

**A RESEARCH INTO GAINING CUSTOMER LOYALTY**  
**ADVICE REPORT FOR URBAN TRIBE**

**NAME: ISABELLE SANNE ZONDERLAND**  
**STUDENT NUMBER: 1546266**



GRADUATION ASSIGNMENT SUBMITTED IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE DEGREE OF BACHELOR OF COMMUNICATIONSYSTEMS  
OF THE INSTITUTE OF COMMUNICATION AT THE UTRECHT UNIVERSITY OF APPLIED  
SCIENCES  
Date: 04/06/2012

## **PREFACE**

This report was written as an assignment for Take Note! Student Advertising, where I carried out a three-month internship. The internship has allowed me to gain an insight into how a start-up company operates as well as teaching me to be ready for anything that comes your way, as plans change one day to the next.

Although it had become quite a challenge to combine my university assignments, my thesis and the internship together, it has been a great learning experience and it is definitely not something I regret doing.

I would like to thank my company mentors Yael Fainsilber and Nicolas Carey for their continuous help, support and flexibility throughout my time with them and providing me with the required information in order to write this report. I would also like to thank Marine Annarumma who helped me to get the focus group together and who helped me with the questionnaires. Lastly, I would like to say a special thank you to Mr. Harry Smals, my university mentor, who always gave me support and feedback on my thesis when I needed it, and who took the time to answer each one my questions.

Without these people completing this report would have been much more of a challenge and I am therefore very grateful for their help and interest in it when it was most needed.

Isabelle Zonderland

## TABLE OF CONTENTS

---

PREFACE.....	2
MANAGEMENT SUMMARY.....	5
List of tables .....	6
List of figures .....	6
List of abbreviations .....	6
1 Introduction chapter.....	7
1.1 Take Note! Student Advertising.....	7
1.1.1 The Company .....	7
1.1.2 Current Situation.....	7
1.1.3 Development within organisation.....	7
1.2 The Problem .....	8
1.2.1 Problem Definition .....	8
1.2.2 Problem Description .....	8
1.2.3 Advisory Question .....	8
1.3 Research and Policy Question .....	8
1.3.1 Research question.....	8
2 Theoretical Framework.....	9
2.1 Corporate Identity Mix .....	9
2.1.1 Brand Identity Model.....	9
2.1.2 CI Mix .....	10
2.1.3 Logo & Icon .....	11
2.1.4 Corporate Image.....	13
2.3 Power-Interest Matrix .....	14
2.4 Customer Decision Making Model.....	16
2.6 AIDA Model .....	19
2.7 Competitor Analysis.....	21
2.7.1 Direct competitors.....	21
2.7.2 Indirect competitors: .....	22
2.7.3 Very indirect competitors .....	22
2.8 Gaining a competitive advantage through SEO .....	22
2.9 Sub Questions .....	23
3 Methodology & Research Design.....	25
3.1 Qualitative research.....	25
3.2 Quantitative research .....	25
3.3 Collection of Data .....	26
3.3.1 Non-probability Sampling .....	26
3.3.2 Interview with focus group (Qualitative Research) .....	26
3.3.3 Questionnaires (Quantitative Research) .....	26
3.3.4 Participant Observation (Qualitative Research) .....	27
4 Results .....	28
4.1 Interview with Focus Group.....	28
4.1.1 Results:.....	28
4.1.2 Perception Map of competitors according to focus group .....	29
.....	30
4.2 Benchmarking.....	31
4.2.1 Results analysis of competitor analysis with focus group.....	33
4.3 Social Media Usage by Students.....	34
4.3.1 Reasons For Using Social Media Websites .....	35
4.4 Questionnaire 1 – Urban Tribe website .....	35
4.4.1 Awareness.....	35
4.4.2 Reaction to the website .....	36
4.6 Questionnaire 2 – Competitor analysis.....	38
4.6.1 Voucher usage .....	40
4.7 Combined results of questionnaires .....	41
4.7.1 Hear about Urban Tribe.....	41
4.7.2 Experience with website .....	42
4.8 Participant Observation results.....	43

5	Limitations/Restrictions .....	44
6	Conclusion.....	45
6.1	CI-Mix .....	45
6.2	Customer decision-making model and AIDA model .....	45
6.3	Competitor Analysis.....	45
7	Advices.....	46
7.1	Gaining Loyalty.....	46
7.2	Ensuring Student's Return.....	47
7.3	Customer Relationship Management .....	48
7.4	Increasing Engagement with Customers.....	49
7.4.1	Photo Engagement .....	49
7.4.2	Host A Competition.....	49
7.4.3	Make it personal .....	49
8	List of footnotes .....	50
9	Bibliography.....	51
10	Appendices.....	53
10.1	Appendix 1 Answers Questionnaire 1 .....	53
10.2	Appendix 2 Answers Questionnaire 2 .....	64
10.3	Appendix 3 - Notes of observation .....	82
10.4	Appendix 4 – Social Media Totals of Questionnaires 1 and 2 .....	83
10.6	Appendix 5 – Focus Group Results.....	84
10.7	Appendix 6 - UNiDAYS Benchmarking.....	89
10.8	Appendix 7 - Studenbeans Benchmarking .....	93

## MANAGEMENT SUMMARY

Take Note! Student Advertising is a start-up company operating under the trading name Urban Tribe. It is a student discount, providing students with both national and local deals in different cities around the UK. They are currently located in eleven cities around England and looking to expand to the whole of the UK by September 2012. Urban Tribe has been working on increasing their number of sign-ups to the website in recent months, but are currently lacking the number of returns to the website on a regular basis. This report will therefore be investigating the different ways in which UT can help to increase customer loyalty. The following central message has been set up:

*What are the dominant factors that influence customer loyalty?*

In order to answer this question I used triangulation through observation, interviews and questionnaires. Research has shown that Urban Tribe's image and identity are relatively positive for the company as whole, for this reason they do not need to worry about looking to improve their CI at this present moment in time. Furthermore, in order to reach the students as effectively as possible, it is important to provide them with as much information about the company in the shortest time period. In order to maintain the constant interest of their target audience, UT needs to try to stay ahead of its competition by providing students with better deals than they could get from anywhere else. The fact that UT offers local deals as well as national deals already gives them a great advantage in this category.

Results have further shown that when providing students with the right amount of information, free giveaways and the non-spamming policy of the company, they will be much more interested in getting to know and signing up to the company. UT currently has a relatively strong position when it comes to being compared to its competitors (Figure 9) however it is currently lacking the number of students actually signing up to the website and returning to it. In order to solve this problem UT could look to organise more competitions and interactivity between itself and its users through the various social media platforms. Through interacting with the students on a regular and constant basis the target audience will feel more involved with the company motivating them increasingly return to the website.

The focus group and questionnaires have also revealed that by emailing users once a month about UT's latest and most popular deals, it would not be too invasive and could motivate them to return to the website. Moreover, by using increased Facebook integration and organising more voucher giveaways on a more regular basis, UT can help to escalate customer interest as well as gaining their trust through constantly interacting with them. Once UT has gained the trust of enough students, they can start relying on word-of-mouth to promote their company further.

## List of tables

Table 1 - Focus Group Competitor Results .....	29
Table 2 - Pros and cons of Urban Tribe's competitors .....	31
Table 3 - Social Media usage amongst Students derived from questionnaires .....	83

## List of figures

Figure 1 - Corporate Identity Mix. Source .....	10
Figure 2 - Homepage UT .....	12
Figure 3 - Voucher page.....	13
Figure 4 - Power-Interest Matrix. Source .....	14
Figure 6 – AIDA + Loyalty Model .....	20
Figure 7 - Urban Tribe's Competitors .....	21
Figure 10 - Initial reaction to the website.....	37
Figure 11 - Respondents would sign up to UT at a first glance.....	37
Figure 12 - Age group of respondents.....	38
Figure 13 - Location of respondents.....	39
Figure 14 - Reasons for the use of discount websites .....	39
Figure 15 - Choosing between discount websites.....	40
Figure 16 - How respondents became aware of Urban Tribe .....	42
Figure 17 - A portrayal of the characteristics in relationship marketing.....	46

## List of abbreviations

UT = Urban Tribe  
WOM= Word of Mouth  
TN= Take Note  
AIDA model= Attention, Interest, Desire, Action model  
NUS= National Union of Students  
CI = Corporate Identity  
SB = Studebeans  
CRM= Customer Relationship Management  
CL = Customer Loyalty  
SM = Social Media  
USP = Unique Selling Point

*Note: When referring to customers and consumers, both are talking about Urban Tribe's main target audience – the students.*

# 1 Introduction chapter

## 1.1 Take Note! Student Advertising

### 1.1.1 *The Company*

Take Note! Student Advertising is a start-up company that was set up in June 2010 by two graduates in International Management and Languages at Bath University. Take Note! Student advertising is currently expanding their business around the UK. Their mission/vision as stated by its managers: *to provide media platforms for companies, and to provide relevant offers and messages directly to students in an authentic, credible and a creative way* (Fainsilber & Carey, 2012). It is presently located in eleven cities around England and is looking to cover all major cities in the UK by September 2012. It is an entirely Internet based company, helping to provide greater opportunities and the possibility for greater success in the long run. (Fainsilber & Carey, 2012)

Take Note currently operates under the trading name: Urban Tribe (UT) a website through which all of their student discounts are communicated. They also work together with the A-list, which *provides students with a nightclub discount card whereby they partner with promoters to offer discounts to nightclub entry.*<sup>1</sup> Take Note looks to sell A-list cards, through which they then receive a total of £1500 per semester and £2 for every A-list card sold. At present, this is their main source of income. Their other source of income is having certain clients such as La Tasca paying to advertise on Urban Tribe. (Fainsilber & Carey, 2012)

### 1.1.2 *Current Situation*

Urban Tribe is looking to increase the number of sign ups and customer returns to their website. The company and website are currently undergoing much development, these improvements consist of; strengthening their student database, improving their social media platforms, getting better deals with both national and local businesses in the different cities and to improve the 'banter' section on the website; this section contains articles for everyone written by students on today's most popular activities.

By creating a large student database, partner companies such as Nando's, Domino's and Burger King, to name a few, would be much more willing to provide UT with better deals, this then results in UT being able to offer students better deals, allowing them to attract more students to the website, which then helps to increase the traffic around the website.

The reason for creating their own student database rather than using an existing one, is because this way they can approach students personally and can somewhat 'push' them to sign up rather than using an existing student database from Student Unions. By using these databases, it would mean that they would have to spam the students in order to raise awareness for the company.

Once Urban Tribe has built up a large enough student database they can start charging companies to advertise on their website.

### 1.1.3 *Development within organisation*

As mentioned above, the website has been undergoing certain improvements, including; the homepage, which will be undergoing various improvements – based on research and gut feeling - as well as increasing the interactivity throughout the website by adding the 'Tips & Banter' section to it. This section not only helps to add content and entertainment to the site, but also brings students to the site for something other than just good deals. The 'banter' section has been going viral through the 'open graph' tool on Facebook. *Open graph makes sure that when a user adds your app to their Timeline, app specific actions are shared on Facebook via the open graph. As your app becomes an important part of how users express themselves, these actions are prominently displayed throughout the Facebook Timeline,*

---

<sup>1</sup> [www.alistbath.com](http://www.alistbath.com)

*News Feed and Ticker. Enabling your app to become a key part of the user's and their friend's experience on Facebook.* (Facebook Developers, 2012)

## **1.2 The Problem**

### **1.2.1 Problem Definition**

UT is looking to raise awareness throughout all cities across the UK and to gain customer loyalty, ensuring the return of students to the website on a regular basis.

### **1.2.2 Problem Description**

The majority of students are already signed up to other student discount websites. For this reason they are less keen to sign up to other websites as such. Students tend to have a fear of getting involved with even more spamming (Appendix 5) from discount websites; UT therefore needs to look into ways in which it can communicate its non-spamming policy and to get consumers to return to the website regularly.

### **1.2.3 Advisory Question**

The goal of this report is to present relevant data concerning the Urban Tribe website and its potential to gain customer loyalty. This will be analysed through employing a customer, competitor and organisational analysis. The outcome of this report will paint a picture of how the proposed changes will alter the companies' attractiveness for students and the ways in which UT can change their approach allowing the company to interact with students in a way to help gain increased customer loyalty.

*How can Urban Tribe reach and influence their target audience most effectively, to gain their loyalty through communication and media?*

## **1.3 Research and Policy Question**

### **1.3.1 Research question**

In order to realise the students' loyalty to the website, it is necessary to understand the factors which influence loyalty. This was done through looking at the Customer Decision Making Model and the AIDA Model. These models have allowed me to investigate the various factors that can help increase CL; to further explore these models questionnaires and interviews were carried out. The research question was as follows:

*What are the dominant factors that influence loyalty?*



## 2 Theoretical Framework

The theories applied in this report to undergoing a business analysis, are crucial to understanding the business environment, its customers and its competitors. My chosen models should lead me to eligible advices at the end of this report.

*Note: sub-questions can be found after the theoretical framework.*

### 2.1 Corporate Identity Mix

The corporate identity refers to the basic profile that an organization wants to project to all of its important stakeholder groups and how it aims to be known by these various groups in terms of corporate image and reputation. (Cornelissen, 2008) *A stakeholder is any group or individual who can affect or is affected by the achievement of the organization's purpose and objectives.* (Freeman, 1984) When getting together with UT's managers, we discussed the different stakeholders in the company, and came up with the following:

- **Students** – What drives the business, this stakeholder is crucial for the survival of UT
- **Retail businesses** – provide UT with the different vouchers which drive students to the website
- **Competitors** – direct and indirect competitors which have an influence UT's environment
- **Non-students** – although these stakeholders may not have a direct interest in the company, they have the possibility to engage themselves through the 'Tips&Banter' section (see description Current Situation, Page 7) on the website, as well as being able to promote the company through word-of-mouth.

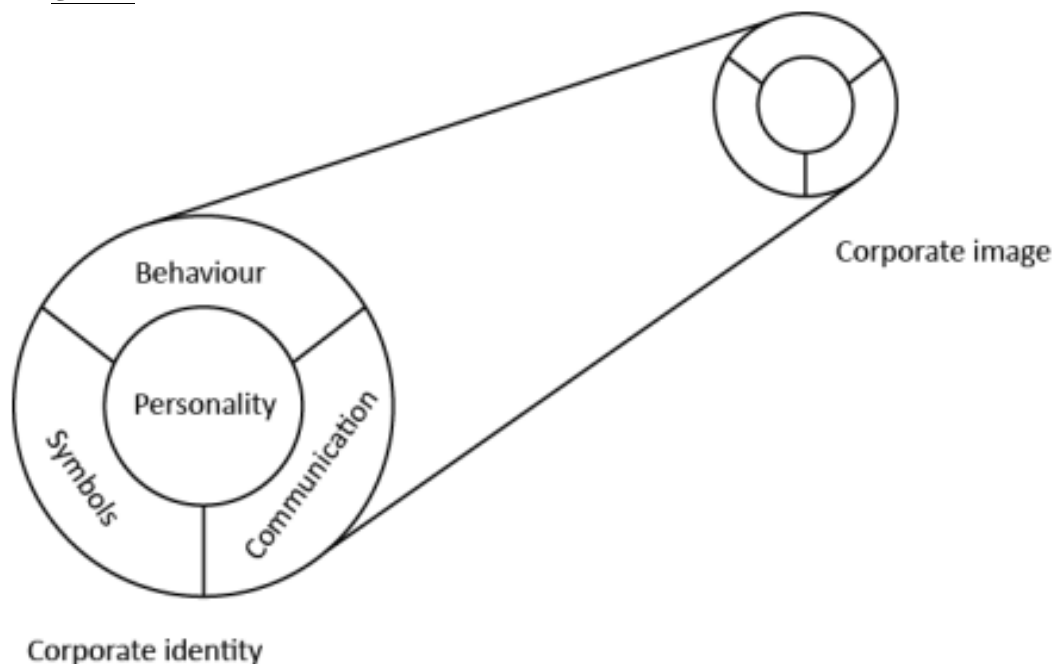
#### 2.1.1 Brand Identity Model

A brand's identity is the visual expression of a brand that is communicated with the outside world. This includes its name, logotype, communications and visual appearance. An identity system allows a brand to be *easily recognized and to gain awareness in the marketplace.* (Courtney & co, 2009) The image refers to the *immediate set of association of an individual in response to one or more signals or messages from or about an organization at a single point in time.* (Cornelissen, 2008)

The Corporate identity (CI): *is the strategically planned and operationally used self-representation and behaviour of an organisation, both internally and externally, based on their personality, long term objectives and a defined desired image.*' (Birkigt, Stadler, & Funck, 2000) It is the main communication strategy of an organisation, and therefore should be used as a centralised point for management decisions. It has the ability to convert single encounters into long lasting relationships. This concerns UT as it currently lacks a number of contacts and is looking to increase interaction with the students. By continuously sending out the same message to their audience through each of the corporate identity mix components, it can help to form the basis for a strong and positive reputation: *an individual's collective representation of past images of an organisation (induced through either communication or past experiences) established over time* (Cornelissen, 2008, p. 9). When the image: *the immediate set of associations of an individual in response to one or more signals or messages from or about a particular organisation at a single point in time* (Cornelissen, 2008) is more positive than the identity, an organisation can potentially be in danger when it comes to (negative) publicity that can affect the image. When the identity is more positive than the image, it means that the organisation is not using its instruments optimally for building their image. A look will be given into the 'instruments' in the outer ring of the CI mix, consisting of the; behaviour, communication and symbols. These form the foundation of the corporate personality, which can be best described as 'what the organisation is'. (EURIB, 2009)

By understanding what the CI is, I was able to take a look at the corporate identity mix by Van Riel. He states that the image is a reflection of the corporate identity. Van Riel believes that the image should form a basis in order to help improve the organisational goals and objectives.

### 2.1.2 *CI Mix*



**Figure 1 - Corporate Identity Mix.** Source: (Van Riel & Fombrun, *Essentials of Corporate Communication*, 2007)

#### *Personality*

The personality forms the basis of the CI; the other elements of the mix are based on the personality. Seeing at UT is a start-up company and the company's goals and objectives are not entirely set in stone, they are seen more as guidelines rather than an actual part of the personality. (Birkigt, Stadler, & Funck, 2000, p. 19)

#### *Behaviour*

The company's behaviour has a large effect on the CI; a consistent and relevant corporate behaviour is required in order to turn the CI into a positive image. The behaviour refers to what UT has to offer and the events, which they connect to as well as the various communication channels they make use of. (Birkigt, Stadler, & Funck, 2000, p. 20)

#### *Communication*

The corporate communication element allows for a strategic direction as well as the tactical information of content, depending on the desired outcome of the message. The target audience is a very important factor when it comes to communication. As with symbols; consistency needs to be kept when communicating with your target audience. (Birkigt, Stadler, & Funck, 2000, p. 22)

#### *Symbols*

This refers to symbols such as the logo, colours and images used and other visual representations. It is important for UT to remain consistent when it comes to their symbols. It should be based on the company's personality and its goals and objectives, represented by a mission and vision, as well as being consistent with their communication and behaviour. It may be required to change the symbols together with the altering of the goals and objectives of the company, in order to achieve constant consistency in the logo's and colours. (Birkigt, Stadler, & Funck, 2000, p. 21)

### 2.1.3 *Logo & Icon*

UT's aim when designing the company logo and website was to keep it youthful and interactive. UT aims to turn their website into a type of social network, bringing students together to form a 'tribe'. Throughout the website the colours; blue, orange and grey are used consistently. Blue is a neutral colour, which can be used for both men and women, and is largely used on the Internet websites such as Facebook and Twitter. However, UT decided to go with a different tint to help differentiate themselves from others. Orange is an action colour which contrasts well with blue and the colour grey also balances against blue and orange, as well as being all natural colours. The logo (below) solely uses the colour blue.

*Logo:*

The logo for Urban Tribe, featuring the word "urbantribe" in a bold, lowercase, sans-serif font. The text is a dark blue color and is set against a light grey rectangular background.

The icons on the other hand make use of the colours blue, grey and white. Icon 1 is used throughout the UT website at the bottom of the page and the logo at the top of the page. The icon shows two people talking in the shape of a "U" and their mouths create the "T" signifying 'Urban Tribe'.

*Icons:*



Icon 1

Icon 2 on the other hand is used for the Facebook page of UT. The dark grey colour goes back to being natural, and balances against the blue and orange around the rest of the website. This icon includes both the two men talking as well as the company's name and the link to website, allowing users to recognize and visit the website at any time. A problem that may arise with the following icon is that the audience may not notice the small men talking in the middle of Icon 2 immediately. Perhaps UT could look into creating an icon that highlights this, so that the link between this icon and the website is clearer.



Icon 2

UT's aim is for the website to be youthful and interactive, rather than being just another standard student discount website. They are looking to turn their website, as mentioned above, into a type social network. The website itself also contains various drawings and cartoons and articles to emphasize the youth and playfulness of the company in the eyes of the students as shown below in an example of the homepage and the voucher page on the website:



Figure 2 - Homepage UT

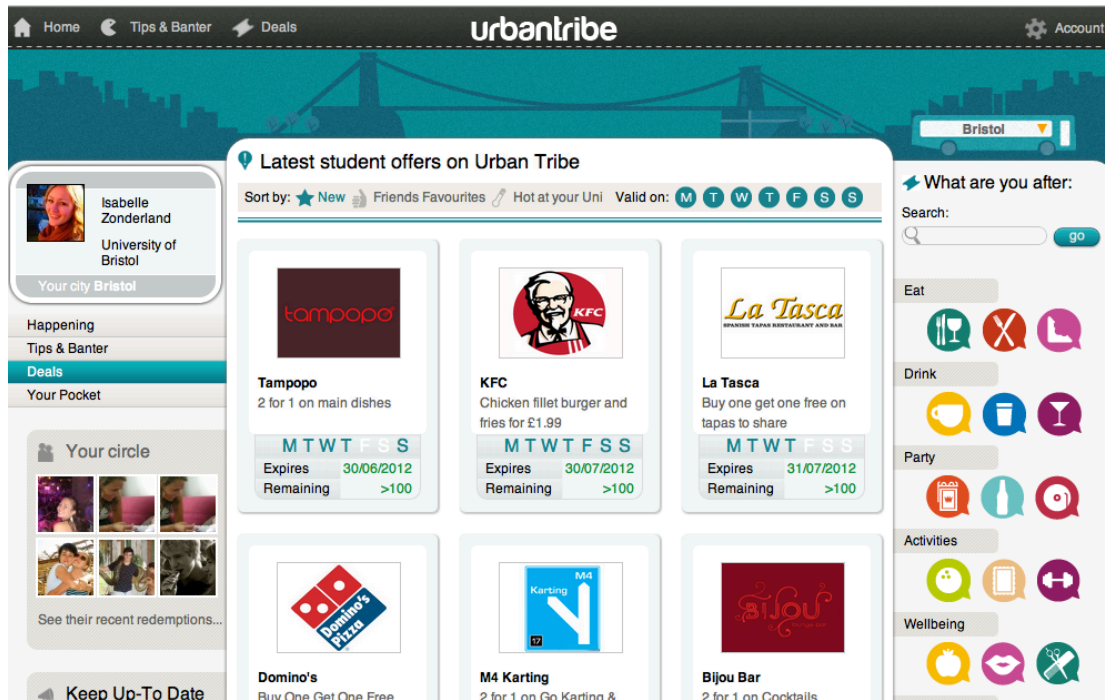


Figure 3 - Voucher page

#### 2.1.4 *Corporate Image*

Unlike the corporate identity, the image depicts the ideas that both internal and external stakeholders, have of the company. Individuals are influenced through various factors such as; their own cultural background, peer pressure, competitor information, rumours and rational or irrational thinking. The company's image can therefore be seen in many different ways through different members of the public. (Van Riel & Fombrun, *Essentials of Corporate Communication*, 2007, p. 39) Although the image is not a mirror image of the identity, if there is inconsistency or an error in the elements of the CI mix, it may have a negative effect on the image. The image that UT's target audience has of the company will be determined from the questionnaires and focus group and with these results I will then be able to advise the company on the possible improvements.

