IMPACT OF SOCIAL MEDIA ON CONSUMER'S DECISION MAKING PROCESS AMONG THE YOUTH IN NAIROBI

BY

MAINYE ASSUMPTER NYAGUCHA

UNITED STATES INTERNATIONAL UNIVERSITY - AFRICA

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MAINYE ASSUMPTER NYAGUCHA

A Project Report Submitted to the Chandaria School of Business in Partial Fulfillment of the Requirement for the Degree of Masters in Business Administration (MBA)

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DECLARATION

I, the undersigned, declare that this is my original work and has not been submitted to any other college, institution or university other than the United States International University in Kenya for academic credit.

Signed: _____________________________     Date: ____________________________

Mainye Assumpter Nyagucha (633106)

This project has been presented for examination with my approval as the appointed supervisor.

Signed: _____________________________     Date: ____________________________

Dr. Peter Kiriri

Signed: _____________________________     Date: ____________________________

Dean, Chandaria School of Business
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ABSTRACT
This project sought to assess the impact of social media on the decision making process among the youth in Nairobi. The study’s general objective was to establish the impact of social media on consumer’s decision making process among the youth in Nairobi. The study was guided by the following specific objectives: to find out how social media influences the pre-purchase stage in buyer’s decision process, to determine how social media influences the purchase stage in buyer’s decision process, and to determine how social media influences the post purchase stage in buyer’s decision process.

A descriptive research design was used for the study. The total population for this study was 1,713,437 youths in Nairobi County aged 18-35 years. The study was undertaken using random sampling technique while the Yamane sampling formula was adopted to establish a sample size of 400 out of which 389 responded to the questionnaires. A quantitative approach was adopted to collect data using questionnaires that were administered physically and collected. The data was interpreted with use of the Statistical Package for Social Sciences (SPSS). The results and findings of the study were represented in the form of tables and figures.

The results of the findings indicated that the social media has an impact on the respondent’s pre-purchase stage; the respondents agreed that social media provides them with external stimuli to recognize a need for something before purchasing, it does trigger their need to purchase through advertisements it displays, provides them with ideas or solutions to address what to buy, where to buy, why to buy through interaction with peers/friends, influences them to try new brands/products/services based on the reviews by peers/friends, and provides enhanced easy information search about different products and services.

Findings of the study also established that during purchase stage, social media is more reliable if one has uncertainties regarding a purchase, it contributes towards changing initial purchase preference after attaining relevant information available on social media, social media platforms contribute towards one’s perception of quality of the products and services they want to purchase based on their updated information on the same platforms, and that social media motivates one’s direction towards a product based on comments from friends/family.
The findings of the research also established that post-purchase behavior is influenced by social media since the study’s results revealed that feedbacks on social media affect future purchase, that information regarding product/service has a higher credibility on social media than on other media channels and that social media does enable them to convey their satisfaction and dissatisfaction directly to the service providers and manufacturers.

This study concluded that social media does encourage one to recognize a need for something before buying it, information search in social media is straightforward and easy compared to other mass media platforms, and it is more reliable if one has doubts regarding a purchase. Unpleasant advertisements on social media makes one have a terrible attitude towards a product, perception about product/service price, quality and risks depends on the brand status on social media. Feedbacks and comments about a product/service on social media by friends and family influence future purchase.

The recommendations of the study are that organizations should make sure that they use social media platforms that are interactive and popular among the youth such as Instagram, WhatsApp, Facebook and YouTube to freely interact with them and keep track of their product experiences. Pleasant advertisements on social media should be increased so as consumers develop a positive attitude towards products/services. Evaluations of feedbacks on social media should be given top priority as this is the another way for consumers to convey their satisfaction and dissatisfaction of a product/service.
DEDICATION

This project is dedicated to my two eldest sisters; Esther Mainye and Nancy Mainye despite being many miles away, for their patience, hard work, commitment and sacrifices they made to support me through my graduate studies. Thank you and much love as always.
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

In today’s technology driven world, social media has become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Evans, Jamal and Foxall (2009) observe that the growth of social media have become important communication channels and virtual communities have emerged that may never meet in the physical world but nevertheless can affect behavior including purchasing decisions. Social media is commonly associated with social networks such as Facebook, My Space, LinkedIn (Boyd & Ellison, 2007). Additionally, social media has recently outpaced email as the most popular online activity and has enabled consumers to connect with others by sharing information, opinions and thoughts about products and brands.

Chu and Kim (2011) argue that social network sites represent an ideal tool for consumers to exchange their product-related opinions and information. Mangold and Faulds (2009) opined that social media has great influence on every stage of consumer decision making processes. Nowadays consumers trust more user reviews and online consumer recommendations on social media websites rather than traditional media before making a purchase decision. Social media has become an important source for consumers who are seeking to obtain product information and created a platform for them to share their opinions about products and brands (Chung & Buhalis, 2008). In this new order created by new social media, companies have started to integrate systems and adapt social media programs to meet the needs of their individual organization. The social media concept, which is the name of the whole social networking sites such as Facebook, Twitter, WhatsApp, Flickr and blogs, has been one of the important fields for businesses.

