena and, therefore, need to depend on an insurer for protection against such adversities (Salman, 2014). When individuals and businesses are susceptible to any kind of loss and damage that is financial, physical or material, risk is then involved (Crews, 2010). Risk is described as the likelihood of an unfavourable result occurring (Vaughan & Vaughan, 2008). Risk presents the likelihood that a loss will occur. Additionally, it refers to the probability of forfeiture that an asset is exposed to. In this context specifically, loss includes injury, damage, accountability to a person besides the two mainly involved in a situation, expenses and other losses that are quantifiable in monetary terms (Singapore College of Insurance, 2016).

Salman (2014) states that insurance is a tool that is used by individuals and businesses to mitigate risk. Insurance is devised as a form of protection against risk of any form, because the purchase of insurance allows individuals or businesses to be reimbursed in the case of a loss experienced (Crew, 2010).

To understand the need for insurance as an individual and in business, the consumer first needs to comprehend the idea of risk as insurance functions as a risk transfer method. Risk transfer mechanisms allow individuals or businesses to move the risk to an external individual or company (Singapore College of insurance, 2016). Managing risk involves the knowledge and expertise of making decisions where uncertainty may exist (Drennan, 2003).

According to Vaughan & Vaughan (2008), the creation of the counterpart of risk is the primary function of insurance. That counter-part of risk is security. They further state that insurance does not decrease the uncertainty for the individual or the business concerning the manifestation of the event, and it neither changes the likelihood of the event occurring, but decreases the chances of monetary loss.

Insurance can be defined as the uninterrupted payment of monthly premiums that are made with the assurance that a payment will be paid out in the case of a particular or probable loss. A contract is created between the insurance company and the client upon agreement of the terms of the insurance policy (Akanlagm, 2011).

Insurance plays a key role in making certain that the government, businesses and individuals protect themselves from new and previously unconsidered risks (Beale, Gullifer & Paterson, 2015). The

awareness of the importance of the insurance services industry is of great meaning to individuals and organisations because the insurance services sector encourages financial and social solidity that mobilizes investments and promotes trading whilst improving the quality of the lives (Duodu & Amankwah, 2011).

Guillen, Nielsen and Res-Mari (2008) suggest that because Insurance companies manage a great number of risks, this means that they need to innovate with technology to support business practices and marketing objectives. Murat, Tonkin & Juttner (2001) underline that because insurance companies' trade under very competitive conditions, marketing in this area is very important, as the financial services sector is faced with growing performance pressure and undesirable economic elements that affect the position of the insurance firms (Shameem & Gupta, 2012).

An introduction of new business concepts, the changes in the clients' level of sophistication as they become more cultured and knowledgeable (Davis, 2006), together with growing competitors that are infiltrating the marketplace and changing business models, give rise to further competitive forces that organisations are facing in the constantly evolving competitive market (Shameem & Gupta, 2012). Kotler (2000) highlights that competitive advantage is the companies capability to perform and implement marketing strategies in ways that are unable to be matched by their competitors and which are achieved when the organisation's set marketing strategy is implemented accurately.

2.2. South Africa's vehicle insurance landscape

2.2.1 The South African insurance landscape

According to Kibicho (2015), the insurance industry can be seen as one that is dynamic and very competitive, and this causes insurance companies to become aware of the need to persistently generate, execute, evaluate and refine their competitive tactics to stay relevant and competitive within the current market.

The South African economy is currently showing signs of nervous tension, as it has been strained in the past few years because of economic changes and this has resulted in growth in the insurance sector. However, customers are looking for affordability and have become resistant to annual premium rate increases. As a consequence of this, insurance consumers are shopping around for more competitive prices and can easily switch insurance providers in a few easy steps with the digital platforms made available to them (KPMG, 2017).

2.2.2 The South African short-term insurance industry

There were six policies outlined by the South African Insurance Act (Act No.27 of 1943) before it was

changed to the Short Term Insurance Act in 1998. Within the South African short term insurance sector, two additional policy categories were included, thus increasing the number of policy types to eight. These consist of policies relating to property, transportation, vehicles, accident and health, guarantees, liability, engineering, and other miscellaneous policies (Still & Stokes, 2016).

An association recognized as the South African Insurance Association (SAIA) represents South Africa's short term insurance consumers and insurers (SAIA, 2018). It consists of 59 members, covering all classifications of short-term insurers. A SAIA Code of Conduct exists that ensures that all members observe industry standards and remain ethical (SAIA, 2018).

South Africa does not have a law that makes it compulsory for vehicle drivers and owners to have vehicle insurance cover (Pfukwa, 2015). The Automobile Association of South Africa (2018) conducted a survey, where it was highlighted that 65% of vehicles on South African roads have no vehicle insurance. This astounding figure means that vehicle insurers currently cover only a third of the roadworthy vehicles in South Africa. Based on the above statistics, Pfukwa (2015) suggests that the immense competition in the vehicle insurance sector is concentrated on a small portion of the insured population and vehicle insurers are competing for this compact portion of the market.

The Road Accident Fund (RAF) is another form of insurance supported by the State in order to assist in compensating individuals that have suffered from road accidents in South Africa. Through the purchase of petrol or diesel, drivers pay a regulation-set levy which is used to fund this insurance service. This fund covers injuries and deaths on the roads and offers compensation to individuals and families of the parties affected, on condition that they did not cause the accidents (DSC Attorneys, 2018).

The South African short term insurance sector is characterized by slow digitization. If the insurance sector were to leverage the digital technologies available to them, it is estimated that by 2020 the gross written premiums would see a growth of R115.2 billion (Accenture, 2017).

It has been reported that, in 2015, the short term insurance industry attained gross written premiums of R88.4 billion and R92.1 billion in 2016 (KPMG, 2017). This resulted in a 4.2% gross written premium increase in 2016 in a sector that is under pressure to show growth. According to a report from KPMG (2017), Santam and Hollard secured a combined 36% market share in the short term insurance industry in 2016. Moreover, they further state that 79% of the gross written premiums for 2016 are credited to the topmost 10 Short Term insurance entities in South Africa (KPMG, 2017).

2.3 Marketing strategies used in the vehicle insurance industry

Businesses operate under limited resources, and quite often, they need to implement effective strategies relating to a specific functional level to capitalize on its effectiveness. Miao (2012) states that strategies that have been formulated provide companies with direction and give an indication on how to improve the business, and managers should then implement the plans to improve business operations.

According to Smyth (2019), the promotion of products is an essential aspect within the insurance industry as a whole. For many insurance companies, insurance marketing is used as a vehicle to generate leads, increase sales, and retain market positions. Small insurers also use marketing to attract new customers and increase awareness of their businesses.

Ong'ong'a (2014) highlights that many businesses have a marketing department that has the responsibility of increasing sales volumes, guaranteeing that customers' needs are fulfilled, while growing and sustaining market share. He further states that this department is also responsible for setting the marketing strategy that will successfully achieve long-term business objectives.

According to Kememu (2017), insurance companies need to implement effective and accurate marketing tactics that will drive the business to remain competitive and keep abreast of the changing consumer needs in the market. Due to changing consumer needs and a changing business landscape, insurance companies need to embrace marketing approaches that will enable them to survive and thrive by enticing buyers and the retention of existing clients.

In marketing, the marketing mix is a common term utilized to explain various strategies that organisations use in the course of producing products for consumers. The 4Ps, a concept proposed by E J McCarthy in 1960, has become a popular method of describing or representing the marketing mix (Roope & Sakari, 2015). However, the 4P's model is viewed as unnecessarily restrictive, and it is recommended that the marketing mix be extended to include people, processes and physical ambience or evidence (Ong'Ong'a, 2014).

Taking these facts into consideration, this study has focused on the 4Ps which are exhibited in Figure 2.1 below.



Figure 2.1 The 4Ps of the Marketing Mix

Source: Adopted from Kotler & Armstrong (2014)

2.3.1 Product strategy

Product strategy is defined by Hurreeram (2018) as the selection, definition and blueprint relating to product offerings containing a competitive advantage in the marketplace. This process involves all functions within an organisation – Marketing, Manufacturing, Finance and Human Resource, among others. According to Cant, Wiid & Kallier (2015), it is a demanding and crucial task for a business to decide on the right product or service to offer consumers, and it requires great insights into the consumers’ needs and wants. Can & Van Heerden (2013) and Cant, Wiid & Kallier (2015) further state that it is essential that organisations sell products that are inclusive of elements that will enhance the consumer’s experience. This is key when it comes to promoting and marketing these products as the focus is on the value-added elements (Cant, Wiid & Kallier, 2015).

Insurance companies are in the business of offering a service to individuals and those services are considered as their products. Other than insurance as a product, customers also purchase services from insurance companies in the form of assistance and advice from their agents. It can be assumed that individuals that purchase a service from insurance companies expect reasonable gains for their investments and the insurance companies’ objective is to maximize their profitability (Shameem & Gupta, 2012).

One of Outsurance Holdings’ key strategic focus areas for 2018 is to enhance their digital product and service offerings. Their aim is to build more product and service capability onto their digital channels. Outsurances’ specific focus areas are to enhance their ‘YouiRewards’ loyalty scheme. They also want to increase the take-up on SmartDrive, which is an innovation from Outsurance that gathers

customers' information through a mobile application on their smartphones and to incentivize drivers that maintain good driving behaviours. Their main objective is to ensure that their customers fulfil more routine transactions digitally (Outsurance Holdings Annual Report, 2017).

2.3.2 Pricing strategy

A pricing strategy is the plan that a business will implement in order to determine how much their products and services will cost. For an organisation's growth and long-term survival, the pricing strategy needs to be at its core as a key variable in its financial modelling, in order to determine the revenue attained, the surplus achieved, and the value invested back into the organisation (Sammut-Bonnici & Channon, 2014). Dolgui & Proth (2010) state that the objective of pricing strategies is to create optimal prices with the existing profit expansion, resulting in the increase of the number of items sold. The corporate strategy that the business chooses to follow further determines if the organisation pursues the cost-based pricing, competition-based pricing or the value-based pricing strategy for the organisation (Sammut-Bonnici & Channon, 2014).

If one of the business' objectives is to achieve growth, the marketing mix will focus strongly on marketing from a price perspective (Porter, 1990; Tapera & Gororo, 2013). Zekaj (2016) states that insurance companies need to clearly define how they set their premiums because setting the incorrect premiums possibly will assist in the organisations demise. Low premiums may be appealing to a new client base however; it still may lead to the bankruptcy of the insurance company. Insurance policy experts within the organisations need to involve business divisors using varied techniques, statistical probability interpretations, and vigorous investigation, just to name a few, in order for the insurance companies to set the correct premiums and achieve set objectives.

As mentioned above, insurance companies use various methods to price insurance products and services. The different approaches utilized are the survival, sales maximization, and profit maximization methods. Many factors are taken into consideration when insurers set insurance premiums; these factors include income, expenses, the mortality rate and the assessment of the individual's risk profile where age, health and other factors are taken into account. Over and above sales, the pricing of services offered by insurance companies also influences the units that are sold. Furthermore, it affects how consumers perceive the quality of services offered (Shameem & Gupta, 2012).

2.3.3 Place strategy

Place refers to a distribution channel utilized by an organisation to get the product or services to consumers. The distribution of merchandise and services are guided and determined by what is being offered to consumers (Ehmke, Fulton & Lusk, 2005). Connett (2004) suggests that the method chosen ensures the items for consumption or services reach the individuals at the precise location, at just the correct time of occurrence and at a suitable cost.

Place or distribution is also defined as a group of inter-reliant businesses that are connected within the course of making product offerings accessible to clients in the marketplace (GbolagadeAdewale & Oyewale, 2013).

For an insurance company and its customers to maintain a close relationship, the insurance company uses indirect channels, such as agents and brokers, to position their services closer to individuals. In the insurance industry, distribution networks are very important. In comparison to the Telecom sector, the insurance industry is not a high cost industry where distribution is concerned. It can also be noted that the insurance industry and its distribution network is based on goodwill and access, with great scope for growth (Zekaj, 2016)

The CEO of Hollard Insure states that they are committed to their financial intermediaries through great financial service and advice and to ensuring that their brokers have everything they need to bring the relevant products to the customers. He highlights that the most noticeable aspect of Hollard Insure is the improvement of the service that they offer to their intermediaries and their customers, as this is a pillar that Hollard has been established upon (Lategan, 2018).

2.3.4 Promotion strategy

Promotion is defined by Novak (2011) as a communication structure and a set of techniques delivering information relating to the entities offerings and information to customers concerning organisational projects and campaigns, and the market. According to Czinkota & Ronkainen (2004) and Kanina (2013), five components of the promotion mix are involved in a promotion strategy. They are “advertising, sales promotion, personal selling, public relations, and direct marketing”.

Kotler and Armstrong (2014) highlight that after an organisation has planned and developed an acceptable product, agreed on the applicable price, and made it available to the consumers in the market, the organisation then needs to communicate the value propositions to the target audience. Kotler and Armstrong (2014) further suggest that the objective is for the organisation to increase awareness in terms of their products, leading to a rise in terms of sales, and eventually creating

customer loyalty that will enhance brand loyalty.

The promotion and dissemination of product information has the capacity to have an effect on potential clients in a positive manner. Strategies that organisations choose to implement to reach the customers should be well-balanced and logical to achieve the anticipated outcome. The markdowns and cost reductions guaranteed by the insurer through advertising, together with the insurance contract, have to be furnished thoroughly to the consumers. When promoting and advertising themselves, the insurance company needs to offer visible and sensible reasons as to why the consumers need to choose them over their competitors. Furthermore, the organisation in its entirety needs to remain with one accord and as ethical as they can be so they can attract new customers in the long term. Several original and ground-breaking marketing tactics should be established in order to endorse the insurance plans on offer. Moreover, unearthing the perfect combination of consumers that have a high income and pursuing them with particular policies is an alternative promotional approach (Geethamani, 2016).

In addition, Geethamani (2016) states that advertising has various characteristics for the different businesses, product offerings, but the ultimate goal to convey a constructive word-of-mouth to current and possible clients concerning the organisation's products and services.

2.4 Perceived need for insurance

Humans have a need for safety and security; this is highlighted on the hierarchy of needs where safety needs are noted as safe and secure, order, rules and regulations, soundness and solidity, and freedom from fear (Maslow, 1943). In addition, Handel (2003) stresses that a satisfied need is not a motivator.

Baker and Simon (2002) suggest that through insurance institutions, consumers have embraced risks and embracing risks comes with its own challenges for those with risk to spread. The risks have been highlighted as vehicle accidents, workplace accidents, and unemployment insurance, to name a few. We can, therefore, deduce that the need for insurance arises when consumers need to embrace risk. The perfect kind of insurance for consumers includes monthly premiums that are paid up front, with assured coverage should a loss occur for the covered asset (Baker & Simon, 2002).

Recognizing the need to be insured is not enough to make an acquisition, as individuals may not make the decision to purchase if their finances are lacking (Wang & Rosenman, 2007:373). According to SAIA (2016), the sustainability of affordable vehicle insurance has been a topic of discussion because of the financial pressure experienced by South African consumers in recent times. The rise in interest rates leads to increased premiums and presents the risk of consumers seeking cheaper insurance options

or choosing to cancel their insurance policies completely.

Moreover, Li (2016) suggests that a shortage of trust in the insurance sector exists. The insurance industry is perceived to be unavoidable for consumers and this perception has done very little in promoting trust between insurers, policyholders and the uninsured. He further states that the benefits of insurance cover outweigh the disadvantages, as insurance cover allows individuals to recover quickly after negative events in their lives and protects the insured items.

This highlights the fact that vehicle insurance companies need to be transparent and proactive in their marketing, and in educating insurance consumers about external factors leading to premium increases and the value of short term insurance. In addition, Dube, Mazviona & Sakahuhwa (2017) state that individuals without insurance cover are left exposed to the uncertainties and risks of everyday life and emergencies. They further suggest that insurance allows individuals, who are covered, to shift the problem of risk and uncertainty to the insurance company, based on an arranged monetary remuneration known as a premium. This suggests that fear can be seen as a big indicator for the need of insurance.

2.5 Intellect and income

Employment is a significant aspect that affects the extent of risk and liability covered for an insured person. Moreover, education is collaborative with other corporate characteristics and is connected to the variances in employment remunerations based on the resulting labour market choices (Dewar, 1998; Ioncica *et al.*, 2012).

In their study, Sapelli & Vial (2003) suggest that there is a positive connection between the likelihood of acquiring insurance and education. Formal education is linked to an individual's status within society and, therefore, requires a greater demand for safety and security through insurance for health, life, and the belongings that the individual possesses. Dewar (1998) and Ioncica *et al.* (2012) highlight that individuals who are highly learned and educated are more likely to be insured due to fact that they have access to more money, letting them have superior access to organized facilities of medical care and better security for their assets.

Ofoghi & HajipourFarsangi (2013:3356) suggest that the influence of insurance knowledge, with people who understand of how insurance works where either their intellect or income is connected, as a considerable element on insurance demand. Alluding to the fact that insurance consumer's education and occupation are the base factors for insurance demand. Ulbinaite & Kucinskiene (2013:141) further suggest that the purchasers' intellect is shaped by an amalgamation of the

information they possess and their outlook on insurance. In addition, Ofoghi & HajipourFarsangi (2013:3356) state that “knowledge is when one is familiar with something or someone, that can include facts, information, descriptions, or skills acquired through experience or education.”

Patt, Suarez & Hess (2010:153) conducted a study where their outcomes suggest that a commonly inferior comprehension of fundamental insurance ideas are consistent with historical outcomes in proposing that superior comprehension is linked to a greater inclination to purchasing insurance.

“Insurance services are seen as complex, as insurance entails numerous contracts, agreements, and clauses, which are generally only studied when there is an acute need to do so” (Gidgahen, 1998:6). The service for which the monthly insurance premium is paid decreases risk, somewhat a challenging concept to comprehend up until a loss is encountered and the information is collected regarding the manner in which the insurer will reimburse the loss. Gidhagen (1998:7) further states that to make a complicated insurance product more real and physical for the customers, the insurer must work harder to increase the consumer’s level of understanding. This is a key feature of marketing tactics.

The South African insurance industry is spending millions of Rands on financial literacy programmes to empower consumers in terms of the consumer education requirements of the Financial Sector Charter and the SAIA Consumer Education Strategy. The monetary contributions came from the Life Offices' Association (LOA), on behalf of the life insurance sector, and the South African Insurance Association (SAIA), on behalf of all entities within the short-term insurance field and Financial Services Board (FSB) (SAIA, 2009).

The prospective insurance customer who only has a basic education has a lower income than the income of prospective customers with a superior education. On this basis, previous academic work has shown that the chances of wholly employed people with advanced and superior levels of education purchasing insurance are very high (Dewar, 1998; Ioncica *et al.*, 2012). Thus, effective consumer education on insurance and finance is very important, especially in the emerging markets where individuals are less financially literate.

In conclusion, Kulviwat, Guo & Engchanil (2004) and Kumar (2014) conclude that education is a demographic variable that enhances a person’s aptitude in identifying and comprehending pertinent information. Education is further seen as a commanding source of influence on consumer behaviour; an individual’s choice to make an acquisition or not to acquire a product or service is a significant phase for marketing practitioners. It is a signal of how effective the marketing approach has been. The level of literacy allows marketers the chance to share information and sell sophisticated product offerings to their target audience.

Higher education provides an entry for individuals to various professions and access to a better income and these result in social aspirations and consumption levels increasing (Kumar, 2014). Moreover, Kumar (2014) suggests that the more educated society becomes, the more sophisticated their buying behaviour becomes. An increased level of education in society results in marketers seeing changes in product and service preferences and discriminating tastes because of individuals having a higher income (Stanston, Etzel & Walker, 1994; Kumar, 2014).

2.6 Price and quality

The assumption that high quality results in high price has been commonly accepted (Zich, 2017). Hanzaee & Yazd (2010) state that many consumers form an opinion regarding a product offering quality which emanates from the brand name and the price. They further add that when a consumer is not familiar with a product, they utilize price to reveal the quality of the product.

According to Rust, Zeithaml & Lemon (2001) and Rasheed & Abadi (2014:299), consumers select companies that provide them with the most value. The three characteristics of value, identified by Rust, Zeithaml & Lemon (2001) and Rasheed & Abadi (2014:299) are quality, price and convenience.

Quality, in general, is defined as excellence or greatness. In addition, perceived quality by extension is explained as an individual's assumption concerning the product's general supremacy and distinction (Zeithaml, 1988). Zeithaml (1988) and Garrido-Morgado, González-Benito & Martos-Partal (2016:3) further define perceived quality as a buyers estimate of a product offerings cumulative supremacy, and according to Garrido-Morgado, González-Benito & Martos-Partal (2016:3), it is an imperative element concerning the purchasers' decision-making quest.

Considering the above, it is concluded that perceived quality is independent of the objective or actual product or service quality, as it comprises a superior level of perception rather than a particular element of the product or service. Moreover, a universal evaluation can be made that in some cases perceived quality has a similar appearance to attitude, and comprises opinions made in an individual's stimulated set (Zeithaml, 1988). Aaker (1991) and Severi & Ling (2013:127) conclude that perceived quality is unable to be ascertained since it is a condensation notion, but nevertheless functions as an influencer in the decision-making process.

Price perception is a significant decision-making variable for customers in the purchasing phase (Kurtulus & Okumus, 2010). The importance of price varies from one consumer group to the other (Rao, 2001). Zeithaml (1988) and Choi & Kim (2013:239) suggest, "Through high price, high quality products and services result in the perception of high value."

Prices that are lower than what the individual is prepared to purchase the relevant product offering for can cause low price low quality expectations. Whereas, price levels that are more than the individual is prepared to pay for the product can cause expensive product or service perceptions and these perceptions differ from one consumer to another (Kurtulus & Okumus, 2010).

Insurance is fast developing into a greater commodity, with customers frequently selecting their insurer exclusively because of price and as a consequence, correct ratemaking for insurers is developing into a significant aspect (Mosley, 2011). South Africa has a clear structure for short term insurance that is regulated by the Financial Services Board (FSB) in terms of the Short Term Insurance Act (Act No. 53 of 1998) – the STI Act. Moreover, within South Africa short term insurance has advanced so that entities now reimburse for a variety of non-traditional risks that comprise consequential loss (business interruption cover), loss due to negligence (directors' and officers' cover), loss due to certain types of criminal activity (cyber liability cover) and legal liability, among others (Still & Stokes, 2016).

According to Mosley (2011:3), a factor that determines whether customers join or renew with insurance companies is determined by how competitive the premium rates are relative to their competitor's premiums. Mosley (2011) suggests that many elements are involved in setting insurance tariffs, and as competitors surge into the insurance market, insurers develop and present new and progressive rate systems. When insurers decide on the rates that they will charge consumers they need to identify the risk elements and variables that are key to forecasting the probability, the rate of recurrence and the seriousness of a loss. Even though there are numerous clear risk circumstances that influence insurance monthly premiums, restrained and non-intuitive associations exist between variables and elements that are challenging to recognize without conducting an evaluation using refined methods.

Furthermore, KPMG (2016) highlight that South African insurance companies are dependent on external service providers as part of their package of services. This indirectly affects how they determine insurance premium rates. For example, some external service providers are vehicle repair shops, private hospitals, and other companies that are a part of the insurance cycle once customers make a claim. It should be noted that sometimes this equipment is imported from other countries at a remarkably higher cost due to the weakness of the SA currency.

2.7 Fear in marketing

2.7.1 The use of fear in marketing

Emotions are described as a psychological disposition of willingness that emerges from reviews of

experiences or one's own point of view (Bagozzi, Gopinath & Nyer, 1999). Emotions are highly individual as they are relatively connected to an individual's personality and motivation. If individual needs are not met, this can lead to negative emotions, thus creating feelings of anger, frustration and possibly irritation within the individual. However, if the individual's needs are achieved, it leads to positive reactions, such as joy, anticipation and satisfaction. This is as a straightforward concept. However, it is frequently overlooked due to advertisements that are inadequately created (Vainikka, 2015).

Morrison & Crane (2007:413) suggest that "emotions function to assist individuals in decision making when logic and information are unavailable, which is normally the case when choosing service products." Kumar & Kumar (2015:50) state, "Emotions drive individuals far more than rational thoughts." Morrison & Crane (2007) highlight that research shows that progressive customers no longer purchase a simple product, but rather that they purchase emotional experiences around the product. This is in agreement with Akgun, Kocoglu and Imamoglu (2013) who suggest that brand values are created and communicated through emotional content.

According to Maslow (1943), the pyramid of needs starts with essential physiological needs, and then advances to safety and security, affection and affiliation, self-confidence, and finally self-actualisation. As individuals' needs are met at the foundation level, they proceed to the following level. All decisions taken by individuals are driven by unsatisfied needs and they chase to gratify their needs within a certain hierarchy (Maslow, 1943; Madigan, 2015)

Madigan (2015) states that numerous initial commercials were purely focused on the benefits of the products, and that currently a growing knowledge of the mind-set of the customers has led to necessary alterations in marketing. Looking at the need for safety and security, fear is defined by Ruiters *et al.* (2014:65) and Buhner (2016:2) as "an unpleasant emotional state in response to a potential threat." Jiang, Sun & Wang (2012) suggest that fear appeals are those elements that are strategic in advertising aimed at evoking emotional reactions in target audiences, that will motivate them to reduce threat by taking action (Jiang & Wie, 2012; Terblanche-Smit, Huyssteen & Preez, 2015). Increased exposure to advertisements illustrating fear causes an increased level of motivation to embrace and implement the communication's recommendations (Hovland *et al.*, 1953; Witte & Allen, 2000; Tannebaum *et al.*, 2015).

Vainikka (2015) suggests that people who have higher emotional levels than others are influenced by a greater quantity of affect intensity and are described as having higher levels of emotions that influence them to be directly impacted by marketing appeals.

Contrary to this, Buhner (2016:4) discusses the ineffective nature of fear appeals in advertising, highlighting that “several studies have been done investigating fear appeals and have found that this method could at times produce negative or unintended results.” A further consideration by Muller *et al.* (2014) and Buhner (2016) states that what may assist in reducing the negative effects of fear appeal messaging is personal relevance. When individuals develop an argument, they are then capable of determining the level to which their disagreement is pertinent to themselves, and the significance of the risk will sequentially mediate perceptions of risk, and levels of fear stimulated.

The utilisation of fear appeals within the social marketing context occurs when organisations want to encourage clients to take action in a specific manner. Consumers are encouraged to change their behaviour in ways that will affect their safety, health or benefit society in a positive manner (Lavack, 1997).

2.7.2. The communication of fearful content in the insurance industry

In advertising and marketing campaigns for insurance products, fear is used in an effective manner. Furthermore, advertising experts point out that utilizing a moderating level of fear in marketing promotion can validate its effectiveness (Sadeghi *et al.*, 2015). While it has been pointed out that the communication of fearful information in insurance marketing can be good at stimulating recognition and attentiveness to the advertisement, this can be hindered by the emotional focus, instead of creating further logical understanding and evaluation of insurance (Doyle, Brinkmann & Breiten, 2009).

Fearful content can be communicated directly and indirectly. Direct fear appeals concentrate on a person’s state of comfortability, whereas indirect fear appeals put emphasis on encouraging individuals to assist others that need help. Three factors lend assistance in the realization of direct and indirect appeals using fearful content; firstly, advertisements are designed to encourage and encourage alterations in people’s behaviour; secondly, advertisements are distributed to the applicable target market; and thirdly, a continual communication determination must be used to initiate change (Abernethy & Wicks, 1998; Williams, 2012).

2.8 Social Content Marketing

2.8.1 Defining Social Marketing

Social marketing surfaced as a marketing instrument in the early 1970s, to persuade people to adopt positive behaviour (Weinreich, 2011). Kotler, Lee & Rothschild (2006) define social marketing as a process used to apply marketing philosophies and methods for the purpose of producing and

conveying messages, and providing value, in order to influence or affect a certain target audience's behaviour for the benefit of society and the target audience itself. Andreasen (2006) further defines social marketing as an authoritative set of concepts and tools that bring about change in consumers' behaviour. An additional definition of social marketing is by Weinreich (2011), who states that social marketing is the utilisation of commercial marketing philosophies and methods to endorse the adoption of a behaviour that will advance the wellbeing of the target market or of people in general.

Commercial marketing is a tool used to persuade customers to acquire different types of products and services, whereas through social marketing, individuals are convinced to adopt social marketing products such as health care, insurance, and education, among others (Lokhande & Lokhande, 2003).

Chauke (2015) states that the principle of exchange is one of the most important requirements for a social marketing programme, where consumers' trade-off their time, energy and income for goods, and in return they regularly receive intangible rewards like social and psychological gratification.

Serrat (2010) suggests that satisfying shareholders is the main objective for many corporate marketers, whereas the basic objectives for social marketers are meeting society's desire to improve the standard of health and happiness experienced by individuals.

Social marketing is founded on the application of particular marketing concepts but cannot be confined to using those marketing concepts only. It should be viewed as an experiential and applied area of study and research which aims to combine information and knowledge around swaying society's behaviour for societal good (French & Russell-Bennett, 2015).

2.8.2 Defining Content Marketing

Pulizzi (2012) originated the term Content Marketing and defines it as a tool used to bring about productive behaviour from a consumer or target audience of the entity through storytelling content that is generated by the brand itself (Pulizzi, 2012). Brieger (2013) and Du Plessis (2017) explain that Content Marketing can be viewed as non-promotional, unlike traditional marketing, and it aims at getting the consumers to trust the brand before converting into customers.

Popova (2014) states that Content Marketing is an interrelated, customer-centric, tactical and uninterrupted process. It can be regarded as a pull strategy due to its nature of drawing, informing, educating, influencing and engaging potential candidates, current clients and return customers. (Odden, 2012) and Popova (2014) further highlight that content is not restricted to written copy and imageries only. The various categories of content interest a vast number of individuals for different reasons.

Table 2.1: Four major categories of content

Source: Adopted from Ramos (2013)

Category	Formats
Text	Annual reports, technical documentation, research, reports, FAQs, white papers, blog postings, eNewsletters, books (both digital and printed), press releases, case studies, social media postings (Facebook, LinkedIn, Twitter, etc.)
Images	Infographics, photographs, PowerPoint slides, drawings, illustrations
Video	Interviews, how-to videos, TV shows, entertainment videos, skits
Audio	Podcasts, music, sound samples

Zahay (2014), Du Plessis (2015), and Du Plessis (2017) state that marketers are gradually embracing Content Marketing to move away from the use of continuous advertising and to draw more awareness to the product itself. Kose *et al.* (2016) suggests that due to the increasing reputation of social media and collaborative web platforms, Content Marketing is gaining importance for many companies and marketers and aiding them in attaining marketing goals by reaching more audiences over the Internet. Thompson (2011) adds that the involvement of social media has increased the popularity of social media content groups in which individuals absorb, produce and share multimedia content on social media platforms such as blogs, YouTube, and Instagram due to the need for interest-driven participation from fellow community members.