### 2.3 Power-Interest Matrix

This model has been used as it helps to categorize the stakeholders on the basis of the power they possess and the interest they show in the organisation. It is important for an organization to develop a favourable reputation in the eyes of its stakeholders. This can result into a propensity to buy the organization's products and services, to work for that organization or to invest in it. (Cornelissen, 2008, p. 69)

By identifying and placing the main stakeholders into the different categories of the Power-Interest Matrix, it helps to make a clear distinction between how much attention and effort the different stakeholders require from the company. By providing the different stakeholders with the right amount attention, a positive image and identity can be generated, helping to influence customer loyalty.

The matrix shows the different groups that involve the different levels of power the power and interest they have in the organisation. It has been divided into four separate categories:

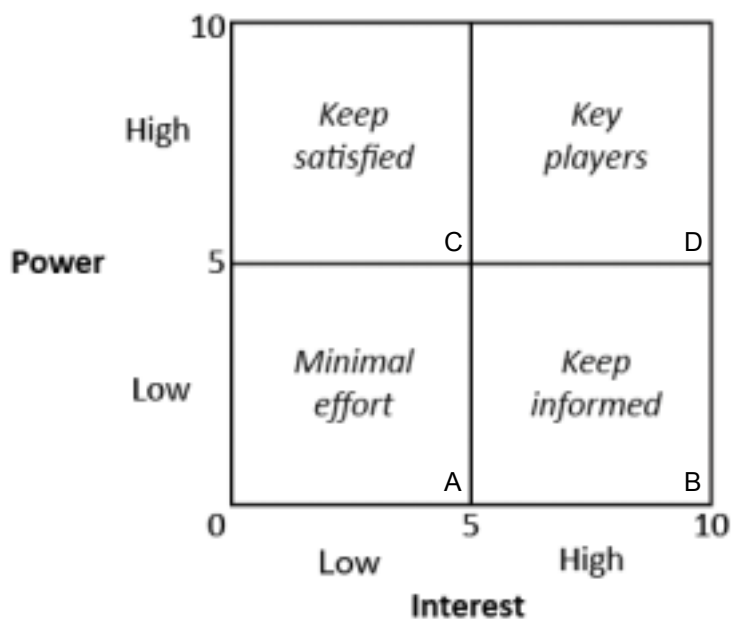


Figure 4 - Power-Interest Matrix. Source (Cornelissen, 2008)

The various stakeholder groups mentioned in 2.1, have been placed in the different quadrants of the power-interest model.

The *key players* require strong consideration in all decision-makings. They are crucial to the company's success. The group with low power and high interest need to be *kept informed* on the organisation's progress, in order to ensure their continuous interest in the company and so that they send out positive feedback through word-of-mouth. This group should be attended to well so that they are *kept satisfied*, despite their little interest in the company. Although this group does not currently have an interest in the company, they may start gaining an interest as time goes on. It is therefore important to create a positive image of the company in their minds. The groups in the *minimal effort* section, require little interest and have little power in the organisation, however this does not mean that they should not be attended to, their attention needs to be kept.

Urban Tribe's competitors have been placed in quadrant 'A' in Figure 4. The stakeholders in the category have low interest in the organisation and low power. This group consist of everyone who is not a student, but who still has an interest in the organisation: i.e. siblings/family, friends of students, to name a few. For this reason they require minimal attention and effort. Nevertheless an eye will need to be kept on them in order to stay up-to-date on their most recent strategies and tactics.

The 'B' stakeholders should be kept informed, as they may have an influence on the more powerful stakeholders. This section refers to the 'banter' readers, although a selection of these may not be students, they could still have an influence on the more powerful stakeholders if they are acquainted or related with one another.

The retail businesses offering their discounts such as; Domino's, Nando's, Fitness First, to name a few, are located in category 'C'. These businesses are powerful, but their level of interest is low. These businesses provide Urban Tribe with the student offers which draw students to the website, and without them they would not be able to function. They do not play an active role per se, but they do request updates on the effectiveness and popularity of their vouchers.

The students on the other hand are both powerful and interested. They belong in category 'D'. Their cooperation is of key importance for the new strategies Urban Tribe is looking to adopt. These stakeholders need to be kept up-to-date on a constant basis in order to keep their interest and attention.

Overall each one of the stakeholders mentioned in 2.1 needs to be targeted in order of importance to the company. Therefore the students and retail businesses would be UT's main priority and the stakeholders following these would receive the company's attention once the prior stakeholders have been taken care of.

## **2.4 Customer Decision Making Model**

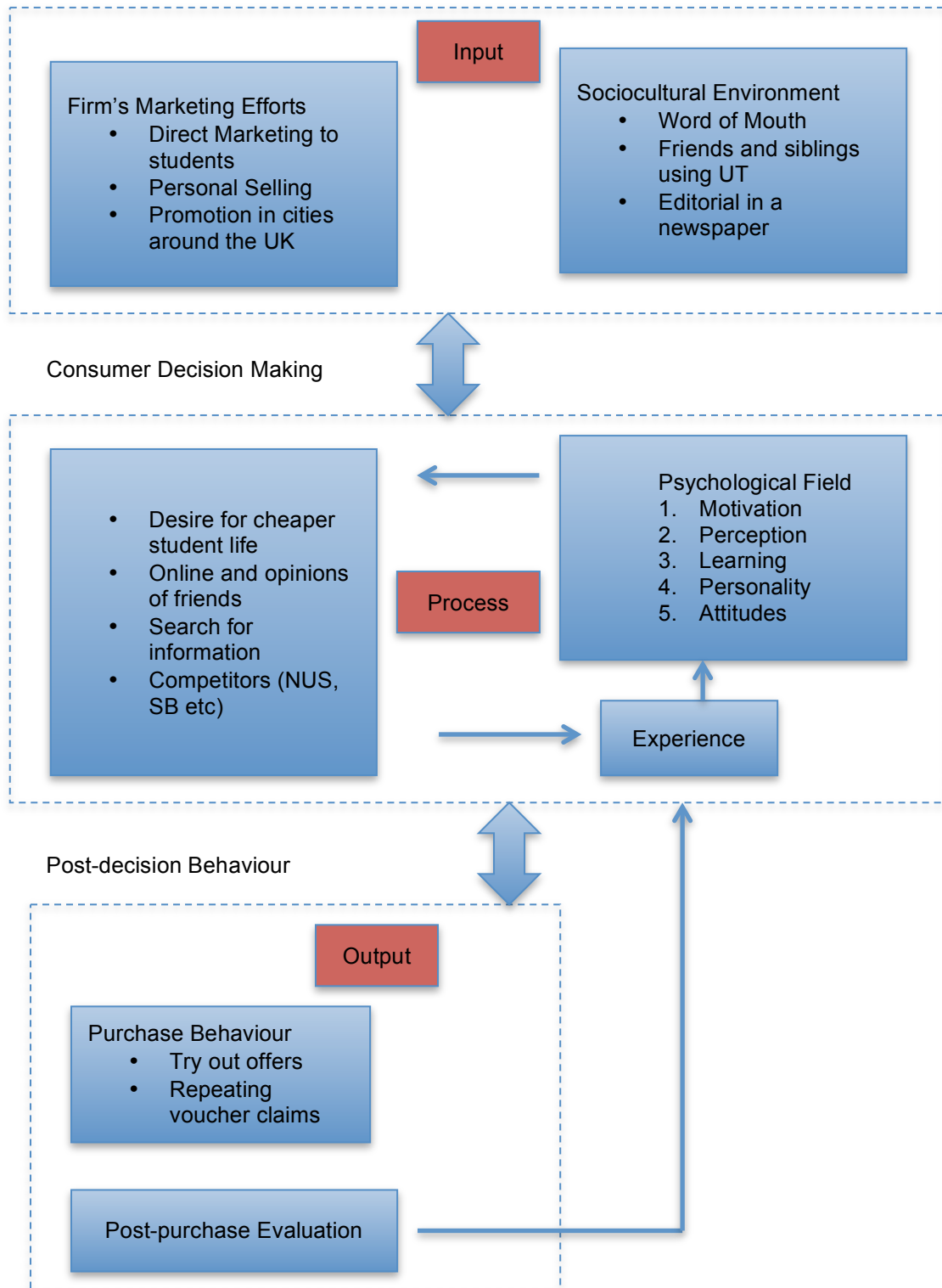
The *Customer Decision Making Model* forces the marketer to consider the whole buying process rather than just the purchase decision. This model shows the various steps consumers go through before purchasing a product.

By using this model for my research I was able to gain a better understanding of the way customers think, as well as allowing me to take a closer look as to what the external influences are on the customers of UT, in terms of the firm's marketing efforts and the sociocultural environment. Furthermore, by analysing the results from the questionnaires and the focus group, I was able to gain an insight as to what interests students and what UT could do in order to influence their buying behaviour. Answers from the questionnaires and focus group can be found in Appendix 1, Appendix 2 and Appendix 5

Students are pictured as either being receptive to or actively searching for products and services to fulfil their needs and enrich their lives (Schiffman & Kanuk, 2007, p. 528) By taking a close look at this model, the purchasing behaviour of the students can be identified. With this information a conclusion could be drawn to how UT could influence the customer's decision making and to gain their loyalty to the website.



## External Influences



**Figure 5 – A simple Model of Consumer Decision Making (Schiffman & Kanuk, 2007, p. 531)**

The *input* component of the decision-making model draws on external influences that serve as sources of information about a particular product and, which influences a consumer's product related values, attitudes and behaviour. (Schiffman & Kanuk, 2007, p. 531) The marketing activities of UT are their direct attempts to reach, inform and persuade the students to buy and use what the company has to offer. This is done via personal selling and promotional efforts. (Schiffman & Kanuk, 2007, p. 531) Seeing as UT is entirely free for students to use, can be used to their advantage to draw students in.

The second type of input, the *sociocultural environment*, exerts a major influence on the consumer. This includes feedback about UT from a friend or a sibling or an editorial in the newspaper. Seeing as these influences may be directed to the individual or actively sought by the individual a two-headed arrow is used to link the *input* and *process* segments of the model. (Schiffman & Kanuk, 2007, p. 532)

The *process* component of the model is concerned with how consumers make decisions. The *psychological field* represents the internal influences that have an effect on the decision-making processes (what they need or want). The actual act of making a decision consists of three stages: (1) need recognition, (2) pre-purchase search and (3) evaluation of alternatives. (Schiffman & Kanuk, 2007, p. 532)

The first stage occurs when a consumer is faced with a 'problem', in this case referring to students with a low budget. The *pre-purchase search* begins when a consumer perceives a need that might be satisfied by the consumption of what UT has to offer. Seeing as UT is a new business and the majority of students have no prior experience, they will need to engage in an extensive search of the outside environment for useful information on which to base a choice. (Schiffman & Kanuk, 2007, p. 533) When evaluating potential alternatives, consumers tend to use two types of information: (1) a 'list' of brands from which they plan to make their selection and (2) the criteria they will use to evaluate each brand. (Schiffman & Kanuk, 2007, p. 535)

#### *Reasons for late decision making*

Consumers want to gather as much information about a company as possible before binding themselves to it, if they are lacking information about it, they wait until they have gained the remaining facts they are looking for before signing themselves up. It is therefore important for UT to communicate all of the required information to students from the beginning, allowing students to feel informed and confident about the company they are signing up to.

The *output* portion of the consumer decision-making model contains two closely associated kinds of post-decision activity: *purchase behaviour* and *post-purchase evaluation*. The objective of both activities is to increase the consumer's satisfaction with his or her purchase. *Purchase behaviour* consumers make three types of purchases: trial purchases, repeat purchases and long-term commitment purchases. (Schiffman & Kanuk, 2007, p. 546) When students sign up to UT and start using one of their vouchers, the first voucher can be seen as the '*trial purchase*,' if they have a good experience when using this voucher and if what UT is offering them matches their expectations then they are likely to *repeat* their purchase due to *positive disconfirmation of expectations* (leading to satisfaction). (Schiffman & Kanuk, 2007, p. 547)

## 2.6 AIDA Model

Advertising has a considerable effect on the consumer behaviour and thus marketers rely on this sequential process from the customer-decision making model to increase the customer base. The *AIDA* model will be used in order to help me understand what makes the customers 'tick'. With the use of this model UT should be able to craft a service to the customer's satisfaction. (Kam, 2010).

The use of this model has forced me to take a deeper look into the minds of the consumers. Whereas the customer decision-making model has allowed me to gain an idea as to the various factors that influence the purchasing behaviour of the students, the AIDA model has helped me to look into the minds of the customers and to realize what factors and messages can influence them to start using UT's vouchers.

*Attention*, the first step of the AIDA model aims at spreading the awareness about the product or service among the targeted customers. This can be done through promotion, flyers, obtaining a unique design or marketing. UT has a unique design compared to other competing companies, such as the student discount website Studenbeans. Figure 2 shows the homepage of UT, which gives a young and fresh feel; SB on the other hand has a relatively dull design as their homepage, giving UT an advantage in this respect.

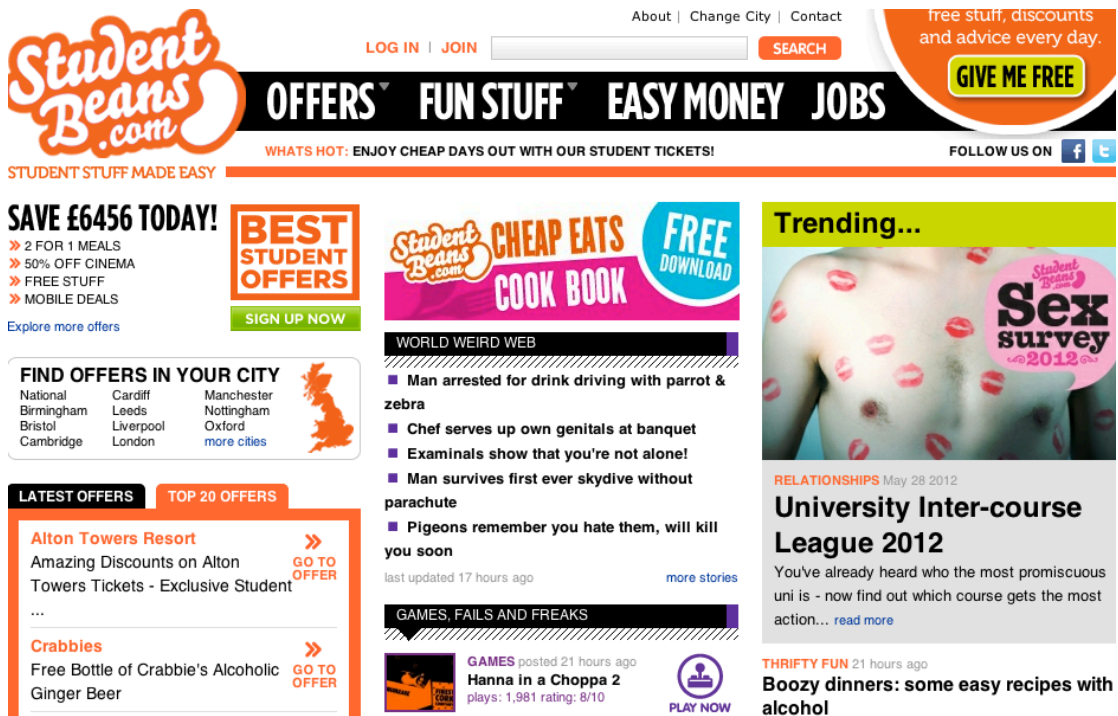


Figure 6 - Studenbeans Homepage

The next step is to incite *interest* in the minds of the consumers through a catchy tagline, highlighting the main features and benefits of the product/service and many other ways. UT could look into highlighting their non-spamming policy even more than they currently do. My observations have shown that three quarters of the time students ask whether or not the company spams them with constant emails about their latest offers (Appendix 3). Marketers should further satisfy the emotional and higher order needs (esteem and self-actualization needs of Maslow's Hierarchy of needs) of the consumers to develop a strong *desire* in their minds to purchase the product or service. (Chakraborty, 2009)

- The 'esteem needs' include the need for things that reflect on self-esteem, personal worth, social recognition and accomplishment. (Cherry)
- The 'self-actualisation needs' refers to where people are self-aware, concerned with personal growth, less concerned with the opinions of others and interested in fulfilling their potential. (Cherry)

In order to create desire for their deals, UT needs to ensure that their vouchers provide students with the best discounts in their city, and that they do not face any problems when making use of them i.e. the app not working on their phone, or that the voucher is no longer valid.

Once a desire has been developed for the product, *action* follows, this is where consumers have all of the related information about the product and avail to the product or service, but UT would need to develop some motivation for the students to go through the final step of purchasing. (Chakraborty, 2009) UT could provide the students with motivation to use their deals through their social media platforms and/or through organising small competitions through which the students get more involved with the company and therefore more willing to make use of their deals.

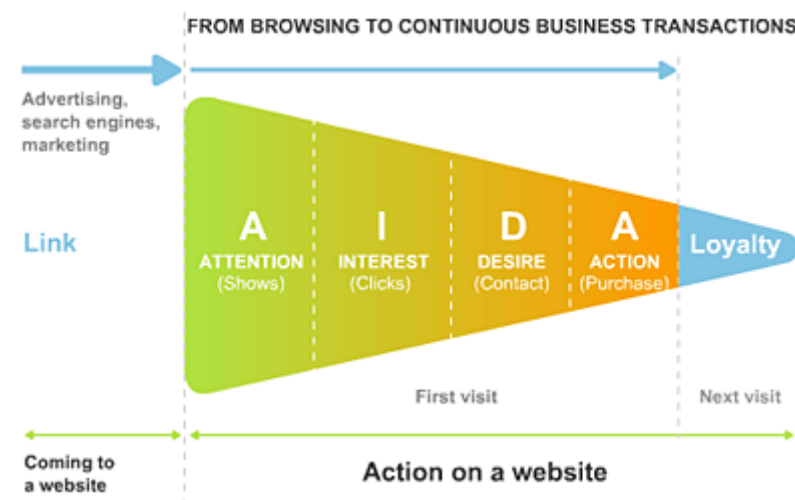


Figure 7 – AIDA + Loyalty Model<sup>2</sup>

Unlike the standard AIDA model, Figure 7 shows an extra step looking at ways to gain customer loyalty. As mentioned above, this has been investigated through the use of the questionnaire and the focus group. Through this research I was able to gain an idea as to what UT could do to ensure the students' return to the website.

<sup>2</sup> [http://www.gaumina.lt/tuuletin/fileadmin/\\_temp\\_/marketing\\_01.gif](http://www.gaumina.lt/tuuletin/fileadmin/_temp_/marketing_01.gif)

## 2.7 Competitor Analysis

Lastly, I conducted a competitor analysis by looking at UT's direct and indirect competitors. Through the use of undergoing a competitive analysis, I was able to investigate the various strategies their competitors are taking, as well as gaining an understanding as to how the students view these competitors, which I obtained through the results of the second questionnaire (Appendix 2) and the focus group (Appendix 5). A further description of my finding can be found in Results section of this report.

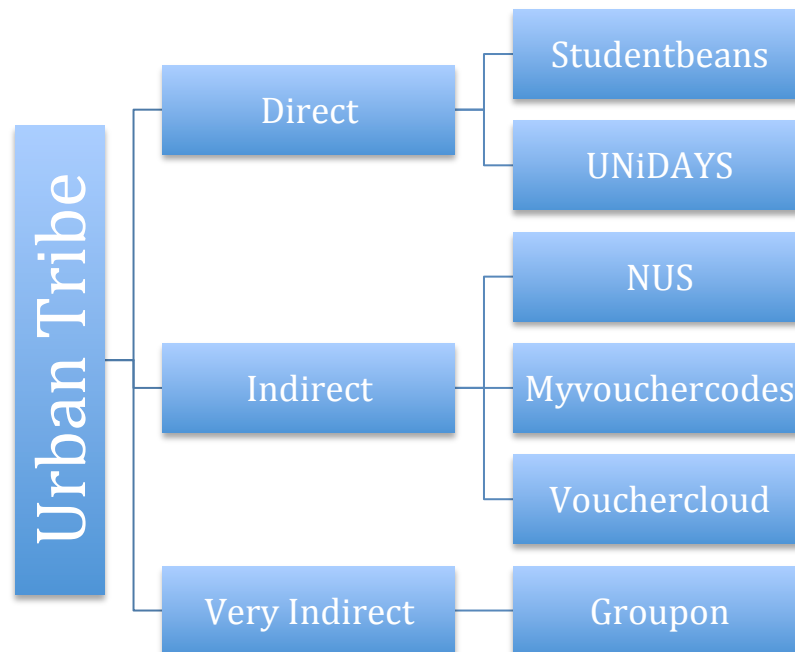


Figure 8 - Urban Tribe's Competitors

Figure 8 shows UT's different competitors divided into three categories: direct competitors: *a company that produces a virtually identical good or service that is offered within the same market as those produced by one or more companies* (Business Dictionary, 2012), indirect competitors: *competition among suppliers of different types of products that satisfy the same needs* (Business Dictionary, 2012) and very indirect competitors. UT's managers: Yael Fainsilber and Nicolas Carey determined these competitors and categories through which I then developed a diagram. (Fainsilber & Carey, 2012)

### 2.7.1 *Direct competitors*

Their direct competitors consist of Studentbeans.com and UNiDAYS as well as being their main competitors. Although UNiDAYS is a newly set up student discount website, due to its constant growth since it was established in 2010, it is considered as a direct competitor. Studentbeans.com was established in 2005 in Birmingham, and was one of the first official student discount websites in the UK. Within the first year of launching it went national and became UK's leading student website, and speaks to 500.000 UK students every month. (Studentbeans, 2012) Like UT, UNiDAYS is an entirely internet based company which was established in the year 2010 and has reached up to 26,795 likes on their Facebook page which are increasing daily. A look will be given to the usage of social media platforms by both Studentbeans.com and UNiDAYS in order to gain a better understanding of their success. (Appendix 6)

### **2.7.2 *Indirect competitors:***

#### **NUS**

The NUS (National Union of Students) is seen as an indirect competitor, both as a group and individually. The NUS is a voluntary membership organisation, comprising a confederation of local student representative organisations in colleges and universities throughout the UK and Northern Ireland. They provide research, represent and offer discounts, training and expert advice for individual students and student unions. (NUS) The Student Unions are there to improve the students' experience while at university. The SU provides welfare services and entertainment/social services, such as clubs and bars. Many also run shops and catering outlets for the students to buy lunch or snacks from. (NUS) The NUS Extra card provides students with discounts around the country allowing them to save money throughout their time at university.