Companies have considered entire departments devoted to the enterprise and control of social media inside their organizational structures (Belch & Belch, 2003). Also Mangold and Faulds (2009) further argues that because of global competition, businesses have gone beyond the traditional boundaries of purchasing, selling or other commercial transactions and consequently, the boundaries of national markets have disappeared and become indistinct. Therefore, social media has become very important tool regarding the
effective dissemination of information. However, more recently, concern has been raised over the influences of these media on consumption habits and their possible use in the advancement of communication and marketing strategies (Belch & Belch, 2003). An area of interest has been their impact on the lives of consumers who are the youth. Young people today represent the first generation born since the arrival of the Internet, and the first to grow up at a time of global interactivity (Bernoff, 2008). Moreover, they have enthusiastically embraced the Internet and social media as a means of achieving connectedness and managing relationships with friends and acquaintances (Boyd & Ellison, 2007).

With the widespread proliferation and usage of Social Media across the different aspects of life in both our social and professional capacities, it is extremely important for marketers to understand the components of the social media environment to successfully communicate with the youth who are actively utilizing this new, globally complex platform. Consumers have three main motives for using the Internet as a medium, namely, information, entertainment, and social aspects (Heinonen, 2011). Hawkins and Mothersbaugh (2010) further notes that social media expedites the flow of communication by encouraging contributions and feedback from everyone. Heinonen (2011) describes that the relationship between social media and consumer decision-making present that social media affects attitudes, brand attitudes, and purchasing intentions of consumer. Social media influences the way youth behave during the different stages of their purchase decision-making processes. It has changed the way consumers’ behave in their consumption.

Many researchers have suggested that consumers’ engagement via social interactive tools is becoming critically important as more marketers incorporate social media. Further (Vollmer & Precourt, 2008) state that social media websites are creating a venue for customer to customer conversations about brands and products and these sites represent an ideal tool for electronic word-of-mouth, as consumers freely create and disseminate brand-related information in their established social environment. The Youth’s social media use affects consumers’ identity formation, their expectations regarding service, formation of habits, engagement with brands and firms, participation in value co-creation, brand loyalty, purchase behavior and lifetime value, and eventually the value of the firm (Duffett, 2017). It thereby influences organizational decisions about service
customization and productivity, such as how resources are allocated between labor and automation. Maschio (2016), in agreement with Duffett (2017), also adds that in this digital and social media space, every great Instagram picture, eloquent or funny tweet, well-crafted Reddit post or Pinterest board, meaningful commercial advertisement or brand is potentially and ideally a strength to be put at another’s disposal and that the culture of social media has often show how the people are trying to build and express their individual uniqueness as they relate to and share resources, insights and skills with others.

Maschio (2013) note that the developments have certainly impacted the commercial brands cape, especially brand communications. Successful brands in a range of categories are now trying to foster the rise of creative digital communities in which people contribute knowledge, expertise and advice on online forums, Facebook pages, and digital links to insightful articles, books or discussions about the worlds that brands live in and young people and other consumers can recognize new needs on social media when ‘surfing’ on some social networks such as Facebook where they can see friends displaying pictures of products they bought or using the ‘like’ button to mention brands that they like for example.

Heinonen (2011), furthers states that Social media, as a new component, has further complicated the time-honored buying behavior process theory wherein the buying attitudes are not impacted merely by the traditional channels but extend to the online platforms. Online world has become a new kind of social communication, connecting people to variety of online communities such as virtual communities, blog, and online social networking sites which provides a platform that influences consumers’ purchase decisions (Ioanăs & Stoica, 2014). The market therefore, has shared different online social net-working websites that have grown. Businesses have made social media a priority; they have been effective at tracking their successes on the platforms (Ioanăs & Stoica, 2014). A buying decision process includes problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior which a customer goes through when buying a product.
In conclusion, Duffett (2017) states that it is important to understand how young online consumers perceive the factors that influence their attitudes, as this determines social media marketing communications content, and also assist in improving the effectiveness of online strategies. Kenya’s, as well have not been left behind, and the Kenyan youth nowadays connect through social media to make decisions based on their preferences. Over million youth are the most spenders and they make their decisions based on the social media platforms. Retailers are struggling to tap into this vibrant age, and the most strategy is through the social media.

1.2 Problem Statement

According to Boyd and Ellison (2007) the growth of social media has provided many different additional online activities for consumers such as blogging, chatting, gaming, and messaging. Online social networks are good platform for consumers to gather information and advices. Social media has revolutionized the ways of communication and sharing information and interests and that the rapid growth of social media and social networking sites, especially, in developing country like India is providing marketer a new avenue to contact customers (Boyd & Ellison, 2007). Though organizations are increasing their spending on social media, it is difficult to measure a real return on investment.