Formerly, global brands would implement traditional and standardized content in order to promote their brands. However, consumers have entered an era of inclusive individuality causing a shift where organisations need to focus on personalised messaging that will assist organisations to reach quality target audiences (Wong & Yazdanifard, 2015).

According to Hauptfleisch (2016), numerous entities in South Africa have started to recognise and understand the value of content and have begun publishing more content. However, it must be noted that content without a strong strategy just remains a blog and does not add much value to the bottom line of an organisation. This is a result of there being unclear objectives within the content.

Content marketing is not about buying or renting media, but rather about owning it. This process consists of the creation of content that the target audience needs (Pulizzi, 2014). Instead of pitching the organisation's products or services, marketers should provide appropriate and valuable content to their existing customers and target audience to assist them in resolving their problems (Pulizzi,

2012).

Ramos (2013) states that Content Marketing gives organisations an advantage over competitors as it allows them to become influencers through the production of high quality content. He further states that only 1% of organisations are generally industry leaders, and that they are influencers and enjoy a large share of the market.

It has been deduced that Content Marketing, in contrast to other marketing tactics, is perfect because it utilizes unassuming pulling and not pushing strategies and methods in order to draw consumers to brand content. Pull marketing is an approach that an organisation uses to publish content to attract the desired target audience to the brand itself (Ramos, 2013). Therefore, the notion of giving content that is applicable and consumer-centric to influence a target audience is an important part of Content Marketing. Given this context of Content Marketing, the subsequent description of Content Marketing for this study is explained as follows:

Content marketing is a promotion strategy which extends the promotional mix, and makes use of several communication channels, capitalising particularly on the benefits and connectivity of social media. It focuses on offering something valuable to the consumer for free. By taking consumer -/ user-generated content (UGC) into account and communicating with the audience with a non-purchase-pushing intention and by using appealing, useful or entertaining content, the strategy aims at building trust and a long-term relationship to the consumer/customer (Human, Hirschfelder & Nel, 2018).

The above statement is an all-encompassing definition covering all aspects of content marketing. It has been used to emphasize that conventional marketing is becoming ineffective, and progressive marketing practitioners need to know that there is a more effective way to market their products and services (Content Marketing Institute, 2017).

2.8.3 Defining Social Content Marketing

Having defined the two separate terms Social Marketing and Content Marketing, a conjoined term can now be defined, namely Social Content Marketing. Social Content Marketing is the production and sharing of relevant brand content in a storytelling format that is generated by the brand itself to bring a positive behaviour on the target audience.

According to Pulizzi (2012) and Du Plessis (2017:42), “the brand stories are usually shared on social media or through emails using search engine optimisation (SEO) and include case studies, blog posts, videos, to name but a few. The digital aspect of content sharing has led to the rise of phrases such as

Digital Content Marketing (Rakic & Rakic, 2014; Koiso-Kanttila, 2004; Rowley, 2008) which focuses on the modifications which technological innovation has caused on production, delivery and content management (Rancati & Gordini, 2014). The technological developments have altered the way organisations connect with clients and target audiences, from one-way communication to two-way interactions that are more innovative and meaningful to a customer” (Rahim & Clemens, 2012; Claesson & Jonsson, 2017).

The result of positive consumer engagement for the consumer is that the individual will engage more regularly and diligently utilize platforms such as blogging, or word-of-mouth, and as a result, this assists individuals in shaping and reinforcing their social identity and distinctiveness. In addition, for the organisation, positive customer engagement results in financial gain and an increased positive standing amongst clients (Van Doorn *et al.*, 2010; Hakkarainen, 2016).

2.9 Content Marketing - a generic term

This section summarises the development of literature on marketing. The author touches on the concept of marketing and how it has evolved, providing a high-level analysis of consumer and advertiser communication methods, such as word-of-mouth (WOM), and its impact on consumer decision making. The author demonstrates how involving consumers in marketing campaigns through well-structured communication tools can add value to both companies and consumers, while explaining the types of communication tools that can be utilized to draw customers.

The concept of Content Marketing is discussed and its impact on insurance. Furthermore, the various key components of Content Marketing are outlined; firstly, the generic terms that describe a promotion strategy (Content Marketing, advertising content and branded content) are discussed followed by the corresponding implementation aspects (firm-generated content, signature stories and storytelling).

Marketing is regarded as a procedure where companies, services and products are promoted to customers and target audiences. Even though a company can offer the best product in the market, this is not relevant if customers do not know about the organisation or service or do not have access to their marketing. With social media having such a huge impact and experiencing a widespread reaction of interest and excitement over the last few years, marketing has evolved (Kostynchuk, 2016). In this regard, Kostynchuk (2016) emphasizes that the goal is to generate value for clients and to get value in return. Kotler (2014) suggests that marketing is not only a process meant for organisations to reach out to their desired audience and customers. It is also about asking how those customers can reach out to them as well. Essentially, the organisation and the customers are creating marketing

together.

Rowley (2001) and Hodza, Papadopoulou & Pavlidou (2012) state that most consumers communicate with companies through various methods and channels in order to collect information to aid them in product related decision making.

Bansal & Voyer (2000) emphasize the value of using traditional word-of-mouth (WOM) as a non-biased and most trusted form of promotion by consumers. Consumers do not receive any monetary benefit from doing this; it is essentially free marketing where well-pleased consumers articulate their experiences with the brand to others. Li, Lin & Lai (2010) define WOM marketing as an act of sharing experiences and disseminating information informally between customers when they are satisfied or dissatisfied with a product. Huang *et al.* (2011) consider WOM as one of the most credible and valuable form of marketing.

In this era, the Internet simplifies communication as it makes it effortless for individuals to share their experiences, further facilitating access to consumer views and sentiments. It is presumed to be more beneficial and effective than traditional face-to-face word-of-mouth (WOM) because of the Internet's better accessibility and greater sphere of influence (Gregurec, Tomas & Coric, 2011).

Hennig-Thurau *et al.* (2004) suggest that social networking sites have magnified the effect of electronic word-of-mouth (eWOM) over traditional WOM. Therefore, eWOM carries additional benefits and importance. In this matter, Hennig-Thurau *et al.* (2004) define eWOM communication as positive or negative statements communicated any customer concerning the brands and company to a vast number of individuals and organisations through the Internet.

The characteristics of online consumer sharing differentiate eWOM from traditional WOM communication. The eWOM communication network has a larger audience and contributors, and the sphere of influence and reach extends beyond direct individual networks. Time and location are not a factor as individuals are online where time and place do not matter. Finally, users are able to access and compare old product and service reviews (Cheung *et al.*, 2009)

Moreover, "Every customer is distinct and it is up to the organisation to fully understand the customers' different touch points, so they are able to optimize customer satisfaction" (Kostynchuk, 2016). If their customers are satisfied with the product and services, it can lead to more profitable relationship opportunities through networking and a positive WOM (Kostynchuk, 2016).

Kotler (2014) highlights that for customers to find out about product offerings provided by a certain

company, the company needs to communicate their value to the audience through carefully and well-structured communication tools such as advertising, public relations, personal selling, sales promotion and direct-marketing.

Kotler & Armstrong (2012: 408) identifies communication tools as follows:

Advertising is any form of paid non-personal presentation and promotion of ideas, goods or services by an identified sponsor. Sales promotion is the short-term incentive to encourage the purchase or sale of a product or service. Personal selling is a personal presentation by the firm's sales force for the purpose of making sales and building customer relationships. Public relations is building good relations with the company's various publics by obtaining favourable publicity, building up a good corporate image, and handling or heading off unfavourable rumours, stories, and events. Direct marketing is direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships.

2.9.1 Content Marketing

"Content Marketing is a strategic marketing approach that is focused on the creation and distribution of valuable, relevant, and consistent content. This is done to attract and retain a set target audience and drive profitable customer action" (Content Marketing Institute, 2017), and for this reason, traditional marketing is losing its effectiveness, and marketers are shifting towards this way of marketing. Du Plessis (2017) states that Content Marketing is still a developing distinct set of marketing concepts with insufficient academic books and journals. Jennifer Rowley, an academic at Manchester Metropolitan University, published one of the first studies in a scholarly journal in 2008. Du Plessis (2017) further states that competing concepts and different perspectives impede the complexities around Content Marketing implementation strategies by existing empirical research studies.

According to the Content Marketing Institute's (2017) annual research, prominent companies around the world, such as Microsoft, Cisco Systems, John Deree and The Procter & Gamble Company (P&G), are using Content Marketing and have recorded three benefits, namely increased sales, cost savings and better customers who have more loyalty. Content marketing is not new, but it is developing into a trend within the marketing field and growing in popularity because of the changing consumer behaviour and ever-changing technology. In addition, the importance of localisation in messages is increasing the rate of reaching the target audiences (Wong & Yazdanifard, 2015).

Biswamohan & Bidhubhusan (2012) and Matis & Ilies (2014) state that insurance markets are characterized by high degrees of competitiveness and, therefore, insurance organisations need to focus on their creativity while managing and maintaining profitable customers. Untracht (2017) highlights that vehicle insurance is a challenging business for creating content that consumers will engage with, that relates to peoples' interests and passions. He further states that people do not get excited reading about insurance. On this basis, an essential role belongs to the execution of the relevant Content Marketing strategies in the insurance industry.

When an individual purchases insurance or an insurance product, it is deemed difficult for the individual to compare the insurance prices. The reason for this is that an insurance policy price is derived from several elements like age and location of the individual to be covered. In addition, the individual needs to review the services provided by the insurance provider or insurance agency. The positive image of the organisation, and a strong referral source, is the key to choosing the agent or organisation. After the purchase, customer service comes into play. If the overall experience is adequate, the customer will have a positive review of the organisation (Kostynchuk, 2016). Xie, Zhang & Zhang (2014) emphasise how important online reviews have become as an information source for consumers. Consumers utilize these reviews for decision-making purposes. Consumers conclude that content that has been generated by other users appears to be more acceptable and trustworthy than the content issued by the vendors (Jonas, 2010). Jonas (2010) further states that the creators of UCG are not directly known by consumers but influence the consumers' perception of the various brands and companies.

2.9.2 Advertising content

When organisations and brands undertake advertising activities, this involves the communication of their value proposition by utilizing paid media to notify and influence purchasers (Kotler & Armstrong, 2015). According to Rosengren & Dahlen (2013) advertising content can be seen as an integral part of shaping audience perceptions about media platforms. They highlight the importance of advertising content by stating the average editorial-to-advertising ratio of US magazines is 56/44. Rosengren & Dahlen (2013) suggest that media owners need to invest in increasing their advertising contents' attractiveness. International publisher, Bonnier (2010), states in their iPad magazine's design guidelines that advertising should be treated as content (Rosengren & Dahlen, 2013). The results from Rosengren & Dahlen (2013) exploratory research state that media platforms' perceptions and evaluations can be influenced by the advertising content. Their second study further highlights that the perception effects are caused by the value created by the advertising content.

In South Africa, the insurance powers take their job one-step further regarding advertising through the South African Insurance Association code of conduct:

“Advertising must meet the standards of the Advertising Standards Authority of South Africa (ASASA); it further needs to consider the best interest of consumers and may not be misleading in any way; the information and content needs to be factual and verifiable, and not be derogatory towards the insurance industry or any part thereof” (SAIA, 2012).

2.9.3 Branded content

Kotler (2014) states that branded content is created, controlled and shared by four types of media: Paid, owned, earned and shared. Paid media is seen when an organisation pays for promotional channels such as TV, radio, ads, e-mail marketing and other form of advertising and marketing. Owned media are channels that are owned by the organisation themselves like their websites, blogs, social media accounts and other assets. Earned media are newspapers and PR media channels that are not paid for by the organisations but rather earned through actions and are beyond the organisations control. Finally, shared media is when consumers and other individuals share information about the organisation and its product offerings through blogs and various social media posts.

According to Palista (2012), branded content can be seen as the future of sustainable customer loyalty. The focus extends beyond just short-term sales objectives to building long-term and brand loyalty through informative and entertaining content created by the organisation. Du Plessis (2017) states that this type of content should be strategically linked to the organisation’s brand personality through stories that remain relevant to consumers. Palista (2012) further highlights that through the different types of content, brands have different content goals in their strategy implementation. Brands, such as Maybelline LLC, the makeup brand and subsidiary of French cosmetics company L'Oréal, and The Coca-Cola Company, have achieved this by adopting communication strategies that set them apart as leaders in branded content and Content Marketing. For example, Maybelline Make-Up School caters to the female audience with everyday practical tips on how to achieve a certain look. Palista (2012) gives another example of a campaign implemented by the energy drink manufacturer Red Bull, the ‘Red Bull Stratos’ campaign, where Red Bull engraved itself as a dynamic and bold brand in the audiences’ mind.

Palmer (2016) states that content has been created or designed to be a form of communication that individuals choose to consume and which possibly could be communications that individuals cannot ignore. It is about the craft of creating marketing messages that warrant consumer attention. In addition, that attention cannot be compared to what marketers were able to command previously. In

this regard, Palmer (2016) emphasizes that audiences no longer crowd and gather around radios or anticipated TV commercials and shows like was done previously. This means that organisations and their marketing teams need to readjust their vision and deduce that 10 seconds of attention from viewers during a broadcast is what they can expect in this day in age. Remarkably, Facebook and Nielsen presented that approximately 75% of branding impact transpires in the first ten seconds. Suggesting that it could well be enough to get a message across (Palmer, 2016).

2.9.4 Firm-generated content (FGC)

Today many individuals are reliant on social media in order to search for information relating to different decision-making activities. Social media has amplified the power of online communication by facilitating multi-way, real-time, convenient, and trustworthy information sharing among a large number of firms, producers, consumers, and users with relative ease (Swain & Cao, 2014).

Keller (2009) suggests that brands gain strength and market share when firms intentionally make the decision to place the brand knowledge in the customer's subconscious. Existing customers and the targeted customers are usually inclined to reacting positively to the advertising activities and plans of organisations with strong brands. The role of marketing in a company is key as it increases brand awareness and thus differentiating between the brand and its competitors.

Firms have adopted new marketing approaches in recent years; they use a combination of websites, online social networks, and smartphone apps (Armstrong *et al.*, 2015). Kumar *et al.* (2016) define FGC as communications posted and shared by organisations on their authorized social media platforms. Kumar *et al.* (2016) explains that because social media allows for easy two-way communication between individuals, firms can develop personal connections with consumers done cautiously through FGC. This is highlighted by Armstrong *et al.* (2015) when he suggests that firms want to reach consumers in a more individual and direct way with information they treasure as a means of enriching their lives and adding value through the products. Furthermore, Miller and Tucker (2013) argue that FGC has the ability to push customers away if they do not place emphasis on the consumer's interests and needs through their social media posted messages. Additionally, organisations tend to make the mistake of being self-centred and focus on their achievements rather than the consumer.

Gensler *et al.* (2013) state that when organisations convey messages and information using social media, unlike other traditional media channels, this can be viewed as part of 'equity' building efforts that aim to manage the brand and nurture relationships with their customers. Kumar *et al.* (2016) highlight the focus of their study on the effects of FGC in social media on customer behaviour as one that includes promotional and non-promotional messages transcending the generation of short-term

sales to strengthen the customer-firm relationship, and their results indicate that FGC has a positive and significant impact on customer spending and cross-buying behaviours.

Shahbaznezhad & Tripathy (2015) describe user behaviour and the obligation to interacting with the FGC as “creative attitude” and “following attitude.” “Creative attitude” sums up the development of content, like developing a new hashtag or responding to a firm’s post, while “following attitude” represents a form of agreement, like individuals sharing and retweeting a firm’s post on social media. Moreover, social media experts continue to argue that consumers and individuals, in general, should view the organisations social media existence as a natural one as possible. The content disseminated must be viewed as an asset that will grow the brand (Gossieaux & Moran, 2010). Taking this into account, FGC is an essential component that organisations should utilize to communicate messaging that is valued and attractive to consumers. Furthermore, this allows the organisation to indirectly guide the consumer’s views and buying intentions (Scarth, 2017).

Jutkowitz (2014) states that many organisations are moving beyond the traditional sales routes, and are choosing to enhance their brands by distributing applicable and appropriate content, concepts, and entertainment which individuals can value. According to Pulizzi and Barrett (2009), the notion of sharing information is a way of convincing decision-making audiences. Saravanakumar & Lakshmi (2012) suggest that content that is distributed through social media allows firms to shape consumer discussions and decision making ensuring that everyone is aligned with the organisations objectives. Pulizzi & Barrett (2009) further suggest that when companies tell their own stories through social media content sharing, they start giving importance to involving their customers and targeted audiences and creating their own valuable thoughts to enable customers to join in the conversation.

2.9.5 Signature stories

Aaker & Aaker (2016) state that “a signature story is an intriguing, authentic, involving story with a strategic message that enhances the brand, the customer relationship, the organisation, and the business strategy.” Aaker & Aaker (2016) give the Skype signature story as an example that was themed “Moment Makers”, where users’ shared inspirational stories showing the different and creative ways in which lives can be emotionally impacted through Skype. One of the stories was a Skype video of two handicapped young girls telling their story and how they received three million views on YouTube and additional exposure on television. Aaker & Aaker (2016) further emphasize the significance of using stories strategically to communicate the brand’s identity to an audience, illustrating that stories are more effective and have greater impact than communicating facts.

According to Aaker (2018), signature stories, through persuasion, assist in changing perceptions about an organisation as they help organisations to gain the necessary attention that is needed to meet their objectives. Furthermore, they create positive feelings that are linked or transferred to the brand and distract from counter arguments between individuals. In addition, they stimulate action from the target audience. Moreover, signature stories are very powerful while facts do not have the same effect.

2.9.6 Storytelling

A wide range of literature has summarized thoroughly the benefits of stories and storytelling within communication. According to Simmons (2007), the benefits of storytelling, for the purpose of communicating, has shown that when an organisation brings a human element into their communication through storytelling, they provide the audiences with a sense of presence in their messaging. This element also allows for the construction of an alternate reality for the customers, allowing them to interpret fact and data themselves. Simmons (2007) further suggests that this storytelling allows the organisation to frame certain actions that can be elucidated by others in a particular manner. Storytelling encourages individuals to think and see views from a different or multiple perspectives. Additionally, it allows for the transposing of ones' lived and past experiences, permitting them to remember or envision certain feelings, memories or actions without physically doing it.

The most notable application of stories and storytelling can be seen in the field of marketing. Chiu, Hsieh & Kuo (2012) describe "how stories in marketing have been found to create emotional connections with an organisation's target market and their customers." West, Huber & Min (2004) further highlight that stories have a greater persuasive power and nature within them than any other forms of communication.

According to Pulizzi (2012), technological tools are of no value if the marketers do not place Content Marketing strategies at the core of their marketing. Pulizzi (2012) further states that brand goals may be entrenched in search engines, through conversations or the use of social media platforms and tools, but without compelling storytelling at the core, they are ineffective. He cites examples of various companies, such as Coca Cola, who are investing in content initiatives such as Content 2020, and the global recruitment company Kelly Services, who are investing over 60% of their marketing spend in content that will see storytelling at the centre of their marketing activities.

2.10 The Internet

2.10.1. Defining the Internet

The Internet is a global computer network that uses certain systems to send data to computers worldwide. This network comprises an array of several networks relating to public and private sectors (Madakam, Ramaswamy & Tripathi, 2015). Furthermore, the Internet can be described as a tool used for distributing information and facilitating communication between individuals, regardless of their geographic location (Leiner *et al.*, 1997).

The above definitions emphasize that the Internet is a very valuable and powerful tool that has developed extensively over the last several decades. At the click of a button, individuals have access to a large quantity and wide spectrum of quality information that they may require (McCamey, Wilson & Shaw, 2015). In addition, the introduction of the Internet has made it easier for individuals and organisations to be online and this resulted in many new trends emerging online through the World Wide Web (Du Toit, Malczyk & Van Belle, 2011). Online sites mirror and reflect users' styles and opinions through the online pages that they have created. These sites have allowed users to connect with their friends' pages (Desmal, 2017).

2.10.2 Web 2.0 and its user-friendly interface

O'Reilly Media held the first conference concerning Web 2.0 in 2004. The term Web 2.0 was conceived by the same organisation in 2003 and they presented this term as a new way to look at existing web-related technologies rather than the technical evolution of the World Wide Web (WWW) (Kristaly *et al.*, 2008). Darwish & Lakhtaria (2011) state that Web 2.0 originated as a powerful set of innovations that developed, in large part, to make the Web capable of working successfully again after the "dot-com" bubble burst in 2001. Tim O'Reilly described Web 2.0 as web-oriented applications and services that utilize the Internet as a platform. It has distinctive characteristics that rely on its strengths rather than trying to make the Internet suit a particular application (O'Reilly, 2005; Kristaly *et al.*, 2008).

A number of significant themes emerge among Web 2.0 applications. One of the major themes is the ability to facilitate online collective action and social interaction. The facilitation is achieved through online social networks such as Facebook and LinkedIn. Individuals are able to remain in contact with their network of friends, as well as networking socially and for professional purposes (Wilson *et al.*, 2011).

2.10.3 The fast development of Web 2.0

The world of information is constantly changing. The manner in which individuals retrieve, utilize and

profit from information in such an increasingly hyper-connected world is alarming (Zinyeredzi & Zinn, 2016).

The community and individuals use Web technology in order to communicate and develop more communities (Darwish & Lakhtaria, 2011). Web 2.0 controls and uses the Web in a more interactive and collaborative manner than before. It highlights social interconnections and group intelligence emerging from collaboration, and allows new opportunities to leverage the Web and engaging users more effectively (Zinyeredzi & Zinn, 2016).

The key difference between Web 1.0 and Web 2.0 is not the fundamental structure of the Web, but its capability for individuals and groups to produce content on the Web (Cormode & Krishnamurthy, 2008). Newly developed social sharing networks transform Web technology from Web 1.0 that entails read only environments to Web 2.0, which includes read and write technologies (Darwish & Lakhtaria, 2011). According to Anderson (2007), the general agreement was that Web 2.0 is not a recent invention, but can somewhat be seen as an addition and extension of the first concept and philosophies of Web 1.0 and, therefore, does not justify a special designation (Anderson, 2007).

When the Web was developed, websites only used one form of communication that was one-way. This communication was directly from the website to a broader audience. This changed when Web 2.0 tools rendered two-way communication on the Web feasible. Furthermore, collaboration was then simplified; the distribution and sharing of information became something that is standard, and the formation of web content by online communities a reality (Darwish & Lakhtaria, 2011).

Web 2.0 technologies transformed the Web into a more participatory environment, where groups of people absorb and consume content through downloading, and contribute and generate content by uploading. New techniques that represent Web 2.0, such as tagging, blogs, wikis, and many others, shatter barriers between the user and data-provider by creating new links between them (Hudson-Smith & Crooks, 2008).

2.10.4 Social media

Social media is a term coined from the two individual words, social and media. Social, in this context refers to the interaction between individuals with a common interest, a group or community. Media is the medium, channel or platform that allows for the creation and exchange of user-generated content (Oyza & Edwin, 2015).

Social media are online resources or platforms that people use to share and exchange content such as video, photos, images, text, ideas, insight, humour, opinions, among many other things. These

platforms comprise of blogs, vlogs, social networks, message boards, podcasts, public bookmarking and wikis. Common examples of social media applications include Flickr (online photo sharing); Wikipedia (referencing); Bebo, Facebook and Myspace (networking); del.icio.us (bookmarking) and World of Warcraft (online gaming) (Drury, 2008). Saravanakumar & SuganthaLakshmi (2012) state that there are eight popular forms of social media. They list them as “blogs, microblogs, social networks, media sharing sites, social bookmarking and selection sites, analysis sites, forums and effective worlds.”

The foundation of social media is its ability to allow individuals through technology, to network and connect by engaging in conversations. These are real and honest conversations that individuals share and discuss through the use of technology (Packer, 2011).

According to Siddiqui and Singh (2016), social media has some positive influence on businesses. Some social media sites have ‘like’ and ‘dislike’ buttons that enable businesses to better understand their target audience. Promotional activities are simplified through social media. Social media enables businesses to attract new customers by providing customers with useful facilities. Marketing insights are amplified for businesses and extend beyond their competitors with online networking and ultimately, the use of social media for businesses is a cost effective way of assisting businesses in increasing awareness and growing reach among brands.

2.10.4.1 The use of social media in the insurance industry

Communities, reviews and recommendations allow for the interconnectivity of consumers through social media, and this helps in developing trust in organisations in e-commerce. Furthermore, the social interaction of consumers assists their peers to develop or reject trust in an organisation (Hajli, 2014). Insurance is perceived as an industry that has been built through networking and a favourable reputation and, therefore, social media carries much potential value to insurers if used correctly (Accenture, 2014). This section examines how social media platforms are influencing the insurance landscape and the potential challenges and opportunities facing the industry.

Flamand, Martino & Marizien (2013) state that many insurance companies underestimate the potential of social media. They view these communication platforms as merely Internet-marketing trends that will pass. However, some attitudes are beginning to change because baby-boomers are welcoming and accepting digital technologies. In addition, the young people of Generation Y are joining insurance companies’ workforces (Flamand, Martino & Marizien, 2013)).

Significant shifts in client demographics, behaviours and expectations are in progress and will have

consequences for the insurance landscape (IIF, 2016). Traditional insurance business patterns are being shaken by new and ongoing social trends, resulting in an increase in consumer power. Because of these social technologies, the balance of power is changing unpredictably towards consumers (PWC, 2012). PWC (2012) emphasize that as people are exchanging personal information about themselves and constructing intersecting links with reliable friends and online communities, the scales of trust are shifting from insurance entities to online communities.

To address the needs of digitally well-informed consumers in this era, insurance companies need to start executing acquisition strategies that stretch across traditional, digital and mobile channels. This is vital because today's insurance consumers shop across many digital channels, they turn to social media for direction and some guidance. In addition, they use mobile apps during the whole purchase journey (V12 Data, 2018).

The insurance sector is not popular for connecting emotionally with consumers even though it covers a wide range of emotional events in people's lives (V12 Data, 2018). According to a report by Bain and Company, insurance companies that offer greater value, over and above insurance, attract customers and build loyalty by encouraging engagement and partnership (Naujoks *et al.*, 2018). Taking this into consideration, social media is an influential instrument utilized to facilitate connections and engagement with consumers in an individualized manner. When insurance organisations do this appropriately, social media can build the organisation's reputation as being customer-centric, reputable and trustworthy. These are factors that resonate with consumers when they are making decisions to purchase insurance. Flamand, Martino & Marizien (2013) state that as attitudes are changing because baby-boomers are embracing digital technologies and young people of Generation Y join insurance companies' workforces, this has resulted in organisations introducing a new business model known as 'social businesses'.

For insurance organisations, the implications of social media are quite extensive, as the industry is driven by consumers' confidence and trust in insurance organisations, advisors and agents. Furthermore, social media is a platform that allows consumers to convey their feelings of security that are so important to an insurer's customer relationships (Accenture, 2014).

In conclusion, social media is viewed as a recent or present day phenomenon, as it has demonstrated its effectiveness in comparison to traditional marketing. Social media has found its way into many boardrooms of organisations and similar to the Internet, it has altered the selling and buying processes (Oyza & Edwin, 2015). Flamand, Martino & Marizien (2013) highlight that social tools and media are now giving way to greater engagement, empowerment and accountability by organisations by putting

individuals at the core of the system.

2.11 Online video marketing

Video is a popular tool used for packaging great volumes of information in a way that can be transmitted quicker (Treske, 2015). Video marketing can be described as marketing using video as a medium for communicating content that promotes a product or service (Boman & Raijonkari, 2017). In addition, video content has grown into an important and essential part of marketing. The value of video content should to be recognised and therefore incorporated within the organisation's communication strategy (Trimble, 2015; Sheri & Traoudas, 2017).

With improved innovation in video technology and increased availability of bandwidth, individuals have begun consuming and distributing videos on a greater levels. Through video, they experience rich and engaging content that is educational, informative and entertaining. This content varies from educational information, how-to videos, commercials, movie trailers and other funny and exciting videos (Madolo, 2017). "It is anticipated that by 2019, global consumer Internet video traffic will account for 80% of all consumer Internet traffic" (McCue, 2017). Thus, it can be concluded that the immense growth of videos is linked to the growth of the Internet and social media (Sheri & Traoudas, 2017).

Looking at YouTube, one of the biggest video sharing platforms, Miller (2011) and Fayed, Farrag & Zaki (2017) state that there are three common types of videos used to promote companies' products and services. These videos can be classified as informative, educational and entertaining videos. Informative videos are videos that contain news and facts that are collected from and about certain destinations. Destinations include such things as statistics, hotels, resorts, spa, transportation, food, beverages and many other examples. Secondly, educational videos show viewers how to do certain things. They show you how to do those things while using and promoting an organisation's products or services. Educational videos have grown in popularity because they are useful in nature to the viewers and the target audiences. These videos when done correctly provide real value to an organisation's customer base. Finally, YouTube shows videos which have an entertaining format. When viewers find something entertaining on YouTube, they watch it repeatedly and often share it with friends and the online community.

Costa-Sanchez (2017) and Anderson (2007) state that videos should be utilized as a marketing instrument to entice and communicate the organisation's products and services to the target audience, and to increase sales and profits of an organisation. Videos are influential marketing instruments through the dynamic of movement and good conveyers of human emotions (Manic,

2015).

According to Manic (2015), visual content is an important marketing tool for publishers, based on the following; it is easier to understand a visual ad and it takes a shorter amount of time to comprehend in comparison to an advertisement that consists of mostly text. Visual ads have an element of human emotion that works in convincing the target audience to reach a certain decision. The emotions are more easily conveyed and quicker when brands are pressed for time or budget. Through video content, many brands and organisations become relatable. The consumer easily relates to them as they appear more human. Finally, for many multinational organisations, using video advertising results in lower marketing costs because of a broad understanding of visual messaging by consumers and target audiences.

In his key findings, Li (2016) highlights that video is not only important for marketers; it has become essential for successful collaboration that intersects cultural and geographical boundaries. Business leaders recognise the power of video as an effective means of altering operations and business processes, in order to gain a competitive advantage, to reduce travel, costs and environmental impacts. Li (2016) further states that individuals consume video content for the purpose of using it as a tool for discussions and a way to interact with the content producers and with each other in communities.

2.12 Online video marketing trends

Since the inception of the Internet, video clips have existed online. Online videos and audio are nothing new. The level of availability has increased over the years, as content is now easier to locate and browse. There are certain sites like YouTube and Vimeo that have been the leaders in making it easy for individuals to access video content (Scott, 2015:99; Boman & Raijonkari, 2017).