#### **Myvouchercode.co.uk**

MyVoucherCodes was established in 2006, it provides discounts for both students and the working population around the UK, seeing as their target audience is not entirely focused on students, they are seen as an indirect competitor.

#### **Vouchercloud.com**

Similar to myvouchercode, vouchercloud's target audience does not consist of solely students. It is therefore also seen as an indirect competitor to UT. The business was established in 2009, and has grown to become one of the larger discount websites in the UK to this day.

### **2.7.3 *Very indirect competitors***

Groupon UK was launched in the year 2009, and offers discounts on restaurants, travel deals, paintballing, haircuts, you name it. It is seen as an indirect competitor due to the fact that it 'crosses over' when it comes to their target audience. Their target audience are working people who have a certain amount of income yet; there is a selection of students who are also signed up to Groupon. If they were to claim a paintball offer from Groupon instead of Urban Tribe, it would mean that UT is missing out on possible consumers.

## **2.8 Gaining a competitive advantage through SEO**

Search engine optimization is said to improve a website's ranking on a search engine. (Nielsen & Loranger, 2006, p. 160) SEO encompasses a wide variety of tasks that improve a website's presence on search engine, and helps to gain targeted visitors. (Grappone & Couzin, 2011) Smaller companies, such as UT, can use SEO as a means to compete with larger companies. SEO looks at analysing key words, content, page optimization, submissions, links and time. (Kent, 2011)

Keywords are the very foundation of a company's search engine strategy. They are what target the searchers. If you pick the wrong key words, you target the wrong people. (Kent, 2011) Search engines index words, which is why you need content. You want the search engines to index the keywords you are interested in, and the more content you have on your site, the more times your key words can appear. (Kent, 2011)

It is important for UT to keep an eye out on the mobile search listings, and how their website is viewed through mobile devices – as these can add up to an important web strategy for their site. (Grappone & Couzin, 2011)

## 2.9 Sub Questions

By analysing the problem situation through the application of various theories and instruments used in the Theoretical Framework, I was able to acquire the required information to produce a suitable advice for UT. The theoretical framework has led me to the following sub-questions stated below. These questions have formed the foundation of my research and have lead me to an accurate representation of the possible changes and improvements UT should undergo in order to reach increased customer interest and loyalty:

- **Corporate Personality**
  - *What is the mission/vision of Take Note?*
  - *What is the image of Urban Tribe?*
  - *What is the identity of the Urban Tribe?*
  - *What do UT's symbols stand for?*

These questions allowed me to gain an insight to how the students see UT and how the company views itself. A look was given into the CI mix of UT, where I looked at: the personality, behaviour, symbols and communication of the company. These questions needed to be answered in order to gain an insight to how the student's view UT and to create a clear understanding of the symbolism which UT uses in its website and its social media platforms. By looking at these questions it has also allowed me to see whether or not they need to look into changing symbols and/or website itself, in order to make it more attractive for students.

- **Approach**
  - *What should be communicated to the students and how?*
  - *Would a new approach to the website generate more users?*
  - *Is the current approach to the students effective enough or should UT look into a different approach?*

These questions were determined via quantitative and qualitative data. The methods were used, were: *questionnaires*, *participant observation* and a *focus group*. Here I asked students what they thought of UT as a company and how or what it could do in order to ensure their return to the website on a regular basis.

The 'approach' analysis was required in order to gain an insight into whether UT's current approach has the correct effect on students, and if certain changes needed to be made or whether they need to look into obtaining a completely new approach.

- **About the Audience**
  - *What drives UT's target audience (students, investors/advertisers)?*
  - *How did the student's hear about UT?*
  - *What interests the target audience of Urban Tribe?*
  - *What needs to be communicated with the students to catch their attention?*
  - *What type of student deals do they make the most use of?*
  - *What are the main factors for students to determine which discount website to use?*
  - *What social websites are most popular among the students in the UK and why?*
  - *How can UT gain new customers and ensure their return to the website?*

For this I will first categorize UT's stakeholders into a *power-interest matrix*. By placing them in this tool I was able to get a clear overview of the various stakeholder involved in the company and the level of power and interest they have in the organisation.

Furthermore, the *customer decision-making model* has been used in order to determine the various steps customers go through before making a decision. This model goes hand-in-hand with the *AIDA + loyalty* model, as this looks at the steps customers take to becoming loyal customers.

The questionnaires and focus group were used to determine the different ways in which the students heard about UT, as well as understanding the reasons as to why they make use of other discount websites and why they sometimes decide to use competing websites rather than solely UT.

These questions are relevant in order to recognize where interests the audience lies and what UT could do in order to make their website more attractive to students, so that they will feel the need to return to UT on a regular basis. Furthermore, is it important to know which of the deals are the most popular amongst students as well as finding out what can be done in order to make the less popular deals look more attractive and appealing to students. This information can be used to draw more students in by highlighting the popular deals on the website. The social media websites are also an important factor when it comes to students, SM has become a very important part of their everyday lives, and for this reason it is crucial for UT to understand which SM platforms they need to make use of and how in order to gain their audience's attention.

- **UT and Competitors**

- *What is UT's unique selling point and how can they use it to their advantage?*
- *Who are UT's main competitors in the eyes of students?*
- *What can Urban Tribe do to gain a competitive advantage?*
- *What advantage(s) does Urban Tribe currently have over its competitors?*

Finally a look will be given to the competitors of UT through the means of analysing their direct and indirect competitors, and to place them on a *perception map* with the help of the focus group. This will help indicate what UT can do in order to gain a competitive advantage.

This category needed to be looked into in order to identify what UT's USP is compared to its competitors, how the students view their competitors and what UT can do in order to improve their website/deals in order to gain a competitive advantage.



### 3 Methodology & Research Design

The research that was conducted consisted of mixed method research. (Denscombe, 2008, p. 108) Throughout this research both qualitative and quantitative research were used. The mixed method approach was used in order to ensure the possibility of triangulation: *the practices of viewing things from more than one perspective*. (Denscombe, 2008, p. 134) This means that I have used different methods from diverse sources of data in order to ensure the reliability and accuracy of my results. In this way, the researcher can get a better understanding as to what is being researched from different positions. (Denscombe, 2008, p. 201) It also helped me to provide a complete picture as to what was being studied.

The research was conducted to help answer the research question. This was done through:

- a) Assessing the way in which the company can approach its target audience
- b) Investigating how UT can ensure the initiating and return of students to its website.
- c) Investigating what catches the students' attention and interest in order to then transfer their actions into loyalty.

The methods that have been used throughout this research are as follows:

- User questionnaires
- Interview with focus group
- Participant observation
- Interview with managers

#### 3.1 Qualitative research

Qualitative research relies on the transforming of information from observations, reports and recordings into data in the form of written words rather than numbers. It is conducted on a small-scale basis. This form of research is used to create depth in the studies and is well suited for giving descriptions. It shows how things are related to one another and how they are interdependent within the context. The role of the researcher within this form is research is very important in the construction of the data. The social background, values, identity and the beliefs of the researcher will have a significant bearing on the way the data is collect and the way in which it is interpreted. (Denscombe, 2008, p. 248-250)

To assess what UT can do in order to gain increased consumer interest and customer loyalty observations, interviews and a questionnaire were conducted. As a participant observer the role in the social situation under observation was taken on. The aim of being a participant observer is to discover the nature of social reality by understanding the actor's perception, understanding and interpretation of the social world, whilst observing and experiencing as a participant. (Pearsoned, 2005)

#### 3.2 Quantitative research

Quantitative research allows you to generate numerical data and transform what is observed, reported or recorded into quantifiable units. In other words, you measure phenomena so that they can be transformed into numbers. These numbers are easy to use for comparisons and correlations.

Quantitative research is usually conducted on a large-scale basis as this leads to more reliable research. This form of research is 'objective' because the data accurately reflects the event itself and not the researcher's preferences. (Denscombe, 2008, p. 248-250)

Quantitative research allows the researcher to familiarize themselves with the concept that being studied. (Golafshan, 2003) It takes the form of numbers, which are associated primarily with the strategies of research such as surveys and experiments, and with research methods such as questionnaires and observation. (Denscombe, 2008) This will be done via approaching students at the universities and asking them to fill out the questionnaire. Once an appropriate number of responses have been collected, an analysis of the results will be made.

### 3.3 Collection of Data

The above paragraphs on Qualitative research and Quantitative research give an explanation of the different forms of research methods that have been used. The qualitative research has helped me to understand why the students make certain decisions.

The interview with the focus group and participant observation were done in order to gain detailed information on the opinions of students on the company, its competitors, UT's website and the possible improvements UT could undergo in order to gain increased customer interest. The observations have allowed me to gain an insight into how students act and react to different approaches. From these observations I was able to draw conclusions on what methods have proven to be effective and which ones not as much.

The questionnaires (quantitative research) have allowed me to gain a general idea on the students' opinions on the layout of the website, their use and reasons of use for the vouchers, the different deals which interest the students the most and information on UT's competitors. The qualitative research was used post-quantitative research in order to gain greater insights of the questionnaire results.

#### 3.3.1 *Non-probability Sampling*

Within this research, non-probability sampling was used. This means that the selection of people was not at random. Throughout this research I used purposive sampling: *specific people are selected because they are most likely to produce the most valuable data and because of their relevance to the topic of the investigation.* (Denscombe, 2008, p. 17)

It was necessary to only include students within this research as only they could provide the most valuable data when answering the questions in the questionnaires and within the focus groups.

#### 3.3.2 *Interview with focus group (Qualitative Research)*

A semi-structured interview was conducted; this means that the interviewer has a clear list of issues to be addressed and questions to be answered. The interviewer however, is prepared to be flexible in terms of the order in which the topics are considered. The interviewee is allowed to develop ideas and speak more widely on the issues raised by the researcher. (Denscombe, 2008, p. 176)

The interview consisted of getting together a focus group to enquire information on what they believed UT would have to do in order for them to return to the website on a regular basis and to draw out a perception map as to where they believed UT to be in comparison to their competitors. A selection of these results can be found in Questionnaires (Quantitative Research)

In order to assess the validity of my questionnaire it needed to be able to measure what you are intending to measure.

#### 3.3.3 *Questionnaires (Quantitative Research)*

I had decided to collect primary data through Internet surveys. By going online I can quickly and easily distribute the questionnaires (Appendix 1 and Appendix 2) to people at the same time. Responses can be almost instantaneous, and seeing as the respondents themselves enter the information, I was able to tabulate, review and share the research data as it arrived. An advantage of online surveys is that people may respond in their own time and at their own convenience (Kotler & Armstrong, Principles of Marketing, 2010, p. 137-138)

I will be using a sample - *a segment of the population selected for market research to represent the population as a whole* (Kotler & Armstrong, Principles of Marketing, 2010, p. 139) – of the student population to give a representation of the student population as a whole. A limitation with this was getting students to respond to the questionnaire as many of them saw it as a waste of time. Unfortunately I did not receive as many responses as I had hoped for, but it was enough to give me an idea as to what they think of UT as a company and other student discount websites.

Two questionnaires were carried out: one based entirely on the UT website (Appendix 1) and the second focused more on competitors and possible ways of gaining customer loyalty (Appendix 2). The results of my findings can be found in the 'Results' section and the Appendices.

#### **3.3.4 Participant Observation (Qualitative Research)**

By undergoing participant observation which; *refers to a form of sociological research methodology in which the researcher takes on a role in the social situation under observation.* (Pearsoned, 2005) The social researcher immerses him/herself in the social setting under study, getting to know the key factors in the situation. The aim is to experience the events in a manner in which the subjects under study also experience these events. Whilst observing and experiencing as a participant, a level of objectivity needs to be kept in order to understand, analyse and explain the social world under study. (Pearsoned, 2005)

Throughout my time with UT, I went with them to various cities around the UK such as: Bournemouth, Canterbury, Bath and Brighton, where we visited the different universities to help promote the business. Throughout these trips I would make notes and observe the behaviour of the students in each city (Appendix 3). Furthermore, I joined them on events such as the Bristol Fashion Show and the 'Free Pancake giveaways' on Pancake Day.

## 4 Results

The gathered data has been employed to generate a valid conclusion for UT to help gain customer loyalty. When analysing the resources, more attention was paid to stimulating the outcomes for a constructive outcome.

### 4.1 Interview with Focus Group

The interview with the focus group(s) (See Appendix 5) allowed me to gain deeper insights as to what the group liked about the UT website in terms of looks and navigation, as well as informing me on what they believed the company could improve about it. Furthermore I asked them what they thought UT could do in order to ensure their return to the website as well as asking them what liked and disliked about UT's competitors and reasons as to why they make use of their offers.

The questions which were asked to the focus group allowed me to gain a better insight as to how they viewed the website, if they could find their way around the website easily, what they would advise UT to change and/or improve on it and the various deals that they would like to see more of. Additionally, I asked them what UT could do to ensure their return to the website and how they go about using the vouchers. These questions helped me to answer the sub questions 'About the Audience.' Moreover, I asked them about the other student discount websites they use and what they like and dislike about them. This allowed me to gain an understanding as to what UT could do in order to gain a competitive advantage as well as allowing me to see the possible advantages that UT currently has over its competitors. Furthermore I was able to comprehend as to why students sometimes decide to use the vouchers of UT's competitors rather than Urban Tribe's ones.

I was able to understand the how the students' view UT in comparison to its competitors, by asking the focus group to place each of these companies on a perception map (Figure 8). The interview with the focus group has helped to answer a large selection of the sub-questions. Below you can see a more detailed description of the answers, which were delivered throughout the interview.

#### 4.1.1 *Results:*

##### 4.1.1.1 *Urban Tribe's website layout*

Overall the response from the focus group was very positive concerning the website. They mentioned that they liked the fact that their student profiles are linked to the website, allowing them to get automatically signed into UT when they are logged into their Facebook account, they mentioned that this makes the use of the website much easier because they do not need to constantly login to UT manually. The boxes throughout the website were said to be very good, easy to find as well as providing them with all the information that they needed. Furthermore they mentioned that the colours, style and design fit the student target perfectly and encourages them to stay on the website.

##### 4.1.1.2 *Improvements*

Results showed that the navigation around the website is seen as being very clear due to the number of filters located on it. They agreed however that some of the filters were either 'weird' or that they looked too alike, yet they are easy to understand. A possible improvement, which was mentioned, was the use of specific colours on the filters for the different types of deals to help make it more coherent, seeing as presently some of the colours are used twice.

Students prefer websites to be attractive, yet simple and contain as little clicks as possible. They advised on removing the 'show more' at the bottom of the deals page and to place all deals on one single page and to place the most popular deals or the latest chosen deals by their friends at the top. Additionally they mentioned that they would like the possibility to see the redemptions from their circles for a longer period of time than the two week timeframe they are currently given – they mentioned it would be a good idea to see their current and past redemptions to motivate people to get more vouchers.

Urban Tribe stands for students forming a 'tribe' and to allow them to make use of the deals together, for this reason the focus group advised for deeper integration of social media in the website, where students can interact with their friends and other members of UT as well as being able to see the offers their friends like directly on the website rather than on Facebook.

Finally, although the company is actively working on expanding to all major cities around the UK, each one of the focus group mentioned they wanted to see offers in more cities around the UK because they tend to travel a lot around the country.

#### 4.1.2 *Perception Map of competitors according to focus group*

Before asking the focus group to place UT's competitors on a perception map, I asked them the different discount website they were signed up to. These questions were derived from the Theoretical Framework to determine UT's different competitors.. Once this had been determined I was interested to find out how the students view UT's competitors, and how they see UT is compared to these competing businesses.

As mentioned above in the Interview with Focus Group, the questions asked to (Appendix 5) allowed me to realize the advantages and disadvantages of UT's competitors and to recognise what UT could do in order to prevent their customers from going to their competitors for better deals.

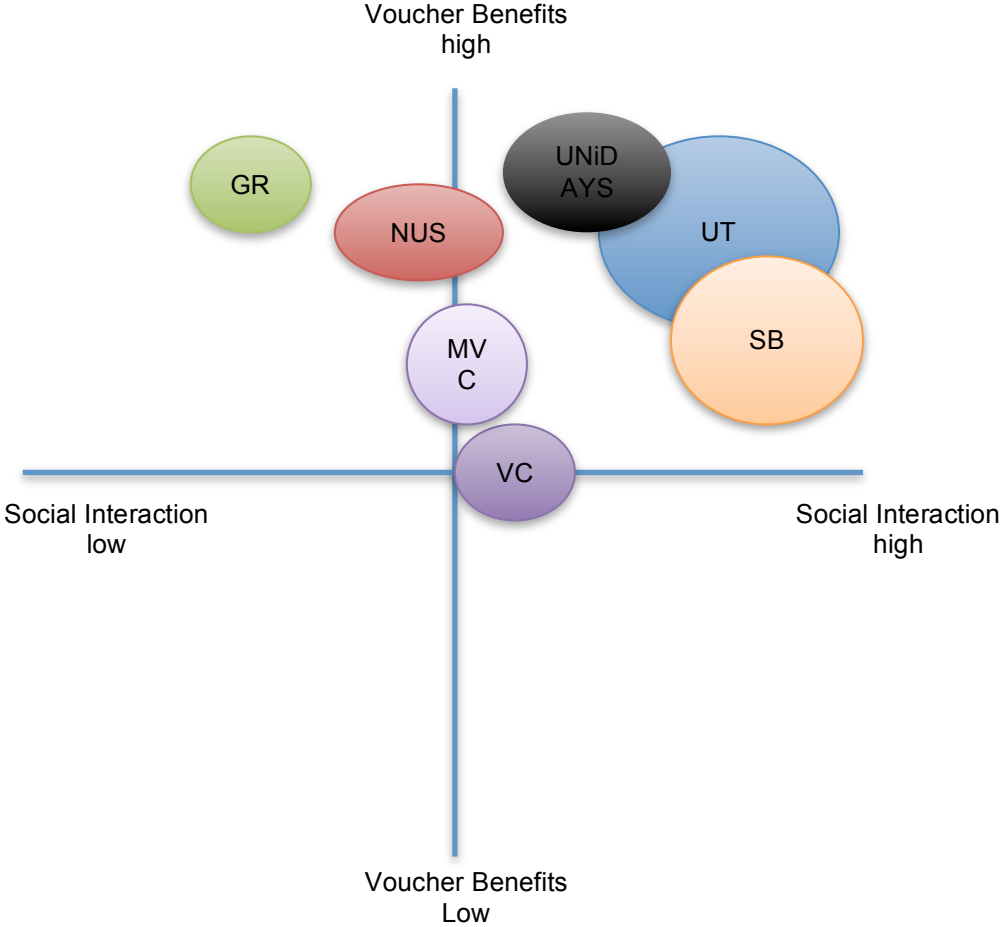
The respondents requested to have their names kept anonymous; I therefore used their initials in the results. They responded with the following:

**Table 1 - Focus Group Competitor Results**

	<b>CG</b>	<b>AM</b>	<b>MA</b>	<b>LMK</b>	<b>JS</b>	<b>EN</b>	<b>HB</b>	<b>JF</b>	<b>KM</b>	<b>EE</b>
<b>Studenbeans</b>	Yes	No	Yes	Yes	No	Yes	Yes	Yes	Yes	No
<b>UNiDAYS</b>	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Groupon</b>	Yes	Yes	Yes	Yes	No	No	Yes	No	No	No
<b>Living Social</b>	Yes	No	Yes	No	Yes	No	No	No	Yes	No
<b>Private Sales</b>	Yes	No	No	No	No	No	No	No	No	Yes
<b>Myvouchercode</b>	Yes	No	No	No	No	No	No	No	No	No
<b>Vouchercloud</b>	No	No	No	No	No	No	No	No	No	No
<b>Student saving</b>	Yes	No	No	No	No	No	No	No	No	No
<b>Studentdiscount</b>	Yes	No	No	No	No	No	No	No	No	No
<b>Social Deals</b>	No	Yes	No	No	No	No	No	No	No	No
<b>NUS</b>	No	No	No	No	No	No	No	No	No	No

Results showed that not all members were signed up to UT's main competitors. Although this was the case, the majority of them were still aware of these companies, for this reason I asked them to place UT against the competitors on a perception map. This helped to give me an idea as to where UT currently stands in the eyes of its target audience. The dimensions used in the perception map (level of voucher benefits and social interaction) were chosen because these factors are highly valued by students when it comes to deciding which discount websites to use. (Appendix 2)

*\*Note that the size of the circles was determined by the number of respondents from the questionnaires who were signed up to the different discount websites.*



**Figure 9 - Competitor Analysis of Social Interaction vs. Voucher Benefits**

Once the companies were placed on the map, the focus group explained that Groupon offered amazing and high voucher benefits, yet the social interaction between the company and customers was not great. The NUS vouchers were said to have high benefits because students are able to use it at all times. The voucher benefits from Studenbeans are not very good seeing as they present the offers for every student in the UK rather than just for the members of the website. SB's offers however are said to be quite good. Below, in Table 2 you can see the individual responses by the focus group.

## **4.2 Benchmarking**

A further look was given to how UNiDAYS managed to obtain 37,788 likes on their Facebook in the space of a year and a half. UNiDAYS organised giveaways once or twice a weeks for students, either through guessing games, or asking users to 'tag' UNiDAYS in their status, or give them a chance to win something if they tag themselves or their friends in a UNiDAYS picture and so on. This way UNiDAYS received maximum coverage and interactivity. Students have the opportunity to win something with the minimum amount of effort and UNiDAYS receives free promotion. See Appendix 6 for screenshots of the different Facebook posts which UNiDAYS published from the period of March 18<sup>th</sup> 2011 to June 20<sup>th</sup> 2011.

