

## From tweet to elite: How micro-blogs elevate the value of online grocery retailers



James Murdoch once stated that information is a highly valuable commodity in today's world, but is there a link between the value a consumer connects to an enterprise and the information enterprises share with them online?

In today's information-rich environment, online grocery retailers need to enhance their brand equity through sharing information online. Information value refers to the level of importance and value people assign to information. However, individuals with access to similar information, can attach different values to that information and perceive it in a variety of ways. Traditionally, grocery retailers only shared information on pamphlets and websites, resulting in customers having a restricted view of promotions, products, and availability. The rise of social media resolved these restrictions, allowing enterprises to interact with their customers by providing accurate, relevant, and up-to-date information.

Online grocery retailers increasingly strive to use microblogs as a marketing channel to increase their brand value. Microblogs allow individuals to compose and share short messages, increasing the tempo and effectiveness of communication. Enterprises utilise micro-blogs to share information about their brand, foster connections with customers and leverage the interactions between community members for mutual benefits.

The purpose of this study is to determine the effect of perceived informativeness, persuasiveness, and usefulness of information shared on micro-blogs, specifically

Twitter (X), and the effect thereof on South African grocery retailers' online brand equity.

A research study was conducted by Elizma van Zyl, a [Master's](#) student in the [Department of Marketing Management](#), to address the gaps and inconsistencies in existing literature regarding the relationship between enterprise micro-blogs, information value, and the generation and evaluation of online brand equity within a South African context.

This study contributes to existing literature on micro-blog marketing and the assessment of information value. This research holds significant importance for online grocery retailers, offering insights on how to use micro-blogs as a marketing tool to effectively align with customers' needs to increase their brand equity. Furthermore, this research highlights how grocery retailers can use this relationship to gain a competitive edge.

This study used the dual process theory, specifically the central processing route of the Elaboration Likelihood Model (ELM), a persuasion model, examining how various kinds of communications impact individuals' attitudes and behaviours, transforming over time as they acquire and process information.

A quantitative and cross-sectional research design was used with a target population consisting of South African grocery shoppers, aged 18 years and older, who are active on Twitter (X).

Data was collected from 171 respondents through a structured self-completion online questionnaire. Findings revealed that persuasiveness and usefulness have a positive relationship with online brand equity where persuasiveness resulted as the strongest predictor.

IT IS THUS POSSIBLE FOR ENTERPRISES TO TWEET THEIR WAY TO THE TOP!

*This research was conducted as part of the fulfilment of the [Master's degree](#) in Marketing Management 2023 with the [Department of Marketing Management](#) by Elizma van Zyl under the supervision of [Dr. Rejoice Tobias-Mamina](#).*