Boman & Raijonkari (2017) state that video has transformed from a passive to an interactive experience for individuals. Viewers no longer sit and only watch the video passively but can actively participate in the surveys, click through links or other video formats. When the viewers interact more with the videos, this helps the back end to track more meaningful metrics and provide analytics with the given data.

Online video is fast becoming a means for individuals to gratify their information, entertainment and social needs in a world dominated by digital. Brands and businesses that neglect to develop video strategies and integrate video within their marketing and operations will be left behind (Li, 2016). Unlike content made for TV, online video content can be produced at a much lower cost and quality,

using readily available home video equipment. High-quality affordable cameras have made quality content production a reality for everyone that wants to produce content. It can be noted that viewers do not necessarily expect a super slick offering, but good content offered through decent production (Madolo, 2017).

Spreading a message for brands and organisations through video content was limited previously to only television. Now online video has presented even the smaller brands with great opportunity for small business marketing and advertising. One of the biggest advantages of using online video is its interactive nature, as it easily creates more impact on the viewer and makes it more memorable. Another benefit is that online videos are easily shared with anyone or an online community and can be inexpensive to produce. It is further highlighted that making a basic video and uploading it online is inexpensive and it has the advantage that the video will live online forever. All the above benefits and features of online videos make it widely accessible to everyone (Opravil, 2011).

Li (2016) states that the evolution of video distribution is very significant. The rapid growth of on-demand video distributed through digital networks to multiple screens (Television, tablets and mobile phones) can be witnessed in this digital age. He states that there are two models of distributing videos. There is the linear broadcast model, where content is directly distributed from a broadcaster to many viewers at a scheduled time. This is how traditional television is viewed. The second model is the non-linear unicast model that is growing in popularity, which includes time-shifted viewing. This can be seen through technologies such as PVR (Personal Video Recorder) or DVR (Digital Video recorder), Netflix, and YouTube, where an individual chooses when and where the video will be delivered to them. Although it has been speculated that traditional linear programmed television will end, it is likely to take a long time for this prediction to transpire.

The transformation of video distribution is facilitated by three developments. These developments are improved broadband, which includes 3G or 4G mobile networks, the possession of smartphones and tablets by many individuals, as well as personal computers and the rapid growth of online platforms, such as YouTube, Facebook, Twitter, Netflix, Snapchat, Instagram, just to name a few (Li, 2016).

Deloitte (2015) states that the Internet, in general, continues to be a disruptive force influencing the distribution and consumption channels for most media. The data consumption in the world has risen due to the improved networks, coverage, and advanced technologies such as 3G, 4G/LTE. The growth of digital media players, such as Netflix, Amazon, and Apple TV, just to name a few, are testing the dominance of traditional television as the main source of entertainment. There is a clear move in

customer's inclination to the consumption of digital media equated to traditional forms of media. Individuals are increasingly choosing to allocate more of their time on digital platforms instead of traditional media.

In line with the global trend, South African consumers are slowly following the global trends by consuming more content through digital platforms. Smart phones are increasingly becoming the tool used to consume content such as online videos, news, among others (PWC, 2018). The competitiveness among the different mobile networks and the availability of better mobile phones are expected to push an even faster spread of mobile Internet. The only hindrances to increased Internet access are the steep Internet costs in South Africa (Mdlongwa, 2009). Nevertheless, it can be mentioned that although non-linear viewing is growing, traditional television viewing still makes up a majority of all viewing in the South African market (NAB, 2019).

In conclusion, whether it be portable screens, mobile viewing, or on-demand viewing, all of these media consumption patterns have created many challenges and opportunities for the television industry, businesses and audiences around the world (Quail, 2012).

2.13 Key elements in video marketing strategies

Video can be challenging and very expensive. Nevertheless, it is one of the best mediums for a brand or company to relay a strong message in a simplified manner. This medium far outperforms other media in terms of reach and performance (Content Marketing Institute, 2018).

Rose (2015) states that there are some advantages for using video in a content marketing strategy. These advantages include video broadcasts which are better than most formats available. Video is very important for consumer engagement and reaches far more individuals at a time. The products marketed through video are best remembered and it is suitable for search engine optimisation (SEO) (Miller, 2011). Miller (2011) further emphasizes that the objective of using content in a video strategy is to inform, entertain and educate consumers about the organisation's services and products.

When using video as part of an organisation's marketing strategy, it must be highlighted that in certain scenarios a longer video might be necessary to get a point across to consumers. Technical content often requires videos that are longer in nature in order to cover all basis. However, the longer the video is, the longer the organisation needs to maintain the viewer's interest (Daum *et al.*, 2012). Daum *et al.* (2012) further states that a temporary interval or lack of activity in the video can cause viewers to be distracted and miss the call to action. Therefore, it is of great importance to find creative ways to make the videos shorter and more interesting for the viewers. Reducing the descriptions is one way

that a video can be shortened.

2.14 Video marketing impact on vehicle insurance

In Costa-Sanchez's (2017) research of Online Video Marketing Strategies: Typology By Business Sector, her results showed that she had observed a popular strategy related to the pursuit of trust in the insurance sector. Certain videos exist in organisation's marketing campaigns considered to be "cornerstone" videos. These videos are used to build the foundation of a brand's identity, voice, mission and goals and explain the brand's story in order to build brand trust (Business.com, 2018). To gain trust, V12 Data (2018) suggests that video can be used in the following ways in the insurance sector:

Client Testimonials

Client testimonials do not have to be professional or scripted. The viewers are drawn to real and authentic experiences from other users. Furthermore, viewers are very aware of overly polished advertising messages. Instead of organisations focusing on how great the company and their services and products are, they have to ask questions that will press individuals for responses that will help them overcome certain grievances and issues from the target audience.

Frequently Asked Questions (FAQ)

Insurers need to establish themselves as organisations that are concerned and care about their customers and target audience. Customers need to view the organisation and its agents as a place they can freely go to for answers

Educational Videos

Insurers need to educate their customers and targeted customers on the importance of being insured and further provide them with safety tips as part of the education. They can use this as a way of displaying themselves as leaders in this regard and establish confidence as trusted advisors to consumers.

It should be noted that the average user spends 88% more time on a website that contains video. Furthermore, audiences recall 95% of the message when viewing in video form in comparison to print with a recall rate of only 10% (McCue, 2018). This shows that video marketing has the potential to increase the number of website visitors and the time spent browsing the site. In addition, online video marketing should be utilized to assist the brand management teams, public relations, the introduction

of new brands/products, increase sales, and reinforce the consumer's loyalty and better search engine positions (Schulz, 2013).

2.15 Conclusion

The main aim of this chapter was to present the literature review. The objective of the first section in this chapter was to delineate insurance, present the various types of marketing strategies utilized in the vehicle insurance industry. In addition, illuminate on the role of marketing in insurance. Insurance is defined as uninterrupted payments of monthly premiums made with the assurance that a payment will be paid out in the case of a particular or probable loss. Thus, a contract is created between the insurance company and the client upon agreement of the terms of the insurance policy. One of the significant roles that insurance plays is making sure that the organisations and individuals are protected from various risks. Insurers operate under limited resources and need to implement effective strategies relating to a specific functional level to capitalize on its effectiveness. Therefore, strategies provide organisations with direction on how the business can be improved. The marketing mix is a phrase used to explain strategies that organisations utilize in the course of producing their product offerings. The 4Ps are a common method of demonstrating the marketing mix; namely the product strategy, pricing strategy, place strategy and promotion strategy. Because of insurers, individuals embrace risks and embracing risks comes with challenges for those with risk to spread, risks in the form of vehicle accidents, workplace accidents, and unemployment. For individuals that can afford insurance, price perception is an important decision-making variable. The significance of price will differ from one individual to another. Noting that through high price, the insurance product offerings result in the perception of high value and vice versa. Another layer would comprise of the consumers levels of literacy that allows marketing practitioners the chance to share relevant content, further selling sophisticated product offerings to this market. An individual's decision to make an acquisition of insurance product offerings or not is a vital point for marketing practitioners. It indicates how effective the marketing strategy has been. Another marketing strategy used in insurance is the fear appeal. Fear appeal is the communication of fearful information that encourages the recognition and focus on insurance advertisements. However, in insurance marketing the success of fear appeals can be hindered by the emotional focus, instead of assisting to create logical understanding and assessment of insurance. Therefore, the correct application of fear appeals is an imperative component of marketing.

Marketing literature has advanced and this chapter underlined the core concepts on how it has evolved by focusing on the consumer and advertiser communication approaches. One of the main intentions was to delineate Content Marketing and explore its application within the marketing field.

Content Marketing is defined as “a promotion strategy that extends the promotional mix, and makes use of several communication channels, capitalising particularly on the benefits and connectivity of social media. It focuses on offering something valuable to the consumer for free. By taking consumer UGC into account and communicating with the audience with a non-purchase-pushing intention and by using appealing, useful or entertaining content, the strategy aims at building trust and a long-term relationship to the consumer/customer”. On this basis, the increased use and popularity of social media channels have reinforced the strong influence that consumers’ possess in marketing communication. This is demonstrated through UGC created and shared on social media platforms by individuals on their personal and community pages. As a result, marketers have adopted and are implementing marketing tactics that emphasize the significance of content generation and communication. Promotion strategies such as Content Marketing, advertising content and branded content have become an essential component of marketing that aims to assist the organisation in encouraging demand for the organisations product offerings. To achieve success, marketing practitioners need to follow through with the use of corresponding implementation tools such as FGC, signature stories and storytelling. The creation and sharing of applicable brand content by marketers packaged in storytelling formats are likely to bring about positive behaviour on the consumers.

Finally, one of the objectives of this chapter was to expand on the definition and implementation aspects of online video marketing. Video marketing is described as marketing that utilizes video as an avenue for communicating content that promotes an organisations product offering. Furthermore, online video marketing is defined as video advertisements conveyed utilizing the Internet. The emphasis being on the Internet as a tool utilized for the dissemination of information and enabling communication amongst individuals, regardless of the geographic location. The Internet allows marketing practitioners to broaden their reach and opportunities using video to communicate. With the well-developed innovation in video technology and obtainability of bandwidth, Internet users have started consuming and dispensing videos on larger scales across the globe. A number of noteworthy themes surface from the application of the Internet and one of the themes is its capability to facilitate online collective action and social communication. Social communication has gained momentum over the years due to the popularity of social media. The basis of social media is its capability of enabling individuals to network and connect by engaging in conversations on the various platforms using text or video. Looking at social media and insurance, insurance is viewed as an industry built on networking and a good reputation. Therefore, social media carries a great deal of potential value to insurers when utilized appropriately. In comparison to video content produced for TV, online video content can be created at lower costs and quality. This is achieved by making use of home video equipment, smartphones or high-quality affordable cameras that are video enabled. Now more than ever, online

video is offering smaller brands opportunity to undertake small business marketing and promotion. It is deduced that an online video strategy is to inform, entertain and educate consumers about the organisation's product offering using the Internet.

Chapter 3: Methodology

3.1. Introduction

The research methodology presents an in-depth account of the research process. It offers information regarding the techniques utilized in the pursuit of this research study and data gathering, as well as a rationalisation for the utilisation of this method (Diako, 2012).

Chapter 2 reviewed existing literature and presented the research's hypothetical marketing doctrines relating to this study's research topic and objectives. Marketing strategies for the insurance industry have revealed that insurance companies can establish their marketing tactics on several factors that are generally utilized in terms of the 7Ps of marketing. The 7Ps are "product, place, price, promotion, people, physical evidence, and processes" (Kalaimani, 2010). When developing marketing strategies to better serve their target audience, insurance companies should consider elements and dynamics in the market place (Kalaimani, 2010).

The role of the Internet and the development of Web 2.0 has become crucial within the context of marketing. Marketing strategists have to simply understand that individuals are no longer dependant on conventional marketing tactics. The role of technology and social media engagement has influenced this shift in the marketplace, which requires marketers to be strategic thinkers. Social media contributes to consumer empowerment. Therefore, there is increased pressure on firms to alter their communication and interaction approaches with consumers (Constantinides, 2014). The Internet has cut out the intermediary, as consumers are now able to connect directly to brands using digital platforms (Content Marketing Institute, 2017).

The preceding literature review discussed Content Marketing as an emerging marketing trend (Content Marketing Institute, 2017). The main objective of Content Marketing is the distribution of engaging and informative content. The emphasis, therefore, is that marketers need to think like publishers as opposed to advertisers of products and services (Content Marketing Institute, 2017). Brands are now using video-sharing platforms as a marketing tactic in order to connect with their customers through storytelling, who in turn are increasingly interacting with brands by creating their own opinion videos, parodies and responses (Content Marketing Institute, 2017). Consequently, when it comes to consumer decision making, research has shown that emotions contribute immensely in the decision-making process (Garg, Wansink & Inman, 2007; Kemp, Bui, & Chapa, 2012) and that marketing strategists have made attempts at targeting consumers' emotions (Kemp, Bui, & Chapa, 2012).

This chapter sets the tone by presenting the intention of the study and highlighting the aim of this research thesis. The primary and secondary objectives are discussed to help locate the research in a marketing field. Furthermore, the conceptual framework is introduced together with the corresponding hypotheses. Measurement and scaling is then discussed to demonstrate the association concerning the research objects. To establish the overall measure of opinions and attitudes, the questionnaire composition is discussed. The sampling and sampling techniques are clearly identified. Data collection and preparation for this research is discussed. Thereafter, the statistical analysis is described and concluding remarks presented.

3.2. Intention

The intention of the thesis is to uncover the role of Content Marketing in the vehicle insurance industry in South Africa. This research intends to reveal the influence that firm-generated content (FGC) has on the decision to buy insurance. Content Marketing is a type of advertising that is educational and does not focus on the brands being sold to consumers. Companies offer information that makes customers loyal to brands (Content Marketing Institute, 2017) through the form of storytelling videos with very strong emotional content. The video content focuses on the customer's need for safety and security. Emotional recognition and loyalty enhances the connection between the customer and the company. It further reinforces feelings that the individual has towards the brand (Loureiro, Kaufmann & Vrontism, 2012). Thus, to guarantee that FGC has an effect on the insurance purchase decision, the video needs to carry high levels of emotional content that appeals to the insurance consumer.

This study also intends to illustrate the connection between FGC and factors influencing customer behaviour that leads to the decision to purchase insurance. Consumer behaviour is a process which shows how consumers select, buy, use, and discard brands to fulfil their needs. The purchasers' buying behaviour is influenced by the characteristics of the individuals that comprise various cultural, social and personal factors (Wildfeuer, 2018). Thus, in order to ensure that FGC has a direct influence on purchasing behaviour, the business needs to show content that enhances the brand. This can be achieved through producing appropriate information that consumers will value (Jutkowitz, 2014).

The course of action for the survey was the presentation of the MiWay "Your silence is our signal" video to the target audience before they commenced with the questionnaire (YouTube, 2017).

3.3. Research objectives

Marketing research is undertaken in order to aid entities in numerous decision-making procedures. There are two categories within the decision-making processes; firstly, problem identification and

analysis and secondly, problem-solving research. Problem identification research is undertaken to assist in identifying problems that are not very visible on the surface, but which do exist or are possibly going to arise in the future. Problem-solving research, on the other hand, is used to solve specific research problems (Shukla, 2014). One of this study's focuses is to highlight a different marketing idea. Therefore, this thesis is categorised as a problem identification research. In this section, the research problem is reviewed and the primary and secondary objectives of this study are detailed.

Baltes (2015) suggests that one of the major changes that companies have undergone with the use of conventional marketing has been the rise of online marketing that requires entities to reconsider the organisation's marketing strategy should they wish to continue being competitive in the digital era.

Many companies utilize social media for marketing purposes. This also allows them to get their products discussed favourably by many individuals online because of the high reach nature of the Internet (Duffett, 2017). The rapid development and increase in the use of social media over the last decade has allowed customers to share acquisition and user experiences with extra users in the Internet (Hennig-Thurau *et al.*, 2004; Wang, 2015). Furthermore, insurance customers can now obtain insurance information through the Internet for comparison purposes should they have the desire to change insurance companies. This information is available on the insurance companies websites or by accessing websites that are dedicated to insurance price comparisons. This raises the suggestion that because of the competitiveness in the insurance sector, insurance companies have to increase their levels of creativity in managing profitable customers (Guillen, Nielsen & Res-Mari, 2008).

Return on investment (ROI) is an economic expression utilized to quantify an entity's cost-effectiveness. ROI relies on financial statistics being set to in order to create effective financial policies (Duboff & Wilkerson, 2010; Husgen, 2017). Where social media marketing is concerned, it is not always realistic to allocate profits from investments to a specific activity. The effectiveness of social media advertising is generally quite difficult to determine (Boddy, 2011; Husgen, 2017). Profits are not always financial. However, they can be assessed utilising various Key Performance Indices (KPIs) that are associated with the business-marketing strategy and as an indicator of the efficiency of the organisations social media strategy. Effectiveness is described by Boddy (2011) as an evaluation of how effective a specific task contributes to accomplishing organisational goals. This explanation emphasizes the importance of social media strategies that are not just a strategic objective, but which contribute to the firm's overall marketing strategy (Husgen, 2017).

There are many competing perspectives of what Content Marketing is and what it entails. This has increased the number of umbrella terms, impeding its consistent implementation (Du Plessis, 2015).

A substantiated marketing strategy is at the centre of effective Content Marketing practices. However, many organisations impede their success by not following documented strategies (Du Plessis, 2015). Businesses attain value from Content Marketing and this is revealed when organisations achieve greater brand awareness levels, as well as increased levels of lead generation of a high calibre (Meerman, 2010; Temovski, 2015).

Rose & Pullizzi (2011) identified the main philosophies for Content Marketing as follows: brand consciousness and mindfulness, leads conversion, customer conversion, customer service, customer upselling, and enthusiastic customers.

Social media emphasizes the marketing of relevant content whereas Content Marketing focuses on the creation of content (Augustini, 2014). This study's focus is to uncover the role of Content Marketing in the vehicle insurance industry in South Africa. Furthermore, it looks at how social media used as an online marketing vehicle influences Content Marketing as a promotion strategy in the vehicle insurance industry. In addition, this study aims to demonstrate how vehicle insurance companies in South Africa can leverage social media to achieve business objectives through 'Social Content Marketing'.

The following research question is addressed in this study:

To what extent is Content Marketing becoming an important marketing tool in the vehicle insurance industry in South Africa?

Based on the research question above, 11 objectives were formulated:

Primary Objective

- (1) To determine the role of Content Marketing on the vehicle insurance industry in South Africa.

Secondary objectives

- (1) To examine the impact of Firm-generated content (FGC) on the recognition of the perceived need for insurance
- (2) To determine the role of fear on Firm-generated content (FGC) and its impact on the perceived need for insurance
- (3) To investigate the relationship between the perceived need for insurance and intellect

- (4) To examine the relationship between the perceived need for insurance and income
- (5) To assess the relationship between intellect and the inclination towards insurance
- (6) To evaluate the relationship between income and inclination towards insurance
- (7) To analyse the relationship between inclination towards insurance and price
- (8) To investigate the relationship between inclination towards insurance and quality
- (9) To assess the relationship between price and the decision to purchase insurance
- (10) To evaluate the relationship between quality and the decision to purchase insurance

3.4. Research context: The role of Content Marketing in the vehicle insurance purchase conceptual framework

In pursuit of achieving the fundamental objectives of this research, the study makes use of a model that has been adapted from Ulbinaite & Kucinskiene (2013:141). This framework facilitated the researcher to conceptualize the proposed connection between Content Marketing and the insurance purchase decision as presented in Figure 5.1 below.

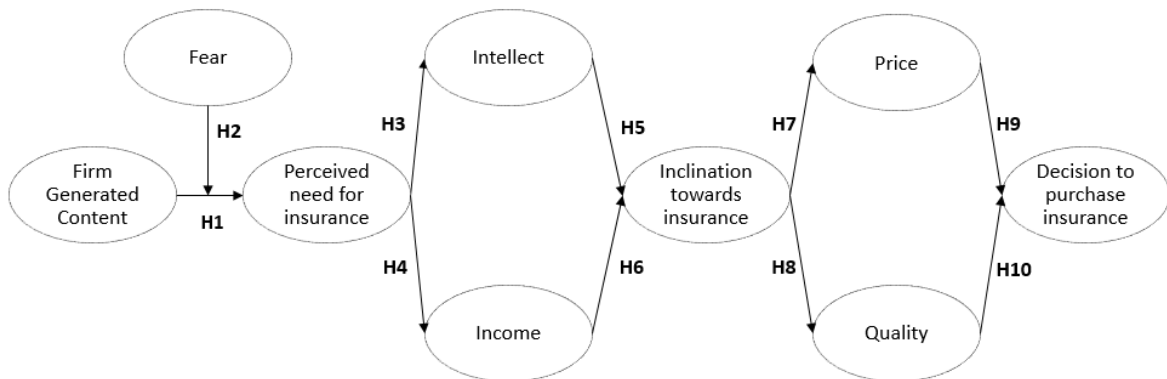


Figure 3.1: The role of Content Marketing in the vehicle insurance purchase conceptual framework

Source: Adapted from Ulbinaite & Kucinskiene (2013:141)

The desired outcome of this thesis is to understand if social content marketing is becoming an effective marketing strategy in vehicle insurance firms in South Africa. The hypotheses that are based on Content Marketing in the vehicle insurance purchase conceptual framework will be tested in this section.

3.4.1. Conceptual framework

The conceptual structure consists of the following constructs:

- (1) Firm-generated content (FGC)
- (2) Fear
- (3) Intellect and income
- (4) Price and quality

3.4.1.1 Firm-generated content (FGC)

FGC is highly influential in the way in which consumers respond and react; furthermore, the effect of FGC is greater for individuals who are technology savvy and highly inclined to social media use (Kumar *et al.*, 2015). Kumar *et al.* (2015) state that for firms to enjoy the effectiveness of social customer relationship management (CRM), it is very important for them to comprehend how consumers react to FGC and if some sections of consumers can profit more from the organisation's social engagement endeavours.

Hypothesis 1:

FGC leads to the recognition of the perceived need for insurance.

3.4.1.2 Fear

The aim for a communication strategy is to convey the essence of the brand to a certain audience in a manner that is innovative and influential (Ouwensloot & Duncan, 2008; Maree, 2010). The combination of logical and emotional appeals in a communication strategy are important because customers establish their purchase choices on logical and emotional reasons (Arens *et al.*, 2011; Maree, 2010).

Blakeman (2007) and Maree (2010) suggest that strong emotional reactions are stimulated by fear appeals. In addition, fear appeals are beneficial when brands want to draw attention and remain foremost in the consumer's mind. However, highly intense fear appeals generally lead to individuals rejecting the message because they do not want to feel bad.

Research shows that fear appeals can lead to changes in behavioural intention by stimulating arousal in terms of both tension and energy (LaTour, Snipes & Bliss 1996; Krishen & Bui, 2015). A fear-based advertisement generally attempts to convince individuals to avoid a feared-self. Furthermore, negative framing or instilling fear is more effective when individuals perceive a product choice to be

high risk (Chang, 2007; Krishen & Bui, 2015). In addition, as formed consumer attitudes are constantly re-evaluated and updated in dynamic processes over the duration of a campaign, it is unlikely that consumer responses will remain the same to a repeated fear ad (Japerson & Fan, 2002; Hastings, Stead & Webb, 2004).

Hypothesis 2:

The relationship between FGC and the perceived need for insurance is moderated positively by fear.

3.4.1.3 Intellect and income

Ulbinaitė & Kucinskiene (2013) consider that, in general, an insurance consumers' intellect is shaped by the amalgamation of the individual's insurance knowledge and inclination to insurance.

Personal deliberations, discussions and evaluations on insurance service providers all contribute to an individual's insurance knowledge, which is related to the customers' insurance-related occurrences and their general levels of education (Ulbinaitė & Kucinskiene, 2013).

When elucidating the ability to afford insurance, Ulbinaitė & Kucinskiene (2013) highlight the importance of an individual's buying capability, and to be more specific, the balance between the customers' income and their expenses. Furthermore, the continuous insurance purchase is dependent on the calibre and superiority of the insurance services delivered to the customers and the customers' view on the usefulness of the acquired service. Moreover, Ulbinaitė & Kucinskiene (2013) suggest that income and the number of individuals earning an income in a household are positively related to insurance demand.

Hypothesis 3:

A positive relationship exists between the perceived need for insurance and intellect.

Hypothesis 4:

A positive relationship exists between the perceived need for insurance and income.

Hypothesis 5:

A positive relationship exists between intellect and the inclination towards insurance.

Hypothesis 6:

A positive relationship exists between income and the inclination towards insurance.

3.4.1.4 Price and quality

Firms are not using a maximization strategy to its full potential. This strategy is established on a rational motivation, such as price and quality (Solomon, 2013). Kemppi (2016) states that behavioural economics recognizes mixed perspectives to purchasing decisions and is able to identify the minor influences in the market and the emotions that direct the purchasing decision.

According to Kenesei & Todd (2003), price is the only cost that is faced by consumers. Some costs connected to making a purchase are costs such as the time that consumers spend shopping, displacement and emotional costs. Nevertheless, price plays a critical part in the consumer's purchasing process and, therefore, brands need to be mindful of that when setting their prices. Generally, customers perceive price as an important gauge of the product quality and will, therefore, assess the cost in relation to the perceived benefit they will get after consumption of the offering. Customers have the aptitude of selecting from a range of offerings and, therefore, the price will be a comparative indicator, which their purchasing decision is sometimes rooted upon (Alfred, 2013).

Ulbinaitė & Kucinskiene (2013) suggest that when selecting an insurer, it is key that a differentiation between the obligatory and the optional insurance is made. Obligatory insurance is where price influences about 90% of the customers purchase decision, while optional insurance is where the acceptable proportion concerning price and quality is more important.

Price and the quality of the brands are a principal issue, in not only the customer decision-making procedure and the results of their overall fulfilment but in the decision-making and marketing tactics of the producer (Alfred, 2013).

Quality differs from individual to individual and is dependent on circumstances and perceptions. Quality will be a different concept when concentrating on the actual products in contrast to the opinion and view of a quality service. Therefore, the quality of the brand becomes circumstantial for consumers (Alfred, 2013).

Hypothesis 7:

A positive relationship exists between the inclination towards insurance and price.

Hypothesis 8:

A positive relationship exists between the inclination towards insurance and quality.

Hypothesis 9:

A positive relationship exists between price and the decision to purchase insurance.

Hypothesis 10:

A positive relationship exists between quality and the decision to purchase insurance.

The conceptual framework has been established in the above section. The next section focuses on connecting the constructs and corresponding hypotheses with the relevant measurement scales.

3.5 Measurement and scaling

Measurement means the allocation of numbers and codes to various objects according to established pre-stipulated guidelines. The researcher measures the characteristics of an object. Moreover, the researcher measures the customer's perceptions, outlooks, inclinations and other relevant characteristics related to consumers and not the consumers themselves. The numbers that are assigned in marketing research generally mean two things. Firstly, numbers allow for statistical exploration and the investigation of the results. Secondly, numbers enable the global communication of measurement guidelines and outcomes, and make them easier to understand (Shukla, 2014).

Scaling is described as an additional element in the measurement process. In addition, scaling includes the creation of a scale in which measured items are situated. Appropriate raw data must be gathered in order to accomplish the desired aim of measuring a phenomenon. The suitability of the raw data that has been gathered is dependent on the scaling method utilized in the investigation. Scaling is described as the action of allocating descriptors and guidelines to symbolize the range of probable answers to questions about a certain situation that is observed to exist or happening. (Shukla, 2014).

The objective of this thesis is to prove if content is becoming a popular marketing instrument within the vehicle insurance industry in South Africa. In the previous chapters, the researcher presented secondary literature to construct a structure of reference. The primary data collection and research design is presented in the respective section.

The researcher needs to clearly define what is to be measured at the beginning of the investigation, how it will be measured, and the concepts that need to be measured as part of the research. Generally, these measurement scales are grouped into four types - the nominal scale, the ordinal scale, the interval scale, and the ratio scale (van Wyk, 2012).

Research design is the comprehensive strategy that joins the conceptual research problems to the

relevant empirical research and this needs to be achievable. The research design explains clearly and distinctly what data and information is required, which methods should be utilized to collect and analyse the data, and how all of this is going to answer the research question at hand. The data, the procedure, and the arrangement thereof in the investigation, needs to be functional and useful in producing the responses to the overall research question (van Wyk, 2012). On the other hand, the research method is defined as an ideology of how an investigation should progress. This investigation includes the exploration of the speculations, philosophies and techniques in a particular strategy (Schwardt, 2007).

Van Wyk (2012) suggests that to attain the goals set out in the thesis, the research design should be applied. This is done in order for a plan to be made available. In addition, this allows the researcher to forecast the suitable research design to guarantee the soundness of the results. Furthermore, it is critical that the different views and perspectives are analysed. Thereafter, a discussion on the research methodology can take place. However, a theoretical framework is essential in the deliberation stage of the research design.

A characteristic of research design is its focus on the end-product. It also focuses on the type of research intended to be researched and the kind of outcomes the researcher is aiming to attain. The research methodology concentrates on the research procedure and the kind of instruments and processes the researcher will utilize (van Wyk, 2012).

In this research, a questionnaire was utilized for the gathering and collection of data. The questionnaire was used to gather quantifiable primary data from the target audience to uncover the role of Content Marketing in the vehicle insurance industry in South Africa.

Mehra (2017) states that the numerous kinds of scales utilized in market research can be placed within two broad groups: comparative scales and non-comparative scales. Comparative scales encompass the research participant in conveying information where a difference exists between multiple manufacturers and brands. The participant is tasked with comparing one brand against another.

Non-comparative scales are explained as “continuous rating scales, itemized rating scales, semantic differential scales and Likert scales”. Non-comparative scaling participants are tasked with evaluating and assessing a single product or brand. The respondent’s assessment is, therefore, independent on the products or brands that the researcher is investigating. Non-comparative scales are extensively utilized in market research. They are generally in the form of multiple category questions, such as Likert, Semantic, Staple and Multiple dimensions (Mehra, 2017).

The type of scales used in this study will be discussed in the following section. The role of Content Marketing in the vehicle insurance purchase conceptual framework's independent variables are discussed with relevant scaling requirements. Thereafter, a discussion of the dependent variables is presented.

3.5.1. The role of Content Marketing in the vehicle insurance purchase conceptual framework

This research study examines Content Marketing through FGC and how it is communicated, leading up to the consumers' insurance purchase decision-making.

The measures that were used in the research are discussed looking at each of the dependent and independent variables of the conceptual framework and the hypothesis statements. The dependent and independent variables were operationalised in order to have a clear definition of each variable and how each variable is measured.