Appendix 7 shows some screenshots of how Studenbeans uses Facebook to integrate with its users. Unlike UNiDAYS it uses more humour rather than competitions and giveaways to draw students to their website. A reason for this may be that SB does not need to worry too much about motivating extra signups to their website as they are currently UK's biggest student discount and students are likely to sign up to it whether they promote their website or not.

Table 2 (below) shows the responses from the focus group on what they like and dislike about some of UT's main competitors: Studenbeans, Groupon and myvoucher codes. My aim with these results was to gain an insight to how the students view UT's main competitors, for this reason I did not include UT in the list. Another reason for excluding UT from the list was because in both the second questionnaire and the questions for the focus group, I asked them what they liked about UT as well as asking them what they thought UT could change about itself in order to make the website more attractive for students.

Table 2 - Pros and cons of Urban Tribe's competitors

	Studenbeans		Groupon		Myvoucher codes	
	Like	Dislike	Like	Dislike	Like	Dislike
<b>CG</b>	Can also read articles, jokes, learn tips to save money, have free stuff (books, games) and deals in every uk city.	The style is horrible (orange colour) And the categories aren't well organized and I have difficulties in finding what I want	Amazing deals and saves a huge amount of money. Very original deals i.e. like hot air balloon trips or sport car driving.	Offers aren't available for a long time and we can easily miss amazing deals. The emails they send everyday can be a bit too much	Simple browser if you know what you want and you can see all the deals available. Display the other offers you might like	The "codes" aren't always good and the links may just direct us to the website of the shop and then you have to find the discounts yourself
<b>AM</b>	The large range of "discounts"/free stuff provided	Design, bad organization and generally the discounts are available for every student and not only for people who registered to Studenbeans	Amazing discounts and always a good experience - no refusal or new conditions from the shop/restaurant/bar etc.)	The large amount of email - 1 to 3 per day	Do not use it	Do not use it
<b>MA</b>	Good offers and/or advice about saving money	Bad design	Epic deals available in MANY areas + good design	1 to 3 emails per day, TOO MUCH	Do not use it	Do not use it
<b>LMK</b>	Free stuff + funny articles	Horrific style + too many emails	Do not use it	Do not use it	Do not use it	Do not use it
<b>JS</b>	Do not use it	Do not use it	Do not use it	Do not use it	Do not use it	Do not use it
<b>EN</b>	all the topics brought about.	"Fake" discounts (for every student and not reserved to the members) and bad	Do not use it	Do not use it	Do not use it	Do not use it



		design				
<b>HB</b>	Free stuff + discounts on hifi et shops + large number of cities involved	Style is horrendous	Epic deals in many cities	The frequency of the emails is definitely too much	Do not use it	Do not use it
<b>JF</b>	Number of boxes/activities offered: discounts, tips, articles, jobs etc.	This disgusting orange style!	The craziness of the offers	Daily emails and the number of offers (not enough + limited in time)	Do not use it	Do not use it
<b>KM</b>	The large amount of things we can find on the website	Design + daily emails	Do not use it	Do not use it	Do not use it	Do not use it
<b>EE</b>	Do not	Do not	Do not use	Do not use	Do not	Do not use it

#### **4.2.1 Results analysis of competitor analysis with focus group**

For Studenbeans it is obvious the style and layout of the website are in need of a change as this is what almost drives students away from it, however, it does provide students with good deals, free things and being available in each city around the UK. Furthermore it provides users with articles, jokes and tips to help students save money which students find very useful.

Groupon has some great and original deals that it offers to its members and which can be used in many different places, however they would prefer it if the offers were available for a longer period of time because they tend to miss some good offers, or they are not able to afford an appealing offer on that particular day. Groupon, more than Studenbeans, tends to send out a large number of emails to its members informing them on their deals, however this ends up becoming annoying to the users because they constantly need to get rid of numerous emails they don't even look at per day.

The majority of respondents do not use Myvoucher codes, however a remark was made that the browser is simple and easy to understand. If you know what you want, you can see each other of the deals that is available from that category, as well as displaying other offers which may be of interest to you. A problem with this website however, is that the 'codes' sometimes do not work properly as they direct you to the website of the shop, where you need to search for the discounts yourself.

### 4.3 Social Media Usage by Students

For further investigation, the questionnaires 1 and 2 (Appendix 1 and 2) gave me an idea as to which social media platforms students mainly make use of in the UK. The various SM platforms, which can be found in Figure 10, were determined via the results of the questionnaires. The reason for asking the members of the focus group these questions was mainly because UT is an online based company, and therefore relies heavily on social media to help promote the business, helping to direct users to the website through these platforms. Once the most popular mediums have been identified, UT can look to promote its business through these mediums.

Whilst interviewing the focus group, I asked them to, as a group, place the different types of social media platforms on a perception map (Figure 10) where they believed they belonged. The dimensions on the axes were chosen in order to find out which SM websites are the most popular amongst the students in the UK and which ones they spend the majority of their on. With these results, UT can create estimate how much time, money and effort should be put into the different SM platforms. The sizes of the social media icons were determined from the number of students from the questionnaires who used these websites. See Appendix 4 or the total number of students who use these websites derived from the questionnaire.

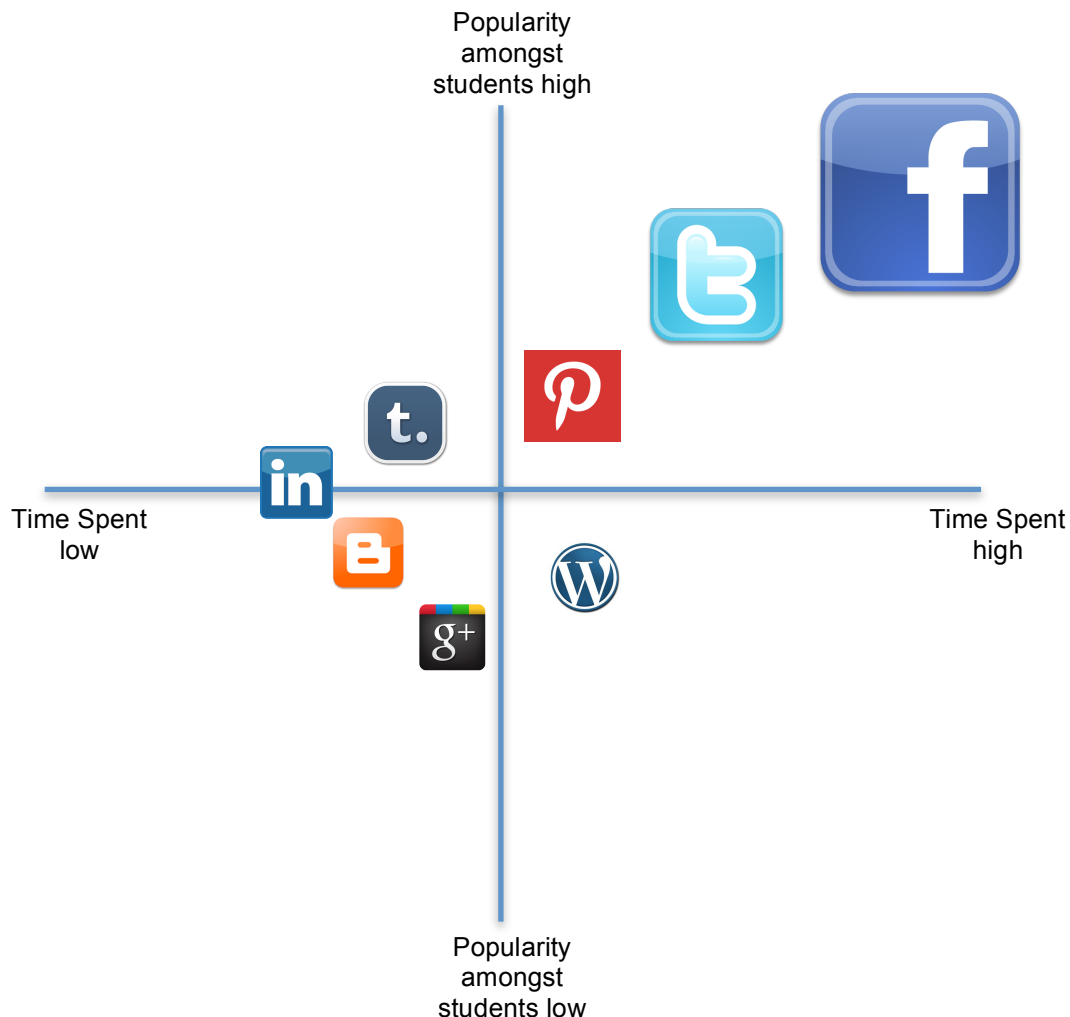
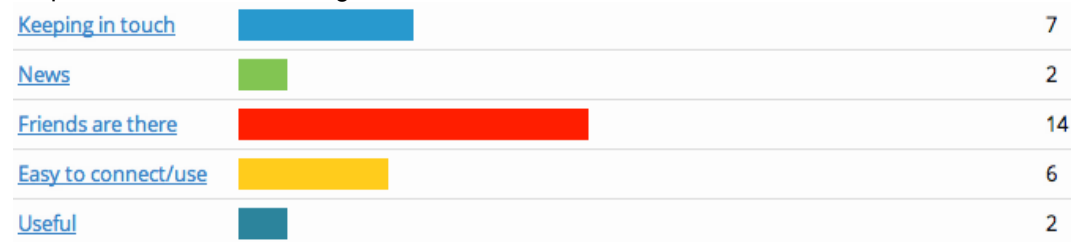


Figure 10 - Perception Map of Social Media amongst Focus Group

As Figure 10 indicates, Facebook unsurprisingly, is the most popular social media platform amongst, not only students but the entire UK population as a study showed by 'The Webmarketing Group mentioning that 23 million people from the UK were already on Facebook in 2009. (The Webmarketing Group, 2009) Twitter is also becoming more popular amongst students and they are starting to spend increased time on this platform. Pinterest, although it is relatively new website, is becoming very popular amongst users where they are able to post and 're-pin' pictures of interests on their accounts.

#### 4.3.1 *Reasons For Using Social Media Websites*

When asking students as to why these are the websites that they make the most use of they responded with the following:



**Chart 1 - Reasons for joining social media platform(s) (derived from questionnaire 2)**

Social media today, has changed from being able to keep in touch with friends to becoming an everyday use. As the results of the questionnaire showed, students sign up to the different social media websites listed in Figure 10 mainly because their friends are on it, it allows them to stay in touch with them, it is easy to use it and to connect with people, as well as keeping you up to date about the news. It is for these reasons that UT needs to look into getting through to their customers via these mediums in order to gain maximum interactivity and results from their customers.

#### 4.4 **Questionnaire 1 – Urban Tribe website**

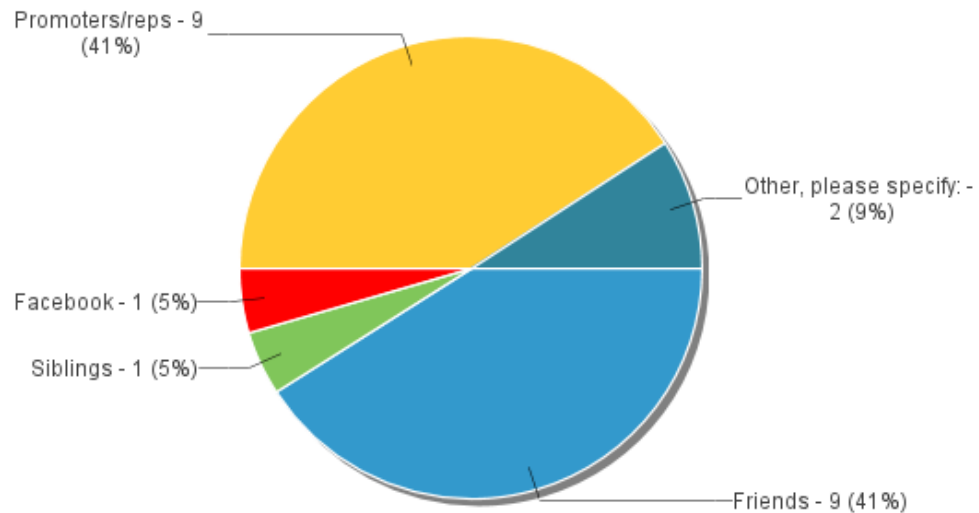
A first questionnaire (see Appendix 4 – Social Media Totals of Questionnaires ) was carried out in order to investigate how many students were aware of UT existence, how many were signed up to, their initial reaction to the website and if they would recommend it to their friends. The aim of this questionnaire was to gain an insight as to how users viewed the UT website. The first six questions were aimed at every respondent and from question seven onwards, the questionnaire was divided up into two categories: users of UT and students who had not heard of the company before. The first set of questions, which were aimed at the users of UT, looked to find out how they first heard of UT, how they experienced the website, whether they had any problems with finding their way around it and whether or not they would recommend the company to their friends.

The second half of the questionnaire asked the respondents what their initial response to the website was: whether they would feel motivated to sign up to UT at a first glance and whether the various deals that they currently have to offer interested them enough to sign up straight away.

Furthermore, these questions helped to answer how the students heard about the company, whether a new approach to the website would help to generate more users and the different deals which the students make the most use of in the Theoretical Framework. A total of forty respondents were questioned.

##### 4.4.1 *Awareness*

The results indicated that Word-of-Mouth (WOM) as well the promoting of the website that has taken place, have resulted to be the most effective. 41% of the students who were familiar with UT became aware of it through promoters. A pie chart has been developed to demonstrate the effectiveness of the different mediums through which the students heard of the company:

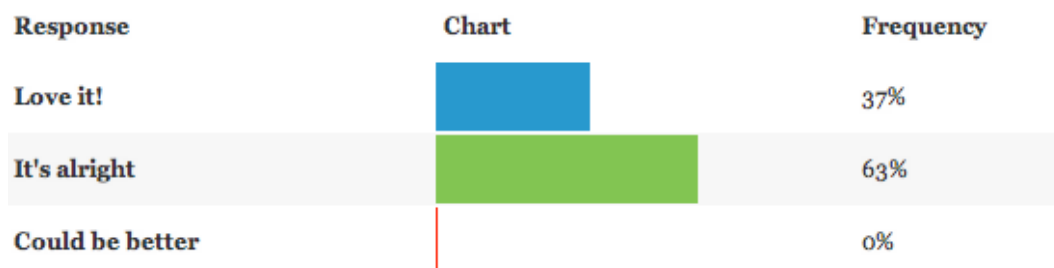


**Chart 2 - Channels of Awareness about Urban Tribe**

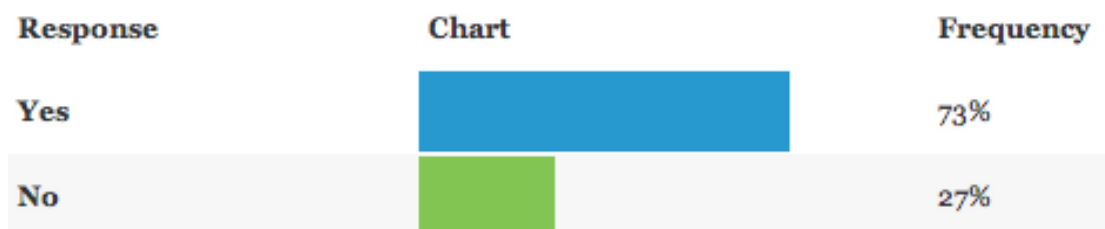
Results show that UT needs to make sure to continue promoting their company until they have reached enough students who will then spread the word to their friends, creating the snowball effect – *a situation in which something increases in size or importance at a faster rate.*<sup>3</sup>

#### 4.4.2 Reaction to the website

The initial reaction to the website by the students resulted in being relatively positive a total of sixty three per cent of them found the website to be 'alright' and the remaining 37% of them loved it.



In relation to this, 73% of them would feel motivated to sign up to UT after being introduced to it.



<sup>3</sup> <http://dictionary.cambridge.org/dictionary/british/a-snowball-effect>

Furthermore, 95% of the respondents said that they would recommend Urban Tribe to their friends.

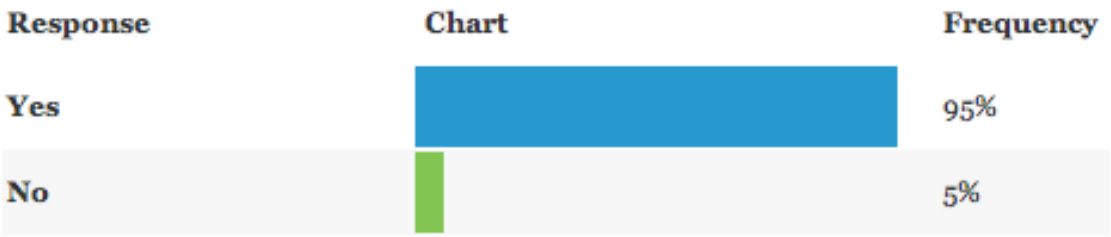


Figure 11 - Initial reaction to the website

The overall response to the website was relatively positive. Similar to the focus group, almost all respondents mentioned that they found the website clear and easy to understand, except for one person in Figure 11. Moreover, 73% of them said that they would be willing to sign up to UT at a first glance:

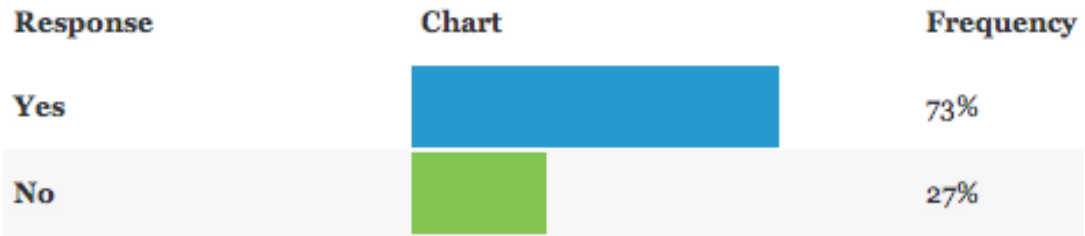


Figure 12 - Respondents would sign up to UT at a first glance

This information is required to see whether or not UT needs to look to improve their website in terms of style and design further to attract students to it. The results however, have shown that the majority of students would feel motivated to sign up to UT at a first glance, indicating that possible improvements could be kept for a later date.

#### 4.6 Questionnaire 2 – Competitor analysis

You can find the complete results for the second questionnaire in Appendix 2. The questions asked in the second questionnaire were to find out which one of UT's competitors the students were signed up to, why they use them, what makes them decide which discount website to use, how often they use UT's vouchers and what UT could do in order to ensure their return to the website.

These questions were essential to recognize what attracts students to discount websites and the possible improvements UT could undergo in order to gain increased customer interest. The answers to these questions helped to give me an insight into why and on what basis students make use of these vouchers – whether they make use of them daily, on a weekly basis, a monthly basis or never. Furthermore, it has allowed me to see which type of vouchers are the most popular amongst students, informing UT on the vouchers which should be communicated the most throughout the website and the company. This questionnaire has also helped me to gain an understanding as to whether or not informing students on the most popular deals in their own cities, and other cities around the UK, via email would be appreciated by students or whether it would be frowned upon for the fear of being spammed.

By asking them for their age and gender, you get a basic idea of the user profile.

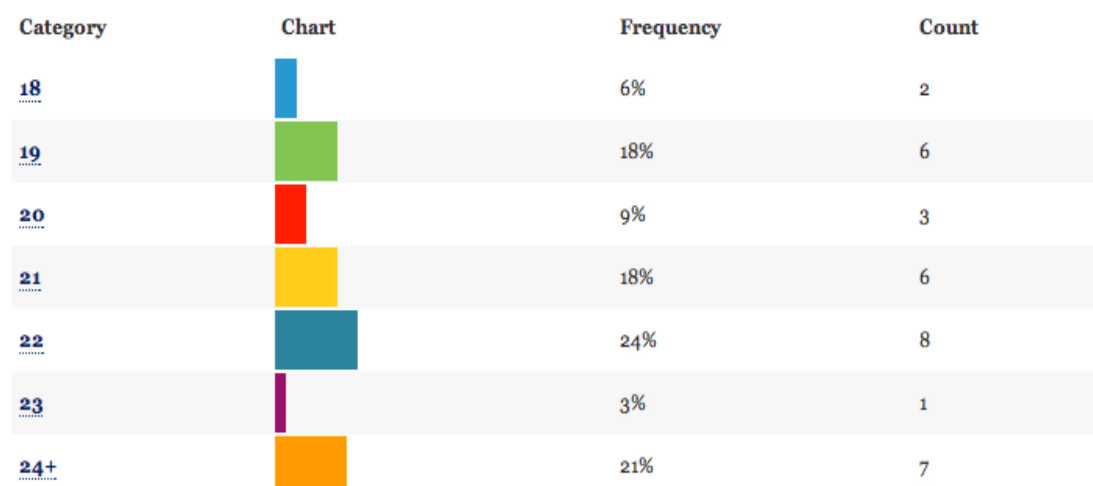
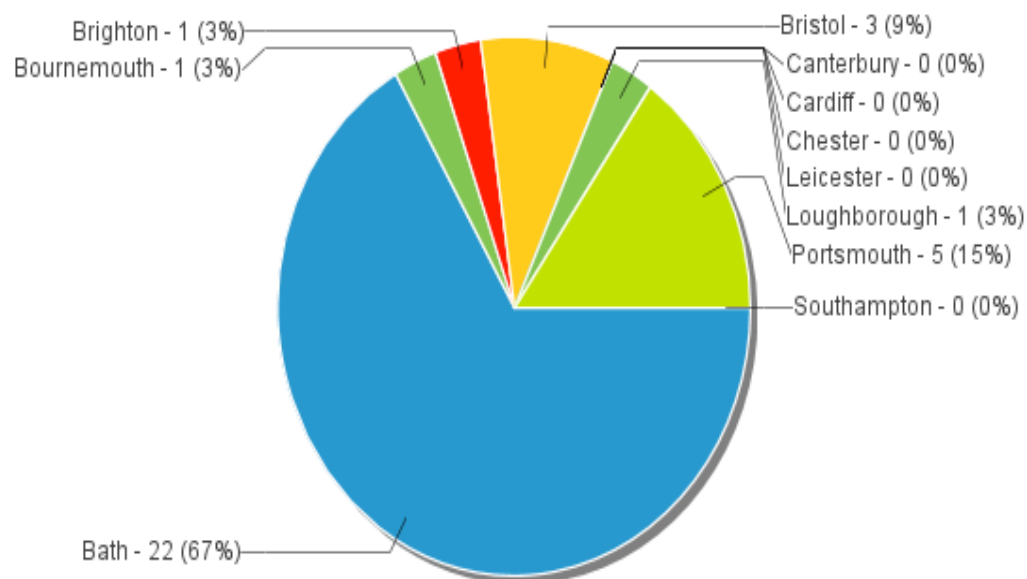


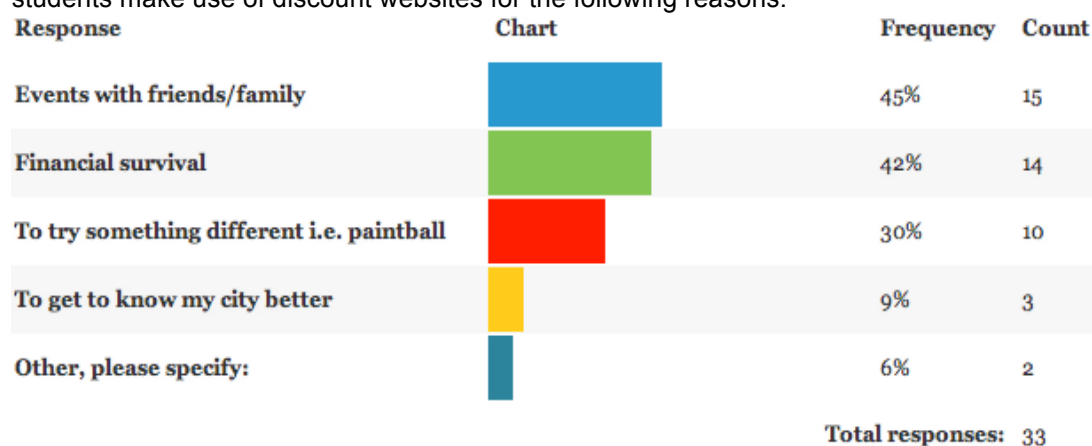
Figure 13 - Age group of respondents

Figure 14 shows the various cities, which the respondents are located in, it was important to realise their awareness with the brand and to see whether students in different cities require different approaches to getting them signing up to the company. Unfortunately the results are slightly biased. The majority of respondents were located in Bath, this is mainly because UT is best known in this city as it started out there, and hence, it was easiest to reach these students as some of them were acquaintances of some of the colleagues I worked it. Furthermore there were no responses from students in Canterbury, Cardiff, Chester, Leicester and Southampton, possibly because UT is not very popular in these cities yet, and because I personally did not know anyone in these cities to forward the questionnaire to.