The development of the field of communication in today's world have reflected on the field of advertising, websites, including social networking sites that spread rapidly with amazing speed and began to clear affected society and behavior (Boyd & Ellison, 2007). To the best of my knowledge, there is lack of significant research explaining what the exact role is played by Social Media at the different stages of consumers’ purchasing decision-making process especially among the youth. Evans et al. (2009) speak out that social media is most widely used in information source for perceived convenience, effectiveness and perceived credibility. Also, the social media reviews and opinions affect the purchase decision process; however, tendency of share their experiences post purchase is surprisingly low. Schiffman et al. (2008) observe that the emergence of online social networks influences people in various ways. Therefore, the problem of the study is focused on the lack of information regarding the impact of social networks on consumer’s purchasing decisions among the youth specifically. Rogers, (2003) notes that social media has created a new platform to provide social and viral capabilities for consumers by increasing their participation and interaction on the Web.
This research therefore gained deep understanding of consumer purchasing behavior particularly the youth, understand the factors that influence the consumers’ buying decisions, gather knowledge about the stages of the buying decision process, analyze the consumer behavior in digital environment and evaluate how digital interactivity among the youth consumers plays a role in their purchasing decisions.

1.3 General Objective
The general objective was to establish the impacts of social media on consumer’s decision making process among the youth in Nairobi, Kenya.

1.4 Specific Objectives
1.4.1 To find out how social media influences the pre-purchase stage in buyer's decision process
1.4.2 To determine how social media influences the purchase stage in buyer's decision process
1.4.3 To determine how social media influences the post purchase behavior in buyer's decision process

1.5 Significance of the Study
This study is of significance and interest to various stakeholders. The study mainly affect the below;

1.5.1 Scholars and Academicians
Researchers can use this study to facilitate further research on other sectors especially those that are related to social media platforms. The study provides baseline data that assists people to carry out similar studies among other organizations where the business environment is similar.

1.5.2. Companies and Organizations
The study assists online retailers to increase their profits by utilizing their sales opportunities. The study also helps online retailers through social media to adapt to the changing consumer tastes and preference to avoid heavy losses when stocks pile up. The research also aims to serve as an indicator to potential companies of how they can tap into the market niche of the youth via social media sites.
1.5.3. Youth

Since most youth interact with social media in making decision relating to purchases of their choice, the findings of this study can be used to help the youth population establish the factors that impact on their choices based on the different stages of buyer decisions.

1.5.4. Online Consumers

Often, online shoppers are not aware of the factors that impact their decisions. The research provides measures required to ensure that consumers purchase quality products that suit their needs.

1.6 Scope of the Study

The social media is extensive and dynamic. This study sought to assess impact of social media on consumer’s decision making process among the youth. The study was carried out Nairobi County, which comprises of 17 parliamentary constituencies. The research focused on 1,713,437 youth population with the main focus on youth in institutions of higher learning namely Daystar University, Strathmore University, St. Paul’s University, University of Nairobi and Technical University of Kenya. In conducting this study, the limitations that were experienced included the unwillingness of the respondents to provide required information, the quality of data collected errors. These limitations were mitigated by use of introductory statements to clearly explain the purpose of the study while at the same time guarantee the respondents of utmost confidentiality of their personal information. Training of research assistants was also done to minimize errors ensuring data quality. The study took place between March and May 2017.

1.7 Definition of Terms

1.7.1 Social Media

This is a group of applications that allow the creation and exchange of User Generated Content. Examples of social media platforms include: Facebook, Twitter, LinkedIn, Instagram, Google+ and Interest (Kaplan & Haenlein, 2010).
1.7.2 Consumer Decisions Process

Khatib (2016) defines consumer decisions Process as stages which consumer pass through to (1) identify their needs, (2) collect information, (3) evaluate alternatives, and (4) make the purchase decision as determined by psychological and economic factors, and are influenced by environmental factors such as cultural, group, and social values.

1.7.3 Youth

Nairobi County Integrated Development Plan (2014) defines a youth as a young person of the age between 15 - 29 years and represents 38.56 per cent of the total population in the Nairobi County and 56.3 per cent of the labor force. This forms the most active population in the County as it is the age where human capital is being developed through education, training and skills development.

1.7.4 Pre-purchase Stage

Kotler (2009) describes Pre-purchase as process when a consumer realizes the needs and goes for an information search, makes the right decision about a product.