The assumed cause in a cause-effect relationship is referred to as the independent variable, and the assumed result is referred to as the dependent variable (Polit, Beck & Hungler, 2001; Vogt, 1993; Flannelly, Flannelly & Jankowski, 2014). Therefore, the independent variable is a type of variable that is believed to have an effect on another variable, which is generally the dependent variable. The dependent variable is reliant on the independent variable. The researcher is generally concerned with the interpretation and forecasting of the dependent variable (Flannelly, Flannelly & Jankowski, 2014).

3.5.2. Independent variables

Leroy (2011) suggests that when a researcher manipulates an independent variable, that independent variable then describes what will be anticipated to affect the outcome. The independent variable is linked to the dependent variable, which evaluates the result through a hypothesis (Rosson & Carroll, 2002; Leroy, 2011).

A hypothesis is defined as a forecast of a causal effect of the independent variable on the dependent variable. Dependent on the state of the independent variable, a different result is expected for the dependent variable. A research study may contain a few independent variables. The number of respondents needed for a study is dependent on the quantity of variables. The more independent variables used in the research study, the more participants needed (Leroy, 2011).

There have been discussions as to whether a 7-point scale is superior to a 5-point scale. When a researcher considers the dependability of the replies from the respondents in a questionnaire, chances are that the 7-point scale may seem to do better than the 5-point scale. This is based on the

choice of objects on the scale explained by the construct of the survey. The 7-point scale produces more variations of choices that strengthen the likelihood of achieving the research objectives. This happens because the 7-point scale divulges extra descriptions relating to the topic (Chang, 1994; Joshi *et al.*, 2015).

To evaluate the level of fear (emotions) that moderate the relationship between FGC and the perceived need for insurance positively (Hypothesis 2), a nine-item, 7-point Likert-type scale was utilized. The emphasis was to examine the influence of fear between FGC and the perceived need for insurance. Therefore, a statement was formulated and the participants were requested to specify their level of consensus and disagreement.

To evaluate the relationships between the perceived need for insurance, and the inclination towards insurance and intellect (Hypotheses 3 & 5), a nine-item, 7-point Likert-type scale was utilized. To measure the relationships between the perceived need for insurance, and the inclination towards insurance and income (Hypotheses 4 & 6), a six-item, 7-point Likert-type scale was utilized. The emphasis was to evaluate how much income and intellect factors influence the inclination towards insurance. Therefore, statements were developed and the participants were requested to specify their level of consensus and disagreement.

In order to measure the relationships between the inclination towards insurance, and the decision to purchase insurance and price (Hypotheses 7 & 9), a five-item, 7-point Likert-type scale was utilized. To measure the relationships between the inclination to insurance, and the decision to purchase insurance and quality (Hypotheses 8 & 10), a five-item, 7-point Likert-type scale was utilized. The emphasis was to understand the impact of the price and quality factor on the purchase process. Therefore, statements were developed and the participants were requested to specify their level of agreement and disagreement.

3.5.3. Dependent variables

A dependent variable is defined as a result or response variable (Friedman & Wyatt, 2000; Starks, Diehr & Curtis, 2009; Leroy, 2011).

To prove Hypothesis 1 (FGC leads to the recognition of the perceived need for insurance) a six-item, 7-point Likert-type scale was used. The emphasis was to understand key variables of Content Marketing that lead to the recognition of the perceived need for insurance.

3.6 Questionnaire design

A questionnaire is a research instrument used by researchers to obtain certain information from respondents. This is an effective way to collect data. When collecting data one needs to be certain of what data and information is required from the questionnaire and how the relevant variables of interest can be measured (Kazi & Khalid, 2012). Questionnaires are utilized in surveys where their ultimate goal is to gather data from a huge sample. In most cases, the number of individuals would be between 100 and 1000 individuals. The individuals that participate in the survey are drawn from a larger population and are selected to represent the wider population (Rowley, 2014).

According to Radhakrishna (2007), the process of establishing and assessing a questionnaire contains five steps which he lists as research background, questionnaire conceptualization, format and data analysis, establishing validity and reliability. This study follows the advice of Radhakrishna (2007) in the establishment of the questionnaire and in examining the pre-test considerations.

In general, and without considering minor details, there are two forms for administering a questionnaire. These are the 'self-administered' questionnaire and the 'interviewer administered' questionnaires. Self-administered questionnaires require questionnaire distribution only. In addition, self-administered questionnaires do not need any trained personnel to administer and are cheaper to distribute. As a result, this type of survey is less vulnerable to biases arising from measurement and systematic errors. However, there is a greater chance of individuals not responding and a greater chance of 'no response' items. The greatest advantage of self-administered questionnaires is the capability of reaching a greater range of individuals. Furthermore, they reach larger sample sizes, cover wider geographical areas, are able to reach individuals who are sometimes difficult to reach, work brilliantly in capturing topics that are more sensitive in nature and are cheaper to administer (Kazi & Khalid, 2012).

A prevalent procedure of self-administered questionnaire distribution is through mail or electronic distribution. The respondents have the ability to complete mailed questionnaires at a suitable time, at a place convenient for them and at their own pace (Kazi & Khalid, 2012).

The research utilized a self-administered questionnaire distributed electronically to respondents to collect relevant data aligned to the research question, objectives and the problem statement. The questionnaire is in the form of structured questions and statements that specify a set of responses, as well as their format (Grover & Vriens, 2006). The questions in the survey will reflect the process-based nature of the proposed conceptual framework and its independent and dependant variables (Ulbinaitė 2014:106). The complete questionnaire utilized in the survey is submitted as Appendix B.

A well-designed questionnaire is critical for any study and it is vital that the researcher acknowledges the importance of the questionnaire design and if the survey evaluates what it aims to evaluate (Song, Son & Doonam, 2015). The intention of this questionnaire was to demonstrate that Content Marketing is becoming a popular marketing instrument within the vehicle insurance industry in South Africa, through the use of FGC.

The main objective for questionnaire design is acquiring knowledge and information that is correct as well as relevant to a study. Moreover, a well-designed questionnaire allows the researcher to maximise the response rate for the survey (Leung, 2001; Song, Son & Doonam, 2015). Streiner (2004) and Kazi & Khalid (2012) state that during the questionnaire development stage, the method of supervision and administration should remain foremost, and whether the interviewer will administer the questionnaire. The design and flow of the questionnaire should be planned accordingly.

Attaining approval for the research ethics prior to commencing with the research functions is essential, even if there is insignificant risk. When the systematic investigation and exploration involves people, and if any of the broader research objectives is to generate new knowledge, then those two factors are signs that the activity should be regarded as human research. Therefore, a research ethics evaluation is mandatory (Newson & Lipworth, 2015). Accordingly, obtaining an ethics clearance is compulsory to guarantee that the research is managed in a legal and ethical way. Furthermore, all research that involves human participants' needs to adhere to The National Health Act by undergoing an ethics review (University of Cape Town, 2018).

Taking the above into account, the questionnaire was developed under the requirements of the University of Cape Town's Commerce Faculty's Ethics in Research Committee. The researcher presented a short overview concerning the survey's intention at the beginning of the questionnaire. The respondents should be confident that they would come to no harm or injury should they choose to participate in the survey and the researcher should emphasize their right to anonymity and confidentiality, and that the respondents were permitted to refuse to respond to certain questions should they choose not to (Oppenheim, 1992; Bird, 2009). The ethical clearance document is attached as Appendix A.

Kazi & Khalid (2012) state that the appearance and style of a self-administered questionnaire is very important and possesses a powerful effect on responses and completion rate. They further emphasize that the format, order, spacing, and fonts used, as well as the grouping of the questions are critical features in the overall arrangement of the questionnaire and has an immediate influence on the responses and time spent by the respondent to complete the questionnaire.

The arrangement of the survey is an essential part in questionnaire design. The structure of the questionnaire should be framed according to whether it is self-administered or interviewer administered. Questionnaire arrangement relates to the correct order, flow, and placing of questions to achieve superior and valuable responses. The order of the questions tends to drive the interview or survey through a 'funnel-shaped' procedure, beginning with the usual and familiar questions and making headway to questions that are particular in nature (Sreejesh, Mohapatra & Anusree, 2014). Krosnick & Presser (2010) state that questions that explicitly address the research topic should be situated at the beginning of the survey. In addition, questions addressing the same topic should be grouped together. Sreejesh, Mohapatra & Anusree, 2014 explain the sequencing of a questionnaire through the following steps: a) lead-in questions, b) qualifying questions, c) warm-up questions, d) specifics questions, and e) demographics questions.

The purpose of recording and analysis of an individual's psychological and behavioural characteristics is to build a description concerning the sample. The questions should be poised in a manner that allows one to determine levels of participation with various research actions. The questions that the research project sets out to answer provide responses to what the sample does, what the sample thinks, and what the sample's characteristics are (Rowley, 2014).

The questionnaire comprises five segments. The first and second segments seek to acquire the respondent's personal information. They further ask for information about the respondent's vehicle and insurance policy to ascertain that the respondent is a match for the target group. The third segment asks about the respondent's expectations as an insurance customer. The fourth segment is aimed at testing the hypotheses concerning the purchase decision and the relevant factors. Finally, the fifth segment asks about the insurance consumer's perceived feelings about vehicle insurance and insurance FGC. Before the participants could proceed with section one of the questionnaire, they were required to watch a video in order to raise their awareness of insurance FGC.

3.6.1 General information evaluation

One of the most important rules in designing questionnaires is to begin with basic information that is uncontentious. Contentious and sensitive questions should close off the survey, so the researcher can first record the essential information (Desai & Potter, 2016). According to Patton (1990) and Bird (2009), categorisation questions concerning age, education levels, occupation and place of residency help place participants relative to others participating in the survey, this information allows the researcher to further draw comparisons among participants. Following the advice of Desai & Potter (2016), this segment included six questions that related to gender, age, relationship status, ethnicity,

employment status and education.

However, country of residency or province was not included in this segment of the questionnaire as the survey was aimed at only South African residents with vehicle insurance and access to firm-generated content in the South African insurance context.

3.6.2. Vehicle and insurance policy information

Bird (2009) suggests that it is better to start with interesting and non-threatening questions. This is critical as it encourages participants to continue and complete the questionnaire. On the other hand, questionnaires that are completed by ineligible participants are marked as unacceptable and, therefore, cannot be used any further (Ramzan, 2012). The purpose of this segment is to make sure that only responses from eligible individuals are used in data collection. These questions screen out the individuals who are not qualified to participate.

This segment included five questions concerning the respondents' vehicle/s and insurance policy information.

3.6.3. Customer expectations evaluation

Humina (2005) defines consumer gratification as the level to which a product's perceived performance corresponds with the customers' expectancy. Tyron (1994) states that expectations are the expectation of upcoming outcomes that are founded on historical experiences, current conditions, or other sources of information. Kamaruddin, Osman & Che Pei (2012) concurred with this statement.

Gronroos (2000) states that when a researcher reports results from customer satisfaction and services quality investigations, it is extremely imperative to keep participants that disclose their satisfaction apart from those who articulate their average satisfaction. The repurchasing, WOM behaviour and actions needed to ensure enduring customer relationships are very different for the two groups of customers.

Satisfied customers will engage in meaningful, positive WOM endorsements, and this becomes free marketing on behalf of the company. In addition, the customer becomes an unpaid salesperson for the company. However, unfulfilled customers can be expected to create significant negative WOM and reinforce negatively about very unsatisfactory experiences to others and thereby chasing away potential new customers (Gronroos, 2000).

The questions in this segment were prepared to uncover the level of customer expectations relating to vehicle insurance among the respondents and to understand if the respondents were satisfied with

aspects relating to their individual insurance policies and the service provided by the insurer. In this segment, the participants were asked certain closed questions providing a detailed comprehension relating to the research participant's knowledge and motivations.

3.6.4 Purchase decision process evaluation

Bulmer (2004) and Bird (2009) state that a questionnaire is a recognized and generally accepted research tool that is used for acquiring information. This information is based on the respondent's social attributes, current and historical conduct or viewpoints, their faith and the rationale for their responses regarding the relevant subject the researcher is investigating.

The information acquired through a questionnaire has the potential to predict the effect and impact of variables (Parfitt, 2005; Bird, 2009). Patton (1990) and Bird (2009) state that this can be revealed using behavioural, knowledge, and opinion or feeling questions in a questionnaire.

The type of sentences and phrases used to elicit information from respondents (Bird, 2009) are as follows:

- (1) Behavioural questions intend to reveal an individual's actions. This style of questions generally begins with the word "what".
- (2) Knowledge questions aim to discover the information an individual possesses about a subject.
- (3) Perception questions aim to unearth how individuals perceive certain matters, with a focus on how they understand or feel about those matters. The nature of questions posed mostly start with "Do you think".
- (4) Feeling questions intend to explore the emotional reactions of individual based on their experiences and beliefs.

Based on the above classifications, questions were consolidated to measure the respondents' emotions and feelings towards vehicle insurance and vehicle insurance cover and the role fear plays in the purchase decision of vehicle insurance. Their knowledge and level of vehicle insurance comprehension in the South African context and personal capacity was assessed and their perception of the impact that income, price and quality holds on the purchase decision. Furthermore, the level of awareness for the need for vehicle insurance was also assessed.

The hypotheses concerning the decision to purchase insurance were tested in this segment. In order to test these hypotheses, there are eight variables that were measured and they are listed as follows: Perceived need for insurance, insurance quality perception, insurance price perception, intellect and

insurance knowledge, income, decision to purchase insurance, emotions, and FGC (MiWay insurance video). There may be a moderating outcome concerning the insurance buying decision, which exists in the variables being tested within this segment.

The researcher utilized a psychometric response scale in the shape of a defined grid to give the participants a number of points. The 7-point Likert type scale was utilized to evaluate each statement.

A psychometric response scale is primarily used in questionnaires in order to obtain the participant's preferences or degree of agreement with a statement or set of statements. Likert scales are a non-comparative scaling technique and are unidimensional in nature; they only measure a single trait. Respondents are asked to indicate their level of agreement with a given statement by way of an ordinal scale (Bertram, 2007:1).

The 5-point Likert scale is a generally used. However, many practitioners strongly support the use of the 7-point and 9-point Likert scales which they suggest adds an additional layer of detail in a set of data (Bertram, 2007).

3.6.5. Insurance and insurance marketing evaluation

The statements in this segment were prepared in order to assess the respondents' perceived feelings to vehicle insurance and insurance marketing. Insurance marketing in this segment relates to their perceptions and awareness of insurance FGC and how it affects their purchase decision. The 7-point Likert type scale was utilized to evaluate each statement.

In conclusion, it must be emphasised that a good questionnaire is key in achieving good survey. The questionnaire is judged on its relevance to the study where there is no unnecessary information collected and where information is reliable and valid (Sreejesh, Mohapatra & Anusree, 2014). Through this questionnaire, the researcher intended to identify and assess the potential influence and impact of the abovementioned variables and the demographical features of the respondents on their disposition concerning vehicle insurance and the decision to purchase insurance.

3.7 Sampling

Research methodology is the methodical means of collecting information from a targeted population, in order for the researcher to comprehend the phenomenon at hand and to make generalisations on the basis of the facts accumulated from a larger population. Research methodology embraces the research design, population, data collection tools, ethical considerations, data analysis and the interpretation of the results (Cohen, Manion & Morrison, 2000).

The researcher cannot gather data and information from every individual in the target population to respond to the relevant questions the research project sets out to answer. Thus, it is important for the study that a sample be selected (Taherdoost, 2016).

To summarise the information and evidence accumulated through a questionnaire, statistics are utilized. The main objective for statistics in research is to draw inferences regarding the population of interest using data collected from a sample (Singh & Masuku, 2014)

Following Taherdoost's recommendations (2016), this segment was subdivided into five sampling design process phases: Defining the target population, sample frame, sampling technique, sample size and execution of the sampling process.

3.7.1 Defining the target population

The total set of cases from which the sample is drawn from is called the population. Thus, defining a clear target population is the first step within the sampling procedure (Taherdoost, 2016).

Following the advice of Latham (2007), sample methods involved taking a selection that was indicative of the population at hand and using the data gathered as a basis for the study. Thus, the target population for the investigation was broadly insurance consumers residing within South Africa. The sample frame was individual insurance consumers who reside in South Africa.

The minimum age to drive a vehicle in South Africa is 18 years, and for the purpose of this study and by making an allowance for ethics, the participants chosen were between the ages of 18-65. Furthermore, they will be sub-divided into the following groups:

- Insurance consumers aged 18-24 years
- Insurance consumers aged 25-34 years
- Insurance consumers aged 35-44 years
- Insurance consumers aged 45-54 years
- Insurance consumers aged 55-65 years

Insurance is readily available regardless of an individual's ethnicity or gender. However, the distinguishing factor is the ability to pay for insurance (Verhoef, 2016). This is the reason why the sample groups and target population could not be expanded any further to include the highlighted demographics by Verhoef (2016). Taking into consideration the fact that there are different classes of vehicle insurance available in the market within the insurance industry, for this target population insurance classes were not a distinguishing factor. In order to acquire vehicle insurance, the vehicle

needs to be registered in South Africa. According to eNatis (2017), there is an estimated 12 million registered vehicles in South Africa but only 30-35% are insured, resulting in a target population of 3,6 million – 4,2 million vehicle insurance consumers in South Africa.

The completed questionnaire was sent to 220 insurance consumers from the age of 18 to the age of 65. This enabled the provision of quantitative comparisons between the target groups. The insurance consumers needed to be registered vehicle owners and have existing vehicle insurance. Following the advice of Ulbinaite & Kucinskiene (2013), the participants were required to identify themselves by filling in the age range, sex, levels of education, occupation, and the amount of time as an insurance customer for their existing vehicle insurance.

3.7.2. Sample frame

A sampling frame is described as the group of source materials from which the sample is chosen. This definition includes one of the objectives of sampling frames, which is to provide a means for selecting the relevant individuals of the target population that are to participate in the survey (Turner, 2003). The sampling frame includes all the components of a population with the correct identification who are available to the researcher to be selected at whichever point or time of the process of selecting a sample. It also includes lists or maps that identifies units within the target population. Where the population size is very large, it becomes almost impossible to create a sampling frame (Turner, 2003).

For the purpose of this project, it was ensured that research participants complemented the sampling frame specifications and identified with the central theme and the gist of the research source documentation. The questionnaire comprised filter questions in the beginning of the questionnaire.

The profile of research participants were individual's from the age of 18 to 65, residing in South Africa. The distinguishing factor for these participants was access to a registered roadworthy vehicle. Therefore, they needed to be registered vehicle owners and have existing vehicle insurance. The questionnaire was distributed online to the target audience randomly through social media and emails.

3.7.3 Sampling technique

Before the various types of sampling methods are examined, there must be an understanding of what is meant by sampling and the reasons why a sample is selected in research. Sampling is taking a subgroup of the selected sampling frame or total population. Sampling is used to extract conclusions concerning a specific population then make generalizations about a theory that exists and, therefore, is reliant on the sampling method utilized (Taherdoost, 2016).

Sampling methods are organized into two categories - probability and non-probability sampling. Each technique has many subtypes, and each has its own benefits and shortcomings. The option of which sampling method should be utilized is dependent on the research question, the population and the viability of undertaking a certain kind of sampling (Taherdoost, 2016; Gogtay & Thatte, 2016).

When using probability sampling in research, each sample contains an equal likelihood of being selected. It should be noted that a probability sample is one in which each component of the population has a non-zero likelihood of being selected. This type of sampling provides the possibility that each sample is illustrative of the larger target population (Showkat & Parveen, 2017)

Probability sampling is utilized in research when pursuing a robust correspondence between the research population and the sample that has been extracted from it. The more powerful the correspondence, the better the level of confidence or the likelihood that it trends. The variations and patterns contained in the sample are illustrative of the tendencies, deviations and patterns that exist within the research population. The better the correspondence, the more reliable the inferences concerning the research population that are extracted from the sample (Lynch, 2011).

Non-probability sampling is utilized when individuals within a particular population do not all carry an opportunity of being chosen in the research, and is beneficial for preliminary studies, qualitative research, and for hypothesis generation studies. This technique is very quick and inexpensive to implement (Gogtay & Thatte, 2016).

Gogtay & Thatte (2016) list the non-probability sampling methods as convenience sampling, sequential sampling, quota sampling, judgmental sampling and snowball sampling.

Convenience sampling is used when individuals are chosen due to their proximity and accessibility to the researcher. It is a frequently used sampling method. Researchers find it advantageous because the respondents are freely obtainable for making a speedy enlistment (Gogtay & Thatte, 2016).

The researcher opted to utilize the non-probability sampling method because of the lower costs and reduced time required by this method. Operational considerations favoured using the convenience sampling method.

3.7.4 Sample size

To avoid sampling errors or biases and generalisation, a random sample should be an acceptable size (Taherdoost, 2016). The determination of a sample size is a technique where the researcher chooses the quantity of observations to incorporate in a sample. The size of the sample is a critical aspect of

the research in which the goal is to generate conclusions regarding the population from a sample. Most commonly, the sample size that is utilized in a study is initiated based on the cost of collecting and gathering the information and data, and on sufficient statistical power. In cutting-edge research, there may be numerous different sample sizes included in the research (Singh & Masuku, 2014).

Sample size is reliant on various aspects comprising of the extent plus range of questions that the research aims to answer. The wider the range, the greater the sample size required for the investigation. The essence of the topic, the more apparent the subject, the smaller the sample size that is required for the research. With regard to the quality of the data, the more detailed the data is, the smaller the sample size is required. The research design is also a factor which influences the sample size. A longitudinal design, in which a group is the element of exploration and investigation, requires a smaller sample size than one in which there is one interview per respondent (Morse, 2000; Sim *et al.*, 2018).

This research study tests Content Marketing as a new marketing concept. The research objectives have been established to test this concept.

The research is founded on the role of Content Marketing in the vehicle insurance purchase conceptual framework that has been adapted from Ulbinaite & Kucinskiene (2013:141). In their research investigation, 336 respondents completed their survey. The researcher was guided by the selected sample size for this research. An ideal sample is one that achieves the requirements and specifications relating to effectiveness, representativeness, dependability and adaptability. In this study, a total sample of 192 insurance consumers was utilized.

3.7.5 Implementation of the sampling process

This following section provides an overview of the sampling process related to the target population, sampling frame, sampling technique and sample size.

- 1) Target population: Insurance consumers in South Africa, aged 18-65 years.
- 2) Sampling Frame: Self-administered questionnaire distributed online. This was distributed unsystematically.
- 3) Sampling technique: Convenience sampling. The population was selected according to the research objectives and the participants were chosen according to their availability and accessibility to the researcher.
- 4) Sample Size: 192
- 5) Execution: The final questionnaire was distributed to the respondents electronically. Before

they could proceed with the questionnaire, they viewed the MiWay “Your silence is our signal” online video content that is found on YouTube (YouTube, 2017). The link for this online video was added on the questionnaire. The questionnaire strictly emphasized participants have free will in deciding whether to participate in the research and answers would not be identified by name.

In conclusion, sampling techniques, in general, are used in research for investigations to allow the researcher to be in a better position to make estimations at a lower cost and for less time with better accuracy. The selection of sampling procedures and the determination of sample size are critical in applied statistics research problems and for the researcher to make correct deductions from the sample. Should the sample size be inadequate, even a well-conducted investigation or research may not succeed in detecting significant influences and relationships, or it may project the effect or relationships incorrectly. In addition, should the sample size be too big, the investigation would be more complicated and lead to incorrect outcomes. Furthermore, taking a bigger sample size could increase the cost of study (Singh & Masuku, 2014).

3.8 Data collection and preparation

Data is defined as a collection of evidence and facts. These facts are described as values, measurements, observations and sometimes a description of things (Osang *et al.*, 2013). Data is collected in many ways in research investigations and depends on the kind of research undertaken by the researcher (Osang *et al.*, 2013). Burchfield (1996) and Osang *et al.* (2013) state that incorrect data gathering may cause great influence on the outcome of research, and eventually lead to results that are not valid.

The following section addresses the data collection and preparation process used in this research.

3.8.1 Data collection

The data collection method that was used is the survey method. The questionnaire was in the form of a self-administered survey. The questionnaire was distributed online to assist the researcher in collecting the primary data and information. Fricker & Schonlau (2002) suggest that due to technological advancements of the Internet, online based surveys offer the researcher unique and new capabilities that were not previously available. An online survey can easily incorporate multi-media graphics and sound into the survey. In addition, the response rate is quicker and the more data that is gathered, the clearer the picture becomes. This data has the capability of uncovering trends and generating predictions within the target audience (Fricker & Schonlau, 2002).

Explicitly highlighted on the questionnaire was the amount of time the respondents needed to complete the survey. In addition to this, the voluntary nature of participation and the confidentiality of responses was emphasized to the participants. In order to include students from the University of Cape Town students in this survey, a clearance was obtained. This clearance document is attached as Appendix A.

The final questionnaire was randomly distributed electronically. Before the respondents could proceed with the questionnaire, for effective reasons, they needed to view the MiWay “Your silence is our signal” online video content. A link for this YouTube video content was included on the questionnaire.

3.8.2 Data preparation

Ramzan (2012) lists the data preparation procedure as follows: “Prepare preliminary strategy of data analysis, checking questionnaire, edit, code, transcribe, clean data, statistically adjust data, and select data analysis strategy”.

Research participants may return questionnaires that are not acceptable. Ramzan (2012) states that unacceptable questionnaires may be those that are partially complete, where a particular way in which the answers by the participants reflect that participants did not fully comprehend the questions. Some of the pages may be missing and, therefore, are classified as incomplete. Ramzan (2012) further states that if questionnaires are completed by a respondent that is not eligible to participate, it is also categorized as unacceptable. The aforementioned factors were taken into account and eliminated unacceptable questionnaires. In addition, the researcher established a cut-off date for the questionnaires to be completed. Thus, questionnaires that were returned after this date were not accepted.

According to Ramzan (2012), editing, coding, data entry and data analysis is incorporated into the data analysis step. The purpose for this step is to check for errors and verification that might be present in the data set. The editing step is very important as it checks for consistency and completeness.

The data collection occurred using online self-administered questionnaires which were processed thereafter. To begin with, the data was edited to make certain that the researcher had all the necessary data, as well as checking for accuracy and uniformity. All questions and statements were assigned with a code to enable identification and data entry into the computer. The coding indicated the column number or position it will occupy. Consequently, the data was entered into the computer for data analysis. The statistical package (SPSS) software was used to transfer data files from excel

documents to SPSS. The analysis was undertaken using descriptive statistics that show frequencies and percentages, some of which were converted into pie charts and graphs for ease of reference.

The statistical analysis and plan is discussed in-depth in the following section.

3.9 Statistical analysis

There are two major categories of statistics that are dedicated to the valuation and interpretation of data sets; these are descriptive and inferential statistics. Descriptive statistics aim to summarize data through the use of tables and figures. Conversely, the objective of the inferential statistics is to use sample data to make inferences about a specific population (Isotalo, 2014). Statistical analysis is very important because it gives meaning to the numbers. Furthermore, the outcomes and interpretations are only accurate if the appropriate statistical tests are used (Ali & Bhaskar, 2016).

The following section discusses the two statistical applications and how they were implemented in the research.

3.9.1 Descriptive statistics

The aim of descriptive statistics is to report on the connection amongst the variables within a sample or a population. These types of statistics offer an overview of the data using statistical terms referred to as the mean, median and mode (Ali & Bhaskar, 2016; Satake, 2015). In this study, the standard deviation (SD) is used in conjunction with the mean to acquire better understanding of the type of connections and relationships that exist amongst the variables (Lee, In & Lee, 2015). The objective of the SD is to measure dispersion and to highlight the proximity of the data points around the mean (Hassani, Ghodsi & Howell, 2010). Furthermore, suitable figures are used to help the reader better understand the information that is being presented (Freeman & Julious, 2005).

The conceptual framework was verified using the standard deviation and mean to envision the notable descriptive tendencies. The following section discusses the inferential technique utilized to assess research objectives in the research, consequently validating the hypotheses.

3.9.2 Inferential statistics

The main intention of inferential statistics is to use sample data drawn from the population to define and make assumptions regarding the complete population at hand (Ali & Bhaskar, 2016; Satake, 2015). It is not always possible to measure or observe everyone in a certain target population; therefore, inferential statistics are most valuable in that regard (Ali & Bhaskar, 2016; Satake, 2015). The technique in which a sample is selected to learn more about the characteristics within a target

population is termed hypothesis testing. Hypothesis testing is a methodical means of testing assertions and concepts about a population (Drebee, 2017).

It is imperative to test if the assertions made about a target population are valid. Drebee (2017) suggests the use of the traditional hypotheses testing steps to test hypotheses. The five steps are illustrated below in Figure 5.2 and are essential to validate a hypothesis.

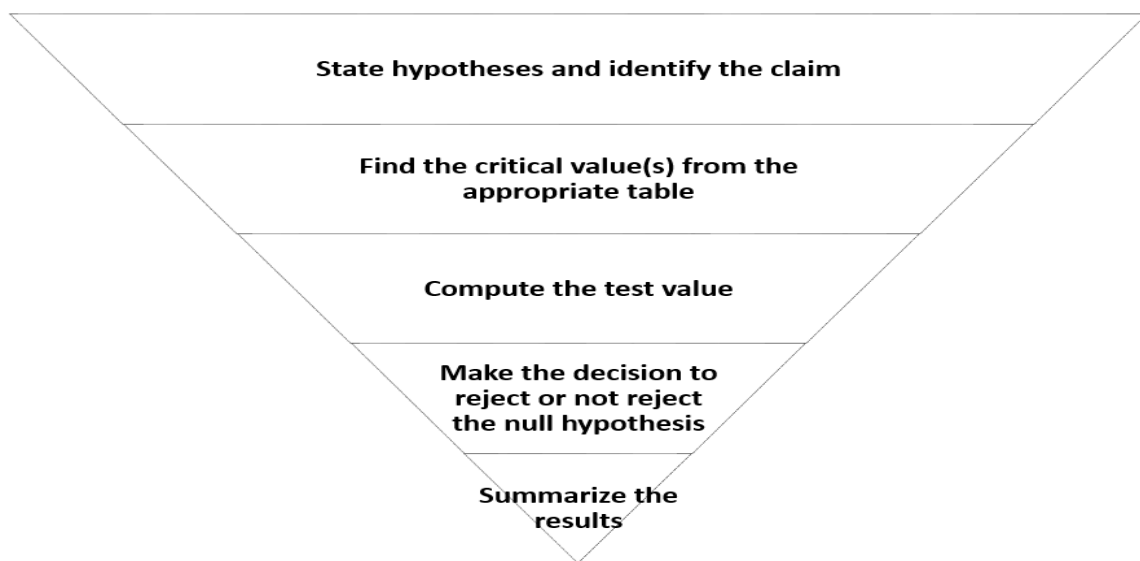


Figure 3.2: Steps in Hypothesis Testing – The Traditional Method

Source: Adopted from Drebee (2017)

The operationalisation of the hypotheses is discussed in the next section. To begin with, an appropriate statistical analysis method utilized to operationalize the hypotheses is illustrated. Thereafter, the hypotheses are operationalized with the appropriate statistical analysis technique. Lastly, the conclusion section closes the chapter with a summary of the key points.