**Figure 14 - Location of respondents**

In order to achieve maximum results, it is important to know the main reasons why they make use of the various student discount websites. The second questionnaire indicates that students make use of discount websites for the following reasons:



**Figure 15 - Reasons for the use of discount websites**

By understanding how the decision-making process (Figure 5) takes place, UT can then influence this by delivering the right message to the right person at the right time.

These results show that students are very much looking to do activities with their friends and family and to try something different in their everyday lives. Financial survival is also amongst one of main reasons why students seek discount websites.

The following questions would be to ask how they decide between the different types of discount websites. This question is essential to realise the various reasons for choosing which vouchers to use on which discount websites. By understanding what students look for from student discount websites, UT can look to improve and promote these categories to students in order to gain their interest in the website.

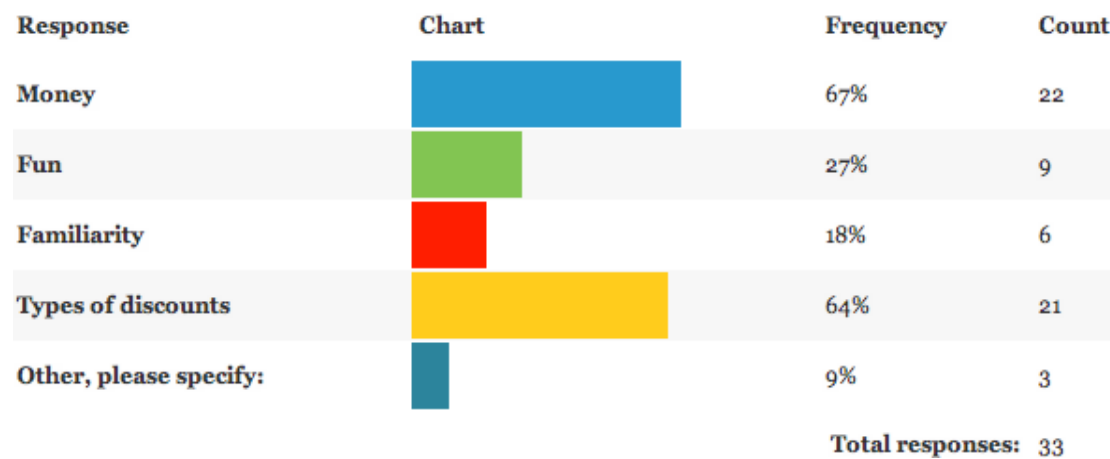


Figure 16 - Choosing between discount websites

As indicated, the amount of money you spend and save and the types of discounts, which are offered, are the most important attributes to deciding which discount websites students decide to use. UT could start aiming their focus on these particular categories in order to assure students to choose their discounts over their competitors' discounts.

#### 4.6.1 Voucher usage

It is important to get users to sign up to the website; however it is even more important that they actually make use of the vouchers when they are a member. The questionnaires showed a fair number of students do actually use the vouchers, but there were thirteen who hadn't used any of the vouchers at all yet.

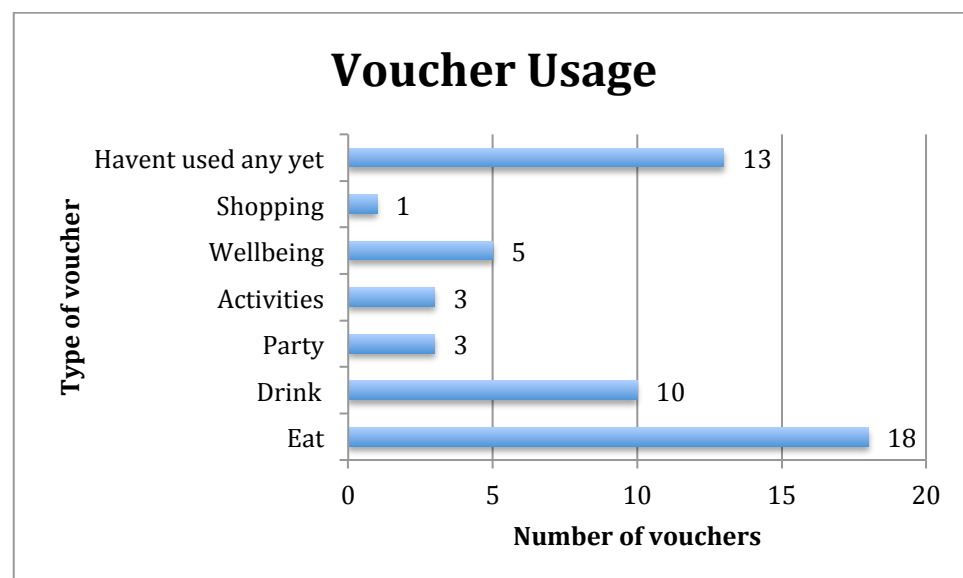






Chart 3 - Voucher usage derived from questionnaire 2

As shown in Chart 3, the most popular deals made by students are in the eating and drinking categories, and as shown in Chart 4 these are only claimed once a month 42% of the time, rather than weekly or daily. This indicates that UT either needs to look to get better deals in shopping, wellbeing, activities and partying and/or find a way to promote these vouchers in a more effective way.





Response	Chart	Frequency	Count
Never		39%	13
Daily		0%	0
Weekly		18%	6
Monthly		42%	14

Total responses: 33

Chart 4 - Voucher frequency usage (questionnaire 2)

A look also needs to be given to how they can increase their voucher usage by students, seeing as the majority of them are only being used once a month or never.

Although UT has a 'non-spamming' policy, I believed that it would be important to ask students what they thought about receiving an email from UT about their latest offers in their cities once a month, and 64% of them mentioned they would be open to that, as long as they wouldn't get spammed with updates on a constant basis.

Response	Chart	Frequency	Count
Yes		64%	21
No		36%	12

Total responses: 33

#### 4.7 Combined results of questionnaires

Seeing as UT is an online-based company and consists of a mobile platform, it is important to know what type of mobile phones UT's users make use of. The questionnaires indicated that overall, out of 73 respondents; only 25% of them make use of blackberry's, 29% Android phones, 30% iPhone's, 16% of them make use of a regular phone.

Results show that smartphones are increasingly starting to dominate the market and for this reason it is important for UT to make sure that their website is easily accessible via these devices. The meeting with the focus group confirms this as they mentioned it was very frustrating that the website sometimes does not work on your mobile phone.

##### 4.7.1 *Hear about Urban Tribe*

As mentioned in the Theoretical Framework, it is important to see how the different respondents heard of the company, to see whether the promotion which had taken place in the months February-April had an effect on the number of student who signed up or if they sooner heard about the company through WOM via their friends or siblings.

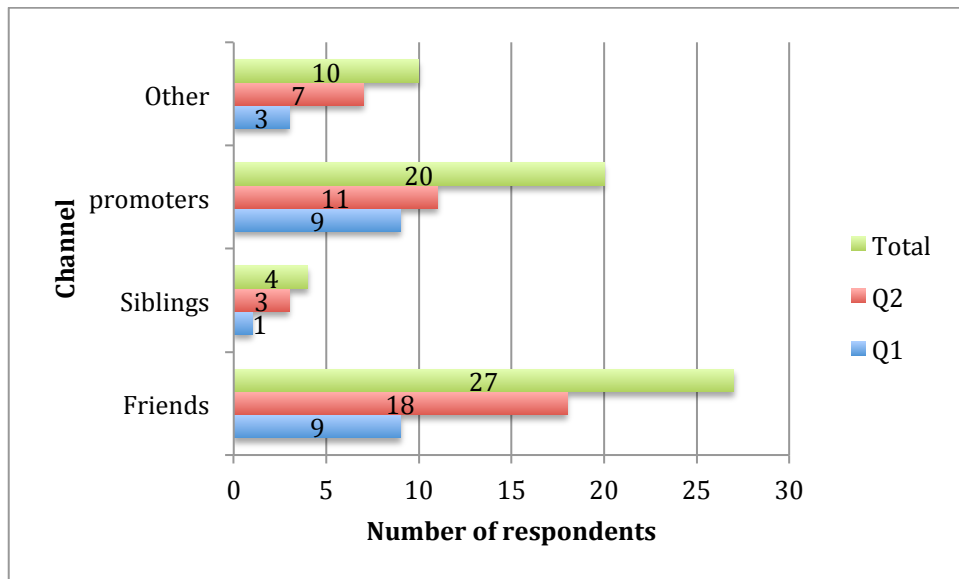


Figure 17 - How respondents became aware of Urban Tribe

The graph shows that the majority of students initially heard of the company through their friends. These results are very good for UT as it means that, although the promoting of the company is effective, WOM (free publicity) is even more successful. This does not mean however, that UT should stop promoting their products in the different cities around the UK, but it does mean that, once enough students are made aware of the company, the word will spread, hopefully motivating other students to sign up to it.

#### 4.7.2 *Experience with website*

Aside from this however, the user's experience with the website has been relatively positive. The respondents could rate their experience from 1 to 5, 1 meaning bad and 5 excellent. Fifty-five of the seventy-three respondents were signed up to UT and the majority said that their experience with the website was a three or more. The chart below shows the results from both questionnaires one and two as well as the total of the two combined:

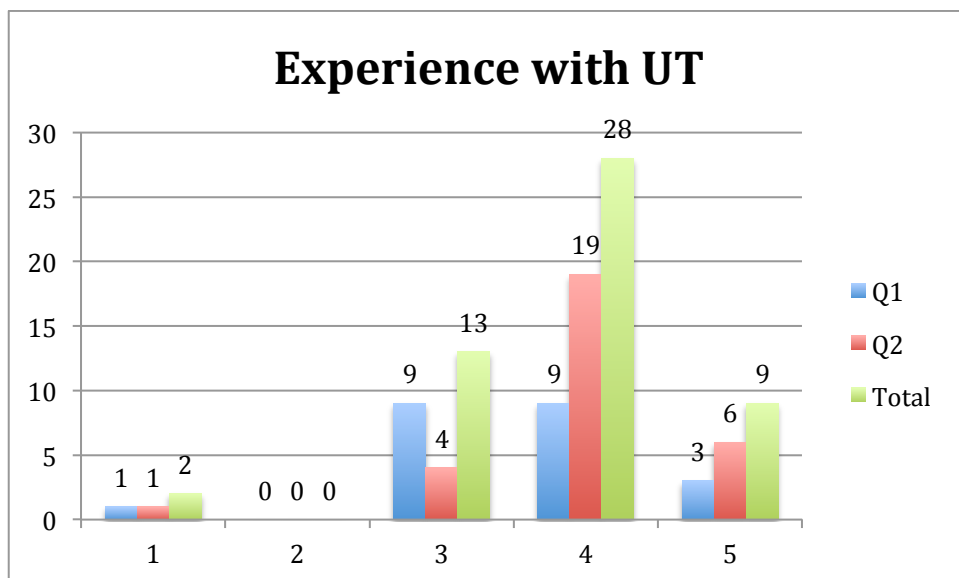


Chart 5 - Users experience with Urban Tribe's website

These results indicate, as well as the interview with the focus group, that UT does not need to worry too much about improving the user's experience with the website. It may be interesting look into why some people responded with a 1 or a 3 rating in the future when UT has gained more users and popularity around the UK.

#### **4.8 Participant Observation results**

Throughout the time of writing this report, I had the possibility to go to various universities, some student events and student accommodations to help promote the company. Whilst doing so I made various observations (Appendix 3) of student behaviour and interests. By combining both my observations and the collected results from the focus group and questionnaires, students can be seen as a very easy, yet complicated target audience: Students are very approachable as long as you keep it casual and short and stay out of their way during their study periods. The best and most effective way is to provide them with free stuff, students in general, will almost always sign up to something as long as it is free, however although this gets people signed up to UT, this does not guarantee their activation or return to the website. UT therefore needs to ensure students that they can expect more free stuff if they become loyal customers.

## **5 Limitations/Restrictions**

A limitation was that there were more students in some cities responding to the questionnaire in comparison to other cities because I only knew a number of people in certain cities in the UK, and only had time to go around asking people to fill out the questionnaires in Bristol or Bath. The problem with this is that students in different cities have diverse opinions and thoughts about certain topics and there are only a selected number of students I have questioned. Students are relatively lazy when it comes to filling out questionnaires to start off with, for which they may need a push; this therefore became a very large restriction on obtaining my research as my main means of receiving responses from other cities was via email. Furthermore, I was not able to email the students who are already signed up to UT to ask them to fill out the questionnaire, as this will go against their company policy of spamming their members. I therefore needed to email the questionnaire to friends of mine who then passed it onto their friends, in hope that enough students will respond. Seeing as the gathered information was mainly taken from Bristol and Bath, assumptions had to be made to reflect the rest of the UK students.

Throughout the time that I was writing this report, a great deal of promotion for the company will be taking place as well as some improvements to the website. However, it can be assumed that the main change – the alteration of website layout, content and placement of UT in the minds of the consumers in order to gain increased customer loyalty - will still be effective with the handing in of this thesis.

## 6 Conclusion

### 6.1 CI-Mix

The results of the questionnaires and focus group have helped to reveal that the UT's image and identity are relatively positive for the company as a whole. It is difficult to make a proper distinction between the identity and image of the company as it has only been around for two years and the identity therefore comes very close to the image. Yet overall, the results have shown that UT has a positive image in the eyes of students whom are already acquainted with the company. Consequently, UT does not have to worry too much about improving their current image and identity at this present moment in time. They could however look into a way of highlighting the two men talking in Icon 2, and/or using the standard UT colours which are also used on the website and for Icon 1 in order to generate complete consistency, ensuring users to easily notice the link between the two.

### 6.2 Customer decision-making model and AIDA model

From analysing the customer decision-making model through observation and the obtained information from both the questionnaires and the focus group, the results have shown that the students require constant interaction with the company in order to grab their attention. The use of personal selling and promotional activities are most effective to raise awareness of the company at this moment in time. The interest of students is captivated through giveaways and the offering of better deals than their competitors. Once students start making use of some of UT's deals that appeal to them, they will soon start gaining desire for the other vouchers that UT has to offer. This takes place in the 'process' component of the customer decision-making model, through which they then enter the output phase, causing students to claim more offers on a regular basis.

### 6.3 Competitor Analysis

Finally, the competitor analysis was concluded through *triangulation* (page 25) where I made use of the: observation, questionnaires and focus group results. These gave me an indication as to what UT should and shouldn't do when communicating their deals to their audience. A more detailed description of possible approaches UT could take on can be found in the Advices.

The perception map drawn out by the focus group (Figure 9) suggests that UT is in a relatively good position in the social interaction and voucher benefits that it has to offer. It also reveals that UNiDAYS and Studenbeans are their main competitors in both the eyes of their target audience and the company itself, as indicated by the managers (Fainsilber & Carey, 2012). UNiDAYS offers better voucher benefits in relation to UT however it tends to offer less social interaction for students, Studenbeans on the other hand offers around the same amount of social interaction, yet less voucher benefits.

Overall the competitor analysis has given an idea as to what UT could improve and/or add to the company in order to make the website more attractive to users and what would ensure their return to the website. See Advices for improvements UT could undertake.

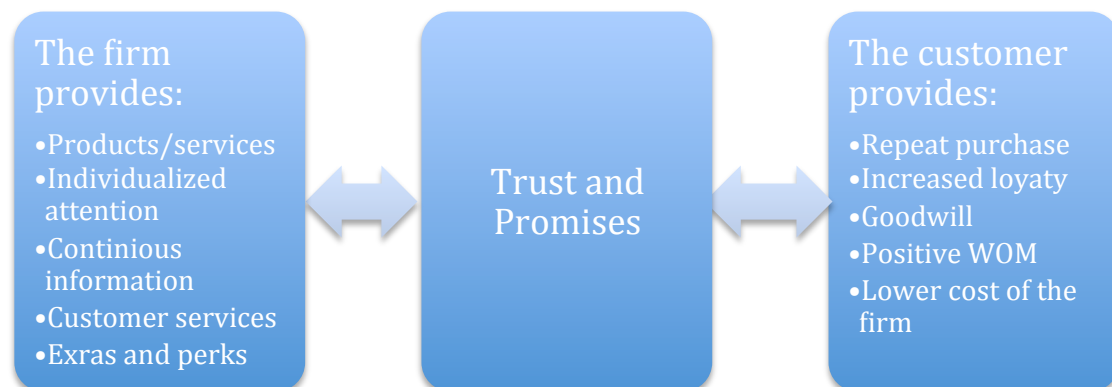
## 7 Advices

As concluded no improvements are currently needed on the corporate image and identity. However, as the report has implied that UT has to work desperately at increasing the traffic around the website. As Chart 4 indicates, users have not reached the point of loyalty yet. They currently only make use of vouchers when they come across one that looks appealing to them at that particular moment in time.

In order to increase their return to the website, as derived from the questionnaires and focus group, UT needs to look into sending members a monthly email where they update them on the newest and most popular deals in each city. When asking the focus group as to why they only wanted to receive monthly mails, they mentioned that it would become too invasive and too close to spamming if they would receive more emails a month from UT. In order to direct students UT's website rather than accessing their competitors' websites, UT needs to make sure that they offer the best deals in cities around the UK, preventing users from claiming offers from competing websites.

### 7.1 Gaining Loyalty

In order to obtain customer loyalty, it is ultimately to a firm's advantage to develop long-term relationships with existing customers because it is easier and less expensive to make additional sales to an existing customer. (Schiffman & Kanuk, 2007, p. 554) Figure 18 is a model showing the basic required characteristics for relationship marketing in order to gain your customers' trust.



**Figure 18 - A portrayal of the characteristics in relationship marketing (Schiffman & Kanuk, 2007, p. 557)**

By providing the students with individualized attention, continuous information, extras and perks such as free giveaways, UT can start gaining the students' trust. These factors should be communicated with the target audience via Facebook and/or the website. Due to the fact that almost every student has a Facebook account, I believe that communicating their offers and giveaways through this platform would generate great results. This is what they have been doing however, but need to find a way to involve students even more in what they are trying to communicate with them. Once the right level of interaction has been achieved, the students' loyalty will eventually turn into providing repeat purchases.

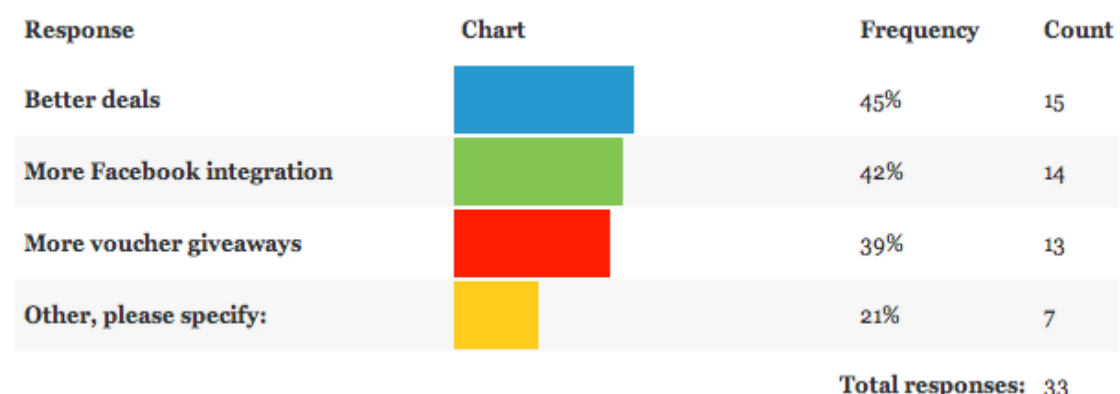
By generating positive WOM, the required promotional costs for the firm can be decreased. This can be done through interacting with their target audience constantly throughout the various social media platforms, by organising more giveaways or fun and easy competitions

for students, which involves students with one another as well as the company that will help generate positive feedback. Furthermore, UT could look into corporate storytelling once it start generating more revenue. Corporate storytelling is where an organisation looks into getting to the core of its value propositions, and develops narratives that simply and compellingly relate ‘the story’ to customers, prospects, investors, media, employees and others in a way that motivates them to think or act favourably. It is about developing a focused and cost-effective programme that enables companies to reinforce the story (and differentiate themselves) through every communication they produce and action they take (The Corporate Storyteller, 2007)

## 7.2 Ensuring Student’s Return

As mentioned in the competitor analysis in Table 2, students get very irritated with the numerous emails, which SB and Groupon send to their members on a daily basis, UT therefore needs to ensure their non-spamming policy and communicate this to students. Although students dislike spamming, the questionnaire showed that 64% of the respondents would like to receive an email about the latest offers which UT has to offer, in agreement the focus group also mentioned that in order to ensure their return to the website UT could send out one email a month about their latest and most popular offers in each city. This indicates that students should be kept up to date on the newest and most popular deals via email, however it should be limited to one email a month.