1.7.5 Purchase Stage

Hawkins et al. (2010) defines Purchase stage as the stage that leads a consumer from identifying a need, generating options, and choosing a specific product and brand. The more major the purchase decision, the more effort is typically put into the process (Hawkins et al., 2010)

1.7.6 Post-purchase Decision

Kotler (2009) defines Post-purchase decision as the final stage in the consumer decision process when the customer assesses whether he is satisfied or dissatisfied with a purchase.
1.8 Chapter Summary
Chapter one commenced by giving an overview of the social media, not only Kenya but the world. This chapter laid a foundation for this study by establishing that there is a research gap in identifying whether social media influences consumer’s pre-purchase stage, purchase stage and the post-purchase behavior among the youth within Nairobi County. The chapter further covered the background of the study, statement of the problem, purpose of the study, research objectives, and significance of the study, the scope of the study and the definition of terms. Chapter two reviews the literature of the study based on the research objectives. Chapter three discusses the research methodology used in the study and chapter four and five discusses the results, findings, discussion, conclusions and recommendations of the study respectively.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 INTRODUCTION
This chapter focuses on the literature review based on the research objectives enumerated in chapter one. The section is divided into three major parts; the first part looks how social media influences the pre-purchase stage in buyer's decision process; the second part looks how social media influences the purchase stage in buyer's decision process, the third section looks at how social media influences the post-purchase behavior in buyer's decision process and chapter summary.

2.2 Social Media Influences on the Pre-Purchase Stage in Buyer's Decision Process
Study of consumer behavior has shifted from why people purchase to consumption behavior (Blythe, 2008). Furthermore of the important aspects of consumer behavior is market segmentation, because consumers within the segment are more or less similar in terms of product’s needs, consumer’s physical and social environments which have huge influences on consumers’ purchase decision and can make a big difference in their desire and motives for product purchase (Blythe, 2008). The buyers’ decisions are affected by numerous stimuli from their environment, the commercial environment consists of the marketing activities of various firms by which they attempt to communicate the buyers (Schiffman & Kanuk, 2005). They argue that from the buyer’s point of view, these communications come to the buyer through either brand objects such as price, quality, service, distinctiveness and availability, or through brand representation such as media or salesman. The buyers are also stimulated by their social environment which provides a purchase decision and the most obvious example is word of mouth communication.

Heinonen (2011) explains that social media has a social interactive tool which is effective source to acquire information about the products at different prices and evaluate brand choices to make a purchase decision. These tools are perceived as more trustworthy and credible source rather than company websites for collecting product and brand information. They are also used for passing and sharing information among users, so online recommendations and comments that are shared through these tools also create a valuable source while making a purchase decision.
Problem recognition is the first step of consumers’ pre-purchase decisions process that may occur because consumer has a desire for something new (Kardes, Cronley and Cline, 2011). Consumers’ purchase decisions begin with the result of problems or a single problem. There are those decisions which easily recognized, defined, and solved but there is unexpected problem as well which are hard to solve. Hawkins et al. (2010) contends that there are different factors that affect problem recognition step such as social factors, cultural factors, reference groups, and environmental factors.

On the other hand, (Rasool, 2015), elaborates that needs might be triggered by internal stimuli but also by external stimuli and the interesting part of it is that social media triggers needs through advertisements displayed on a Facebook page for example or through a discussion with a friend that could make consumers recognize that they an unfulfilled need. The Facebook ‘Like’ button is a powerful tool to made consumers recognized a need. When consumers ‘like’ a brand page or a product/service on Facebook, all their contacts can see this ‘like’ appear on their feeds. The ‘follow’ button on Twitter acts in the same way and can thus trigger new needs for peers.

Kardes, Cronley and Cline (2011) argued that problem recognition of an individual may be triggered by internal or external stimuli, social media sites are considered as the external stimuli to consumers and particularly the youth. Khatib (2016) further explains that social media might trigger needs through advertisements displayed on a Facebook page for example or through a discussion with a friend that could make consumers recognize that they have an unfulfilled need. Nowadays, the mass media is no longer the only source of information, which may serve as a trigger of a purchase to individuals. Thus, consumers are exposed to vast amount of information, to get through the consumer’s filter; marketers must identify a claim or promise about their services or products, which are strongly penetrative.

2.2.2 Information search

Once a problem is recognized, consumers begin to seek relevant information through; internal and external information search. Internal search involves the consumers’ memory about the products, and external search includes word of mouth, stores visit, trial and online social networking and social media (Kardes, et al., 2011). A consumer’s
perspective, the decision to make a purchase involves choosing which sources to consult during a considerable amount of data, spread in both physical and online environments, which is larger than what an individual can absorb, thus configuring an overproduction of information (Broilo, Espartel, & Basso, 2016).

Social media does offer information exposition since consumers can get information from their ‘friends’ but also from brands about products and services through pages they ‘like’ on Facebook and ‘follow’ on Twitter (Kosavinta, et al., 2017), they further state that consumers in the information search stage undertake an internal and external search. This means that consumers that are seeking for information about products, services or brands can use Social Media platforms and tools to grasp or ask information to their ‘friends’. They further contend those online environments today, are effectively involved in purchase decisions process and Internet has become an important tool for information search. The different types of decisions influence on the level and direction of the search (Kosavinta, et al., 2017).