3.9.2.1 Visualisation of the conceptual framework

The primary objective of this study is uncover the role of Content Marketing within the insurance context. Moreover, the amplification of Content Marketing as one of the new strategic techniques in this regard is key. Taking this into account, the compliance of scientific research requirements is imperative. If construct validity has not been obtained, the results attained during the research analysis process will be challenging to deduce (Westen & Rosenthal, 2003). A balanced interaction between the various constructs is essential (Steenkamp & Baumgartner, 2000). In this regard, the application of Structural Equation Modelling (SEM) is recommended for accurate construct

verification.

SEM is defined as a method progressively utilized within scientific studies, precisely within the social sciences field. This statistical method is popular because it can measure direct and indirect associations between causative variables, which are measuring one model (Meydan & Sen, 2011). SEM comprises two elements, namely the structural model and measurement model (Civelek, 2018; Weston & Gore, 2006). The measurement model defines the connections amongst the observed variables and the constructs, so that the variables are hypothesized to measure, whereas the structural model illuminates the interrelationships between the various variables (Weston & Gore, 2006). On this basis, SEM is the most appropriate statistical method for testing hypotheses (Civelek, 2018). SEM contains two methods available for researchers to select from, mainly partial least squares SEM (PLS-SEM) and covariance-based SEM (CB-SEM) (Hair *et al.*, 2017). CB-SEM predominantly focuses on the confirmation of established models and concepts. PLS-SEM is primarily a prediction-oriented technique, largely utilized within exploratory research (Hair *et al.*, 2017). Ringle, Wende & Becker (2015) emphasize that both approaches are complementary of each other rather than competitive. Due to its prediction-oriented and exploratory nature concerning Content Marketing as a growing trend, the PLS-SEM approach was carefully chosen for this thesis.

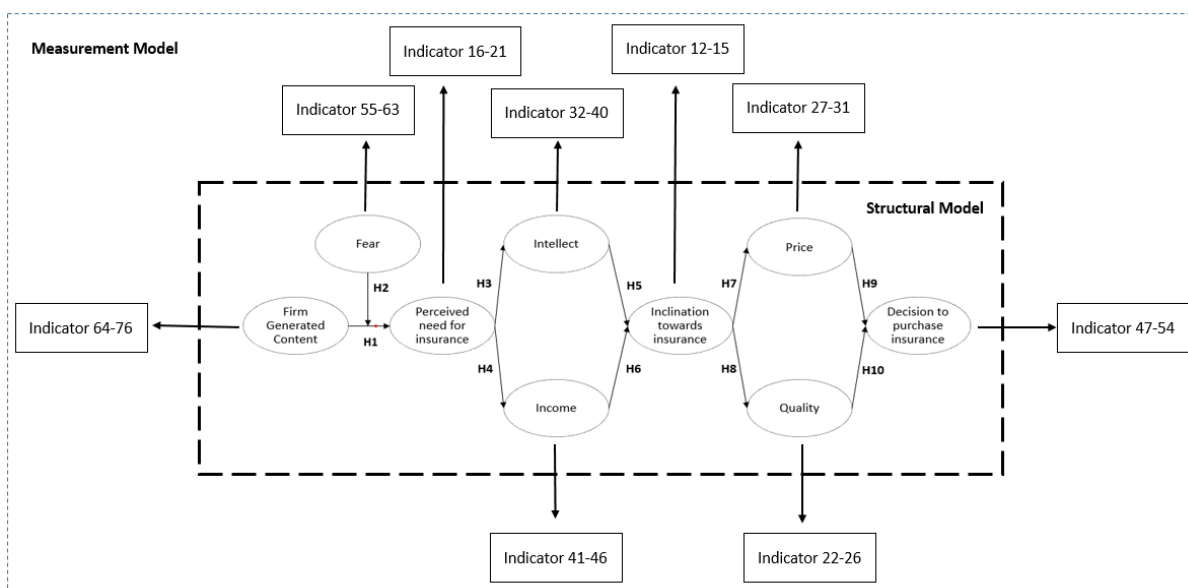


Figure 3.3: Demarcation between the Measurement Model and Structural Model in the conceptual framework

Source: Adopted from Byrne (2010)

To demonstrate the relationships in the conceptual framework, the variables have been visualized in the Figure 5.3 above. The figure highlights the distinctions amid the measurement model and

structural Model.

Indicators are the constructs also identified as observed or measured variables providing input for each distinct factor variable (Hair *et al.*, 2017). They are visualised in the above path model utilising rectangles with their respective indicator numbers. The factor variables, also known as latent variables, are pictured utilising ovals. The relationship between the indicator variables and the latent variables is presented using arrows (Hair *et al.*, 2013).

Finally, reliability is a quality measure of observed variables (Kline, 2011). In this regard, they need high levels of association between the indicators of a particular variables.

3.9.2.2. Operationalisation

To assess various hypotheses, the conceptual model needs to be operationalised. This includes developing metrics for both endogenous and exogenous variables that have been proven to be valid and reliable. This process is illuminated above in the measurement and scaling section within this of this study (Hair *et al.*, 2017). The operationalisation of variables is vital because not every variable can be easily measured (Tariq, 2015). Operationalisation also makes the hypotheses solid, clear and standardise the variables used in the research study (Tariq, 2015). This study made use of the SmartPLS software package to operationalise the variables in this study.

The selection of the SmartPLS software package in this study is necessary as it is currently one of the most commonly used software and it is available at no cost to scholars and researchers (Wong, 2013).

Furthermore, the significance of the measurement model and structural models is tested using the t-statistic in SmartPLS, by means of a process called bootstrapping (Wong, 2013).

3.10 Conclusion

In order to authenticate this research, the methodology section presented a comprehensive exploration of the methodology used. The research objectives in this research were detailed at the beginning of this chapter so as to clearly locate the objective of this study within the marketing field. A visualization of the conceptual framework in graphic form was presented, reflecting the 10 hypotheses the study purposes to assess. In addition, the instruments and the application of the research instruments were discussed in detail to attain the primary and secondary objectives. To achieve the overall measure of the respondent's attitudes and opinions, the questionnaire design was an important factor for the analysis of the respondents' responses. Sampling was also discussed, including all the sampling necessities needed for purposefully determining the target population, as well as the sampling frame, sampling techniques, sample size and the implementation of the

procedure. The data preparation and collection process were presented and primary methods were discussed. Finally, an in-depth statistical evaluation was done to conclude this section. The following chapter reports on the results attained from the research process and offers an analysis of the results.

Chapter 4: Results and Discussion

4.1 Introduction

The outcomes of this research is discussed with reference to the research question, which is to ascertain the degree to which Content Marketing is becoming an important marketing tool in the vehicle insurance industry in South Africa. This chapter articulates the hypotheses and theoretical framework of this study. It further gives insight into the data collection procedure by providing the fieldwork report, and it details the sample size and response rate for the research. A detailed analysis of the descriptive and inferential statistics is presented before concluding the chapter with a summary of the results.

4.2 Articulation of hypotheses and theoretical framework

The conceptual framework (Figure 4.1) consists of one proportion that incorporates dependent and independent variables in the insurance purchase process. The hypotheses are arranged in an orderly manner and are tested based on this framework.

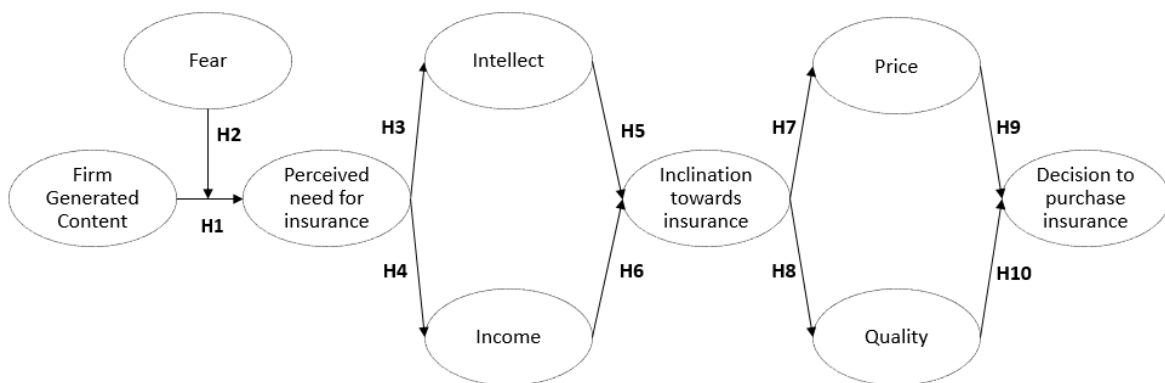


Figure 4.1. The role of Content Marketing in the vehicle insurance purchase conceptual framework

Source: Adapted from Ulbinaite & Kucinskiene (2013:141)

The framework consists of hypotheses 1 to 10 and these hypotheses are presented in detail. The MiWay “Your silence is our signal” online video was shown to the research participants before they were exposed to the survey (YouTube, 2017). The aim was to expose the respondents to insurance FGC to determine the influence of Content Marketing and to uncover its effectiveness on vehicle insurance marketing.

The need for vehicle insurance is generally a complex issue that consists of various related factors.

These factors include the insurance customers' understanding of financial product offerings and the customers' perception of security needs (Ulbinaitė & Kucinskiene, 2013). In addition, Ulbinaitė & Kucinskiene (2013) elucidate that the affordability of vehicle insurance is specifically related to the consumers' income and expenditure. Furthermore, service quality, word of mouth reviews, and opinions about the benefits pave the way for stronger consumer engagement in vehicle insurance service consumption. The preceding chapter steered the researcher to the development of the ten hypotheses related to the vehicle insurance purchase decision prompted by FGC. The hypotheses are as follows:

Hypothesis 1:

Firm-generated content (FGC) leads to the recognition of the perceived need for insurance.

Hypothesis 2:

The relationship between FGC and the perceived need for insurance is moderated positively by fear.

Hypothesis 3:

A positive relationship exists between the perceived need for insurance and intellect.

Hypothesis 4:

A positive relationship exists between the perceived need for insurance and income.

Hypothesis 5:

A positive relationship exists between intellect and the inclination towards insurance.

Hypothesis 6:

A positive relationship exists between income and the inclination towards insurance.

Hypothesis 7:

A positive relationship exists between the inclination towards insurance and price.

Hypothesis 8:

A positive relationship exists between the inclination towards insurance and quality.

Hypothesis 9:

A positive relationship exists between price and the decision to purchase insurance.

Hypothesis 10:

A positive relationship exists between quality and the decision to purchase insurance.

Taking these hypotheses into account, the next section details the fieldwork data collection and the procedure followed. The execution process is outlined and discussed. Thereafter, the researcher details the verification and validation of the 10 hypotheses that were proposed for this study.

4.3. Fieldwork report

It was compulsory that the questionnaires were developed under the requirements of the University of Cape Town's Commerce Faculty's Ethics in Research Committee. Therefore, an ethics authorization from the Committee was requested and granted before commencing with the fieldwork. In addition, as UCT students were among the survey participants in this research, a clearance for research access to these students (DSA 100) was acquired from UCT's Department of Student Affairs so that these students could participate in the survey. The ethics clearance requirements for access to these students were met and the approval documents have been attached as supporting documents in Appendix A.

The questionnaire was distributed by electronic means to collect data. The research participants were supplied with a link of MiWay's "Your silence is our signal" online video (YouTube, 2017). The respondents were requested to expose themselves to this specific video before attempting to finish the survey. Involvement in the online survey was optional and respondents were made aware of this in the introductory page of the questionnaire. Furthermore, they were made aware that the survey would take 10-15 minutes and all information would remain confidential. Additionally, they were given the choice to pull out from the survey should they feel the need to. Data collection commenced on 10 September 2018 until 20 November 2018. The data was cleaned and exported after it had been collected. It was exported from an online development survey software to a Microsoft Excel format for the researcher to structure the data accordingly. Watt *et al.* (2002), Dommeyer *et al.* (2004), Salmon *et al.* (2004) and Nulty (2008) support this approach by stating that there are advantages to using information technology in order to support approaches to data analysis. Web-based surveys appear to deliver more functional and practical ways of gathering data than traditional paper-based methods because individuals can complete the surveys in a more efficient manner (Nulty, 2008). In addition, the researcher can avoid data entry and administration issues and the research participants

are unlikely to be intimidated by the researcher because the survey can be done in private. On this basis, when accurate research data is strategically combined with other web-based tools, responses become more edifying and revealing.

4.4. Sample size and response rate

The planned sample size for this study was 200. A total sample size of 220 individuals was attained. This sample size was adjusted to 192. The adjustment was done due to incomplete questionnaires and rejected questionnaires because certain individuals did not meet specified standards and requirements of the study’s target market. The number of incomplete questionnaires was 18 and 10 individuals did not qualify as they did not meet the requirements needed. The 10 individuals did not have vehicle insurance cover. Therefore, the researcher relied on the 192 completed questionnaires for the statistical data analysis. Furthermore, the research participants that completed the questionnaires and fitted within the criteria of this research were skewed towards males. Of the 192 questionnaires, 123 (64.06%) were males and 69 (35.94%) were females. Table 6.1 below summarizes the overall sampling results as aforementioned.

The target market for the survey was South African insurance consumers, aged 18-65 years. The 192 individuals that made up the sample size were acceptable because they met the overall criteria of the study.

Referring to statistical analysis, Blaikie (2003) suggests that it is standard procedure to distinguish descriptive from inferential statistics. Descriptive statistics for this research are presented and are detailed in the next section.

Table 4.1: Sampling results

	N	%
Total Sample Size	220	100
Adjusted Sample Size	192	87.27
Incomplete Responses	18	8.18
Outside the target group	10	4.55
Male	123	64.06
Female	69	35.94

4.5 Descriptive statistics

The goal of descriptive statistics is to give an overview of a data set for comparative reasons. These

are generally stated by means of tables and charts. Included in descriptive statistics are measures of middle values and dispersion (Samuels & Gilchrist, 2014). Sharma (2019) states that descriptive statistics summarize research data that is measured and expressed in numbers, in a manner that is direct and logical. In the following section, the demographics of the research participants are presented, followed by the review of the descriptive results from the role of Content Marketing in the vehicle insurance purchase conceptual framework. The review is followed by a review of the subsequent outcomes.

4.5.1 Research respondents profile

Table 6.2 below illustrates the demographic profile of the research respondents. This table highlights the gender, age, marital status, ethnicity, highest education level and employment.

64.06% of the research respondents are male and 35.95% are female. Of the 192 individuals that completed the questionnaire, majority fall in the age group 30—39 Years at 54.17%, followed by 18-29 years at 20.83%, 40-49 years at 16.67% and lastly 50-65 years at 7.81%. This indicates that a big portion of the insurance consumers is over the age 30 years in South Africa. Furthermore, the marital status measurement item categorised respondents into four categories. In this category, it was identified that 52.08% are married, 29.69% are single, 17.19% are in a relationship and 1.04% preferred not to answer.

The findings further showed that 75% of the respondents are black, 14.58% are white, 4.17% are coloured, 4.69% are Indian, 0% are Asian and 1.56% preferred not to answer. This seems to be somewhat in line with the South African demographics at large. The respondents were asked to indicate their highest level of education. 42.71% confirmed that they are graduates, followed by 39.68% who are post-graduates, 14.06% attained a high school education only and 3.65% proffered not to answer. Finally, the employment measurement item categorised respondents into three categories. 89.06% indicated that they are employed, 9.90% are unemployed and 1.04% preferred not to answer.

Overall, the below results suggest that the majority of the insurance consumers are black males, over 30 years of age, married, employed and have furthered their studies at a tertiary level.

Table 4.2: Demographic profile of respondents

Demographics		N	%
Gender	Male	123	64.06
	Female	69	35.95
	Total	192	100
Age	18-29 years	40	20.83
	30-39 years	104	54.17
	40-49 years	32	16.67
	50-65 years	15	7.81
	Prefer not to answer	1	0.52
	Total	192	100
Marital Status	Married	100	52.08
	Single	57	29.69
	In a relationship	33	17.19
	Prefer not to answer	2	1.04
	Total	192	100
Ethnicity	Black	144	75.00
	White	28	14.58
	Coloured	8	4.17
	Indian	9	4.69
	Asian	0	0.00
	Prefer not to answer	3	1.56
	Total	192	100
Highest Education Level	Primary School	0	0
	High School	27	14.06
	Graduate	82	42.71
	Post-Graduate	76	39.58
	Prefer not to answer	7	3.65
	Total	192	100
Employment	Employed	171	89.06
	Unemployed	19	9.90
	Prefer not to answer	2	1.04
	Total	192	100

4.5.2 Descriptive results

The Likert scale was developed to qualify attitudes in a scientifically and logically recognized way (Edmondson, 2005). It commonly measures human attitudes. This type of scale is utilized comprehensively within the social science and educational field (Joshi *et al.*, 2015). In comparison to

the 5-point scale, the 7-point scale produces variations of possibilities that escalate the likelihood of achieving the research objectives. This happens because the 7-point scale divulges more descriptions about the topic (Joshi *et al.*, 2015). On this basis and largely directed by the aim and objectives of this study, the researcher measured and operationalised the independent and dependent variables using the 7-point Likert-type scale. This allowed the items in the research questionnaire to be reasonably flexible and need-based. A common concern is how to measure subjective thinking, feelings and actions in an authenticated and consistent manner, and assistance in this regard is obtainable by using the Likert scale (Schwarz & Bohner, 2001).

The questionnaire was split into various segments that aimed to operationalise the constructs in the framework. The survey participants were required to indicate their level of agreement at intervals comprising of entirely agree, mostly agree, mildly agree, neutral, mildly disagree, mostly disagree, and entirely disagree. The scale was coded from 1 to 7, starting at 1 with 'entirely agree' to 7 for 'entirely disagree'.

Renis Likert established the Likert type scale in 1932 (Likert, 1932). This type of scale was developed in order to quantify attitudes. The usual Likert scale is a 5-point or 7-point ordinal scale that is applied to qualify the level in which the research respondents agree or disagree with a statement in the survey (Sullivan & Artino, 2013). Furthermore, the ordinal scale responses are rated or ranked. However, the distance between responses is not quantifiable, whereas the interval data of the variances between the answers can be computed and the figures are measurable (Sullivan & Artino, 2013).

Under usual conditions, the mean of standard distributed data illustrates the central tendency of the values of that data set (Lee, In & Lee, 2015). However, the mean exclusively is not adequate to interpret the shape of the distribution (Lee, In & Lee, 2015). The standard deviation (SD) is, therefore, used in conjunction with the mean (Lee, In & Lee, 2015). The standard deviation is defined as the index of how closely the individual data points cluster around the mean (Hassani, Ghodsi & Howell, 2010). Furthermore, standard deviation is a tool that aims to measure dispersion (Ayeni, 2014).

4.5.2.1. Firm-generated content

Firm-generated content was operationalised with 13 questions directed at the respondents. These questions were divided into two segments measuring FGC. The first segment focused on questions that were personalised to the respondent. This segment interrogated the individual's liking of the MiWay insurance video content shown to the research participants at the beginning of the questionnaire. The second segment was directed at perceived feelings to vehicle insurance and vehicle insurance marketing. For each statement, the research participants had to select an option on the 7-

point Likert type scale, with 1 coded as the option to entirely agree to entirely disagree at code 7. The mean for the first segment, which relates to the individual's liking of the MiWay insurance video content, lies between 2.32 and 4.41 and the SD's between 1.334 and 1.756. This highlights that content communicated on this video has a clear message about vehicle insurance cover. However, based on the three means sitting above 4.000, it also indicates that the research participants are indifferent to the firm generating the content. The mean for the second segment lies between 1.68 and 3.80. This illustrates that most of the respondents perceived the Internet as a good place to find out about insurance pricing and FGC comparisons. In addition, it showed that they value insurers that freely disseminate information and content to consumers. With regard to the impact of insurance FGC in general and content marketing, the respondents' responses inclined towards the neutral area.

Table 4.3: Firm-generated content

Nr.	Variables 1 = completely agree; 7=completely disagree	Mean	Standard Deviation	T-Value	b coefficient
Miway Insurance video					
64	This video makes an important statement about vehicle insurance cover	2.32	1.334	7.768	0.583
65	I am inclined to purchase vehicle insurance based on this Miway video	3.59	1.736	10.212	0.724
66	I am likely to switch from my insurer to Miway based on this video	4.41	1.756	6.693	0.679
67	I believe that Miway considers my interests above their own	4.00	1.694	8.366	0.742
68	I am drawn to Miway based on this video	4.12	1.722	7.088	0.688
69	There is clear communication about what Miway does and offers	3.16	1.607	7.773	0.643
70	Miway has a good reputation	3.35	1.500	6.459	0.585

4.5.2.2 Perceived need for insurance

The perceived need for insurance was operationalised with six questions directed at the respondents. Cohen-Mansfield & Frank (2008) state that perceived needs refer to the person's perception regarding the need and benefits relating to a specific product. These questions were personalised according to the individual's feelings towards the need for insurance in their personal capacity. In this segment, the

mean lies between 1.85 and 3.15 and the SD's are between 1.101 and 1.362. These results fall into the positive area. These results also highlight that for various reasons explored in the questions, there is a perceived need for vehicle insurance.

Table 4.4: Perceived need for insurance

Nr.	Variables 1 = completely agree; 7=completely disagree	Mean	Standard Deviation	T-Value	b coefficient
Perceived need for insurance					
16	Vehicle insurance provides feeling of financial safety	2.66	1.409	33.454	0.885
17	Vehicle insurance provides feeling of psychological safety	2.70	1.362	16.085	0.806
18	Vehicle insurance provides feeling of financial stability for the future	3.15	1.531	19.435	0.818
19	Vehicle insurance is a grudge purchase that is necessary	2.86	1.704	0.316	-0.049
20	Fear is a big indicator for the need for insurance	2.37	1.675	0.733	-0.101
21	Purchasing vehicle insurance is my way of managing risk	1.85	1.101	4.133	0.491

4.5.2.3 Intellect

Intellect was measured through nine questions in the questionnaire. The variable intellect was presented as intellect/insurance knowledge in the questionnaire. This was done for accuracy purposes. This segment examines the individual's collection of vehicle insurance information, and how they apply their knowledge in their vehicle insurance purchases. The mean for the questions relating to intellect and insurance knowledge lies between 1.78 and 2.94 and the SD's are between 0.983 and 1.734. These results fall into the positive segment of the survey. This illustrates that participants displayed a basic level of vehicle insurance knowledge and apply that knowledge in purchase decision making.

Table 4.5: Intellect

Nr.	Variables 1 = completely agree; 7=completely disagree	Mean	Standard Deviation	T-Value	b coefficient
Intellect/Insurance Knowledge					
32	When I purchase vehicle insurance I read the contract thoroughly	2.85	1.639	7.447	0.626
33	I actively communicate with the insurer to understand all terms and conditions in the contract	2.94	1.734	8.883	0.687
34	I am knowledgeable when it comes to basic vehicle insurance concepts	2.80	1.345	13.120	0.732
35	Good understanding of basic insurance concepts correlates with greater willingness to purchase insurance	2.56	1.375	17.539	0.780
36	To raise my level of insurance comprehension, the insurer needs to make complex insurance products more tangible for me through education and marketing	2.41	1.343	4.710	0.476
37	I research before I make a vehicle insurance policy purchase	2.07	1.271	10.083	0.669
38	I am knowledgeable on the different levels of vehicle insurance cover	2.55	1.193	19.703	0.764
39	The emerging market where individuals are less financially literate need consumer education on insurance and finance	1.78	0.983	5.947	0.577
40	I make time to review my vehicle insurance policy or contact an insurance advisor to answer questions or get advice	2.62	1.503	9.648	0.683

4.5.2.4 Income

Income was measured through six questions in the questionnaire. The aim was to interpret the vehicle insurance purchasing power of the research participants. Furthermore, vehicle insurance affordability was of interest in this segment as income is regarded as one of the major factors in the decision-making process (Hoffmeyer-Zlotnik & Warner, 2003). The overall mean for the statements relating to income lies between 2.19 and 4.80 and the SD's are between 1.472 and 1.996. In this set of

statements, the majority of the mean lies between 2.19 and 3.08. With the exception of the mean 4.80. This specific mean directly relates to the respondents' affordability of vehicle insurance cover. It is phrased in a negative manner and lies between the neutral and mildly disagree area. This illustrates that the participants mildly disagreed with the statement that they cannot afford vehicle insurance cover due to their income. So based on all the means and SD's, it can be concluded that the respondents can afford basic insurance cover. However, they need to compare quotes in order to get the best perceived quote for themselves.

Table 4.6: Income

Nr.	Variables 1 = completely agree; 7=completely disagree	Mean	Standard Deviation	T-Value	b coefficient
Income					
41	I cannot afford vehicle insurance cover due to my income	4.80	1.930	2.421	-0.646
42	I would sacrifice other things to have basic vehicle insurance cover even on a lower income	2.60	1.548	2.937	0.654
43	My employment earnings and benefits allow me to have vehicle insurance cover	3.08	1.996	3.144	0.688
44	Due to my income, I use vehicle insurance quote comparison sites to help me find the best insurance rates	2.83	1.881	1.147	0.218
45	I would not mind learning how to qualify for vehicle insurance even with a low monthly income and getting coverage	2.36	1.472	2.202	0.439
46	It would be a great idea for government to implement government sponsored vehicle insurance for Low Income households	2.19	1.741	0.582	0.113

4.5.2.5 Inclination towards insurance

Inclination towards insurance was measured through four questions in the questionnaire. In this segment, the questions intended to reveal the motivation behind the participants' inclination towards vehicle insurance. These questions are individualised to ascertain each respondent's personal motivation. The questions were phrased in a general manner. The variable inclination towards insurance exhibited a positive mean.

Table 4.7: Inclination towards insurance

Nr.	Variables 1 = completely agree; 7=completely disagree	Mean	Standard Deviation	T-Value	b coefficient
53	I am inclined to purchase vehicle insurance due to the friendly and helpful employees	3.64	1.674	4.723	0.583
54	My decision to purchase vehicle insurance is based on the ease of purchasing the insurance	2.88	1.472	7.066	0.643
73	I am inclined to stay with an insurer where I am paying higher premiums than a cheaper insurer because they me feel like a valued customer	3.80	1.739	3.246	0.344
74	Vehicle insurance companies are good at publishing educational, relevant information and content that assists me in financial decision making	3.74	1.459	5.859	0.536

4.5.2.6 Price

Price was operationalised using five questions. Price was presented as insurance price perception in the questionnaire. The questions were phrased in an individualised manner for the participants to give feedback based on their own price perceptions of vehicle insurance. Furthermore, these questions were phrased in a style and way that could let the researcher predict the behaviour relating to vehicle insurance purchases. Lichtenstein, Ridgway & Netemeyer (1993) affirm that price symbolises the monetary value, which the consumer must be give up to get a certain product. In addition, a higher price generally affects the purchase probability in a negative manner. Lichtenstein, Ridgway & Netemeyer (1993) further highlight that price perceptions are very complex and many consumers perceive price very generally, without considering the minor details. The mean for this segment lies between 2.57 and 4.88 and the SD's between 1.505 and 1.873. This highlights that the participants acknowledge about price is indeed a determinant in relation to vehicle insurance purchases. Furthermore, this variable further exhibits complexities relating to price, as respondents are willing to spend more money for superior insurance, yet they would settle for cheaper basic insurance just so they are insured.

Table 4.8: Price

Nr.	Variables 1 = completely agree; 7=completely disagree	Mean	Standard Deviation	T-Value	b coefficient
Insurance price perception					
27	Price is not a factor when it comes to vehicle insurance purchase	4.81	1.873	1.744	0.509
28	High vehicle insurance premiums mean that it is an excellent or superior insurance product	4.88	1.657	1.890	0.497
29	I would be more likely to purchase cheaper vehicle insurance, just so I have basic cover	3.81	1.810	1.151	-0.409
30	An insurance policy with financial incentives is worth purchasing	2.76	1.516	2.137	0.544
31	I am willing to pay more money for a reliable, transparent and value for money vehicle insurance offering	2.57	1.505	2.159	0.775

4.5.2.7 Quality

Quality was measured through five questions. In the questionnaire, quality was presented as insurance quality perception. The individualised questions aimed to explore the insurance quality perceptions the participants held. The mean lies between 2.15 and 4.37 and the SD's between 1,377 and 1.867. It can be concluded that respondents see quality as having certain intrinsic values and intangible factors, but not necessarily in the high price of the vehicle insurance.

Table 4.9: Quality

Nr.	Variables 1 = completely agree; 7=completely disagree	Mean	Standard Deviation	T-Value	b coefficient
Insurance quality perception					
22	High vehicle insurance premiums mean that it is a high quality product/service	4.37	1.786	2.442	0.403
23	I am inclined to purchase vehicle insurance based on the quality of the product/service	2.48	1.429	11.293	0.738

24	I would be more likely to purchase expensive vehicle insurance as it reflects the quality of the insurance	4.25	1.867	3.642	0.554
25	The insurers ability and perceived willingness to meet my needs when a claim is made is an indicator of good quality	2.15	1.377	6.478	0.653
26	The insurers professionalism and credibility of staff is a sign of good quality	2.42	1.427	11.123	0.741

4.5.3 Fear

Comparable to the descriptive outcomes of the role of Content Marketing in the vehicle insurance purchase conceptual framework (6.5.1), the participants in the research study were requested to point out their level of agreement on intervals comprising of “entirely agree, mostly agree, mildly agree, neutral, mildly disagree, mostly disagree, and entirely disagree”. Entirely agree was assigned code 1 through to entirely disagree which was assigned code 7. Fear was the only construct within the moderation model. The means and SDs for this construct are discussed in the upcoming section and also presented in Appendix C. Fear as an unconformable emotion that is triggered by the threat of danger is a moderation construct. This construct was measured with nine items under the emotions segment. The questions in this segment were phrased in a positive and negative manner. The questions were presented to gauge the level of fear respondents have towards driving without insurance cover and their levels of suspicion and trust towards insurance companies. The mean for the fear variable lies between 1.80 and 3.55 and the SD’s lie between 1.236 and 1.610. The mean inclines towards the positive area and suggests that respondents are driven by emotions when it comes to vehicle insurance. Fear is one of the main elements leading to the perceived need and awareness of insurance.