When asking students what they thought UT could do in order to ensure their return to the website they answered with the following:



**Chart 6 – Advices to ensure respondent’s return to the website**

As shown in Chart 6 UT needs to look into getting better deals to offer to students as well as organising more voucher giveaways. Results have shown increased responses from students when organising voucher giveaways on Facebook. As the results indicate, more Facebook integration is needed to raise awareness, as this is where most, if not all, students are located. Furthermore, the students who responded with ‘other’ mentioned that more promotion of UT is needed;

- There are currently a fair number of students are not aware of UT’s existence.
- There was a request for more integration on Google+ rather than just Facebook and Twitter.
- They requested to see new offers and have the website function better on their blackberries. The mobile platform needs to be developed to an actual or app or improved in a way where it works constantly. This is of high importance when money allows it.

Subsequently, asking users what would ensure their return to the website, I asked them what type of deals they would like see and be able to make use of, they answered with the following:

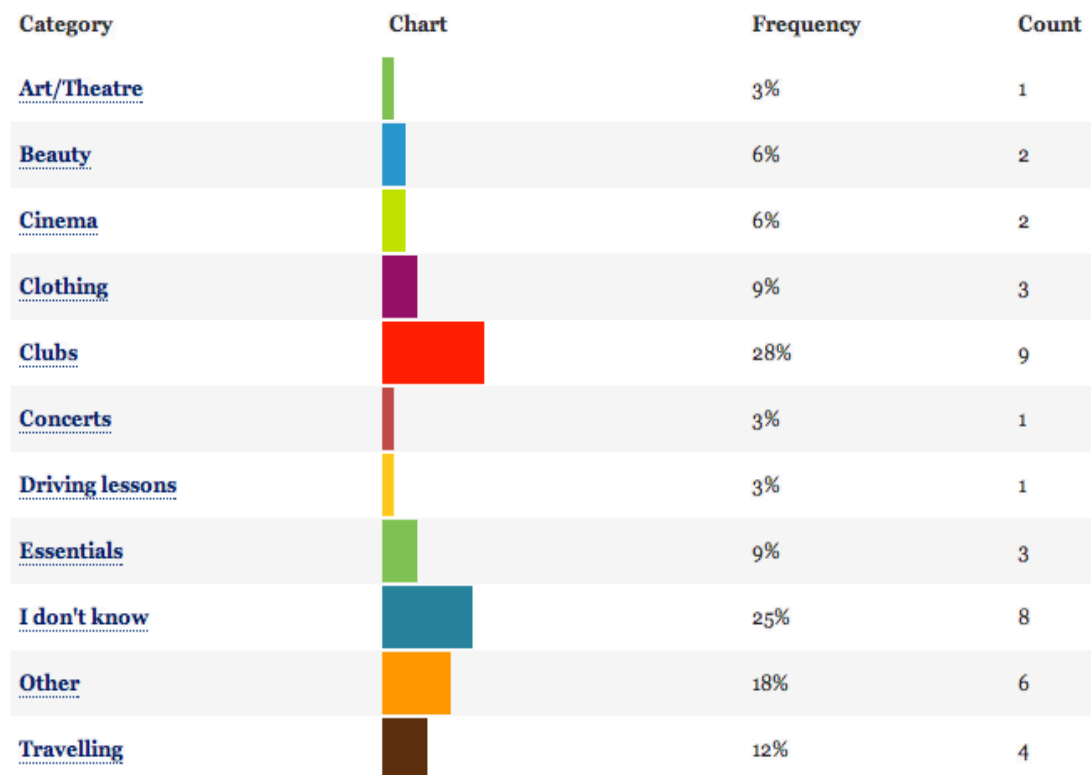


Chart 7 - Voucher suggestions by students (derived from questionnaire 2)

Clubs were the most popular choice amongst the responses. Clothing, travelling and essentials were also amongst the popular choices. 'Other' once again referred to getting in more touch with students on Facebook and offering differentiated vouchers to their competitors.

Additionally, the focus group requested to permit members to "like" or "dislike" the deals and create a top 10 of the offers in a city based on these likes. This helps to increase the interactivity on the website as well as realising the hottest offers in each individual city.

### 7.3 Customer Relationship Management

A look should also be given to customer relationship management: *the overall process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction* (Kotler, Armstrong, Wong, & Saunders, 2008, p. 24) In order to achieve this, it is important to manage detailed information about individual customers and carefully managing their 'touch points' in order to maximise customer loyalty. (Kotler, Armstrong, Wong, & Saunders, 2008, p. 24) The touch points refer to the customer purchases, website visits, satisfaction surveys, market research studies etc. – every contact between the customer and the company. CRM pulls together, analyses and provides easy access to customer information from all the various touch points. It allows companies to assess the value of individual customers, identify the best ones to target, and customise the company's products and interactions to each customer. (Kotler, Armstrong, Wong, & Saunders, 2008, p. 393)



## 7.4 Increasing Engagement with Customers

One tip for finding new customers is to see who is engaging with your competitors. For example if someone just started following or tweeted at or checked in at another student discount website, you could tweet at the person to come check out *your* offers. The customer will appreciate the shout-out and the fact that you handpicked them to be your customer. (Drell, 2012)

### 7.4.1 *Photo Engagement*

A picture is worth a thousand words. Photos have proven to drive twice as much engagement than texts do on Facebook. Therefore it is wise to use pictures to get the main message across and to use text for extra information.

### 7.4.2 *Host A Competition*

Drell mentions that by hosting a competition, it can help you to gain increased followers and engagement with your users. It is important to look into organize a competition which allows the fan to share it through their social networks, as this will help to increase your reach. Furthermore, it is important to make sure the contests fit the platforms on which they are running. I.e. on Facebook this would mean sharing a picture, whereas on Twitter it would mean using words with hash tags. (Drell, 2012)

### 7.4.3 *Make it personal*

It is also important to make customers feel as if they are the only ones who are being spoken to. It is important to speak to them in personal ways in order to help establish touch points that help to build relationships and create loyalty.

A possible solution for this may be to introduce a chat room for students on the website, where they can interact with each other as well as the company itself. Furthermore, by responding to customers' comments on your website or Facebook page, whether positive or negative, can have a very good effect as it shows customers you are taking an interest in their opinions which could help change an unhappy customer into a happy one, as nothing makes a customer feel better than being acknowledged. (Drell, 2012)

Finally, it may be a good idea to carry out surveys to ask on the students' opinions on a regular basis, this way they can stay up-to date on the interests of students as well as helping them to stay ahead of competitors.

## 8 List of footnotes

- A List Bath: [www.alistbath.com](http://www.alistbath.com)
- AIDA + Loyalty Model:  
[http://www.gaumina.lt/tuuletin/fileadmin/\\_temp\\_/marketing\\_01.gif](http://www.gaumina.lt/tuuletin/fileadmin/_temp_/marketing_01.gif)
- Snowball Effect Definition: <http://dictionary.cambridge.org/dictionary/british/a-snowball-effect>

## 9 Bibliography

- Balmer, J. M., & Greyse, S. A. (2002). Managing the Multiple Identities of the Corporation. *Calidornia Management Review* , 72-86.
- Birkigt, K., Stadler, M., & Funck, H. (2000). *Corporate Identity: Grundlagen, Funktionen, Fallbeispiele*. Munchen, Germany: Redline Wirtschaft.
- Business Dictionary. (2012). *Indirect Competition*. Retrieved 05 11, 2012 from BusinessDictionary.com: <http://www.businessdictionary.com/definition/direct-competition.html>
- Chakraborty, D. (2009, 11 18). *AIDA Model and Its Successors. The Advertiser's Tools*. Retrieved 5 21, 2012 from Business Blog: <http://ayushveda.com/blogs/business/aida-model-and-its-successors-the-advertiser-tools/>
- Cherry, K. (n.d.). *Hierarchy of Needs - The Five Levels of Maslow's Hierarchy of Needs*. Retrieved 05 23, 2012 from About.com: <http://psychology.about.com/od/theoriesofpersonality/a/hierarchyneeds.htm>
- Cockett, L. (2003). *Lasswell, 1948*. Retrieved 03 14, 2012 from Models of Communication: <http://jcsites.juniata.edu/faculty/cockett/teaching/130/models/lasswell.html>
- Cornelissen, J. (2008). *Corporate Communication - a guide to theory and practice*. London: SAGE.
- Courtney & co. (2009). *Brand Identity Process vol 2.3*. Retrieved 03 29, 2012 from Courtney & Co: [http://courtneyco.com/pdf/CC\\_Identity%20Process2-3.pdf](http://courtneyco.com/pdf/CC_Identity%20Process2-3.pdf)
- Denscombe, M. (2008). *The Good Research Guide: for small-scale social research projects* (Vol. 3). New York: McGraw-Hill open university press.
- Drell, L. (2012, 03 29). *6 Ways to Acquire New Customers via Social Media*. Retrieved 04 05, 2012 from Mashable: <http://mashable.com/2012/03/29/customer-acquisition-social/>
- EURIB, E. I. (2009). *Model: Corporate Identity & Corporate Image van Brikigt & Stadler*. Retrieved 03 16, 2012 from EURIB: [http://www.eurib.org/fileadmin/user\\_upload/Documenten/PDF/Reputatiemanagement/Birkigt\\_Stadler\\_-\\_Corporate\\_identity\\_\\_\\_Corporate\\_image\\_model.pdf](http://www.eurib.org/fileadmin/user_upload/Documenten/PDF/Reputatiemanagement/Birkigt_Stadler_-_Corporate_identity___Corporate_image_model.pdf)
- Facebook Developers. (2012, 02). *Open Graph*. Retrieved 03 30, 2012 from Facebook Developers: <https://developers.facebook.com/docs/opengraph/>
- Fainsilber, Y., & Carey, N. (2012, 03 21). Marketing Manager Urban Tribe. (I. Zonderland, Interviewer)
- Freeman, R. (1984). *Strategic Management: A Stakeholder Approach*. Boston: Pitman.
- Golafshan, N. (2003, 12 4). *Understanding Reliability and Validity in Qualitative Researc*. Retrieved 03 26, 2012 from Nova Education: <http://www.nova.edu/ssss/QR/QR8-4/golafshani.pdf>
- Grappone, J., & Couzin, G. (2011). *Search Engine Optimization: an hour a day*. Indiana: John Wiley & Sons.
- Kam, D. (2010, 01 01). *AIDA Marketing Model*. Retrieved 03 05, 2012 from Marketing Deviant marketing business strategies: <http://marketingdeviant.com/aida-marketing-model/>
- Kent, P. (2011). *Search Engine Optimization for Dummies*. Hoboken: John Wiley & Sons.
- Kotler, P., & Armstrong, G. (2010). *Principles of Marketing*. New Jersey: Pearson.
- Kotler, P., Armstrong, G., Wong, V., & Saunders, J. (2008). *Principles of Marketing* (Vol. 5). Essex: Prentice Hall Europe.
- Mind Tools. (n.d.). *Porter's Five Forces - Assessing the Balance of Power in a Business Situation*. Retrieved 03 15, 2012 from Mind Tools: [http://www.mindtools.com/pages/article/newTMC\\_08.htm](http://www.mindtools.com/pages/article/newTMC_08.htm)
- Nielsen, J., & Loranger, H. (2006). *Prioritizing Web Usability*. Berkeley: New Riders.
- NUS. (n.d.). *Students' Union*. Retrieved 03 28, 2012 from NUS the national voice of students: <http://www.nus.org.uk/en/students-unions/>
- NUS. (n.d.). *Who are we?* Retrieved 03 28, 2012 from NUS the national voice of students: <http://www.nus.org.uk/en/about-nus/who-we-are/>

Pearsoned. (2005). *Participant observation*. Retrieved 03 26, 2012 from Pearsoned: [http://wps.pearsoned.co.uk/ema\\_uk\\_he\\_plummer\\_sociology\\_3/40/10342/2647687.cw/content/index.html](http://wps.pearsoned.co.uk/ema_uk_he_plummer_sociology_3/40/10342/2647687.cw/content/index.html)

Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer Behaviour* (Vol. 9). New Jersey: Pearson Education Inc.

Studentbeans. (2012). *About Us*. Retrieved 03 28, 2012 from Studentbeans.com: <http://www.studentbeans.com/info/about-us.html>

The Corporate Storyteller. (2007). *What is Corporate Storytelling?* Retrieved 05 22, 2012 from The Corporate Storytelling: <http://www.thecorporatestoryteller.com/storytelling.html>

The Webmarketing Group. (2009). *UK Social Media Statistics - Understanding Your Target Audience*. Retrieved 03 12, 2012 from The Webmarketing Group: <http://www.webmarketinggroup.co.uk/Blog/uk-social-media-statistics-understanding-your-target-audience-1545.aspx>

Van Riel, C., & Balmer, J. (1997). Corporate Identity: the concept, its measurement and management. *European Journal of Marketing* , 340-355.

Van Riel, C., & Fombrun, C. (2007). *Essentials of Corporate Communication*. London, United Kingdom: Routledge.

## 10 Appendices

### 10.1 Appendix 1 Answers Questionnaire 1

Question :	Age ?	Gender	Where is your city located ?	Facebook	Twitter	Tumblr	Pinterest	Bloger	Google+	What smartphone do you have?
Respondent 1	21	Male	Canterbury	Yes	No	No	No	Yes	No	iPhone
Respondent 2	18	Female	Brighton	Yes	No	No	No	No	No	Blackberry
Respondent 3	23	Male	Brighton	Yes	Yes	No	No	Yes	No	Android
Respondent 4	20	Male	Bristol	Yes	No	No	No	No	No	iPhone
Respondent 5	19	Female	Bristol	Yes	No	Yes	No	No	No	iPhone
Respondent 6	21	Female	Bristol	Yes	Yes	No	Yes	No	No	Blackberry
Respondent 7	22	Male	Bristol	Yes	Yes	No	No	No	No	Android
Respondent 8	19	Male	Bath	Yes	No	No	No	No	No	I don't have a smartphone
Respondent 9	20	Male	Southampton	Yes	No	No	No	No	No	Android
Respondent 10	20	Male	Bath	Yes	Yes	No	No	No	Yes	Android
Respondent 11	21	Female	Bath	Yes	No	No	No	No	No	iPhone
Respondent 12	19	Female	Bath	Yes	Yes	No	No	No	No	iPhone
Respondent 13	19	Female	Bath	Yes	Yes	No	No	No	No	Blackberry
Respondent 14	21	Female	Bath	Yes	No	No	No	No	No	Blackberry
Respondent 15	22	Female	Bath	Yes	No	No	No	No	No	Android

Respo ndent 16	20	Fe mal e	Bath	Yes	No	No	No	No	No	iPhone
Respo ndent 17	21	Fe mal e	Bath	Yes	Yes	No	No	No	No	I don't have a smartphon e
Respo ndent 18	24	Mal e	Bath	Yes	No	No	No	No	No	I don't have a smartphon e
Respo ndent 19	21	Mal e	Bath	Yes	No	No	No	No	No	Android
Respo ndent 20	21	Fe mal e	Bath	Yes	No	No	Yes	No	No	iPhone
Respo ndent 21	22	Mal e	Bath	Yes	No	No	No	No	No	I don't have a smartphon e
Respo ndent 22	21	Fe mal e	Bath	Yes	No	No	No	No	No	I don't have a smartphon e
Respo ndent 23	19	Fe mal e	Bath	Yes	No	No	No	No	No	I don't have a smartphon e
Respo ndent 24	20	Mal e	Bath	Yes	No	No	No	No	No	iPhone
Respo ndent 25	22	Fe mal e	Bath	Yes	No	Yes	No	No	No	Blackberry
Respo ndent 26	22	Mal e	Bath	Yes	Yes	No	No	No	No	Android
Respo ndent 27	23	Mal e	Bath	Yes	No	No	No	No	No	Blackberry
Respo ndent 28	19	Fe mal e	Bath	Yes	No	Yes	No	No	No	iPhone
Respo ndent 29	23	Mal e	Bath	Yes	No	No	No	No	No	I don't have a smartphon e
Respo ndent 30	24	Mal e	Bath	Yes	No	No	No	No	No	Android
Respo ndent 31	22	Mal e	Bath	Yes	No	No	No	No	No	iPhone
Respo	21	Fe	Bath	Yes	Yes	No	No	No	No	Android

<b>ndent 32</b>		mal e								
<b>Respo ndent 33</b>	18	Fe mal e	Bath	Yes	No	No	No	No	No	Android
<b>Respo ndent 34</b>	22	Fe mal e	Bristol	Yes	No	No	No	No	No	iPhone
<b>Respo ndent 35</b>	22	Mal e	Bath	Yes	Yes	No	No	No	No	Android
<b>Respo ndent 36</b>	27	Mal e	Bath	Yes	No	No	No	No	No	Blackberry
<b>Respo ndent 37</b>	19	Fe mal e	Brighto n	Yes	No	No	No	No	No	Blackberry
<b>Respo ndent 38</b>	22	Fe mal e	/	Yes	No	No	No	No	No	Blackberry
<b>Respo ndent 39</b>	22	Fe mal e	Bristol	Yes	No	No	No	No	No	/
<b>Respo ndent 40</b>	25	Fe mal e	Bristol	Yes	No	No	No	No	No	iPhone

Question :	Have you heard of the student discount website Urban Tribe?	Have you been on their website www.oururbantribe.com?	Where did you first hear about UT? Friends	Where did you first hear about UT? Siblings	Where did you first hear about UT? Facebook	Where did you first hear about UT? Promoters	Where did you first hear about UT? Here	Experience (1 - 5)	Is the website clear and easy to understand?
Respondent 1	Yes	Yes	1	0	0	0	0	3	Yes
Respondent 2	No	/	0	0	0	0	0	/	/
Respondent 3	Yes	Yes	0	0	0	1	0	3	Yes
Respondent 4	Yes	Yes	1	0	0	0	0	4	Yes
Respondent 5	No	/	0	0	0	0	0	/	/
Respondent 6	No	/	0	0	0	0	0	/	/
Respondent 7	Yes	Yes	0	0	0	1	0	4	Yes
Respondent 8	Yes	Yes	1	0	0	0	0	3	Yes
Respondent 9	Yes	No	0	0	1	0	0	3	Yes
Respondent 10	Yes	Yes	0	0	0	1	0	4	Yes
Respondent 11	No	No	0	0	0	0	0	/	/
Respondent 12	No	No	0	0	0	0	0	/	/
Respondent 13	No	No	0	0	0	0	0	/	/
Respondent 14	No	No	0	0	0	0	0	/	/
Respondent 15	No	/	0	0	0	0	0	/	/
Respondent 16	Yes	Yes	0	0	0	1	0	3	Yes
Respondent 17	No	No	0	0	0	0	0	/	/



<b>Respondent 18</b>	Yes	Yes	1	0	0	0	0	3	Yes
<b>Respondent 19</b>	Yes	Yes	0	0	0	1	0	3	Yes
<b>Respondent 20</b>	Yes	Yes	0	0	0	1	0	4	Yes
<b>Respondent 21</b>	No	No	0	0	0	0	0	/	/
<b>Respondent 22</b>	No	/	0	0	0	0	0	/	/
<b>Respondent 23</b>	Yes	Yes	1	0	0	0	0	5	Yes
<b>Respondent 24</b>	No	/	0	0	0	0	0	/	/
<b>Respondent 25</b>	No	/	0	0	0	0	0	/	/
<b>Respondent 26</b>	Yes	Yes	0	0	0	1	0	3	Yes
<b>Respondent 27</b>	Yes	Yes	0	0	0	1	0	4	Yes
<b>Respondent 28</b>	No	/	0	0	0	0	0	/	No
<b>Respondent 29</b>	No	No	0	0	0	0	0	/	No
<b>Respondent 30</b>	No	No	0	0	0	0	0	/	No
<b>Respondent 31</b>	No	No	0	0	0	0	0	/	No
<b>Respondent 32</b>	No	No	0	0	0	0	0	4	No
<b>Respondent 33</b>	Yes	No	1	0	0	0	0	4	No
<b>Respondent 34</b>	Yes	No	0	0	0	1	0	3	Yes
<b>Respondent 35</b>	No	Yes	1	0	0	0	0	1	No
<b>Respondent 36</b>	Yes	Yes	1	0	0	1	0	5	Yes
<b>Respondent 37</b>	Yes	Yes	1	0	0	0	0	4	Yes
<b>Respondent 38</b>	Yes	Yes	1	0	0	0	0	5	Yes

dent 38									
Respon dent 39	Yes	/	0	1	0	0	0	4	Yes
Respon dent 40	No	No	0	0	0	0	1	/	/

Quest ion :	Webs ite easy to unde rstan d?	Would you recom mend it to your friends ?	Deal usage Eat	Deal usage Drink	Deal usage Party	Deal usage Activi ties	Deal usage Wellbein	Deal usage Shopping	Deal usage I have not used any yet
Respo nent 1	Yes	Yes	0	0	0	0	0	0	1
Respo nent 2	/	/	0	0	0	0	0	0	0
Respo nent 3	Yes	Yes	0	0	0	0	0	0	1
Respo nent 4	Yes	Yes	0	1	0	0	1	0	0
Respo nent 5	/	/	0	0	0	0	0	0	0
Respo nent 6	/	/	0	0	0	0	0	0	0
Respo nent 7	Yes	Yes	0	0	1	1	0	0	0
Respo nent 8	Yes	Yes	1	0	0	0	0	0	0
Respo nent 9	Yes	Yes	0	0	0	0	0	0	1
Respo nent 10	Yes	Yes	1	0	0	0	0	0	0
Respo nent 11	/	/	0	0	0	0	0	0	0
Respo nent 12	/	/	0	0	0	0	0	0	0
Respo nent	/	/	0	0	0	0	0	0	0

13									
Respo ndent 14	/	/	0	0	0	0	0	0	0
Respo ndent 15	/	/	0	0	0	0	0	0	0
Respo ndent 16	Yes	Yes	0	0	0	0	0	0	1
Respo ndent 17	/	/	0	0	0	0	0	0	0
Respo ndent 18	Yes	Yes	0	0	0	0	0	0	1
Respo ndent 19	Yes	Yes	1	0	0	0	0	0	0
Respo ndent 20	Yes	Yes	1	0	0	0	0	1	0
Respo ndent 21	/	/	0	0	0	0	0	0	0
Respo ndent 22	/	/	0	0	0	0	0	0	0
Respo ndent 23	Yes	Yes	1	0	0	0	0	0	0
Respo ndent 24	/	/	0	0	0	0	0	0	0
Respo ndent 25	/	/	0	0	0	0	0	0	0
Respo ndent 26	Yes	Yes	0	0	0	1	0	0	0
Respo ndent 27	Yes	Yes	0	0	0	0	0	0	1
Respo ndent 28	No	/	0	0	0	0	0	0	0
Respo ndent 29	No	/	0	0	0	0	0	0	0
Respo ndent 30	No	/	0	0	0	0	0	0	0