A buyer may enter an active information search by looking for reading material, asking friends, going online and visiting shops to learn about the product (Kotler & Keller, 2009). They further argued that the consumer receives the most information about a product from commercial sources however; the most effective information often comes from personal sources or public sources that are independent authorities. While highlighting the growing trend of consumers, seeking information on one channel and purchasing through another channel, characterizing the so-called research shopping phenomenon. Kotler and Keller (2009) found that the attributes of each channel are what that determines the consumers’ choice to search for information and/or to purchase.

Social media has a great influence on consumers especially when they are buying a product for the first time or when the product is expensive because these factors tend to make consumers conduct more research and seek for opinions (McCormick & Livett, 2012). This demonstrates that social media can influence consumers in their information search stage because consumers use social media platforms to get information about products, services and brands. However, if social media allow companies and consumers to have a two-way communication, it is important to note that consumers trust other
consumers more so than corporate. And they give consumers the possibility to get trustful information from their peers.

Social media offers youth instant information exposition since consumers can get information from their ‘friends’ but also from brands about products and services through pages they can ‘like’ on Facebook and ‘follow’ on Twitter (Belch & Belch, 2003). There is a way consumers in the information search stage undertake an internal and external search. In the external search, the authors said that consumers often consult personal sources when they seek information. This means that consumers that are seeking for information about products, services or brands can use social Media platforms and tools to grasp or ask information to their ‘friends’ (Belch & Belch, 2003).

2.2.3 Evaluation of Alternative

This is the last step stage in pre-purchase decision as described by Blythe (2008) that the consumers start to compare and evaluate several alternatives in terms of products features and their desire and needs in this step. He describes that, sometimes consumers’ choices are based on simple decision such as “buy the cheapest products” but there are some decisions that are complex and consist of different processes and stages. In this stage, consumers also consider which alternative would be the best to fulfill their need. Communication from peers has a strong influence on evaluation of alternatives stage. Consumers can make an evaluation of the different alternatives offered to them and have to choose one in the next stage (Broilo, Espartel, & Basso, 2016). To evaluate the different alternatives, consumers are seeking to compare products, services or brand together to make the choices that suit their needs the most. Forums appear as a good place to get valuable in-formation and allow discussion with current of former customers.

Through a learning process, the buyers obtain and store knowledge of each brand’s potential and then ranks them to satisfy their needs as a set of alternatives to be evaluated (Kardes et al., 2011). Blythe (2008) defines the beliefs as a descriptive thought that a person holds about something and the attitudes as a person’s enduring favorable and unfavorable evaluations, emotional feeling and action tendencies toward some idea. Ho (2014) also contributes that consumers evaluate different sources like family and friends, salesperson, advertising based on beliefs learned through experience and socialization; therefore, because of the need to cope with limitations of the environment and of
processing, they weigh costs and benefits when selecting one source or another, according to such some criteria. The profound changes that social media has brought to individuals is the ability of getting access to any content. Direct or experience serve as an indicator at this stage of buying process, in which social media provides means for consumer to gather information of indirect experience regarding their initial preference of purchase (Erasmus, Bashoff, & Rousseau, 2001).

During the pre-purchase evaluation of alternatives stage, users interact with social media in their effort to correctly rank alternatives found during the information search process. Furthermore, Erasmus et al. (2001) argue that social media offers a remarkable range of features that enable youthful consumers to perform elaborate ranking tasks through user friendly interfaces: Social media users during their pre-purchase evaluation of alternatives stage, primarily employ consumer review and ratings websites, but also Internet forums. In forums although there are no rankings available, there are other users who provide direct inputs to the evaluation process. Wikis and content communities, primarily those that include videos like YouTube are also being employed during the evaluation process.

2.3 Social Media Influences on the Purchase Decision in Buyer's Decision Process
Finding relevant information is important, therefore once consumers have found their relevant alternatives and evaluated them, they should make their choice between these alternatives (Hawkins & Mothersbaugh, 2010). Consumers choose certain products because the product appeals to them. The choice can be influenced by the gathered information from different sources therefore social media is an effective tool in this stage. Erasmus et al. (2001) showed that, there are five factors of reading online opinions that influence consumers’ behavior in terms of purchasing and communication: obtaining buying-related information (reduce risks), social orientation through information (consumers can evaluate and compare between different products), Community membership (consumers be-long and admire different online social networks), Remuneration (consumers like prize and award), and Learning about new products’ consumption.