Table 4.10: Fear

Nr.	Moderating 1 = completely agree; 7=completely disagree	Variable	Mean	Standard Deviation
	Emotions			
55		I fear driving without a vehicle insurance cover	2.07	1.546
56		I fear loss of my vehicle due to an accident without vehicle insurance cover	1.83	1.439

57	I fear being involved in a car accident or damaging another vehicle without vehicle insurance cover	1.80	1.400
58	I trust my insurer	2.64	1.385
59	My vehicle insurer makes me feel like their only customer	3.55	1.610
60	My vehicle insurer is trusted by others	2.76	1.236
61	The best experience I have ever had from a vehicle insurance company	3.12	1.460
62	I am most satisfied with my insurers offerings	3.03	1.443
63	I am inclined to spreading a positive opinion about a vehicle insurance service to others	2.79	1.376

4.5.4 Conclusion

Concerning the descriptive results for this research, it was concluded that the observation points do not stand very far apart from the various observations, thereby indicating that there are no outliers caused by variability in measurements or investigational error. The means and standard deviations discussed in this research correlate with each other, with the standard deviations tending to be close to the means. The respondents in this study generally possessed a positive attitude towards the FGC that is produced by vehicle insurance companies and appreciate vehicle insurance companies that are transparent and provide valuable information. The following section details the inferential statistics for this research. It will further make inferences and predictions relating to the population the sample was extracted from.

4.6 Inferential statistics

In research, a sample is drawn that is illustrative of the population at hand. From this sample, inferences can be made about the population (Sahu, Pal & Das, 2015). The objective of this section was to reach a conclusion concerning the attributes and facets of the target population based on the sample chosen. The relationships between the measurement model and the structural model were analysed utilising partial least squares (PLS) and structural equation modelling (SEM). The measurement model focused on testing the reliability and validity of the model, whereas the structural model focused on the verification of the hypotheses (Weston & Gore, 2006).

The SEM in this research offers a suitable context for the statistical analysis that comprises procedures like factor analysis and discriminant analysis and canonical correlation (Hox & Bechger, 1998). Partial

least squares are viewed as algorithms that are founded on least squares that implement an extensive range of techniques ranging from regression to path modelling, and from principal component to multi-block data analysis (Vinzi & Russolillo, 2013). The goal of PLS regression is to forecast dependent variables from independent variables and to explain their mutual composition (Abdi, 2003). In statistical analysis, hypothesis testing plays a vital role. Partial least squares - structural equation modelling relies on the bootstrapping method to make statistical inferences (Streukens & Leroi-Werelds, 2016). Bootstrapping is a series of connected tasks comprising of resampling of data in order to assess the variance of a statistic by exploring and analysing variance levels of the data collected. In this study, SmartPLS 3 software was used for the SEM. This software used the PLS modelling method. Through the software package SmartPLS 3, the bootstrapping method was used to gauge the confidence interval for the statistic of interest, such as the calculated t-value (Ringle, Wende & Becker, 2015). The t-test is generally utilized to test a hypothesis comprising of numerical data (Ugoni & Walker, 1995). One of the key components when reporting the t-test is the significance level. The significance level articulates the variance detected amongst the means. When the significance level is at 0.05 and the t-statistic value meets or exceeds 1.96, the hypothesis is supported. When the t-statistics are lower than 1.96 at a significance level of 0.05, the null hypothesis is supported (Schlomer, 2009). The p-value is also used in testing a hypothesis. The p-value measures the consistency. The lower the p-value, the bigger the inconsistency. The p-value measures the level of evidence against the null hypothesis, assuming it is true. A bigger p-value demonstrates better or no confirmation against the null hypothesis (Zain & Ibrahim, 2015).

4.6.1 Measurement model

According to Dastgeer, Rehman & Rahman (2013), the measurement model tests the validation of the measurement instrument. The aim of the measurement model analysis is to look into the association between the latent and observed variables (Cheng, 2001; Dastgeer, Rehman & Rahman, 2013). This allows the researcher to assess how well the variables integrate in order to locate principal hypothesised constructs (Weston & Gore, 2006). The critical elements in the evaluation of measurement instrument are validity and reliability (Tavakol, Mohagheghi & Dennick, 2008). Validity concerns the accuracy of the measured items and focuses on the degree to which the instrument measures what it is supposed to measure, whereas reliability puts emphasis on the consistent measurement of the instrument (Tavakol, Mohagheghi & Dennick, 2008; Tavakol & Dennick, 2011). The next section will elaborate on the internal consistency reliability and validity numbers relating to the measurement.

4.6.1.1 Internal consistency reliability

When a measure yields the same outcomes under constant circumstances, it is regarded as having high reliability (Carlson, 2009). In addition, internal consistency denotes the degree in which a set of items will calculate and quantify the same construct. This is supported by how well they differ or relate mutually (Paulsen & BrckaLorenz, 2017). The higher the level of internal consistency, the better it is to be able to translate and explain the composite score as the measure of construct (Paulsen & BrckaLorenz, 2017).

An extensively utilized measure for internal consistency is Cronbach's alpha. In most cases, it is established as the means of all possible split-half coefficients (Tavakol & Denick, 2011; Hajjar, 2018). Cronbach's alpha ranges between zero and one and the values that lie nearer to one are an indication of a higher internal consistency. The values that lie closer to zero suggest a lower internal consistency (Paulsen & BrckaLorenz, 2017). The items reflecting Cronbach's alpha value lower than 0.70 should be employed with caution and vigilance to avoid mistakes (MacMillan & Schumacher, 2001; Paulsen & BrckaLorenz, 2017).

Table 4.11: Internal consistency reliability measures

	Cronbach's Alpha	Composite Reliability
Decision to purchase insurance	0.677	0.763
FGC	0.813	0.855
Fear	0.807	0.849
Inclination towards insurance	0.260	0.529
Income	0.534	0.328
Intellect	0.848	0.879
Perceived need for insurance	0.611	0.689
Price	0.272	0.517
Quality	0.622	0.760

Concerning the internal consistency reliability of the measurement model, Table 6.11 above reflects that most of the values meet the criteria. It should be noted that FGC, fear and intellect are well above the 0.7 level and, therefore, this indicates a very high internal consistency. Decision to purchase insurance, income, perceived need for insurance and quality are at levels above 0.5, but below 0.7. These constructs display an average level of internal consistency and, therefore, should be used with caution. The levels for the inclination towards insurance and price values indicate a lower internal consistency due to a lower Cronbach's alpha. The levels for the inclination towards insurance and price

values show inconsistency and unreliability. Appendix C presents the complete measurements model.

4.6.1.2 Validity

In quantitative studies, the particular degree to which an idea or concept is precisely measured is known as validity (Heale & Twycross, 2015). There are three types of validity, content validity, criterion validity and construct validity. The latter, construct validity indicates whether the researcher is able to make inferences from the test scores relating to the model at hand (Heale & Twycross, 2015).

A definition of construct validity clearly states that conceptual boundaries are mandatory (Ghadi, Alwi, Abu Bakar & Talib, 2012). This definition should ascertain the underlying characteristics instead of the scores the tools generates (Salkind, 2000). In addition, the validation of the constructs draws attention to an analysis that is logical and carries out a procedure that intends to establish the quality of relationships based on theoretical considerations (Salkind, 2000).

Convergent validity is a procedure that allows the researcher to test the construct validity (Wiersma, 2000). Convergent validity was evaluated in this research study and assessed utilising composite reliability and the average variance extracted (AVE) (Fornell & Larcker, 1981; Ghadi, Alwi, Abu Bakar & Talib, 2012). Cronbach's alpha is a widely utilized coefficient that tests reliability; however, composite reliability is another approach to evaluating convergent validity (Bollen & Long, 1993; Garson, 2011; Ghadi, Alwi, Abu Bakar & Talib, 2012). The suitable level for composite reliability is 0.7 and above (Hair *et al.*, 2010). Table 6.11 above presents the composite reliability results and it should be noted that five constructs met the requirement for convergent reliability as the values are above the 0.7 level. At 0.328, the construct income is lower than the threshold. However, other validity results are satisfactory and as the Heterotrait-Monotrait Ratio (HTMT) results are significant, acceptable convergent validity exists. As a result, the first criterion assessing construct validity has been met.

Widhiarso & Ravand (2014) state that composite reliability values are usually higher than the AVE for each measurement or dimension. When there is a great mutual relationship between the dimensions, it results in a greater reliability. Huang *et al.* (2013) suggests that the acceptable limit for convergent validity is 0.5 and greater. This means that the value of AVE needs to be 0.5 or higher so that it can be valid. The second perspective that allows a researcher to test the discriminant validity is the differentiating AVE of each the various variables with the square construct connection between two variables. It has been stated that the AVE needs to be greater than the square construct correlations (Widhiarso & Ravand, 2014). Table 4.13 below presents the AVE for the nine items of the square construct correlations. The diagonal elements on the table show that the AVE of any two constructs

is greater than the square correlation between them. Discriminant validity suggests that the variables in Table 6.13 prove the theory correct that the items should have a higher mutual relationship among themselves than with the other variables that are theoretically not allowed to connect (Zait & Berteau, 2011). In addition, all the AVE values are above 0.5 and they are also above the correlation coefficients for each type of variable.

Table 4.12 below presents the Heterotrait-Monotrait Ratio (HTMT) results. This is a new technique that has been developed to assess discriminant validity through the HTMT ratio of correlations method (Hamid, Sami & Sidek, 2017). The use of the HTMT ratio is recommended under the use of the SmartPLS. This new technique evaluates discriminant validity in PLS-SEM. If the HTMT ratio value is less than 0.90, discriminant validity has been established between the two constructs (Henseler, Ringle & Sarstedt, 2015). If the value of the HTMT ratio is greater than 0.90, it can be determined that there is a lack of discriminant validity (Hamid, Sami & Sidek, 2017). The AVE values table is presented in Appendix E and shows that the requirements for discriminant validity are not met; however, the results in Table 4.12 below confirm that discriminant validity has been established.

Table 4.12: Heterotrait-Monotrait Ratio (HTMT)

	Decision to purchase insurance	FGC	Fear	Inclination towards insurance	Income	Intellect	Perceived need for insurance	Price	Quality
Decision to purchase insurance									
FGC	0.417								
Fear	0.595	0.475							
Inclination towards insurance	0.698	0.456	0.701						
Income	0.561	0.534	0.606	0.530					
Intellect	0.554	0.350	0.626	0.480	0.594				
Perceived need for insurance	0.592	0.554	0.682	0.754	0.581	0.422			
Price	0.513	0.709	0.632	0.639	0.546	0.434	0.721		
Quality	0.616	0.440	0.606	0.595	0.417	0.380	0.569	0.885	

Discriminant validity is also attained when the bold values are higher than the values in its column and

row (Ahmad, Zulkurnainmand & Khairushalimi, 2016). These diagonal values are in bold and are the square root of AVE for the construct while the other values are the correlation between the corresponding constructs. Table 4.13 highlights the diagonal square roots AVE in bold. The values in bold are greater than the values in the respective columns and rows and, therefore, this confirms that the discriminant validity has been achieved.

For accurate analysis of data, a researcher requires strong data. It should be noted that data is generally stronger when the sample size is smaller for a reliable analysis. Costtello & Osborne (2015) and Taherdoost, Sahibuddin & Jalaliyoon (2014) suggest that strong data in factor analysis signifies consistent high communalities without cross loadings and some variables may load strongly on each factor. Taherdoost, Sahibuddin & Jalaliyoon (2014) highlight that a value of 0.50 or greater is a good indication for minimum loading for an item without any cross loadings. This suggests that the existence of several cross loadings may be a result of poorly written items or the factor structure could be characterised by a fundamental weakness and inaccuracy (Costello & Osborne 2005). In this regard, Appendix D presents the cross loadings for this research. The factor analysis was used to verify that the items in this study load onto one factor of the construct without any cross loading onto other factors.

Table 4.13 Diagonal square roots AVE

	Decision to purchase insurance	FGC	Fear	Inclination towards insurance	Income	Intellect	Perceived need for insurance	Price	Quality
Decision to purchase insurance	0.557								
FGC	0.271	0.573							
Fear	0.483	0.425	0.629						
Inclination towards insurance	0.379	0.264	0.441	0.614					
Income	0.353	0.261	0.498	0.359	0.512				
Intellect	0.416	0.267	0.510	0.328	0.449	0.672			
Perceived need for insurance	0.413	0.417	0.509	0.433	0.468	0.322	0.626		
Price	0.199	0.442	0.373	0.267	0.139	0.289	0.420	0.560	
Quality	0.448	0.298	0.433	0.301	0.247	0.300	0.399	0.492	0.631

4.6.2 Structural model

Structural models are models that are commonly used for empirical work that has sound frameworks and guidelines that are unwavering to changes in the economic environment. These types of models include theoretical modelling used to represent the steps involved in the processes (Browning, 2012).

SEM is a multivariate statistical structure utilized in research to represent relationships consisting of several diverse but interconnected parts. The relationships are between observed variables (Stein, Morris & Nock, 2012). In this study, the researcher utilized the SmartPLS software package to test the hypothesized model using SEM.

4.6.2.1 Verification of structural model

A significant aim for model verification is to assure that the conceptual model is reflected in a manner that is correct in all details, within the operational model or structural model (Cavdur, 2014).

T-tests are a classification of inferential statistics. They provide an analysis that transcends illustrations the figures supplied by data from a sample but one of the main objectives is to make certain inferences relating to these figures amongst the populations. The t-test analyses and evaluates the difference between two means that have been obtained from the different group values (Schlomer, 2009). The t-test gives an indication to the researcher of whether the difference between the two means is statistically significant or not. In addition to this, one of the most important elements of reporting the t-test is the significance level. The significance level communicates to the researcher that if the difference detected between the means was greater than would be expected by chance. The significance level for a t-test is a value greater than 1.96 (Schlomer, 2009).

Statistical practice involves the process of establishing the p-values when performing significance testing. If the null reference distribution is standard or normal, then many standard statistical texts provide a table of probabilities that may be used to determine the p-value (Cadvur, 2014). A p-value can be defined as a data-based measure that assists in indicating a departure from a clearly identified null hypothesis. In addition, a p-value shows the probability of recovering a response as extreme or more extreme than what was actually observed if the hypothesis is true (Piegorsch, 2002).

With regard to the p-value, it has been established that the cut-off value to reject the null hypothesis is 0.05. This means that when no difference exists, such an extreme value for the test statistic is expected less than 5% of the time (Ferreira & Patino, 2015).

The beta coefficient reveals how strongly the independent and dependent variables connect or relate to one another. The beta coefficient is equivalent to the correlation coefficient between the two

dependent and independent variables. The beta coefficients make the regression coefficients more comparable. A positive beta indicates a positive regression line and a negative beta indicates a negative regression line (Huck, 2004; Stellefson *et al.*, 2008). The hypotheses are verified and presented in the next section. The researcher used the t-values, p-values and beta coefficients to verify the proposed hypotheses.

Table 4.14 Results on SmartPLS analysis

	Hypothesized relationship	Estimate Coefficient	T-Value	P-Value	Hypotheses
H1	FGC => Perceived need for insurance	0.224	3.303	0.001	Supported
H2	Moderating Effect 1 (Fear) => Perceived need for insurance	0.220	2.241	0.025	Supported
H3	Perceived need for insurance => Intellect	0.320	3.966	0.000	Supported
H4	Perceived need for insurance => Income	0.467	2.708	0.007	Supported
H5	Intellect => Inclination towards insurance	0.208	2.422	0.016	Supported
H6	Income => Inclination towards insurance	0.266	2.028	0.043	Supported
H7	Inclination towards insurance => Price	0.267	1.617	0.106	Not Supported
H8	Inclination towards insurance => Quality	0.301	3.352	0.001	Supported
H9	Price => Decision to purchase insurance	-0.100	0.564	0.573	Not Supported
H10	Quality => Decision to purchase insurance	0.442	4.722	0.000	Supported

Relationships tested at the $p < 0.05$ level

The structural results based on Figure 4.1 are reflected in Table 4.14 above. The study contains 10 hypotheses and eight of the ten hypotheses are supported, with two hypotheses not supported.

Hypothesis 1 predicted that there is a positive relationship between FGC and the perceived need for insurance, suggesting that FGC leads to the recognition of the perceived need for insurance. In the above table, the FGC construct has a significant t-value of 3.303 in relation to the perceived need for insurance. The p-value is 0.001 which is less than the significance level of 0.05. The significance level confirms that there is a significant relationship between the two variables, as the correlation coefficient significantly differs from 0. Therefore, it can be concluded that FGC has a positive impact

on the perceived need for insurance.

Hypothesis 2 suggested that fear moderates the relationship between FGC and the perceived need for insurance positively. The t-value is over the acceptable level of 1.96 and the p-value is 0.025 (which is less than 0.05). Therefore, Hypothesis 2 is supported as the values confirm that there is a significant relationship between FGC and perceived need for insurance that is moderated by fear.

Hypothesis 3 predicted that there is a positive relationship between the perceived need for insurance and intellect. The p- and t-values are both well above the required levels of significance. Therefore, hypothesis 3 is supported. It can be concluded that there is a positive relationship between the perceived need for insurance and intellect.

Hypothesis 4 predicted that there is a positive relationship between the perceived need for insurance and income. The t-value surpassed the significant requirement of 1.96 and the p-value is at an acceptable level of 0.007. Taking into consideration the estimate coefficient, this is at a significant level of 0.467 and highlights that the perceived need for insurance has a considerable influence on income. It can be concluded that there is a positive relationship between the perceived need for insurance and income indicating that Hypothesis 4 is supported.

Hypothesis 5 proposes that there is a positive relationship between intellect and the inclination towards insurance. The p-value is at an acceptable level and the t-value is 2.422 which means that this value is above the level of 1.96. Since both the p- and t-values were at the required level, this means that Hypothesis 5 is supported, confirming that a positive relationship exists between intellect and the inclination towards insurance.

Hypothesis 6 projects that there is a positive relationship between income and the inclination towards insurance. The t-value of 2.028 and the p-value of 0.043 just met the minimum requirements needed to demonstrate significance. Nonetheless, Hypothesis 6 is supported and shows that a positive relationship between income and the inclination towards insurance exists.

Hypothesis 7 suggests that there is a positive relationship between inclination towards insurance and price. The p-value is 0.106, which is more than the required level of less than 0.05. The t-value is 1.617, which is lower than the required level of 1.96. The beta coefficient level is 0.267. This suggests that the inclination towards insurance has a significant impact on price. However, Hypothesis 7 is not supported even with the impact that the inclination towards insurance has on price. Thus, it can be deduced that there is no positive relationship between the inclination towards insurance and the price of insurance.

Hypothesis 8 proposes that there is a positive relationship between the inclination towards insurance and quality. The p-value is a very low 0.001, which meets the required p-levels. The t-value is 3.352 and greatly exceeds the required level of 1.96. In addition to this, the beta coefficients value is 0.301. This confirms that there is a positive relationship between the inclination towards insurance and quality. Furthermore, it shows that the inclination towards insurance has a great impact on quality. Hypothesis 8 is supported thereby confirming that there is a positive relationship between the inclination towards insurance and quality.

Hypothesis 9 suggests that there is a positive relationship between price and the decision to purchase insurance. The p-value (0.573) and t-value (0.564) do not meet the significance level required. Furthermore, the estimate coefficient is -0.100. This shows that the beta coefficient is also not statistically significant and, therefore, price has no positive impact on the decision to purchase insurance. It can be deduced that there is a negative relationship between price and the decision to purchase insurance, therefore, Hypothesis 9 is not supported.

Hypothesis 10 predicts that there is a positive relationship between quality and the decision to purchase insurance. The variable quality had a very significant t-value of 4.722, together with the decision to purchase insurance. The p-value level of less than 0.05 confirms the significance. The beta coefficient of 0.442 further confirms the great impact that quality has on the decision to purchase insurance and concludes that there is a positive relationship between quality and the decision to purchase insurance and that Hypothesis 10 is supported.

4.7. Conclusion

The results section has presented the outcomes of the data analysis of this study. First, the articulation of the 10 hypotheses and the theoretical framework were detailed in order to account for what has been observed and investigated. Furthermore, to achieve a deeper comprehension of the approaches and methods used in the field, the fieldwork report was presented. This detailed the sample size and response rate for the research. This was followed by the analysis of the descriptive statistics, which included the research respondent's profile. The fundamental goal of the descriptive statistics was to deliver a short analysis of the sample and the measures undertaken for this study. Lastly, the inferential statistics were presented and inferences were made about the population based on the research population. Furthermore, the measurement model and structural model were tested and verified. The minimum conditions were met and, therefore, the measurement model was verified. In addition, structural equation modelling was utilized to verify the validity of the structural model.

The results indicate that consumers are more receptive to marketing communication through

storytelling. Due to the shift from traditional marketing, the ability for organisations to communicate something valuable to consumers positions them in a good light with potential consumers. Moreover, the results analysis further shows that emotions triggered by content that resonate with consumers' plays a notable part in Content Marketing within the purchasing process.

The final chapter of this research discussed the findings that are based on the methodology that was utilized. This following section elaborates further on these results and presents them in a logical order. The limitations that affected the research analysis are discussed, together with recommendations for future research.

Chapter 5: Conclusions and Recommendations

5.1 Introduction

In the current economy, countries experience various levels of economic growth (Caliskan, 2015). These differences are triggered by technological advancements. Technology aims to support initiatives and for organisations to achieve more efficiency. This results in reduced costs and improved output (Caliskan, 2015). In addition, technology plays a critical role in driving growth where revenue is concerned, and stimulates a decline in poverty (World Bank, 2008a). The World Wide Web has grown into a marketing norm similar to television before it. The marketing proficiencies that the Web has to offer are more advanced in the present day than at its creation. Consequently, one of the motives for the establishment of video marketing is the growth in the acceptance of the Internet (Sheldon, 2013). Video sharing is defined as a procedure for disseminating video content online. Effectual video sharing includes distributing suitable, enjoyable and beneficial content to the correct individuals (Jones, Malczyk & Beneke, 2011). Consequently, with the emergence of the digitisation of media, like online video, numerous opportunities to communicate a brand story utilizing a serious and non-entertainment settings have surfaced (Lugmayr *et al.*, 2017). This is a successful way to make a brand more human and relatable through storytelling (Jones, Malczyk & Beneke, 2011). Furthermore, serious storytelling can be used to benefit both the consumer and organisation as it is storytelling with a purpose beyond entertainment (Lugmayr *et al.*, 2017).

In the present day, the Internet is led by online interactions, collaboration, information distribution and personal entertainment. Many individuals use it for both work and play, and it has proven to be an indispensable tool for many organisations and the place for all forms of media culture products (Jones, Malczyk & Beneke, 2011). Four out of ten people have Internet connection (World Bank, 2018b). World Bank (2018b) emphasized that with increasing technological and computing power, joined with the informational importance of the Internet, digital technologies can take on more tasks.

However, according to McKinsey (2017; 2018), the pace of technological change in South Africa is slow. In spite of an upsurge in Internet connectivity in everyday life, South African businesses were less than 40 percent digitised. Regardless of the infiltration of technology in industries, such as media, retail, and high tech, traditional businesses have contributed to the delay in technological change.

Businesses worldwide are gradually changing to digital business models. These models are reliant on them gathering personal data from consumers and individuals to merge their offerings into the lives of customers (PWC, 2019). On this basis, issues concerning trust have become a focal point. The protection of consumer data is a sign of the changing technology landscape. Companies, such as

Google and Facebook, face tremendous pressure from the public and various governments to take privacy seriously (PWC, 2019). Matters relating to trust are growing in importance, therefore, businesses need to protect consumer data at all cost to avoid any consequences (PWC, 2019).

Technology affects the present day workplace and this is becoming increasingly obvious. Face-to-face meetings and gatherings are giving way to video conferences. Technology has also permitted a significant portion of employees to work outside the traditional office space (Deloitte, 2018). An example of this is found in the United States of America, where a large number of the workforce work from home, while a quarter work on the move using their mobiles. This highlights the countless opportunities that technology and the Internet have to offer as tools to implement various strategies in businesses. Working remotely is not regarded as a special right anymore. It has become a common operational approach for almost half of the citizens in the United States (Muhammed, 2018).

The polarization between private and public media has been transformed due to the invention of the Internet (Miller *et al.*, 2016). The Internet has brought into existence new opportunities that permit corporations to interrelate with customers in innovative and newer ways that were unlikely through traditional media platforms (Drury, 2008). One of the most significant impacts of the Internet on customers relating to the promotion of brands and marketing holistically is the substantial increase in the power held by customers. Individuals can effortlessly retrieve the latest information that is accurate and relevant about products and companies from a variety of sources on the Internet (Varnali, 2010). Varnali (2010) further states that communication opportunities provided by the Internet allow it to be an advantageous and helpful domain for marketing communication because advertising expenditures and barriers to entry have been considerably lowered.

The marketing field is constantly changing to reflect the organisational, technological, economic and social settings in which it is placed (Goldsmith, 2004). Currently, relevant content is what individuals desire to read, study about, and experience, either on TV or a device (Swieczak, 2012). Content Marketing as an emerging marketing trend (Content Marketing Institute, 2017), together with storytelling are becoming a large portion of marketing (Pulizzi, 2012). Content Marketing can be defined as a process of generating and disseminating appropriate and valued content by a firm to a defined target market, to attract, acquire and engage, to drive customer action that will translate into profitability for the firm (Pulizzi, 2012). For this study, Content Marketing was explained in Chapter 1 as follows:

Content marketing is a promotion strategy which extends the promotional mix, and makes use of several communication channels, capitalising particularly on the benefits

and connectivity of social media. It focuses on offering something valuable to the consumer for free. By taking consumer-/user-generated content (UGC) into account and communicating with the audience with a non-purchase-pushing intention and by using appealing, useful or entertaining content, the strategy aims at building trust and a long-term relationship with the consumer/customer (Human, Hirschfelder & Nel, 2018).

Content Marketing can also be viewed as a strategy wherein the focal point is on the purchasing cycle and the cycle of sales. Furthermore, it takes into consideration the aspects connected to the right application of strategy, such as client service, reputation management, building brand awareness, positioning and public relations in the World Wide Web, while getting new customers and retaining current customers (Swieczak, 2012). This research's intention was to explore Content Marketing from a scholarly viewpoint.

This final chapter intends to interpret the results obtained in the preceding chapter of this research thesis. Within this section, the results are discussed and presented. The objectives are discussed in detail and the findings are used to consider whether the proposed hypotheses are supported. To determine if all the research objectives have been attained, the research questions will be answered. Furthermore, managerial and scholarly recommendations are provided to offer recommendations for the best course of action for marketing practitioners and scholars relating to content marketing in the vehicle insurance industry. The study's recommendations are discussed and based on methodological approaches. Lastly, the limitations of this research are presented, followed by recommendations for future research.

5.2 Synopsis of research

The study concentrated on exploring the role of Content Marketing in the vehicle insurance industry in South Africa. Chapter 2 sheds light on the South African insurance landscape, with a special emphasis on the short-term vehicle insurance industry.

Strategies are formulated in order to provide companies with a sense of direction. They give an indication of what needs to improve in the business and how to improve the business (Miao, 2012). In this regard, the four marketing strategies utilized in the vehicle insurance industry were introduced in the form of the 4Ps and were explored further. Trust is an essential characteristic in insurance marketing, as insurance marketers need to convince insurance consumers of their services and the reliability and solidity of the insurance company (Eva-Cristina & Pop, 2009). The factors leading to the stages of insurance purchase need recognition, and this includes the inclination towards insurance and purchase decision evaluations which are income, intellect, price and quality. The researcher

explored these factors, and noted that when income formed part of the demographic factors, that this has an influence on the decision-making process. In addition, intellect, price and quality factors were identified as intrinsic values because they are based on personal judgement and opinions of value (Kumar, 2017). An example of intrinsic value relating to quality is when an improved quality of the insurance service is rendered, consumer engagement in the insurance service consumption is stronger (Ulbinaitė & Le Moullec, 2010; Ulbinaitė, 2014). The perceived quality is not measured with regards to the physical and technical standards, but rather in impressionistic judgment that is formed from the intrinsic attributes of the service by an individual (Kumar, 2017). Finally, in order for content to work for an organisation that seeks to provide a service in order for consumers to avoid risk, they can communicate using compelling content that includes an element of fear (Content Marketing Institute, 2012).

Videos have become a powerful form of communication and as a marketing instrument can be used predominantly to achieve greater sales and profits, and to carry out other business objectives (Anderson, 2007). Due to the ease of content being explained and easy to comprehend in videos, more options and opportunities are provided to organisations to achieve their business objectives (Davenport & Beck, 2002). Videos have undergone transformation, from being formerly a passive experience to an interactive experience for many individuals (Boman & Raijonkari, 2017). The development of video can be characterised by the individualization and personalisation of videos, causing an increased level of engagement with the content by viewers (Boman & Raijonkari, 2017). The manner in which individuals relate and interact with the various brands has transformed because of the availability of Internet connection on mobile devices (Martins *et al.*, 2019). Gromik (2015) states that with the numerous features that Smartphones have, they can be compared to laptops as they carry similar computational power. Smartphone technology offers a broad range of benefits, such as video recording. Furthermore, some researchers have pointed out the benefits of the Smartphone design in comparison to the use of video camcorders that can be bulky and inconvenient (Gromik, 2015). Smartphones and tablets, with high-definition screens, have allowed individuals to consume videos anywhere and anytime. In addition, Smartphone cameras and simple editing software tools have lowered the barriers to entry for content creation (Kalogeropoulos, Cherubini & Newman, 2016). On this basis, video sharing is gradually becoming a popular social practice, with YouTube the leading online video sharing site (Rotman & Preece, 2010). With videos, individuals can easily share consumable information through social networks (Costa-Sanchez, 2017). Furthermore, when it comes to why social media and networks are important, Miller *et al.* (2016) emphasizes that it is the content rather than the platform that is important when it comes to why social media matters.

The previous chapters discussed the Internet and elements of Web 2.0 providing a foundation for the analysis of online video marketing. Moreover, social media and social networks were discussed as the vehicle used for sharing online videos. Video marketing in general and online video marketing were discussed, wherein trends were highlighted and followed by the illumination of key elements in video marketing strategies, and moreover, how these influence the vehicle insurance industry.

Chapter 2 explored the term Content Marketing. Content Marketing is an emergent marketing tactic with limited academic publications (Content Marketing Institute, 2017; Du Plessis, 2017). Furthermore, there are complexities around Content Marketing implementation strategies that are obstructed by the various perceptions and ideas that are competing (Du Plessis, 2017). With the various definitions for Content Marketing, a more effective definition is presented in this study. This research reflects on the concept of marketing and how it has advanced. Furthermore, a high-level analysis of consumer and advertiser communication methods were presented. Non-biased communication methods such as WOM and eWOM were discussed and their impact on consumer decision making were explored (Li, Lin & Lai, 2010; Hennig-Thurau *et al.*, 2004). The various key components of Content Marketing were summarized, as well as the generic terms that describe a promotion strategy (Content Marketing, advertising content and branded content). Thereafter, the corresponding implementation aspects were discussed (FGC, signature stories and storytelling) and how FGC operationalised the content published officially by insurance companies directed towards insurance consumers and their target audiences.