<b>Respondent 31</b>	No	/	0	0	0	0	0	0	0
<b>Respondent 32</b>	No	/	0	0	0	0	0	0	0
<b>Respondent 33</b>	No	/	0	0	0	0	0	0	0
<b>Respondent 34</b>	Yes	No	0	0	0	0	0	0	1
<b>Respondent 35</b>	No	Yes	1	0	0	0	0	0	0
<b>Respondent 36</b>	Yes	Yes	0	0	0	0	1	0	0
<b>Respondent 37</b>	Yes	Yes	0	0	0	0	0	0	1
<b>Respondent 38</b>	Yes	/	1	1	0	0	0	0	0
<b>Respondent 39</b>	Yes	Yes	1	1	0	0	1	0	0
<b>Respondent 40</b>	/	/	0	0	0	0	0	0	0

Question :	Have you 'liked' their Facebook page?	If yes, how well do you think the business is communicated on the page? How well (1 - 5)	What is your initial reaction to the homepage ?	Would you sign up to Urban Tribe at a first glance?	Would the deals Urban Tribe has to offer motivate you to sign up?	If Urban Tribe does not spam its users, would you want to sign up?
Respondent 1	No	0	/	/	/	/
Respondent 2	/	0	Love it!	Yes	Yes	Yes
Respondent 3	No	0	/	/	/	/
Respondent 4	No	0	/	/	/	/
Respondent 5	/	0	It's alright	Yes	Yes	Yes
Respondent 6	/	0	Love it!	Yes	Yes	Yes
Respondent 7	Yes	4	/	/	/	/
Respondent 8	Yes	4	It's alright	No	Yes	Yes
Respondent 9	Yes	3	It's alright	No	Yes	Yes
Respondent 10	No	3	/	/	/	/
Respondent 11	/	0	It's alright	Yes	Yes	Yes
Respondent 12	/	0	Love it!	Yes	Yes	Yes
Respondent 13	/	0	Love it!	Yes	Yes	Yes
Respondent 14	/	0	Love it!	Yes	Yes	Yes
Respondent	/	0	It's alright	No	Yes	Yes

nt 15						
Res ponde nt 16	No	0	It's alright	Yes	Yes	Yes
Res ponde nt 17	/	0	It's alright	Yes	Yes	Yes
Res ponde nt 18	No	0	Love it!	Yes	Yes	Yes
Res ponde nt 19	No	0	It's alright	/	/	/
Res ponde nt 20	No	0	/	/	/	/
Res ponde nt 21	/	0	It's alright	Yes	Yes	Yes
Res ponde nt 22	/	0	Love it!	Yes	&es	Yes
Res ponde nt 23	No	0	/	/	/	/
Res ponde nt 24	/	0	It's alright	Yes	Yes	Yes
Res ponde nt 25	/	0	Love it!	Yes	Yes	Yes
Res ponde nt 26	No	0	It's alright	Yes	Yes	Yes
Res ponde nt 27	No	0	/	/	/	/
Res ponde nt 28	/	0	It's alright	No	Yes	Yes
Res ponde nt 29	/	0	It's alright	Yes	Yes	Yes
Res ponde	/	0	It's alright	No	Yes	Yes

nt 30						
Resp onde nt 31	/	0	It's alright	Yes	Yes	Yes
Resp onde nt 32	/	0	Love it!	/	Yes	Yes
Resp onde nt 33	/	0	It's alright	No	Yes	Yes
Resp onde nt 34	No	4	Love it!	Yes	Yes	Yes
Resp onde nt 35	No	0	/	/	/	/
Resp onde nt 36	Yes	3	/	/	/	/
Resp onde nt 37	Yes	3	/	/	/	/
Resp onde nt 38	Yes	4	/	/	/	/
Resp onde nt 39	Yes	4	/	/	/	/
Resp onde nt 40	/	0	It's alright	No	No	Yes

## 10.2 Appendix 2 Answers Questionnaire 2

Why do you use these websites?	It's popular	It's sick	it's popular	Everyone has it	friends are using it	most interactive	Guru-Murthy	designed apps.	friends on them	Everyone is on it
Do you use LinkedIn?	No	No	No	No	No	No	No	No	No	No
Do you use WordPress?	No	No	No	No	No	No	No	No	No	No
Do you use Google+?	No	No	No	No	No	No	No	No	No	No
Do you use Blogger?	No	No	No	No	No	No	No	Yes	No	No
Do you use Pinterest?	No	No	No	No	No	No	No	Yes	No	No
Do you use Tumblr?	No	No	No	No	No	No	No	No	No	No
Do you use Twitter?	Yes	No	No	No	No	No	Yes	Yes	Yes	No
Do you use Facebook?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
What city is your university located in?	Bath	Bath	Bath	Bath	Loughborough	Bath	Bath	Bath	Bath	Bath
Gender	Female	Female	Female	Female	Male	Female	Male	Female	Male	Female
Age:	29	19	18	19	20	25	24	22	29	21
Respondent ID:	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5	Respondent 6	Respondent 7	Respondent 8	Respondent 9	Respondent 10



Easy to use and free	phone numbers.	to keep in touch	with people	friends use them	affairs (twitter)	friends, work	with friends		to it at later date	the usual stuff.
No	Yes	No	No	No	No	No	No	No	No	No
No	No	No	Yes	No	No	No	No	No	No	No
No	No	No	No	No	No	Yes	No	No	Yes	No
No	No	No	No	No	No	No	No	No	No	No
No	No	No	No	No	No	No	No	No	No	No
No	No	No	No	No	No	No	No	No	Yes	No
No	No	No	No	No	No	No	No	No	No	No
No	No	No	No	No	No	No	No	No	No	No
Yes	No	Yes	No	Yes	Yes	No	No	No	Yes	No
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Android	Android	Android	iPhone	Android	Nokia	Blackberry	Android	iPhone	Android	Blackberry
Bath	Bath	Portsmouth	Bournemouth	Portsmouth	Bath	Portsmouth	Bristol	Bath	Bath	Bath
Male	Male	Female	Female	Female	Male	Male	Male	Female	Female	Male
27	24	22	21	21	19	19	23	20	22	27
Response nt 11	Response nt 12	Response nt 13	Response nt 14	Response nt 15	Response nt 16	Response nt 17	Response nt 18	Response nt 19	Response nt 20	Response nt 21

photographs		best	them this way	practical	used the most	most famous	from back home	touch with old friends	countries from them	another account
No	No	No	No	No	No	No	No	No	No	No
No	No	No	No	No	No	No	No	No	No	No
No	No	No	No	No	No	No	No	No	No	No
No	No	No	No	No	No	No	No	No	No	No
No	No	No	No	No	No	No	No	No	No	No
No	No	No	No	No	No	No	No	No	No	No
No	No	No	No	No	No	No	No	No	No	No
No	No	No	No	No	No	No	No	No	No	No
No	No	No	No	No	No	No	No	No	No	No
No	No	No	No	No	No	No	No	No	No	No
No	No	No	No	No	No	No	No	No	No	No
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
iPhone	Blackberry	iPhone	iPhone	Samsung	Blackberry	Blackberry	Android	Blackberry	Nokia	Nokia
Bath	Bath	Bath	Bristol	Bath	Bath	Bath	Portsmouth	Brighton	Bath	Bristol
Female	Female	Male	Female	Female	Male	Female	Male	Female	Female	Female
19	21	22	21	22	22	22	20	19	18	21
Respondent 22	Respondent 23	Respondent 24	Respondent 25	Respondent 26	Respondent 27	Respondent 28	Respondent 29	Respondent 30	Respondent 31	Respondent 32

anything else really
No
No
No
No
No
No
No
No
Yes
Android
Portsmouth
Female
22
Respondent 33

Usage of discount websites for: Familiarity?	0	0	0	0	0	0	0
Usage of discount websites according to: Fun?	1	1	0	0	0	0	0
Do you use discount websites for: Money?	Yes	Yes	Yes	Yes	Yes	No	No
Do you use discount websites to get to know your city better?	No	No	No	No	No	Yes	No
Do you use discount websites to try something different e.g. paintball?	No	No	No	No	No	Yes	Yes
Financial survival?	Yes	Yes	Yes	Yes	No	No	No
Do you use discount websites for: Events with friends/family?	No	No	No	No	Yes	Yes	No
Are you signed up to UNIDAYS?	No	No	No	No	No	No	No
Are you signed up to NUS?	No	No	Yes	Yes	No	No	No
Are you signed up to Vouchercloud?	No	No	No	No	Yes	No	No
Are you signed up to Myvouchercode?	Yes	No	No	Yes	No	No	No
Are you signed up to Groupon?	No	No	No	No	Yes	Yes	Yes
Are you signed up to Studenbeans?	Yes	Yes	No	No	No	Yes	No
<b>Respondent ID:</b>	<b>Respondent 1</b>	<b>Respondent 2</b>	<b>Respondent 3</b>	<b>Respondent 4</b>	<b>Respondent 5</b>	<b>Respondent 6</b>	<b>Respondent 7</b>
	<b>Respondent 1</b>	<b>Respondent 2</b>	<b>Respondent 3</b>	<b>Respondent 4</b>	<b>Respondent 5</b>	<b>Respondent 6</b>	<b>Respondent 7</b>





1	1	1
0	0	0
Yes	Yes	No
Yes	No	No
Yes	No	No
No	No	Yes
Yes	Yes	No
No	No	No
No	No	No
No	No	Yes
No	No	No
No	No	No
Yes	Yes	No
Response nt 31	Response nt 32	Response nt 33

How often do you use UT's vouchers? Never	0	0	0	0	0	1	1	0
I have not used any yet	0	0	0	0	0	1	1	0
Have you used the voucher: Shopping?	0	0	0	0	0	0	0	0
Have you used the voucher: Wellbeing?	0	0	0	0	0	0	0	0
Have you used the voucher: Activities?	0	0	0	0	0	0	0	0
Have you used the voucher: Party?	1	0	0	0	0	0	0	0
Have you used the voucher: Drink?	1	1	1	1	0	0	0	0
Have you used the voucher: Eat?	1	1	1	1	1	0	0	1
Experience (Bad (1) - Good (5))	4	4	4	4	4	4	5	5
Where did you first hear about Urban Tribe	Friends	Friends	Friends	Siblings	Friends	Friends	Friends	Friends
Have you been on their website www.onurbantribe.com?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Have you heard of the student discount website Urban Tribe?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Usage of discount websites for: Layout?	0	0	0	0	0	0	0	0
Usage of discount websites for: Types of discounts?	0	0	0	1	1	1	0	1
Respondent ID:	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5	Respondent 6	Respondent 7	Respondent 8





0	0	0	0	0	0	0	1	0	0	1
0	0	0	0	0	0	0	1	0	0	1
0	0	0	0	1	0	0	0	0	0	0
1	1	1	0	1	1	0	0	0	0	0
0	1	0	0	1	0	0	0	0	0	0
0	0	0	0	0	0	0	0	0	0	0
1	0	0	1	1	1	0	0	1	1	0
4	3	4	4	5	4	4	4	4	4	3
Promoters	Promoters	Friends	Friends	Promoters	Promoters	Promoters	Promoters	Friends	Promoters	Friends
Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	yes	No
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
0	0	0	0	0	0	0	0	0	0	0
1	0	0	1	1	0	1	1	1	1	1
Respondent 19	Respondent 20	Respondent 21	Respondent 22	Respondent 23	Respondent 24	Respondent 25	Respondent 26	Respondent 27	Respondent 28	Respondent 29

0		0	0	1
0		0	0	1
0		0	0	0
0		0	0	0
1		0	0	0
0		1	0	0
0		0	0	0
1		0	0	0
0		0	0	0
0		0	0	0
1		1	1	0
4		4	5	3
Friends	Siblings	Friends	Other: Just now	
Yes	Yes	Yes	No	
Yes	Yes	Yes	No	
0		0	0	
1		1	1	0
Response nt 30	Response nt 31	Response nt 32	Response nt 33	

Have you told any of your friends about Urban Tribe in the past month?	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes
Would you recommend Urban Tribe to your friends?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Improvements? More promotion	0	0	0	0	0	0	0	0	0
Improvements? New offers	0	0	0	0	0	0	0	0	0
Improvements? More voucher giveaways	0	0	1	0	0	0	0	0	1
Improvements? More Facebook integration	1	1	0	1	0	0	0	0	0
Improvements? Better deals	1	1	1	1	1	1	0	1	0
How often do you use UT's vouchers? Monthly	1	0	0	0	1	0	1	0	0
How often do you use UT's vouchers? Weekly	0	1	1	1	0	0	0	0	0
How often do you use UT's vouchers? Daily	0	0	0	0	0	0	0	0	0
Respondent ID:	Respondent 1	Respondent 2	Respondent 3	Respondent 4	Respondent 5	Respondent 6	Respondent 7	Respondent 8	Respondent 9



Yes	No	Yes	No	Yes	Yes	No	Yes	Yes	No	
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	
0	0	0	0	0	1	0	0	0	0	
0	0	0	0	0	1	0	0	0	0	
0	0	0	0	0	1	0	0	0	0	
0	0	0	0	1	0	1	1	1	1	
1	0	1	1	0	0	1	0	0	1	
0	1	0	1	1	0	1	0	1	0	
1	0	0	1	0	1	0	1	0	0	
0	0	0	0	1	0	1	1	1	1	
0	0	0	0	0	1	0	0	0	0	
0	0	0	0	0	0	0	0	0	0	
Response nt 21	Response nt 22	Response nt 23	Response nt 24	Response nt 25	Response nt 26	Response nt 27	Response nt 28	Response nt 29	Response nt 30	Response nt 31

Yes	No
Yes	No
0	0
0	0
1	1
0	1
0	0
1	0
0	0
0	0
Response nt 32	Response nt 33

<b>Respondent ID:</b>	<b>According to you, what other vouchers should Urban Tribe have to offer?</b>	<b>Would you want Urban Tribe to mail you about their latest offers in your city?</b>
<b>Respondent 1</b>	Get in touch with us more on facebook	Yes
<b>Respondent 2</b>	Get Ed Sheeran/Ben Howard to perform	Yes
<b>Respondent 3</b>	more clothes vouchers and vouchers for clubs like bridge and also let us know through email like \'offer of the day\'	Yes
<b>Respondent 4</b>	more clothes discount and discounts to festivals	Yes
<b>Respondent 5</b>	N/A	Yes
<b>Respondent 6</b>	Difficult to say. Perhaps a differentiated offering compared to other sites.	Yes
<b>Respondent 7</b>	i love you guys	No
<b>Respondent 8</b>		Yes
<b>Respondent 9</b>		No
<b>Respondent 10</b>		No
<b>Respondent 11</b>	not sure	No
<b>Respondent 12</b>	Cinema\'s, Theatres, Local Buses, and Uni specific nightclubs (guest-lists/booths/drinks deals exclusive to members?)	No
<b>Respondent 13</b>	Cheap hotels, Holidays	Yes
<b>Respondent 14</b>	For fun pass times such as cinema, amusement parks, clubs	No
<b>Respondent 15</b>	i have never seen it so i dont know	No
<b>Respondent 16</b>	i dont know	Yes
<b>Respondent 17</b>		No
<b>Respondent 18</b>	travel vouchers, vouchers/promotions of student parties (e.g. bar crawls)	No
<b>Respondent 19</b>	clubbing, travelling	Yes
<b>Respondent 20</b>	essentials - food, drink, clothes	Yes
<b>Respondent 21</b>	i dont know	No
<b>Respondent 22</b>	more clothing offers	Yes
<b>Respondent 23</b>	fitness, beauty (waxing, uv)	Yes
<b>Respondent 24</b>	clubs	Yes



<b>Respondent 25</b>		
	cinema tickets, book vouchers	Yes
<b>Respondent 26</b>		
	clubs	Yes
<b>Respondent 27</b>	Driving lessons	Yes
<b>Respondent 28</b>	beauty & care (wax, nail)	Yes
<b>Respondent 29</b>	everything a student may require at some point in the university experience	No
<b>Respondent 30</b>		
	artm theatre and other discounts	Yes
<b>Respondent 31</b>		
	clubs, food, laundry, train rides to other universities	Yes
<b>Respondent 32</b>		
	zero degrees	Yes
<b>Respondent 33</b>		
		No

### 10.3 Appendix 3 - Notes of observation

Throughout my time in the UK, I made some observations whilst travelling around the different cities in the UK such as Bristol, Bournemouth, Bath, Canterbury and Brighton. I come to notice the following:

- Students will accept and are willing to sign up to the website when giving them something for free
- If you approach students in a casual manner they will be more willing to listen
- Do not approach students when they are eating or studying
- Students will avoid any websites which they can sign up to which will spam them with emails
- Students are willing to put as little effort as possible into any form of questionnaire or survey
- Three quarters of the time, when asking students to sign up to the UT website they asked whether or not they would receive continuous emails from UT about their latest deals in their city.
- At times students showed no sign in the company when approaching them, however, when telling them the website was completely free to use and when showing them some of the deals that UT has to offer they all of a sudden became interested.

#### 10.4 Appendix 4 – Social Media Totals of Questionnaires 1 and 2

	Questionnaire 1	Questionnaire 2	<i>Total</i>	
Facebook	33	40	73	
Twitter	12	22	34	
Tumblr	0	3	3	
Pinterest	2	4	6	
Blogger	1	3	4	
Google+	2	3	5	
LinkedIn	1	1	2	
WordPress	1	1	2	

Table 3 - Social Media usage amongst Students derived from questionnaires

## 10.6 Appendix 5 – Focus Group Results

	<b>1. Do you like the layout of the deals?</b>
<b>CG</b>	The layout is really nice, I love it. It is cool to match the student profile of the members and simple to make the use of the website the easiest possible.
<b>AM</b>	Yes, the layout is quite cool and understandable. The organization of the boxes is good and all the main info we need are written on it.
<b>MA</b>	Yes : very good design and organization.
<b>LMK</b>	Yes very nice layout (style, colours, organization)
<b>JS</b>	Yes very cool layout, all the boxes are clear and easy to find.
<b>EN</b>	Amazing design : original and simple at the same time, match perfectly the student target.
<b>HB</b>	Yes really nice and in accordance with the student style.
<b>JF</b>	I love the design: very fresh, young. The boxes of the deals are well organized thanks to the filters.
<b>KM</b>	Good layout of the deals in terms of form, colors, space.
<b>EE</b>	Yes, the style is great, the organization excellent. It makes us “stay” on the website.
	<b>2. If no, how would you change it?</b>
<b>CG</b>	I would prefer to have all the offers on the same page because each time we go back to the previous page to go down again and click several times to see everything.
<b>AM</b>	Take off the filters which have no offers, especially in the shopping area (it is quite frustrating).
<b>MA</b>	
<b>LMK</b>	Best/more popular deals at the top
<b>JS</b>	Yes very cool layout, all the boxes are clear and easy to find.
<b>EN</b>	Nothing to change
<b>HB</b>	Display all the offers on the same page (no need to click on “show more” = annoying because have to click again and again each time we are looking at a deal and then go back to the list of the offers).
<b>JF</b>	Maybe an organization for the “display all”: by popularity or latest chosen by our friends
<b>KM</b>	No change
<b>EE</b>	Nothing to change
	<b>3. Can you easily find what you are looking for on the Urban Tribe website?</b>
<b>CG</b>	Absolutely! There are so many filters to help us find exactly what we are looking for. This really well organized and the filters are wisely chosen! I particularly like the fact we can see the vouchers available on a specific day and the latest deals.
<b>AM</b>	Yes. All the filters are good, detailed and understandable (both on the top and on the right).
<b>MA</b>	Generally yes. Many problems with the mobile platform though.
<b>LMK</b>	Yes all the filters are very useful
<b>JS</b>	Yes, thanks to the filters which are perfect.
<b>EN</b>	Yes everything is well organized and I can easily find the types of vouchers I’m looking for.
<b>HB</b>	Absolutely, everything is clear.
<b>JF</b>	Absolutely, the filters are complete and detailed = perfect
<b>KM</b>	Yes, everything is very clear and the filters are perfect
<b>EE</b>	I’ve never faced problems in finding a voucher. The organization of the boxes and the filters make everything absolutely clear.
	<b>4. Do you like the filters on the right? Do you understand what they mean</b>

	<b>when looking at them?</b>
<b>CG</b>	The filters are quite nice. However I think they look like too much to each other. I get them right away and, anyway, even if I don't I can read what they stand for.
<b>AM</b>	Yes. Pub and Club filter are quite weird but we can easily guess what they mean.
<b>MA</b>	The filters on the right are nice. Don't get all of them at the first sight but if you move your mouse on it the topic is written so it's ok.
<b>LMK</b>	Yeah they are quite cool and match the student "style" of the website. I get most of them right away and if I don't I can read the "title" so perfect
<b>JS</b>	Original design of the filters. Most of them are clearly understandable.
<b>EN</b>	Yes the filters are cool and understandable. A specific colour for each type of deals would be better (here some colours are used 2 times).
<b>HB</b>	Yes they are nice and perfectly understandable at first sight.
<b>JF</b>	Yes, pretty nice design for the filters and all are useful (except the ones with no offers).
<b>KM</b>	Yes they are pretty cool and very understandable. Maybe too many filters in comparison with the number of offers though
<b>EE</b>	The filters on the right are ok, quite similar but the topics (eat, drink etc.) make them different. In terms of meaning, I think they are very clear.
	<b>5. What type discounts would you like to see more of?</b>
<b>CG</b>	Shopping definitely. The offers of Urbantribe on clothes, accessories etc. aren't really good and your website hasn't got discounts on popular shops (new look, h&m, asos etc.). Maybe it's more difficult to get discounts from international brands but Unidays has 10% in ASOS for example and I have to say this is the main reason to my registration to this website.
<b>AM</b>	Shopping
<b>MA</b>	2 for 1 on cocktails, discounts on restaurants. Shopping discounts
<b>LMK</b>	Hifi, travel, clubbing
<b>JS</b>	Hifi, booze
<b>EN</b>	Clubbing, shopping
<b>HB</b>	Shopping, hifi
<b>JF</b>	2 for 1 on cocktails, discounts on clothes, restaurant bills
<b>KM</b>	Drinks, clubbing, Hifi
<b>EE</b>	Clubbing, hifi., New offers on drinks/restaurants.
	<b>6. If you could advise Urban Tribe on something they could improve or add to the website, what would it be?</b>
<b>CG</b>	Develop the range of offers because everything is focused on drinks and food. - Also, I would love to see urbantribe in another cities since, as students, we travel a lot across the uk. - Your website is great but I also think this is a shame we can't really interact with the other members or at least our friends. The only thing we know about them is the vouchers they have grabbed for the last 15 days.
<b>AM</b>	The redemptions of our circle disappear after 2 weeks. It could be better to see the current redemptions AND the old ones to make people grab more vouchers. It could also be interesting to permit people to "like" or "dislike" the deals and make a top 10 of the offers in a city?
<b>MA</b>	Develop the mobile platform (frustrating when you want to show the voucher before asking for the bill and it doesn't work).
<b>LMK</b>	Deeper integration of the social media on the website. See the offers your friends like (seen directly on the website not on facebook)
<b>JS</b>	Extend their deals in more cities, more interaction between the members of Urbantribe.
<b>EN</b>	More cities involved
<b>HB</b>	More cities involved, Improvement of the mobile platform (mobile used: blackberry)
<b>JF</b>	More interaction between the members (little community ?)