Blythe (2008) found that although the consumers form brand evaluations, there can be intervening factors between the purchase intention and the purchase decisions and the purchase decisions may also be subject to various anticipated situational factors such as
temporary cash-flow problems, time availability and stock. In most circumstances, a consumer’s decisions can be associated with the perceived risk and the consumer may modify, postpone and avoid a purchase decision because of the perceived risk (Campbell & Godstein, 2001). The consumers may perceive many types of risk in their buying decisions: functional risk - the product does not perform up to expectations, physical risk - the product poses a threat to the physical well-being or health of the user or others, financial risk - the product is not worth the price paid, social risk - the product results in embarrassment from others, psychological risk - the product does not conform to the consumer’s perceived self-image, and time risk - the failure of the product results in an opportunity cost of finding another satisfactory product (Kotler & Keller, 2009). Blackwell et al., (2006) therefore, explains that such period or gap between the two stages facilitates active users to interact through social media about their choice and the forthcoming purchase, which usually takes the form of a booking.

Campbell & Goodstein (2001) found that information exposure is a critical determinant in the decision process, because it may impact on how the information search is taken place, and how the information can be processed in later stages. By identifying which channels or platforms are mostly used, it can help to understand how consumers are exposed to information and the type of source they are exposed to. Besides taking the type, duration, and method of exposure into consideration, attitude of individuals is one of the critical factors in associate with the buying decision. During the choice and the purchase stages, social media are employed as platforms of self-expression and announce their decisions (Blackwell et al., 2006).

2.3.1 Consumer Attitude

During evaluation, consumer eventually forms preferences among the brands in the choice desk, however, there are two factors, which can interfere between the purchase intension and purchase decision – attitude of the others and unanticipated situational factors (Kotler & Keller, 2009). They further argued that the extent to which another person’s attitude reduces the consumer’s preference for an alternative depends on two things: the intensity of the other person’s negative attitude towards the preferred alternative and the motivation to comply with the other person’s wishes. The more intense the other person’s negativism and closer, the other person is to us, the more to adjust the purchase
intention. According to Thu Ha (2014) attitude is expressed by the evaluation of a product/brand in two directions which is favorable or unfavorable. According to him, Consumers focus on minimizing cost disregards of other factors, being low price are a key factor to perceive a positive attitude towards products through Attitude toward object model which measures consumer’s attitude toward a service, product, and price or towards an organization such as brand and attitude toward behavior model, on the other hand, which measures the consumer’s attitude toward behaving in accordance to the object rather than attitude toward the object itself.

On the hand, Rant (2014) also observed that a person's attitude affects the way he thinks, feels and behaves in certain aspects of their environment to different retailers, television programs, and products and services. He argues that there are many factors and personal characteristics that affect the consumer behavior, and the choice of the matter is a result of a complicated intercommunion of cultural, social, personal and psychological factors. Some of these factors can easier be accessed by marketers, and others are highly impossible to influence or be changed.

Consumer attitude as key concept on consumer behavior that was defined as set of beliefs, experience and feelings forming a predisposition to act in each direction. Attitude is articulated by the evaluation of a product/brand in two directions which is favorable or unfavorable and it is considered necessary to towards a service, product, and price or towards an organization such as brand (Yogesh & Yesha, 2014). They further claim that during the purchase decision stage, social media ensures that attitude of individual consumers’ leads to specific outcome either favorable or unfavorable.

### 2.3.2. Consumer Motivation

Duffett (2017) reckons that choices are made to accomplish certain goals or purposes; thus, it is a crucial concept in any theory of consumer behavior. Since individuals make choices continually, therefore motivation impacts not only on the direction; affecting choice of one behavior over another but also on the intensity of behavior; the capacity allocations on an activity. Rant (2014) attributes that the level of motivation also affects the buying behavior of customers since every person has different needs such as physiological needs, biological needs, social needs etc. The nature of the needs is that, some of them are most pressing while others are least pressing. Therefore, a need
becomes a motive when it is more pressing to direct the person to seek satisfaction. Motivation is directly related to the need and is expressed in the same type of classification as defined in the stages of the consumer buying decision process. To increase sales and encourage consumers to purchase, brands should try to create, make conscious or reinforce a need in the consumer’s mind so that he develops a purchase motivation so that a customer is much more interested in considering and buy their products. They must also pick out the motivation and the need to which their product respond to make them appear as the solution to the consumers need.

According to Duffett (2017) the purchase goal is a planned behavior for a consumer prepared to buy certain product. There is a relationship between brand image and purchase intention. Social media is a major factor to increase brand image on consumer, for that reason some companies use different kind of social media stimuli to motivate purchase intention. Consumers who are satisfied with the product can have a positive attitude towards the brand. Rant (2014) also observes that the type of information or stimuli to an individual is more sensitive and depends on each and every person. However, since the information is delivered in a faster rate, it tends to motivate the consumers’ attention towards product/service (Ioanăs & Stoica, 2014). Also, buying decisions are often made very quickly, such that consumers are likely to reduce the dimensions they consider during brand choice under the pressure of time.