The methodology chapter presented an overview of the conceptual framework and the respective hypothesised relationships. The conceptual framework and the 10 hypotheses positioned the methodological procedures for the research. The data collection process and preparations were detailed. The research requirements were highlighted in this section, as well as the fact that this research needed to also adhere to ethical research regulations. Lastly, the statistical analysis was described, wherein the descriptive and inferential statistics were detailed.

Chapter 4 presented an all-inclusive data analysis for this research based on the results. The 10 hypotheses were articulated and the theoretical framework detailed to interpret the research observations. The fieldwork report was presented to expand on the methods utilized in the field. In addition, the sample size and response rate provided an all-inclusive overview. The descriptive statistics analysis summarized the results from the questionnaire. The 7-point scale was used to uncover more descriptions for the research. The majority of the results from the questionnaire were placed within the agreement area. In Appendix C, this area is shown between 1 and 4. The observed points were not too distant from the various observations and thus resulted in no outliers caused by

variability in measurements or investigational error. The means and standard deviations all correlated with each other. It was concluded that, generally, the respondents have a positive attitude towards FGC published by vehicle insurance companies, and appreciate transparency and valuable information for education purposes.

The inferential statistics presented gave insight and made inferences about the population at hand. Furthermore, the measurement and structural models were tested and verified as the requirements were met. In addition, the SmartPLS software was utilized for the structural equation modelling. This software used the partial least squares (PLS) modelling method. The structural equation modelling that was utilized verified the validity of the structural model for the study.

5.3 Summary of findings

The aim of this research was to uncover the role of Content Marketing on the vehicle insurance industry in South Africa. The study intended to reveal the influence that FGC has on the decision to purchase insurance in South Africa.

The research objectives were developed under consideration of the research question, which in turn is based on an extensive literature review in content marketing literature.

Primary Objective

- (1) To determine the role of Content Marketing on the vehicle insurance industry in South Africa.

Secondary objectives

- (1) To examine the impact of Firm-generated content (FGC) on the recognition of the perceived need for insurance
- (2) To determine the role of fear on Firm-generated content (FGC) and its impact on the perceived need for insurance
- (3) To investigate the relationship between the perceived need for insurance and intellect
- (4) To examine the relationship between the perceived need for insurance and income
- (5) To assess the relationship between intellect and the inclination towards insurance
- (6) To evaluate the relationship between income and inclination towards insurance

- (7) To analyse the relationship between inclination towards insurance and price
- (8) To investigate the relationship between inclination towards insurance and quality
- (9) To assess the relationship between price and the decision to purchase insurance
- (10) To evaluate the relationship between quality and the decision to purchase insurance

The objectives above enabled the development for the study’s conceptual framework. The conceptual framework is presented in Figure 5.1 below.

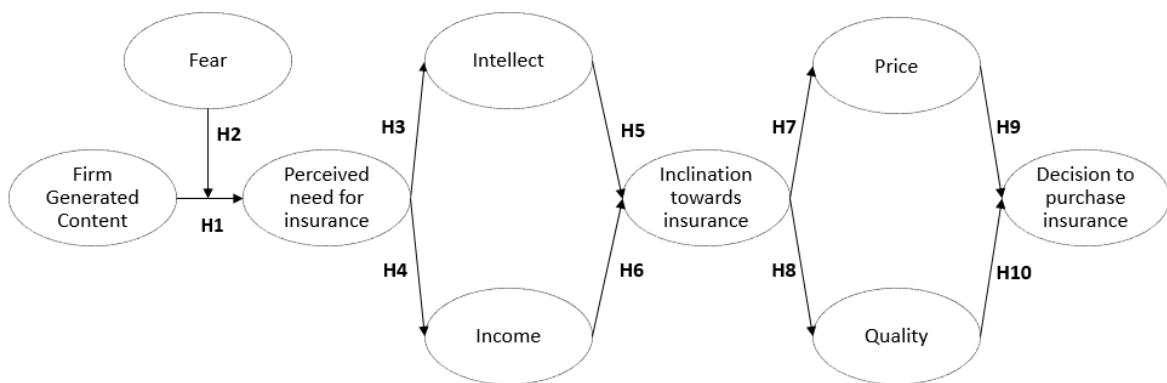


Figure 5.1. The role of Content Marketing in the vehicle insurance purchase conceptual framework

Source: Adapted from Ulbinaite & Kucinskiene (2013:141)

The hypotheses presented below are based on the conceptual framework and the relationships between the various variables in the framework.

Hypothesis 1:

Firm-generated content (FGC) leads to the recognition of the perceived need for insurance.

Hypothesis 2:

The relationship between FGC and the perceived need for insurance is moderated positively by fear.

Hypothesis 3:

A positive relationship exists between the perceived need for insurance and intellect.

Hypothesis 4:

A positive relationship exists between the perceived need for insurance and income.

Hypothesis 5:

A positive relationship exists between intellect and the inclination towards insurance.

Hypothesis 6:

A positive relationship exists between income and the inclination towards insurance.

Hypothesis 7:

A positive relationship exists between the inclination towards insurance and price.

Hypothesis 8:

A positive relationship exists between the inclination towards insurance and quality.

Hypothesis 9:

A positive relationship exists between price and the decision to purchase insurance.

Hypothesis 10:

A positive relationship exists between quality and the decision to purchase insurance.

The conceptual framework (Figure 5.1) highlights the several points in the purchase decision-making process that vehicle insurance consumers undertake, and thus the following section discusses the factors that influence the insurance decision-making process prompted by FGC in the various stages.

5.3.1 Insurance needs recognition

This section presents the results concerning FGC in the insurance needs recognition stage. The section elaborates on the influence that FGC has on the vehicle insurance purchase process.

Firm-generated content. One key characteristic in insurance marketing is trust. Insurance marketers need to convince insurance consumers of their services and the reliability and solidity of the insurance company through various marketing initiatives (Eva-Cristina & Pop, 2009). On this basis, FGC operationalised the content only published officially by the insurance company directed towards insurance consumers. Hypothesis 1 projected that there is a positive relationship between FGC and

the perceived need for insurance. This suggests that FGC leads to the recognition of the perceived need for insurance. With a significant t-value of 3.303 and a p-value of 0.001, the significance level concluded that there is a significant relationship between FGC and the perceived need for insurance. The correlation coefficient further highlighted that FGC has a positive impact on the perceived need for insurance.

The significance of FGC as a trigger in the vehicle insurance purchase journey, in order to drive positive consumer action, was confirmed. On this basis, marketers need to understand Content Marketing as an ongoing, non-disruptive influence and acknowledge the non-promotional aspect of Content Marketing that needs to be integrated within the organisations marketing strategy (Content Marketing Institute, 2012).

Perceived need for insurance. Hypothesis 3 predicted a positive relationship between the perceived need for insurance and intellect. The p- and t-values were both well above the required level of significance and confirm that Hypothesis 3 is supported. It was concluded that a positive relationship exists between the perceived need for insurance and intellect.

Wang & Rosenman (2007) suggest that perceiving a need for insurance is not enough motivation for a consumer to make an actual purchase. In this regard, it can be assumed that individuals may not make the decision to purchase if their finances are lacking or not in the right standing. Therefore, Hypothesis 4 predicted a positive relationship between the perceived need for insurance and income. The t-value surpassed the significant requirement levels and the p-value was at an acceptable level. Furthermore, the estimate coefficient confirmed that the perceived need for insurance holds a considerable amount of influence on income. On this basis, it was concluded that there is a positive relationship between the perceived need for insurance and income, and Hypothesis 4 is supported.

5.3.2 Emotional factors

The representation of fear as a moderator in the relationship between FGC and the perceived need for insurance is illustrated in the conceptual framework. This section concentrates on the results, analysing the influence of fear in Content Marketing.

Fear. The emotional factor that was used in the conceptual framework in order to authenticate emotional moderation of FGC is fear. In order for firm-generated content to work for an organisation, they need to communicate to individuals through compelling content. A way of doing this is including the element of fear as collateral in content marketing (Content Marketing Institute, 2012). In this regard, Hypothesis 2 suggested that fear moderates the relationship between FGC and the perceived

need for insurance positively. The t-value and p-value were over the acceptable level and therefore, Hypothesis 2 is supported as the abovementioned values confirmed that there is a significant relationship between FGC and the perceived need for insurance that is moderated by fear. In Figure 5.1, moderation indicates the existence of a relationship between FGC and the perceived need for insurance. Therefore, this relationship changes positively because of fear. This indicates that online video content with substantial emotional content carries an influence that leads to the perceived need for insurance.

Furthermore, Morrison & Crane (2007), in their research, explain that customers no longer purchase only what the businesses have to offer, but purchase the emotional encounters around that which is sold to them. This is an indicator to marketing practitioners that brand values and services are created and communicated through emotional content. In addition, the use of fear in content marketing influences consumer behaviour significantly. Therefore, content marketers need to use fear appeal strategies discerningly and intelligently. The unwarranted inflation of issues and risks can frighten individuals and cause harm to the brand.

5.3.3 Inclination towards insurance

The variables in the conceptual framework relating to the stages of inclination towards insurance are intellect, income, price and quality. This section discusses the analysis results of the four variables and their impact.

Intellect. Intrinsic values are established on personal judgement and opinions of value (Kumar, 2017). In this regard, intellect is recognised in this research study as an intrinsic value. It is suggested that personal considerations, discussions and evaluations of insurance services contribute to a consumer's knowledge and is related to the consumers' educational level (Ulbinaitė & Kucinskiene, 2013). Hypothesis 5 states that a positive relationship between intellect and the inclination towards insurance exists. The p-value and t-value are at suitable and acceptable levels. Since both the p- and t-values were at the required level, Hypothesis 5 is supported. This indicates that a positive relationship exists between intellect and the inclination towards insurance.

The research results indicate that insurance consumers have taken it upon themselves to be more educated on the types of vehicle insurance covers. The majority indicated that they actively communicate with insurers and do research before making vehicle insurance purchases. This is an indication to marketing practitioners that they need to make complex insurance products more tangible for consumers. Consumers seek to be more educated through Content Marketing, as they confirmed that a good understanding of basic insurance concepts correlate with a greater willingness

to purchase insurance. This should be done in accordance with the definition of Content Marketing. Single-minded and unwavering educational procedures need to be implemented in order to assist consumers to comprehend the actual value and benefits of vehicle insurance.

Income. Dewar (1998) and Ioncica *et al.* (2012) suggest that insurance consumers that have acquired basic levels of education have income lower than the income of insurance consumers with higher education. Furthermore, research illustrates that fully-employed individuals with higher levels of formal education are more likely to take up insurance. Hypothesis 6 proposes that there is a positive relationship between income and the inclination towards insurance. The t-value of 2.028 and p-value of 0.043 just achieved the minimum requirements needed to demonstrate significance. Therefore, Hypothesis 6 is supported and confirms that a positive relationship between income and the inclination towards insurance exists. With this in mind, content marketing practitioners need to effectively educate the relevant consumers through valuable and relevant content relating to insurance and the basics of personal finance, and more so for the emerging markets where individuals are younger professionals at the beginning of their professional careers.

Unlike intellect, income is a demographic factor that is not based on personal judgment (Kumar, 2017). Therefore, content marketers need to be intentional about implementing Content Marketing strategies that allow individuals to access relevant content that they can use to compare insurance covers and educate themselves further on how to qualify for vehicle insurance on lower income levels.

Price. Hypothesis 7 suggested that there is a positive relationship between the inclination towards insurance and price. The p-value and t-value did not meet the required levels of significance. The beta coefficient level is 0.267, confirming that the inclination towards insurance has a significant impact on price. However, the hypothesis is not supported even with the impact that the inclination towards insurance has on price. Thus, it is concluded that no positive relationship exists between the inclination towards insurance and the price of insurance.

Quality. Hypothesis 8 stated that there is a positive relationship between the inclination towards insurance and quality. The p-value was low at 0.001, which meets the required p-levels. The t-value is 3.352 and exceeded the required level of 1.96. Furthermore, the beta coefficients value of 0.301 confirmed existence of a positive relationship between the inclination towards insurance and quality. Moreover, the inclination towards insurance has a great impact on quality. Hypothesis 8 is supported, confirming that there is a positive relationship between the inclination towards insurance and quality.

5.3.4 Decision to purchase insurance

This section focuses on the results concerning the evaluation and rating of the insurance service in terms of quality and price. It aims to unpack the significance of FGC in the communication of price and quality.

Price. Price perception is one of the key decision variables for consumers in the buying process (Kurtulus & Okumus, 2010). The importance of price varies from one consumer group to the other (Rao, 2001). Hypothesis 9 proposed that a positive relationship exists between price and the decision to purchase insurance. The p-value and t-value did not meet the significance level required. Moreover, the estimate coefficient was not statistically significant. Therefore, price has no positive impact on the decision to purchase insurance. It is deduced that there is a negative relationship between price and the decision to purchase insurance. Therefore, Hypothesis 9 is not supported. This strongly indicates that the consumer's inclination towards insurance causes them to review insurance prices and that price does not have any positive influence on the purchase decision. This suggests that the decision to purchase insurance is not purely based on price, and that other factors indirectly play an influential role in the final decision to purchase vehicle insurance. Hsee & Kunreuther (2000) state that when a potential customer experiences affection for the asset to be insured, the insurance premium that the individual is willing to pay to insure the asset increases. It can be concluded that the respondents possibly care more about their vehicles or feel the need to insure their vehicles regardless of the price, and that purchasing insurance is not merely a financial matter.

Quality. With regard to insurance quality perceptions, vehicle insurance customers aim to find insurance companies that will provide them with quality service in the form of competence (Ulbinaitė, Kucinskiene & Le Moullec, 2013). This research found a noteworthy association between quality and the decision to purchase insurance, illustrating that consumers have intentions to purchase insurance based on quality perceptions of the vehicle insurance service. Hypothesis 10 predicted that there is a positive relationship between quality and the decision to purchase insurance. The variable quality had a significant t-value of 4.722. The p-value level was less than 0.05 confirming the significance. The beta coefficient of 0.442 further confirmed the great impact that quality has on the decision to purchase insurance. The research concluded that there is a positive relationship between quality and the decision to purchase insurance.

The conducted research indicated that the quality of insurance is viewed as being more significant than price. This further highlights the importance of FGC as a trigger in the communication of service quality and its overall influence in the insurance purchase journey in order to drive positive consumer

action.

5.4 Addressing the research objectives

This section addresses and discusses each objective under consideration of the results analysed in Chapter 4.

The purpose of the primary objective was to uncover the role that Content Marketing plays in vehicle insurance in South Africa. In pursuance of testing the idea that Content Marketing plays a key role in the vehicle insurance industry in South Africa, the hypotheses relationships were elucidated. Hypothesis 1 proposed that FGC leads to the recognition of the perceived need for insurance. This hypothesis was supported and the statement proven true. Therefore, this sets the foundation of FGC within the context of insurance marketing. Furthermore, based on the definition of Content Marketing given in Chapter 1 by Human, Hirschfelder & Nel (2018), the key roles of Content Marketing that have evolved from this research are as follows:

Educate consumers. Pulizzi (2013) suggests that organisations that place a priority on educating their target audiences and exiting customers through relevant content wisely choose the road less travelled by other organisations (Pulizzi, 2013). Pulizzi (2013) further states that an organisation's content should be more about the customers' needs in order for the customers to trust and build an emotional connection with the brands. In this regard, organisations need to give consumers the information they require to make well-informed and educated purchase decisions. Furthermore, respondents in this research mostly agree that a good understanding of basic concepts correlates with a greater willingness to purchase insurance. In addition, they mostly agreed that to raise their level of insurance knowledge, the insurer needs to make complex insurance products more tangible through education and marketing. These statements confirm the willingness for vehicle insurance consumers to make a purchase decision based on education. Most of the respondents confirmed they research in advance before committing to a vehicle insurance purchase decision. This confirms the need for vehicle insurance companies to make education a priority so content is readily available for consumers. Organisations need to educate and re-educate consumers on the overall value of insurance to avoid risk. When consumer insurance literacy improves, organisations will circumvent impractical customer expectations. Undesirable attitudes to insurance companies will be limited if customers have a practical comprehension of what they are acquiring. Finally, in order to detect if insurance purchase decision making is linked to the consumer's education level, the researcher categorized the research participants into five groups, namely primary school, high school, graduate, postgraduate, and those who preferred not to answer. The results highlighted that the average vehicle insurance owners are

graduates. With a mean of 3.3, this indicated that graduates' status positively influences their inclination towards insurance education.

Drive sales through purchase process. Effective content strategies require organisations to invest in understanding their target audience and driving a relevant distribution campaign for the content they have created. Furthermore, the marketing approach needs to be connected to the organisation's sales cycle in order to assist in tracking leads and converting candidates into customers (DeMers, 2014). In this regard, it is vital for organisations to offer consumers content that will create engagement with the organisation, which will lead to purchase intent if implemented effectively (Kilgour, Sasser & Larke, 2015). Organisations frequently employ Content Marketing tactics to create a target audience and to attain at least one of these successful outcomes: increased income, decreased costs, or an increase in clients (Content Marketing Institute, 2012). Accordingly, sales conversions are improved because Content Marketing allows marketing practitioners to connect with customers. As mentioned above, customer education and re-education through Content Marketing increases the chances for improved sales because customers are well informed before making a purchase. Furthermore, the research respondents noted that they were inclined to purchase vehicle insurance after viewing the MiWay "Your silence is our signal" online video content found on YouTube (2017), which was presented in the survey.

Attract and retain customers. Pulizzi (2013) states that when customers are informed it becomes very difficult to sell them anything. One strategy is to deliver content that is relevant to them and which establishes the organisation as a trusted source and point of reference. This allows the organisation to start as a source of information and as a continuous source of products and services. On this basis, Content Marketing enables vehicle insurance companies to attract new clients and keep existing ones through the creation and curating of appropriate and valued content. They can leverage the content to appeal to a new and wider audience, while implementing tactics with the content to maintain their existing client base. Malthouse *et al.* (2013) states due to consumers' possessing the power to screen and sift content and view what is of interest to them, marketing practitioners need to create communication strategies to create customer value and allow the customer to engage with the organisation. Malthouse *et al.* (2013) further highlights that customers will not always engage with an organisation to buy a product, but also to seek information about a product or service that has already been purchased through content provided on the page. In this research study, a statement was posed to the respondents, stating that they purchase vehicle insurance because they have a positive feeling about the insurer. The mean was 2.88 for this statement, which indicates that most the research participants mostly agree or mildly agree with this statement. Therefore, it can be deduced that

valuable content creates favourable feelings towards vehicle insurers, resulting in positive customer action.

The process of Web 2.0 coming into existence and prominence created a new phenomenon in the manner in which business is conducted and business strategies executed. A two-way communication was introduced amongst organisations and customers. Furthermore, marketing practitioners in this era are gravitating towards social media marketing to promote products and generate brand awareness (Ahmad, Musa & Harun, 2016). Social media in a traditional manner permits organisations to communicate to clients, whereas in a non-conventional manner it also aids consumers to engage with each other directly (Pourkhani *et al.*, 2019). The benefits for organisations to implement social media marketing are the increased awareness, increased inquiries and enhanced relationships with their customers (Jones, Borgman & Ulusoy, 2015; Pourkhani *et al.*, 2019). On this basis, brands are in a position of understanding their clients better through social media.

Collaboration and communication. The introduction of Web 2.0 tools enhanced communication and collaboration for many organisations (Bell & Loane, 2010; Ahmad, Musa & Harun, 2016). Some signs that are linked to collaboration and communication is the capability for companies to manage online dialogs, the capability for organisations to reach more individuals quicker, and the capability to coordinate tasks, and finally, the capability to review communication streams. Another aspect of communication would be for the organisation to segment its target audience. By way of dividing their target market into segments, marketing managers are able to comprehend their customers' needs. They are then able to tailor marketing activities and messaging more accurately to the individual customer's likings, and in turn meet customers' requirements and expectations (Camilleri, 2018). The idea that insurance is a low-engagement industry in which customer relationships can be delegated to agents and brokers is gradually becoming out-dated. In its place, digital tools and data analysis ensure that insurers get to know their customers well (McKinsey & Company, 2018). The underlying theme in this sub-section is the use of Web 2.0 tools to better communicate and collaborate with customers in order to create an individualised and personal connection. The majority of the research participants were neutral when questioned if their vehicle insurer made them feel like the only customer. This indicates that individuals are not getting the type of communication they are expecting and that communication levels are not aligned with consumer expectations for many vehicle insurers.

Innovation. Bell & Loane (2010) state that when there is an interchanging of ideas amongst specialists, which is encouraged by user-generated content, this causes innovation to take place. Innovation can be measured by the organisation's ability to increase innovation activities through Web 2.0 tools, like social media platforms (Smits & Mogos, 2013). The research respondents mostly agreed with the

statement that they purchase vehicle insurance because of the insurers' reputation and influence on the market. Therefore, insurers need to stay ahead by continuously innovating, improving and refining the customer experience. Successful online marketing practitioners utilize digital tools to inform themselves on potential clients' wants and needs in the purchase decision-making process. They use this information to further develop their websites, and streamline the customers' journey (Content Marketing Institute, 2012). The research respondents inclined towards purchasing vehicle insurance due to the ease of the purchase process, confirming that digital tools should be employed to streamline processes in order to attain satisfied customers without any pain points.

In accordance with the description of Content Marketing that has been provided in the literature review, marketing practitioners need to prioritize Content Marketing to build long-standing connections and trust with their clients.

5.5 Managerial and scholarly recommendations

In a maturing content marketing industry (Pulizzi & Handley, 2017), FGC succeeds when it delivers what the audience wants, and when and how they want to see it (Bowman, 2017). This research reaffirms the importance of FGC as a trigger in the insurance purchase journey in order to drive positive consumer action. Thus, Content Marketing practitioners need to understand that Content Marketing continues to be an ongoing, non-disruptive approach to marketing. This approach needs to be woven into the existing marketing strategy, serving as motivation for consumers to a positive purchase decision (Content Marketing Institute, 2012).

Moreover, the rules of marketing have changed due to the introduction of the Internet. As a result, marketing practitioners need to adhere to this change (Scott, 2009; Bostanshirin, 2014). The Internet has introduced new techniques and methods for online marketing (Bostanshirin, 2014). The use of the MiWay "Your silence is our signal" online video content found on YouTube (2017) in the survey for this research empathises to online marketers that the use and integration of a social approach is key. Several social media channels can be utilized to create conditions for companies to communicate effectively, with an understanding of the consumers informational and knowledge needs (Raudeliuniene *et al.*, 2018). For online marketing practitioners, it is not an easy task to establish themselves and their brands online. They are challenged as they make every effort to leverage various social media elements and platforms because consumers themselves have obtained the power to leverage brands for their own purposes (Odhiambo, 2012).

The results of this research highlight the significance of utilising the Internet as more than just a tool for communication. Marketing practitioners need to realise the potential value of the Internet;

marketing strategies must be adjusted and streamlined according to the organisation's overall objectives. In addition, marketing plans should include more than just traditional marketing elements to achieve the desired results. As there are not many literature articles and books exploring Content Marketing scientifically, this research aimed to add to the body of literature for marketing practitioners by exploring Content Marketing scientifically and its application in the vehicle insurance industry. This research gives a strong indication that Web 2.0 tools have grown into an essential part of disseminating content. Marketing practitioners can, therefore, start transitioning from traditional marketing towards to a more integrated Content Marketing approach.

Individuals consider their own feelings first when making an insurance purchase decision. They are likely inclined to purchase insurance cover for something they value (Ulbinaitė, Kucinskiene & Le Moullec, 2013). When it comes to vehicle insurance, individuals feel a certain level of peace knowing that with the insurance coverage they are able to sleep peacefully and they feel somewhat secure should something bad happen (Kunreuther & Pauly, 2005; Ulbinaitė, Kucinskiene & Le Moullec, 2013). This is referred to as the affection effect in insurance decisions (Hsee & Kunreuther, 2000). Therefore, it is imperative for marketing practitioners to appeal to consumers' emotions when designing marketing messaging.

Taking emotional factors into account, individuals fear many things such as accidents, uncomfortable financial circumstances, and not having the financial resources to repair their vehicles should they be involved in an accident. On this basis, insurance marketing practitioners can capitalise on the flexibility and individualization of video to convey their messaging in the form of storytelling. They can explain the various types of insurance cover that will reduce some of the psychological fears. However, fear can be used as an emotional trigger when communicated through Content Marketing. When an individual pictures an accident, this increases the need for vehicle insurance. The story illustrated by insurance marketers is illuminating and looks real, causing individuals to act on those feelings. Accidents are witnessed and observed by consumers in their day-to-day lives, with the most recent accidents causing an increase in the individual's inclination to purchase vehicle insurance to cover themselves against similar events should they occur in the future (Ulbinaitė, Kucinskiene & Le Moullec, 2013).

It has been noted that new techniques and methods for online marketing have been introduced due to the advancements of the Internet (Bostanshirin, 2014). On this basis, vehicle insurance marketers can further utilize online video content to create personal connections and links with customers. The majority of the respondents in this research study highlighted that the Internet has become the most important tool enabling them to compare vehicle insurance deals between vehicle insurers. This

suggests that more insurance consumers are acquiring practical digital understanding and increasingly shopping across various online channels, and possibly turning to social media for recommendations. Beets & Handley (2018) stated that amongst the various content types, distribution formats, and social media platforms that the respondents use, they rated social media posts, email, and Facebook as most effective in aiding their organisations to achieve various objectives. Marketing practitioners need to address the requirements of digitally well-informed consumers by moving from traditional marketing towards a more consistent integrated Content Marketing approach.

Content Marketing is not a new strategy, therefore, organisations should no longer be asking if they need to do it, but rather how they can use it to get results (Content Marketing Institute, 2018). Verified by the CMI, there is an 18% year-on-year increase in respondents who confirm that their organisations are dedicated to using Content Marketing to increase their clientele. More than 65% of South African vehicle owners do not have vehicle insurance (The Automobile Association of South Africa, 2018). Factors, such as affordability and the perceived value of vehicle insurance, among many other factors, influence drivers choosing not to insure their vehicles. In order to convert more individuals in the pool of the 65% vehicle non-insurers, marketing managers need to find ways in this digital content-driven age to make vehicle insurance accessible to South Africans drivers. The majority of the respondents in this research study view vehicle insurance companies as Content Marketing leaders. This suggests that vehicle insurance organisations are already using Content Marketing; however, they could be applying ineffective Content Marketing strategies. The Content Marketing Institute (2018) reports that 47% of B2B marketers are ceasing certain Content Marketing activities that did not work as well and have turned their focus on Content Marketing activities that produce better outcomes. Relating this to the B2C vehicle insurance sector, effective Content Marketing activities need to be continued, also keeping up-to-date with the changing environment by continually creating content that will draw more customers. Content created should be founded on a particular stage of the insurance buyer's journey.

These findings assist in informing policy and practice within insurance organisations, to improve or build on the brand consistency. The communication component is key in delivering the most relevant brand messaging and brand content internally and to external stakeholders and consumers. In addition, the strategic component is also key as the organisation needs to implement a strategic approach relating to brand content creation and how relevant content is shared and communicated. This needs to be implemented with the organisations overall brand positioning in mind to establish a framework for expected behaviour and decision-making.

5.6 Limitations of this research

This section discusses the limitations of this research, the characteristic of the research that affected the research findings and interpretation is detailed.

Methodological limitations that affected the findings of this research relate to the quantitative methodology utilized in the study. According to Creswell (1994) and Gay & Airasian (2000), quantitative research is defined as research explaining phenomena using numerical data. This data is analysed using mathematically based methods and approaches. Furthermore, it is viewed as empirical research into a social phenomenon, and testing a certain theory that consists of constructs that can be measured with numbers and analysed with statistics to conclude if the theory elucidates the phenomena. Taking this into account, it was not possible to do an in-depth analysis of certain matters that affected the role of Content Marketing. Behavioural matters that are impacted by socioeconomic factors, such as culture, education, income, occupation, etc., could not be fully analysed due to the methodological circumstances. In addition, qualitative methods, unlike quantitative methods, allow for a deeper analysis on the perceptions of the research participants and perceptions are seen in a more holistic manner and context and explore the how and why (Yilmaz, 2013). Due to the chosen method for this research, this limitation could not be overcome, but it is a notable limitation. However, the quantitative method used in this research provides a more objective conclusion.

Sample sizes that are too large or too small have limitations that can negatively affect the conclusions drawn from the research study. A sample that is too small can hinder the results from being accurately concluded. Contrarily, a large sample size can magnify the uncovering of variances, thus putting emphasis on statistical variances that are not accurate (Faber & Fonseca, 2014). In the context of this study, fine-tuning the questionnaire utilized in the research and reproducing it in order to include a larger sample, seemed essential. However, due to economic reasons the researcher was constrained to limit the sample size and this may have limited the overall results of the study.

South Africa is a country characterised by diversity in terms of racial and ethnic groups, with 11 official languages (Francis, 2015). Furthermore, it is depicted as an unequal society economically (Francis, 2015), and therefore, it is not comparable to the world, even though it is a good environment for research due to its multi-cultural identity. Because the research and data collection was limited and restricted to the South African context, the findings may not have a broader appeal. Thus, the area of data evaluation is another limitation in this study. Martins *et al.* (2019) suggests that to overcome social and financial inequalities, it would be fascinating to implement a similar study in another country to compare findings.

Content Marketing is a strategic marketing approach that is growing in popularity (Pulizzi, 2015). With the various conflicting Content Marketing perspectives which exist (du Plessis, 2015), a method developed solely for Content Marketing has not fully been established. Because the study utilized a method that was not developed specifically for Content Marketing, the average variance (AVE) in the results section might be affected as a result of this limitation.

5.7 Future research recommendations

FGC is generally positive in comparison to UGC, because the organisation has control of the content that is curated and distributed (Kazi, 2016). With the introduction of Web 2.0 tools, this traditional model has been challenged as significant control is taken away from organisations and shifted to consumers. Consumers have been empowered by these tools which are readily available to them and, therefore, can influence marketing by contributing to UGC (O'Hern & Kahle, 2013). The fast growth of UGC has captivated academics from various fields, like computer science, marketing, management, and journalism (Brabham, 2013; Kahle & O'Hern, 2013). On this basis, organisations having control of all content-generation can be viewed as a limitation that points towards continued future research.