<b>KM</b>	More offers in more cities
<b>EE</b>	Extend the offers in other cities and more involvement in the social media
	<b>7. What could Urban Tribe do to ensure your return to the website?</b>
<b>CG</b>	Renew their offers and inform us about that (text, email, private message on facebook or anything else).
<b>AM</b>	Email (1 per month could be a good frequency)
<b>MA</b>	Renewal of the offers + Emailing
<b>LMK</b>	Renewal of offers + emails
<b>JS</b>	Email (monthly could be a reasonable frequency)
<b>EN</b>	Renewal of the offers and info given by email (every one or two months)
<b>HB</b>	Have better offers than the other voucher websites
<b>JF</b>	Email
<b>KM</b>	Nothing, I will regularly check the new offers anyway
<b>EE</b>	Email
	<b>8.How often do you use a discount on average?</b>
<b>CG</b>	I have to say I fall for every marketing trap and use vouchers as often as possible. Generally several times in a week, even if it's very small discounts like 50p, I'm a student with a loan so every penny is important.
<b>AM</b>	2 per week
<b>MA</b>	1-2 per week
<b>LMK</b>	Weekly
<b>JS</b>	Once or twice a month
<b>EN</b>	2-3 per week
<b>HB</b>	Monthly
<b>JF</b>	Weekly/monthly
<b>KM</b>	Weekly
<b>EE</b>	Monthly : I grab many vouchers but often forget about them afterward.
	<b>9. How do you go about using vouchers? Do you go online, post/mail, from people on the street etc.</b>
<b>CG</b>	/
<b>AM</b>	Online generally. However if I receive discounts by post, I will be likely to use them (subway, dominos etc.).
<b>MA</b>	Online
<b>LMK</b>	Online + food offers per post
<b>JS</b>	Online, from my mobile mainly
<b>EN</b>	Online only
<b>HB</b>	Online to have them on my mobile
<b>JF</b>	People on the streets only if it's like free drinks/entry to a club.
<b>KM</b>	Online and post
<b>EE</b>	Online and post (domino's mainly)
	<b>10. What other voucher websites and applications do you use?</b>
<b>CG</b>	Studenbeans, unidays, groupon, living social deals, myvouchercode, studentdiscount, studentsaving & private sales online
<b>AM</b>	Voyage privé, groupon, uni days, social deals....
<b>MA</b>	Uni Days, Student beans, Groupon, Living Social
<b>LMK</b>	Studenbeans, uni days.
<b>JS</b>	Living social, unidays
<b>EN</b>	Studenbeans and unidays
<b>HB</b>	Studenbeans, Unidays, Groupon

<b>JF</b>	Studenbeans, Groupon
<b>KM</b>	Studenbeans, unidays, living social
<b>EE</b>	Unidays and private sales
	<b>11. What do you like and dislike about</b>
<b>CG</b>	<p><b><u>Like</u></b>  <i>Studenbeans: it's not only a discount website we can also read articles, jokes, learn tips to save money, have free stuff (books, games) and they have deals in every uk city.</i>  <i>Groupon: The deals they offer are just amazing and make us save a huge amount of money. I love the fact that they have very original deals like hot air balloon trips or sport car driving. It can give us ideas to find cheap gifts for family, friends etc.</i>  <i>Myvoucher codes: I love the browser, it's simple if we know what we want. We just have to enter the name of the shop we want to have a discount on and we can see all the deals available. I also like the fact that at the end they display the other offers we might like (in similar shops especially).</i></p> <p><b><u>Dislike</u></b>  <i>Studenbeans: The style of this website is so shit ! I could close the window just because of this horrible orange. Also, the categories aren't well organized and I have difficulties in finding what I want.</i>  <i>Groupon: My main problem with groupon is that the offers aren't available for a long time and we can easily miss amazing deals. The emails they send everyday can be a bit too much.</i>  <i>Myvoucher codes: The "codes" aren't always good and the links may just direct us to the website of the shop and then we have to find the discounts ourselves.</i></p>
<b>AM</b>	<p><b><u>Like</u></b>  <i>Studenbeans: The large range of "discounts"/free stuff provided</i>  <i>Groupon: The deals (generally amazing discounts and always a good experience with them = no refusal or new conditions from the shop/restaurant/bar etc.)</i>  <i>Myvoucher codes: I don't use it</i></p> <p><b><u>Dislike</u></b>  <i>Studenbeans: Design, bad organization and generally the discounts are available for every student and not only for people who registered to Studenbeans.</i>  <i>Groupon: The large amount of email (from 1 to 3 per days) !!!</i>  <i>Myvoucher codes: I don't use it</i></p>
<b>MA</b>	<p><b><u>Like</u></b>  <i>Studenbeans: good offers and/or advice about saving money</i>  <i>Groupon: epic deals available in MANY areas + good design.</i></p> <p><b><u>Dislike</u></b>  <i>Studenbeans: bad design</i>  <i>Groupon: 1 to 3 emails per day, TOO MUCH</i></p>
<b>LMK</b>	<p><b><u>Like</u></b>  <i>Studenbeans: free stuff + funny articles</i>  <i>Groupon: Don't use it</i>  <i>Myvoucher codes: Don't use it</i></p> <p><b><u>Dislike</u></b>  <i>Studenbeans: horrific style + too many emails</i>  <i>Groupon: Don't use it</i>  <i>Myvoucher codes: Don't use it</i></p>
<b>JS</b>	/
<b>EN</b>	<p><b><u>Like</u></b>  <i>Studenbeans: all the topics brought about.</i></p> <p><b><u>Dislike</u></b>  <i>Studenbeans: "fake" discounts (for every student and not reserved to the members) and bad design.</i></p>
<b>HB</b>	<p><b><u>Like</u></b>  <i>Studenbeans: Free stuff + discounts on hifi et shops + large number of cities</i></p>

	<i>involved</i> <i>Groupon: epic deals in many cities</i> <b><u>Dislike</u></b> <i>Studenbeans: style is horrendous</i> <i>Groupon: the frequency of the emails is definitely too much</i>
<b>JF</b>	<b><u>Like</u></b> <i>Studenbeans: Number of boxes/activities offered: discounts, tips, articles, jobs etc.</i> <i>Groupon: the craziness of the offers</i> <b><u>Dislike</u></b> <i>Studenbeans: this disgusting orange style!</i> <i>Groupon: daily emails and the number of offers (not enough + limited in the time)</i>
<b>KM</b>	<b><u>Like</u></b> <i>Studenbeans: the large amount of things we can find on the website</i> <b><u>Dislike</u></b> <i>Studenbeans: design + daily emails</i>
<b>EE</b>	/
	<b>12. If you prefer using these websites to Urban Tribe, what is the reason for this? I.e., Lower prices, better deals, your friends are on them etc. Please explain:</b>
<b>CG</b>	I choose all the websites according to their offer. In other words, I go for the best.
<b>AM</b>	I use many websites and grab the vouchers offering the best offer.
<b>MA</b>	Depends on the offers, I go for the best deals.
<b>LMK</b>	Better deals
<b>JS</b>	Better deals and more cities involved.
<b>EN</b>	Urbantribe is the website I use the most but I go on another website if their deals are better
<b>HB</b>	I go for the one with the best deals. (very keen on 2 for 1)
<b>JF</b>	I choose the website according to the offers (look for the best)
<b>KM</b>	If I don't go to urbantribe it is because the deals are better on another website.
<b>EE</b>	I use urbantribe the most. Will go on another website if it has better deals.



## 10.7 Appendix 6 - UNiDAYS Benchmarking



### UNiDAYS

#### A quick TAG CHALLENGE!

Help spread the word about our page – just TAG UNiDAYS in your status (nice words only please!) and we'll choose one of you at random in the morning to win this £20 H&M gift card... nice. Students only as usual, so we'll be making sure the winner is registered and verified with UNiDAYS before we give anything away :) PS. to make it fair, we'll only count one tag per person.



### UNiDAYS

We think we're on to a good thing with UNiDAYS. So good in fact, we think our service is going to revolutionise student discount online – and we hope you guys agree. Share this image with your mates and let's get this revolution going! – If you TAG yourself in the image, there might just be a few UNiDAYS notepads up for grabs too :)



Like · Comment · Share · June 17, 2011 at 4:28pm ·



### UNiDAYS

Our Twitter Retweet competition is now underway! Retweet our latest tweet today for your chance to win a shopping voucher :) Check us out at [www.twitter.com/MyUNiDAYS](http://www.twitter.com/MyUNiDAYS)

Like · Comment · Share · June 20, 2011 at 2:21pm ·

5 people like this.



UNiDAYS As usual we'll be making sure the winners are registered and verified with UNiDAYS so we know they're students :)

June 20, 2011 at 2:25pm · Like



UNiDAYS We've just announced the winner Anna (sorry you didn't win this time!)

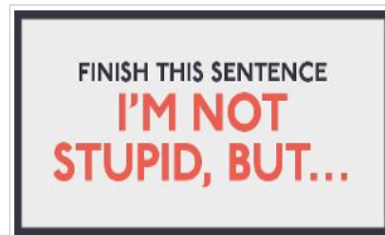
June 20, 2011 at 10:46pm · Like

Write a comment...



### UNiDAYS

Finish the sentence! We want you guys to complete this sentence for us and we'll reward the posters of our 2 favourites with some lovely shopping vouchers. Just comment on this image below – We're looking forward to seeing some humorous comments :-)



Like · Comment · Share · June 16, 2011 at 5:06pm ·

6 people like this.

View all 135 comments

Write a comment...

UNiDAYS asked: Tell us which uni/college you're from!

University of York

University of Dundee

University of Kent

93 More...

Ask Friends · 5 · June 4, 2011 at 2:53pm ·



#### UNiDAYS

Something for you Friday morning people! TAG yourselves in this image and COMMENT and we'll choose 5 of you at random to get a shiny UNiDAYS bottle opener key ring! Only 50 tag spaces available so (you'll need to be registered and verified with UNiDAYS to claim picked).



Like · Comment · Share · June 3, 2011 at 9:21am ·

15 people like this.

View all 20 comments



**Ben McGladdery** I've emailed you guys x  
June 3, 2011 at 10:19am · Like



**Jacqueline Burton Mse** Tagged! ... whoever did - Than  
June 3, 2011 at 6:09pm · Like

Write a comment...



#### UNiDAYS

Like Pizza? Make your status "I'm registered with UNiDAYS!" (making sure TAG UNiDAYS) and we'll pick one of you at random to win this £25 Pizza Hut gift card - simples. We'll be asking the winner to register and verify with us (so we know you're a student!) and we'll only count 1 tag per person. You have until 5pm today so get to it!



Like · Comment · Share · June 2, 2011 at 2:36pm ·

8 people like this.



**UNiDAYS** Don't forget to set the padlock so that 'ever can see your post - that way it should definitely show wall :)

June 2, 2011 at 2:36pm · Like



**Rebecca Vicary** AHHHH I ♥ PIZZA HUT!!!!  
June 2, 2011 at 2:38pm · Like



**Zoe Bitegirl Booton** nomnomnomnom  
June 2, 2011 at 2:49pm · Like

Write a comment...



#### UNiDAYS

Some sexy new UNiDAYS page flags have arrived today - we know you're all envious ;-) Tag yourselves in the image and we'll choose 5 of you at random to win a book. There's a max of 50 tags so be fast!



Like · Comment · Share · May 26, 2011 at 3:16pm ·

12 people like this.

View all 19 comments



**Safi Zakaria** :(  
May 26, 2011 at 5:49pm · Like



**Kayleigh Stapleton** Cute! :)  
July 16, 2011 at 1:01pm · Like

Write a comment...



#### Verity Williams

Give me a UNiDAYS notepad!

View Post · May 23, 2011 at 3:35pm



#### Belinda Matthews

Give me a UNiDAYS notepad

Like · Comment · May 23, 2011 at 2:48pm ·



#### Sue Robinson

Give me a UNiDAYS notepad!!

View Post · May 23, 2011 at 2:10pm



#### Lulu Marie Osborne

give me a UNiDAYS notepad!

View Post · May 23, 2011 at 1:34pm



#### S.J. Mitchell

"Give me a UNiDAYS notepad!" Please. :-)

View Post · May 23, 2011 at 1:15pm



#### Josie Read

Can I have a notepad please UNiDAYS :) ♥

View Post · May 23, 2011 at 1:07pm



#### George Turner

Give me a UNiDAYS notepad, im desperate for free stuff

View Post · May 23, 2011 at 1:02pm



### UNIDAYS

We're not too far away from 2000 likes. The sooner we get there the sooner we can give away 4x £25 vouchers instead of 2! The more li get the more deals we can secure from retailers, and that can only be a good thing right?

Like · Comment · Share · March 30, 2011 at 8:11pm · 🌐

👍 14 people like this.

Write a comment...



### UNIDAYS

If anyone tags UNIDAYS in their status, we'll give you an extra entry into today's Mini Draw (provided you're registered and verified of course!) Don't forget to set your status so 'everyone' can see it. If you haven't already registered and verified your student status, click on the the link here :)

Perks of Student Life :: UNIDAYS™  
[www.myunidays.com](http://www.myunidays.com)

Student discount online with UNIDAYS™ No Codes, No Cards, No Cost. What could be easier? Register with UNIDAYS™ today and you could win one of many great prizes in our early bird registration prize draws!

👍 Like · Comment · Share · May 17, 2011 at 3:27pm · 🌐

👍 3 people like this.

Write a comment...



### UNIDAYS

#### WHAT'S IN THE BOX?

One of the prizes for our Early Bird Registration Prize Draw arrived today. Can any of you guess what it is from this picture?? Everyone that has a guess will be entered in to a draw for a notebook (we've got 5 up for grabs). If any of you actually guess right, we'll enter you in to a separate draw for a £10 ASOS/Amazon voucher. Good luck! :-)



👍 Like · Comment · Share · May 11, 2011 at 5:37pm · 🌐

👍 12 people like this.

💬 View all 236 comments

Write a comment...



### UNIDAYS

We'd love to smash 10,000 likes so we can really show retailers we're coming to be reckoned with, and we can secure even more deals coming weeks! If you guys all share our page, or tell just our mates to like us, we'll easily manage it. Help us to help you all for the support so far :)

👍 Like · Comment · Share · May 22, 2011 at 6:22pm via mobile

👍 16 people like this.



**Lucy Rigley** the NUS card facebook group only has 11, 898 likes, so if you got that then there would be no reason for any retailers to say no!

May 22, 2011 at 6:27pm · Like · 👍 4



**UNIDAYS** Well spotted Lucy :) Come on we can do it!

May 22, 2011 at 6:34pm · Like

Write a comment...



### UNIDAYS

Fancy a UNIDAYS notepad? From those of you that make your status "Give me a UNIDAYS notepad!" we'll pick 5 of you to get one over the next couple of hours. Make sure to TAG UNIDAYS (and set the padlock symbol so 'everyone' can see it). Winners announced before 5. Go!

👍 Like · Comment · Share · May 23, 2011 at 12:06pm · 🌐

👍 Looby Lou Lumsden likes this.

Write a comment...



#### UNIDAYS

A last reminder about our PHOTO CHALLENGE... We want you guys to upload a photograph of yourself if you something fun and/or interesting right now. Upload the photo and TAG yourself in it. Our favourite will win a £30 voucher PLUS if you print off the I ♥ UNIDAYS image and have this in your photo, we'll enter you into a separate draw to win a £20 voucher.

[Like](#) · [Comment](#) · [Share](#) · April 20, 2011 at 1:35pm ·

3 people like this.



**UNIDAYS** Until the end of the day Hemisha, we'll have the winners in the morning :)

April 20, 2011 at 4:54pm · [Like](#)



#### UNIDAYS

The Only Way is... UNIDAYS!

Status tag challenge time! Just make your status "The only way is UNIDAYS", making sure to tag UNIDAYS. The winner gets a £40 TOPSHOP voucher and a runner-up gets a £10 voucher for the same place! Don't forget to set your status so 'everyone' can see it. The winner will be picked at random tomorrow so get to it!

[Like](#) · [Comment](#) · [Share](#) · April 27, 2011 at 10:04am ·

22 people like this.



**Michelle Thompson** got it right in the end!!!!

April 27, 2011 at 10:07am · [Like](#) · 1

#### UNIDAYS

Get a UNIDAYS Frisbee :-)

Wow! thanks for the great response to our early bird registration opportunity. We've got a long way to go yet, but it's been great to see those of you that have registered already! We're also REALLY grateful to those of you that have flagged up (and are helping us stamp out) some of the niggles we're having with a few institutions. We've got a coverage of over 600 universities/colleges in the UK so far – so as you can imagine... Anyway as thanks for your continued support we thought we'd give away a few UNIDAYS frisbees, there's 5 up for grabs, comment on this image for your chance to win one! :-)



[Like](#) · [Comment](#) · [Share](#) · May 14, 2011 at 11:55am ·

Michelle Lloyd likes this.

[View all 66 comments](#)



**Faridah Brooker**

The only way is UNIDAYS

[Like](#) · [Comment](#) · April 27, 2011 at 10:21pm ·



**Helena Daly**

the only way is UNIDAYS

[View Post](#) · April 27, 2011 at 10:09pm



**Chloe Marie Baldwin**

the only way is UNIDAYS

[View Post](#) · April 27, 2011 at 10:01pm



**Charlotte Khushi**

The only way is UNIDAYS

[View Post](#) · April 27, 2011 at 9:00pm



**Anne Dixon**

The only way is UNIDAYS


[Like](#) · [Comment](#) · April 27, 2011 at 8:33pm ·



## 10.8 Appendix 7 - Studenbeans Benchmarking

 **studentbeans.com** shared a link.  
May 3

The most important rule: NO TYPOS! <http://ow.ly/aFBpK>



**Eight unforgivable CV mistakes**  
ow.ly

You'd be amazed how often people make these mistakes – learn these lessons now and you'll be doing your dream job before you know it.

Like · Comment · Share

6 people like this.

Write a comment...

---

 **studentbeans.com**  
May 2 via HootSuite

Our Student Job of the Week: Brothers Festival Friend! Report back from all the best festivals this summer and to help you do your job, you'll get an iPhone, £1000 cash and 20 cases of cider, plus take a friend along with you!  
<http://bit.ly/ITwKjB>



**Brothers Festival Friend**  
bit.ly

COME UP WITH A CAPTION: Have your name and caption published on studentbeans.com. See if you can make us chuckle with something snappy!



Like · Comment · Share

8 people like this.

A great idea or a load of pants? <http://ow.ly/aHQjK>



**How to swap your unwashed student undies for cash**  
ow.ly

We explain exactly how to sell your tainted undies for certified cash, smelly socks and all. If you so wished.


Share · via HootSuite

Like · Comment

Riha Koirala likes this.



**Jennifer Curtiss** If you can get over the creepy then it's a good way to make some extra cash... but how much of that cash would have to go on buying new underwear?  
May 5 at 3:57pm · Like · 1



**Sinae Hudson** Does no one else find this really sleazy?! Lol  
May 5 at 5:10pm via mobile · Like

Write a comment...

 **studentbeans.com** shared a link.  
May 4

Sell your dirty underwear for cash? Would you? Could you??!

<http://ow.ly/aHa7Q>

Puns, puns, puns... including Steven Seagull and ROFL Harris <http://ow.ly/aHPlu>



**The very best of the celeb pun meme**  
ow.ly

Inspired by the genius DeNiro/DeFaro image, we try our hand at the latest online craze. We must say, we're quite proud of our efforts...


Share · via HootSuite

Like · Comment

12 people like this.



**James BigtheCat Hunt** Why not Steven Segal and Steven Seguy? xP  
May 4 at 11:16pm · Like



**Deborah Allen** Absolutely hilarious!  
May 5 at 9:30am · Like

Write a comment...


 **studentbeans.com** shared a link.  
May 3

We used to be scared of dentists. Now we're petrified.  
<http://ow.ly/aFSgA>

 **studentbeans.com**  
May 6 via HootSuite

OFFER OF THE DAY: Free Sample of Lady Million Fragrance  
<http://bit.ly/KzOX69>

 **Try Lady Million Fragrance for Free**  
bit.ly  
Get a free sample of the gorgeous Lady Million perfume. Try this delicious fresh, floral and woody fragrance for FREE – simply request your sample...

 Share - via HootSuite

Like - Comment


 Riha Koirala likes this.

Write a comment...

 **studentbeans.com**  
May 5 via HootSuite

OFFER OF THE DAY: Download a FREE mp3 of Your Choice  
<http://bit.ly/jj3kwi>

Like - Comment - Share


through my... (a bit of a mess when it comes to pain (the ginger)  
May 7 at 6:24pm · Like ·  1


Write a comment...

 **studentbeans.com**  
May 6 via HootSuite

Only in the UK, where politeness comes before all else, could this website exist...

<http://ow.ly/ajbop>

 **New website lets you 'Thank Your Wank'**  
ow.ly  
ThankYourWank.com lets you thank people who you've masturbated to – and gives others the chance to masturbate to you. Thoughts?

 Share - via HootSuite

Like - Comment

 4 people like this.

 View all 4 comments

 **Eda Adams Odd!**  
May 6 at 3:31pm · Like

 **studentbeans.com** shared a link.  
May 9

Save money on booze without suffering – cheers!  
<http://ow.ly/aNerN>

 **How to make even the worst alcohol drinkable**  
ow.ly  
A few extremely handy tricks to make even the cheapest alcohol drinkable. You KNOW how much money these could save you..

Like - Comment - Share

 5 people like this.

Write a comment...

 **studentbeans.com** shared a link.  
May 8

Have a pun-derful Tuesday morning! Can you come up with any? <http://ow.ly/aLtU9>

 **The very best of the celeb pun meme**  
ow.ly  
Inspired by the genius DeNiro/DeFaro image, we try our hand at the latest celeb puns. We must say, we

COME UP WITH A CAPTION: Have your name and caption published on studentbeans.com. See if you can make us chuckle with something snappy!

To view the latest Beans Gallery click here:  
<http://ow.ly/aOQ6x>