2.3.3 Consumer Perceptions

With regards to Consumer perception, Gros (2012) observes that consumers might associate low price with low quality and also perceives that social media and brand reputation has power on purchasing decision than price of the product. Rant (2014) on his part explains that perception is the process through which an individual select, organizes and interprets the information. Selecting, organizing and interpreting information in a way to produce a meaningful experience of the world is called perception. And in relation to perceived risks, Duffett (2017) notes that perception of quality considers subjective notation which is consumer evaluation of the product and judgment that based on some attributes, that quality perception determines consumer proneness to buy a private brand.
With perceived value, Ioanăs and Stoica (2014) argue that there exists a relationship between perceived value, price quality and risk. They further state that a consumer may use price as an indicator of quality, this create price-quality relationship. If price used in the role price has a positive relation with perceived value and intention and that the difference in price among products creates perceived value; as the price of the product increases within the price range set by individual consumer, perception of value increases to some extent. On the contrary perception of value can decrease if the price is beyond the price range set by the consumer.

2.4 Social Media Influences on the Post Purchase Decision in Buyer's Decision Process

According to Campbell & Goodstein, (2001) after the consumption, the consumer experiences certain levels of satisfaction or dissatisfaction, and evaluates the wisdom of the choice made in selecting the alternative. Two potential outcomes are derived from this phase of satisfaction or dissonance. When consumer experiences dissonance towards the purchase, the choice is ‘devaluated’ and the consumer begins the process of searching, obtaining information and evaluating other options for future buying decision, in which triggers new behavior.

It is a phase when the consumer decides whether to move from merely implementing the product to a full adaption; that is, whether to use the product repeatedly or repurchase or not. Since consumer always has a choice regarding the products priority, frequency of usage, and new circumstances of new uses. When individuals are comfortable in using a specific product regularly, they recommend it to others from using the product as well (Silverman, 2001).

Chen (2014) accounts that in post purchase stage, consumers evaluate the outcome of their purchase decision, as it can influence their future purchase patterns. And that consumers use Social Media to talk about their own good or bad experiences and thus share feedback and opinions with peers. He elaborates that social media has become easier for consumers to spread the word quickly to hundreds of people and influence their purchase decision-making processes by offering the possibility to consumers to share their good or bad experiences with their peers.
2.4.1. Feedback Loop

The most valuable aspects of social media are in building and maintaining a feedback loop, as the conversations are more dynamic and flow in two-way. The social media impacts on the purchase funnel is the accessibility and transparency of experiential data generated by current customers for the benefit of the next wave of shoppers and prospects (Kardes et al, 2011). After a consumption, consumers express different experiences which leads to certain levels of satisfaction or dissatisfaction, and evaluates the wisdom of the choice made in selecting the alternative (Maschio, 2016). At this stage social media is also used as platforms to enable users communicate with providers of specific components of the product. The quality of the decision becomes important in this stage of process and how well the choice worked out (Kardes, et al. (2011). Consumers start to compare their perceptions of the product with their expectations. Social media allows consumers to gather and obtain information from variety of groups of people.

Maschio (2016) observes that if the performance is below expectations, then the customer cannot be dissatisfied and can suffer from the mismatch, if it meets expectations, then the customer is satisfied, if it exceeds the expectations, the customer is delighted. According to survey done by Nielsen (2007) most consumers relied on online opinions for their purchase decision and 50 per cent of youth share and tell about the products that they like on the social media. Silverman (2001) notes that Social media influence a decision based on the interconnected elements such as social interaction, content, and communication media; that is, social media enables a two-way conversation, and enhances the communication flow by encouraging individuals whoever is interested to join the conversation. Thus, after a purchase and a consumption, it is critical to identify the actions of individuals would carry out with the access to social media sites.

Social media has provided a place for consumers where they can share their product opinions either positive or negative with one another in social interaction. It means that they can share their own recommendations, opinions and compare their experiences with other consumers. The buyer’s satisfaction is a function of the closeness between the buyer’s expectations and the product’s perceived performance (Hennig & Walsh, 2003).
2.4.2. Product Ownership

The post-purchase period consists of product ownership and usage which provide contexts of satisfaction appraisal, seller-directed complaints, word of mouth transmissions and repurchase planning (Wang, 2012). In the post-purchase period, consumer word-of-mouth trans-missions provide informal communications which are directed at other consumers about the ownership, usage and experiences of goods and services. Yin, (2009) laments that the consumer behavior may easily change time by time and social media has created a new way of consumer behavior pattern by providing social interactive tools to share their product-related opinions in buying decision process and the influence of digital interactivity on buyers’ intentions. Lee (2013) remarks that youth influence on consumers’ decisions and their buying intentions may be strong and be influenced by opinion leaders who offer informal advice and information about a specific product or brand.