McKinsey & Company surveyed managers in various industries that are highly impacted by digital technology. The research confirmed that the organisations within those industries that garnered the highest income and earnings growth focused on digitalisation across all areas of their business models (McKinsey & Company, 2019). On this basis, an area that warrants future research is the impact of the constant evolution of the Internet, digital tools and social media platforms on the publishing of FGC and subsequent purchase decisions. With the competitive landscape changing rapidly, it is proving difficult trying to understand how digital technology will further develop and where organisations need to invest (McKinsey & Company, 2018). Many insurance managers recognize that they have to increase their digital investments; however, they are uncertain about where to start organising digital innovations and restructuring the organisational processes (McKinsey & Company, 2018). Furthermore, Pulizzi (2012) suggested that publishing is the future of marketing. This poses the question of how marketing managers will be impacted by the rapid technological changes.

In addition, an aspect that could be researched further, based on Hypothesis 9 of this study, is the relationship between price and purchase behaviour in relation to insurance, and how the communication of price through FGC affects insurance purchase behaviour. Insurance purchase decision making, to an extent, is largely influenced by the consumers' financial considerations. They need to deliberate and evaluate the value of the insurance service in monetary terms and search for the possibility of decreasing the amount of the premiums to be paid for that specific insurance

(Ulbinaitė, Kucinskiene & Le Moullec, 2013). Consequently, this will have an impact of how marketing managers communicate price messaging in their FGC, and how this will be further impacted by new types of risks that arise in this digital age.

After the research has been completed and the research results accumulated, the study must verify, extend, or modify the existing theory that guided the study (Lester, 2005; Adom, Hussein & Adu-Agyem, 2018). However, the researcher may deem it necessary to refine or expand the framework. In this regard, the research model can be expanded to include vehicle insurance repurchase. A visualization of the expanded framework would include the additional variable relating to 'repurchasing'.

Finally, a refined research model can be applied over a certain period in order to identify possible changes in consumer behaviour if the fear appeal were to be changed to a more positive appeal. Some of the most common advertising appeals used in marketing are fear, humour, rational, amongst others (Akyuz, 2015). This study dealt with the use of fear appeal in the context of Content Marketing and it was corroborated that it has a positive impact on the purchase decision when communicated through FGC.

5.8 Conclusion

The conclusions and recommendations in this chapter started by giving an overview and synopsis of the research in order to locate this study in the marketing field. Thereafter, a summary for the findings was presented and the research objectives were addressed. The three key roles of Content Marketing were identified in this section. It was concluded that valuable content, that is also educational, creates favourable feelings towards vehicle insurers and results in positive customer action.

Managerial and scholarly recommendations were presented in order to elaborate on the need for this type of research. Thereafter, the limitations were detailed. The research constraints and limitations of the research methodology were interpreted and their impact discussed. The final section presented suggestions on future research that can cover knowledge gaps.

The main aim for this research study was to elaborate on the role of Content Marketing. Due to the many complexities around the Content Marketing implementation strategies that are obstructed by the various perceptions and ideas that are competing (Du Plessis, 2017), the role of Content Marketing in this research is specifically in relation to the scientific literature. The conceptual framework explained the key role of FGC related to the vehicle insurance purchase decision process, and aimed to uncover if fear carries a moderating effect on FGC. Furthermore, the results of the two research objectives were significant. Finally, it can be concluded that FGC content plays a key role in the

insurance purchase decision, and that this is moderated by fear. Therefore, the insights generated from this research can be used to amplify existing scientific literature. While a significant limitation was uncovered in the sample size used in this study, the results, nevertheless, are significant for future research.

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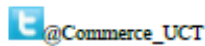
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APPENDIX A: ETHICS CLEARANCE



Faculty of Commerce

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UCT Commerce Faculty Office

06/07/2018

Mrs Thuso Gcabashe
School Of Management
Studies
University of Cape Town

REF: REC 2018/007/058

Dear Thuso Gcabashe,

THE ROLE OF CONTENT MARKETING ON THE VEHICLE INSURANCE INDUSTRY IN SOUTH AFRICA


We are pleased to inform you that your ethics application has been approved. Unless otherwise specified this ethical clearance is valid for 1 year and may be renewed upon application.

Please be aware that you need to notify the Ethics Committee immediately should any aspect of your study regarding the engagement with participants as approved in this application, change. This may include aspects such as changes to the research design, questionnaires, or choice of participants. The ongoing ethical conduct throughout the duration of the study remains the responsibility of the principal investigator.

We wish you well for your research.

Modie Sempu
Administrative Assistant
University of Cape Town
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Room 2.26 | Leslie Commerce Building

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	RESEARCH ACCESS TO STUDENTS	DSA 100
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NOTES

- This form must be FULLY completed by all applicants who want to access UCT students for the purpose of research or surveys.
- Return the fully completed (a) DSA 100 application form by email, in the same word format, together with your: (b) research proposal inclusive of your survey, (c) copy of your ethics approval letter / proof (d) informed consent letter to: Moonira.Khan@uct.ac.za. Your application will be attended to by the Executive Director, Department of Student Affairs (DSA), UCT.
- The turnaround time for a reply is approximately 10 working days.
- NB: It is the responsibility of the researcher/s to apply for and to obtain ethics approval and to comply with amendments that may be requested; as well as to obtain approval to access UCT staff and/or UCT students, from the following, at UCT, respectively: (a) Ethics: Chairperson, Faculty Research Ethics Committee/ (FREC) for ethics approval, (b) Staff access: Executive Director: HR for approval to access UCT staff, and (c) Student access: Executive Director: Student Affairs for approval to access UCT students.
- Note: UCT Senate Research Protocols requires compliance to the above, even if prior approval has been obtained from any other institution/agency. UCT's research protocol requirements applies to all persons, institutions and agencies from UCT and external to UCT who want to conduct research on human subjects for academic, marketing or service related reasons at UCT.
- Should approval be granted to access UCT students for this research study, such approval is effective for a period of one year from the date of approval (as stated in Section D of this form), and the approval expires automatically on the last day.
- The approving authority reserves the right to revoke an approval based on reasonable grounds and/or new information.

SECTION A: RESEARCH APPLICANT'S DETAILS

Position	Staff / Student No	Title and Name	Contact Details (Email / Cell / land line)
A.1 Student Number	MMTHU001	Mrs Thuso Gcabashe	moonirakhan@gmail.com / 072 2325 144
A.2 Academic / PASS Staff No.			
A.3 Visitor/ Researcher ID No.			
A.4 University at which a student or employee	UCT	Address # @UCT:	
A.5 Faculty/ Department/School	School of Management (Marketing), Commerce		
A.6 APPLICANTS DETAILS if different from above	Title and Name	Tel.	Email

SECTION B: RESEARCHER'S SUPERVISOR'S DETAILS

Position	Title and Name	Tel.	Email
B.1 Supervisor	Dr Pragreen Pillay	+27 (0)21 650 5900	p.pillay@uct.ac.za
B.2 Co-Supervisor	Benedikt Hirschfelder	+27 81 880 0565 / +49 1590 1166468	benedikt.hirschfelder@uct.ac.za

SECTION C: APPLICANT'S RESEARCH STUDY FIELD AND APPROVAL STATUS

C.1 Degree – if applicable	Masters Dissertation in Marketing (BUS5000W)		
C.2 Research Project Title	The role of content marketing on the vehicle insurance industry in South Africa		
C.3 Research Proposal	Attached:	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
C.4 Target population	Insurance consumers aged 18-65		
C.5 Lead Researcher details	if different from applicant:		
C.6 Will use research assistant/s	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>	
C.7 Research Methodology and informed consent	Research methodology: Quantitative via questionnaire Informed consent: Yes, advised via the questionnaire		
C.8 Ethics clearance status from UCT's Faculty Ethics in Research Committee /Chair (ERIC)	Approved by the UCT EIRC: Yes <input checked="" type="checkbox"/>	With amendments: Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
	(a) Attach copy of your UCT ethics approval. Attached: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
	(b) State date / Ref. No / Faculty of your UCT ethics approval: 6/07/2018 Ref. /Faculty:- REC 2018/007/058		

SECTION D: APPLICANT'S APPROVAL STATUS FOR ACCESS TO STUDENTS FOR RESEARCH PURPOSE
(To be completed by the UCT - ED, DSA or Nominee)

D.1 APPROVAL STATUS	Approved / With Terms / Not	* Conditional approval with terms		Applicant's Ref. No.:
	(i) Approved <input checked="" type="checkbox"/> (ii) With terms <input type="checkbox"/> (iii) Not approved <input type="checkbox"/>	a) Access to students for this research study must only be undertaken after written ethics approval has been obtained. b) In event any ethics conditions are attached, these must be complied with before access to students.		MMTHU001 / Mrs Thuso Gcabashe
D.2 APPROVED BY:	Designation	Name	Signature	Date of Approval
	Executive Director Department of Student Affairs	Dr Moonira Khan	Signature Removed	25 July 2018

APPENDIX B: QUESTIONNAIRE



QUESTIONNAIRE:

THE ROLE OF CONTENT MARKETING ON THE VEHICLE INSURANCE INDUSTRY IN SOUTH AFRICA

Department:

Marketing

Researcher:

Thuso Gcabashe

Email: tmamatseane@gmail.com

Cell: 0722325144

Supervisor:

Dr Pragasen Pillay

Co-Supervisor:

Benedikt Hirschfelder

Research on the Role of Content Marketing on the Vehicle Insurance Industry in South Africa

Dear Respondent,

I am a Masters student in the Faculty of Commerce at University of Cape Town. I am conducting a study on the efficiency/role of content marketing on the vehicle insurance industry in South Africa.

You are invited to participate in this research and your participation is voluntary. Your answers will be helpful to illustrate how consumers experience content marketing strategies. Your response will only be used for the purposes of this study and are completely confidential.

This research has been approved by the Commerce Faculty Ethics in Research Committee. To ensure anonymity of your responses, you will not be requested to supply any identifiable information. Your participation is voluntary and you may choose to withdraw from the research at any time. The questionnaire will take no longer than 10 to 15 minutes to complete and you will be expected to view a 45sec video before you commence with the questionnaire.

By completing the questionnaire you implicitly give consent to take part in the research study. Should you have any questions regarding the research please feel free to contact:

Researcher: Thuso Gcabashe

Cell: 072 2325 144

Email: tmamatseane@gmail.com

Supervisor: Dr Pragasen Pillay

Cell: 021 650 5909

Email: p.pillya@uct.ac.za

Many thanks for your participation.

Section 1:

Personal information

Note: Just simply tick (✓) on the option that you select.

	Female	Male	Prefer not to answer
What is your gender?			

	Married	Single	In a relationship	Prefer not to answer
What is your relationship status?				

	18-29 years	30-39 years	40-49 years	50-65 years	Prefer not to answer
What is your age range					

	Black	White	Coloured	Indian	Asian	Prefer not to answer
Ethnicity						

	Yes	No	Prefer not to answer
Are you employed?			

	Primary School	High School	Graduate	Post-graduate	Prefer not to answer
Highest education level					

Section 2:

Vehicle and Insurance Policy Information

Note: Just simply tick (✓) on the option that you select.

	Yes	No
Do you own a vehicle/s		

	1-3 years	4-6 years	6-9 years	10 years +
What is your driving experience				

	Yes	No
Do you currently have an insurance policy covering your vehicle/s		

	1-3 years	4-6 years	7-9 years	10 years+
How long have you been insured with your current vehicle insurer				

	Yes	No
Are you satisfied with your insurers service		

Section 3:

Customer expectation Information

Note: Just simply tick (✓) on the option that you select.

	It's a law	It's a need	To protect my assets

What is your main purpose for taking the vehicle insurance policy?			
--	--	--	--

	Yes	No
Was adequate information provided to you regarding your vehicle insurance policy?		

	Yes	No
Does the vehicle insurance policy satisfy your needs		

	Yes	No
Are there incentives related to your vehicle insurance policy		

Section 4:

Please answer these questions by telling us how much you agree or disagree with the statements regarding the video.

	Entirely Agree	Mostly Agree	Mildly Agree	Neutral	Mildly Disagree	Mostly Disagree	Entirely Disagree
Perceived need for insurance							
Vehicle insurance provides feeling of financial safety	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Vehicle insurance provides feeling of psychological safety	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Vehicle insurance provides feeling of financial stability for the future	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Vehicle insurance is a grudge	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>

purchase that is necessary							
Fear is a big indicator for the need for insurance	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Purchasing vehicle insurance is my way of managing risk	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Insurance quality perception							
High vehicle insurance premiums mean that it is a high quality product/service	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I am inclined to purchase vehicle insurance based on the quality of the product/service	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I would be more likely to purchase expensive vehicle insurance as it reflects the quality of the insurance	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
The insurers ability and perceived willingness to meet my needs when a claim is made is an indicator of good quality	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
	Entirely Agree	Mostly Agree	Mildly Agree	Neutral	Mildly Disagree	Mostly Disagree	Entirely Disagree
The insurers professionalism and credibility of staff is a sign of good quality	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Insurance price perception							
Price is not a factor when it comes to vehicle insurance purchase	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
High vehicle insurance premiums mean that it is an excellent or superior insurance product	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I would be more likely to purchase cheaper vehicle insurance, just so I have basic cover	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
An insurance policy with financial incentives is worth purchasing	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I am willing to pay more money for a reliable, transparent and value for money vehicle insurance offering	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Intellect/Insurance Knowledge							
When I purchase vehicle insurance I	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>

read the contract thoroughly							
I actively communicate with the insurer to understand all terms and conditions in the contract	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I am knowledgeable when it comes to basic vehicle insurance concepts	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Good understanding of basic insurance concepts correlates with greater willingness to purchase insurance	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
To raise my level of insurance comprehension, the insurer needs to make complex insurance products more tangible for me through education and marketing	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I research before I make a vehicle insurance policy purchase	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I am knowledgeable on the different levels of vehicle insurance cover	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
	Entirely Agree	Mostly Agree	Mildly Agree	Neutral	Mildly Disagree	Mostly Disagree	Entirely Disagree
The emerging market where individuals are less financially literate need consumer education on insurance and finance	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I make time to review my vehicle insurance policy or contact an insurance advisor to answer questions or get advice	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Income							
I cannot afford vehicle insurance cover due to my income	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I would sacrifice other things to have basic vehicle insurance cover even on a lower income	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
My employment earnings and benefits allow me to have vehicle insurance cover	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Due to my income, I use vehicle insurance quote comparison sites to help me find the best insurance rates	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>

I would not mind learning how to qualify for vehicle insurance even with a low monthly income and getting coverage	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
It would be a great idea for government to implement government sponsored vehicle insurance for Low Income households	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Decision to purchase Insurance							
It takes time and consideration when I purchase vehicle insurance	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Before purchasing vehicle insurance I need to have a consultation with the insurer	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I purchase vehicle insurance because I have a positive feeling about the insurer	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
	Entirely Agree	Mostly Agree	Mildly Agree	Neutral	Mildly Disagree	Mostly Disagree	Entirely Disagree
I purchase vehicle insurance based on the insurers reputation and influence in the market	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
When premiums increase I look for a cheaper insurer	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
The vehicle insurance meets my specific needs	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I am inclined to purchase vehicle insurance due to the friendly and helpful employees	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
My decision to purchase vehicle insurance is based on the ease of purchasing the insurance	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Emotions							
I fear driving without a vehicle insurance cover	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I fear loss of my vehicle due to an accident without vehicle insurance cover	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I fear being involved in a car accident or damaging another vehicle without vehicle insurance cover	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>

I trust my insurer	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
My vehicle insurer makes me feel like their only customer	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
My vehicle insurer is trusted by others	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
The best experience I have ever had from a vehicle insurance company	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I am most satisfied with my insurers offerings	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I am inclined to spreading a positive opinion about a vehicle insurance service to others	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Miway Insurance video							
This video makes an important statement about vehicle insurance cover	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
	Entirely Agree	Mostly Agree	Mildly Agree	Neutral	Mildly Disagree	Mostly Disagree	Entirely Disagree
I am inclined to purchase vehicle insurance based on this Miway video	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I am likely to switch from my insurer to Miway based on this video	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I believe that Miway considers my interests above their own	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I am drawn to Miway based on this video	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
There is clear communication about what Miway does and offers	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Miway has a good reputation	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>

Section 5:

Please answer these questions by telling us how much you agree or disagree with the statements in general

	Entirely Agree	Mostly Agree	Mildly Agree	Neutral	Mildly Disagree	Mostly Disagree	Entirely Disagree
Perceived feelings to vehicle insurance and insurance marketing							
The internet has become the most important tool in enabling me to compare vehicle insurance deals between insurers	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I value vehicle insurance companies that are transparent and offer information to customers	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
I am inclined to stay with an insurer where I am paying higher premiums than a cheaper insurer because they me feel like a valued customer	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Vehicle insurance companies are good at publishing educational, relevant information and content that assists me in financial decision making	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
	Entirely Agree	Mostly Agree	Mildly Agree	Neutral	Mildly Disagree	Mostly Disagree	Entirely Disagree
Vehicle insurance ads are impactful, relevant and human centered	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>
Vehicle insurance companies are content marketing leaders	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>

Strictly confidential

Thank you for your participation

APPENDIX C: DESCRIPTIVE STATISTICS

Nr.	Variables 1 = completely agree; 7=completely disagree	Mean	Standard Deviation	T-Value	b coefficient
Perceived need for insurance					
16	Vehicle insurance provides feeling of financial safety	2.66	1.409	33.454	0.885
17	Vehicle insurance provides feeling of psychological safety	2.70	1.362	16.085	0.806
18	Vehicle insurance provides feeling of financial stability for the future	3.15	1.531	19.435	0.818
19	Vehicle insurance is a grudge purchase that is necessary	2.86	1.704	0.316	-0.049
20	Fear is a big indicator for the need for insurance	2.37	1.675	0.733	-0.101
21	Purchasing vehicle insurance is my way of managing risk	1.85	1.101	4.133	0.491
Insurance quality perception					
22	High vehicle insurance premiums mean that it is a high quality product/service	4.37	1.786	2.442	0.403
23	I am inclined to purchase vehicle insurance based on the quality of the product/service	2.48	1.429	11.293	0.738
24	I would be more likely to purchase expensive vehicle insurance as it reflects the quality of the	4.25	1.867	3.642	0.554
25	The insurers ability and perceived willingness to meet my needs when a claim is made is an indicator	2.15	1.377	6.478	0.653
26	The insurers professionalism and credibility of staff is a sign of good quality	2.42	1.427	11.123	0.741
Insurance price perception					
27	Price is not a factor when it comes to vehicle insurance purchase	4.81	1.873	1.744	0.509
28	High vehicle insurance premiums mean that it is an excellent or superior insurance product	4.88	1.657	1.890	0.497
29	I would be more likely to purchase cheaper vehicle insurance, just so I have basic cover	3.81	1.810	1.151	-0.409
30	An insurance policy with financial incentives is worth purchasing	2.76	1.516	2.137	0.544
31	I am willing to pay more money for a reliable, transparent and value for money vehicle insurance	2.57	1.505	2.159	0.775
Intellect/Insurance Knowledge					
32	When I purchase vehicle insurance I read the contract thoroughly	2.85	1.639	7.447	0.626
33	I actively communicate with the insurer to understand all terms and conditions in the contract	2.94	1.734	8.883	0.687
34	I am knowledgeable when it comes to basic vehicle insurance concepts	2.80	1.345	13.120	0.732
35	Good understanding of basic insurance concepts correlates with greater willingness to purchase	2.56	1.375	17.539	0.780
36	To raise my level of insurance comprehension, the insurer needs to make complex insurance products more tangible for me through education and marketing	2.41	1.343	4.710	0.476
37	I research before I make a vehicle insurance policy purchase	2.07	1.271	10.083	0.669
38	I am knowledgeable on the different levels of vehicle insurance cover	2.55	1.193	19.703	0.764
39	The emerging market where individuals are less financially literate need consumer education on	1.78	0.983	5.947	0.577
40	I make time to review my vehicle insurance policy or contact an insurance advisor to answer questions	2.62	1.503	9.648	0.683
Income					
41	I cannot afford vehicle insurance cover due to my income	4.80	1.930	2.421	-0.646
42	I would sacrifice other things to have basic vehicle insurance cover even on a lower income	2.60	1.548	2.937	0.654
43	My employment earnings and benefits allow me to have vehicle insurance cover	3.08	1.996	3.144	0.688
44	Due to my income, I use vehicle insurance quote comparison sites to help me find the best insurance	2.83	1.881	1.147	0.218
45	I would not mind learning how to qualify for vehicle insurance even with a low monthly income and getting coverage	2.36	1.472	2.202	0.439
46	It would be a great idea for government to implement government sponsored vehicle insurance for Low Income households	2.19	1.741	0.582	0.113
Decision to purchase Insurance					
47	It takes time and consideration when I purchase vehicle insurance	2.29	1.609	3.003	0.438
48	Before purchasing vehicle insurance I need to have a consultation with the insurer	2.25	1.531	1.935	0.346
49	I purchase vehicle insurance because I have a positive feeling about the insurer	2.84	1.517	8.437	0.702
50	I purchase vehicle insurance based on the insurers reputation and influence in the market	2.33	1.448	11.950	0.779
51	When premiums increase I look for a cheaper insurer	2.93	1.666	0.853	0.186
52	The vehicle insurance meets my specific needs	2.54	1.395	4.119	0.532
53	I am inclined to purchase vehicle insurance due to the friendly and helpful employees	3.64	1.674	4.723	0.583
54	My decision to purchase vehicle insurance is based on the ease of purchasing the insurance	2.88	1.472	7.066	0.643
Miway Insurance video					
64	This video makes an important statement about vehicle insurance cover	2.32	1.334	7.768	0.583
65	I am inclined to purchase vehicle insurance based on this Miway video	3.59	1.736	10.212	0.724
66	I am likely to switch from my insurer to Miway based on this video	4.41	1.756	6.693	0.679
67	I believe that Miway considers my interests above their own	4.00	1.694	8.366	0.742
68	I am drawn to Miway based on this video	4.12	1.722	7.088	0.688
69	There is clear communication about what Miway does and offers	3.16	1.607	7.773	0.643
70	Miway has a good reputation	3.35	1.500	6.459	0.585
Perceived feelings to vehicle insurance and insurance marketing					
71	The internet has become the most important tool in enabling me to compare vehicle insurance deals between insurers	1.98	1.287	3.742	0.358
72	I value vehicle insurance companies that are transparent and offer information to customers	1.68	1.090	1.659	0.194
73	I am inclined to stay with an insurer where I am paying higher premiums than a cheaper insurer because they me feel like a valued customer	3.80	1.739	3.246	0.344
74	Vehicle insurance companies are good at publishing educational, relevant information and content that assists me in financial decision making	3.74	1.459	5.859	0.536
75	Vehicle insurance ads are impactful, relevant and human centered	3.36	1.465	6.094	0.601
76	Vehicle insurance companies are content marketing leaders	3.54	1.486	4.586	0.491

Nr.	Moderating Variable 1 = completely agree; 7=completely disagree	Mean	Standard Deviation
Emotions			
55	I fear driving without a vehicle insurance cover	2.07	1.546
56	I fear loss of my vehicle due to an accident without vehicle insurance cover	1.83	1.439
57	I fear being involved in a car accident or damaging another vehicle without vehicle insurance cover	1.80	1.400
58	I trust my insurer	2.64	1.385
59	My vehicle insurer makes me feel like their only customer	3.55	1.610
60	My vehicle insurer is trusted by others	2.76	1.236
61	The best experience I have ever had from a vehicle insurance company	3.12	1.460
62	I am most satisfied with my insurers offerings	3.03	1.443
63	I am inclined to spreading a positive opinion about a vehicle insurance service to others	2.79	1.376

APPENDIX D: CROSS LOADINGS

Nr.	Decision to purchase insurance	FGC	Fear	Inclination towards insurance	Income	Intellect	Perceived need for insurance	Price	Quality
12	-0.066	-0.093	0.043	-0.224	0.021	0.026	-0.085	-0.044	-0.197
13	0.280	0.197	0.371	0.826	0.298	0.401	0.304	0.167	0.167
14	0.332	0.230	0.385	0.852	0.306	0.190	0.403	0.287	0.318
15	0.209	0.089	0.166	0.218	0.181	0.047	0.177	0.013	-0.013
16	0.333	0.391	0.427	0.396	0.414	0.261	0.881	0.386	0.338
17	0.300	0.386	0.345	0.348	0.367	0.213	0.803	0.224	0.265
18	0.280	0.381	0.369	0.353	0.290	0.269	0.816	0.384	0.268
19	0.094	-0.209	-0.107	-0.035	0.030	-0.002	-0.053	-0.132	0.067
20	-0.013	-0.044	-0.131	-0.153	0.061	-0.097	-0.102	-0.245	-0.080
21	0.376	0.034	0.381	0.179	0.375	0.229	0.501	0.221	0.361
22	0.152	0.285	0.088	0.192	-0.039	0.036	0.207	0.293	0.403
23	0.353	0.199	0.354	0.284	0.353	0.240	0.360	0.350	0.738
24	0.189	0.186	0.106	0.094	-0.130	0.033	0.115	0.443	0.553
25	0.273	0.147	0.361	0.167	0.247	0.256	0.328	0.274	0.653
26	0.369	0.176	0.339	0.176	0.143	0.272	0.200	0.273	0.741
27	0.066	0.277	0.220	0.121	-0.064	0.123	0.140	0.508	0.193
28	0.142	0.318	0.232	0.093	-0.063	0.058	0.142	0.496	0.433
29	0.031	0.025	-0.194	-0.169	-0.105	-0.129	-0.156	-0.409	-0.106
30	0.142	0.381	0.174	0.125	0.126	0.130	0.349	0.544	0.235
31	0.171	0.255	0.251	0.226	0.194	0.297	0.327	0.776	0.363
32	0.104	0.178	0.267	0.173	0.230	0.625	0.144	0.139	0.006
33	0.176	0.230	0.223	0.140	0.208	0.686	0.110	0.158	0.098
34	0.229	0.105	0.433	0.226	0.325	0.732	0.268	0.274	0.237
35	0.372	0.195	0.399	0.287	0.311	0.781	0.320	0.304	0.372
36	0.327	0.300	0.302	0.081	0.222	0.477	0.170	0.216	0.250
37	0.218	0.200	0.234	0.138	0.331	0.669	0.156	0.132	0.151
38	0.387	0.139	0.370	0.319	0.392	0.764	0.255	0.141	0.153
39	0.401	0.145	0.322	0.231	0.334	0.578	0.181	0.069	0.262
40	0.207	0.247	0.427	0.237	0.302	0.683	0.215	0.264	0.178
41	-0.248	-0.006	-0.289	-0.312	-0.645	-0.181	-0.348	0.036	-0.087
42	0.208	0.301	0.409	0.186	0.655	0.335	0.329	0.243	0.244
43	0.190	0.163	0.345	0.252	0.687	0.321	0.262	0.091	0.201
44	0.112	0.161	0.064	0.049	0.219	0.201	0.103	0.022	0.001
45	0.194	0.244	0.117	0.031	0.440	0.319	0.116	0.080	0.043
46	0.225	0.162	0.060	-0.016	0.114	0.158	0.080	0.061	0.125
47	0.440	-0.059	0.087	0.159	0.043	0.254	0.103	-0.075	0.114
48	0.348	0.180	0.164	0.151	0.212	0.336	0.101	0.031	0.130
49	0.703	0.146	0.346	0.172	0.149	0.230	0.247	0.167	0.319
50	0.779	0.170	0.283	0.245	0.218	0.261	0.326	0.112	0.312
51	0.185	-0.013	-0.023	-0.039	0.057	0.131	-0.018	-0.267	-0.065
52	0.532	0.080	0.499	0.456	0.490	0.385	0.409	0.102	0.332
53	0.581	0.229	0.217	0.153	0.056	0.085	0.169	0.269	0.277
54	0.643	0.265	0.255	0.188	0.244	0.244	0.225	0.073	0.249
55	0.255	0.192	0.447	0.245	0.465	0.388	0.202	0.112	0.134
56	0.202	0.174	0.424	0.208	0.449	0.412	0.154	0.056	0.103
57	0.177	0.176	0.427	0.069	0.440	0.313	0.158	0.136	0.193
58	0.427	0.328	0.724	0.242	0.249	0.335	0.405	0.282	0.335
59	0.255	0.333	0.748	0.299	0.270	0.374	0.382	0.363	0.345
60	0.404	0.278	0.691	0.216	0.235	0.319	0.319	0.189	0.246
61	0.379	0.263	0.740	0.388	0.281	0.313	0.349	0.266	0.288
62	0.221	0.185	0.581	0.278	0.317	0.157	0.271	0.263	0.342
63	0.343	0.372	0.747	0.445	0.389	0.378	0.463	0.302	0.354
64	0.336	0.573	0.306	0.225	0.244	0.141	0.299	0.232	0.308
65	0.207	0.707	0.182	0.083	0.134	0.141	0.227	0.320	0.117
66	0.061	0.671	0.124	0.053	0.037	0.057	0.144	0.295	0.055
67	0.103	0.745	0.312	0.179	0.197	0.181	0.323	0.364	0.187
68	0.090	0.680	0.094	0.021	0.059	0.085	0.147	0.272	0.115
69	0.119	0.658	0.242	0.166	0.079	0.125	0.180	0.226	0.198
70	0.134	0.608	0.276	0.273	0.191	0.218	0.156	0.199	0.102
71	0.174	0.363	0.167	0.022	0.092	0.151	0.121	0.045	0.170
72	0.295	0.213	0.282	0.057	0.110	0.192	0.120	0.157	0.220
73	0.103	0.344	0.162	0.159	-0.014	0.044	0.130	0.330	0.189
74	0.083	0.531	0.246	0.182	0.079	0.066	0.327	0.230	0.072
75	0.004	0.601	0.241	0.197	0.291	0.237	0.330	0.266	0.119
76	0.090	0.481	0.209	0.118	0.168	0.182	0.282	0.237	0.170

APPENDIX E: AVERAGE VARIANCE

	AVE
Insurance	0.311
FGC	0.328
Fear	0.396
Inclination towards insurance	0.377
Income	0.262
Intellect	0.452
Perceived need for insurance	0.392
Price	0.314
Quality	0.398

APPENDIX F: LANGUAGE QUALITY PRACTITIONER LETTER

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To whom it may concern

Please be advised that I have formatted and performed a language edit on the thesis below:

**THE ROLE OF CONTENT MARKETING ON THE VEHICLE INSURANCE INDUSTRY
IN SOUTH AFRICA**

Thuso Gcabashe
Student No: MMTTHU001
Submitted in fulfilment of the requirements for the degree of Master of Commerce
specializing in Marketing (BUS5000W) in the
School of Management Studies, University of Cape Town
Supervisor: Dr Pragasen Pillay
Co-Supervisor: Dr Benedikt Hirschfelder

Yours sincerely
SHARON BUTLION

18th September 2019