We Li (2014) also explains that given the vast amount of information being uploaded and shared on a consistent basis at all times of the day, users have learnt to make assessments about the potential value of spending time viewing or reading information being shared by friends and peers. This is essential as it is extremely time consuming and quite impossible for an individual to consume all the information that is being shared by all their peers. Laroche et al., (2009) argue that social media have influenced consumer behavior from information acquisition to post-purchase behavior such as satisfaction and dissatisfaction statements. They elaborates that social media websites provide an opportunity for companies to engage and interact with potential and current consumers, to encourage an increased sense of intimacy of the customer relationship, and build all important meaningful relationships with consumers especially in today’s business environment when consumer loyalty can vanish at the smallest mistake, which can additionally have online propagation of their unfortunate encounter with a particular product.
2.4.3. Satisfaction and Dissatisfaction

Gros (2012) describes satisfaction as an important aspect in creating desirable consumer outcomes for manufacturers and retailers and the way to measure satisfaction is based on the existing customers those who have experienced the product or service within a certain time frame. Therefore, the focus can be on their perceived experience from the last use or their point of view from the whole experience. Kosavinta et al., (2017) argues that satisfaction is because of positive attitude of post consumption evaluative judgment, which might have relations with the aspects of perceived quality, perceived price and economic situation. For example, a person feel satisfy for the product purchased if they think that products were bought is good deal, others might have satisfaction only if price and quality are considered worth it on what they pay for.

Kotler (2009), on his part observes that satisfaction is a key performance indicator within business and is part of the four perspectives of balanced scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiate and increasingly has become a key element of business strategy. Dissatisfaction is one of the factors that drive customers’ decisions to reduce repurchase intention. Conversely, dissatisfaction concept contradicts to satisfaction and it is a negative outcome result from last experiences. They continue to states that Satisfaction/ dissatisfaction can be considered as post-purchase measurement and a key factor that affect the behavior of repurchase intention. And that Satisfaction can be accumulated from the loyal buyers. Lu, Lu and Wang (2012), conquers that some dissatisfied customers express their dissatisfaction to sellers through their complaining behaviours, while others do not necessarily report their dissatisfaction directly to the sellers but instead tend to remain silent about the problems, or they seek support via social media.

The emotion-based perspective assists retailers to better understand the influence of customers’ dissatisfaction on post-purchase decisions. With regards to social media setting, Lu et al. (2012), observes that dissatisfaction with a Web site and dissatisfaction with the purchase process provides a perspective on online satisfaction formation by exploring Web site information satisfaction, system satisfaction, and overall online service quality. Further, Kotler (2009) argues that the consumer satisfaction is the main position in marketing theory and there exist a significant correlation between satisfaction
and repeated buying, greater brand loyalty and spreading a positive opinion of the product. In the context of marketing, Lu et al., (2012), also contributes that negative emotions usually derived from dissatisfaction signals a great need for coping behaviors.

In summary, Kosavinta et al., (2017) concludes that Consumer is more likely to make repeat purchase only if they derive an acceptable minimum level of satisfaction from the last purchases, hence satisfied consumers are more likely to share their experiences with others, generate positive effect towards purchase intention for example social media which can clearly show how dissatisfied consumers complain or switch brands.

2.5 Chapter Summary
The chapter critically reviews the literature of various scholars regarding social media and its influence on consumer’s decision making process; the pre-purchase stage where by problem recognition, information search and evaluation of alternatives determines the purchase process. In purchase stage, study dwelt on attitude, motivation and consumer perception as key factors influencing the young consumers in regards to social media while satisfaction, feedback loop and product ownership influences young consumers in the post-purchase during decision process stage in relation to social media.

The next Chapter three describes the research approaches and research design adopted by the study. The results and findings of the study are presented in Chapter four by use of tables and figures. Chapter five discusses the results, conclusions and gives recommendations for the study.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 INTRODUCTION
In identifying the impacts of social media on consumer's decision making process among the youth, the study has identified the population and the sampling design to come up with a representative sample. The chapter elaborates on the sampling technique, the sample size, research procedures, data collection methods and data analysis methods that were used in the study.

3.2 Research Design
Cooper & Schindler (2014) define research design as the blueprint for the research process. It shows exactly how the study was conducted in technical terms; it elaborates how the researcher carried out sample selection, the data collection instruments that were used and research procedures among other specific tasks. Cox & Hassard (2010) on the other hand, define research design as clearly defined structures within which a research study is implemented. This study adopted a descriptive research design, which involves direct exploration, analysis and description of phenomena as free as possible from unexplained presumptions, aiming at maximum intuitive presentations (Cooper & Schindler, 2014). According to Saunders, Lewis, and Thornhill (2009) descriptive design is used to document a study phenomenon in its real situation, without the interference of the researcher. This design enabled the researcher to identify and describe characteristics of the study population, and their relationships.

3.3 Population and Sampling Design
3.3.1 Population
Cooper and Schindler (2014) define population as the total collection of elements to be studied. This study was interested in making references about youth aged from eighteen to thirty-five in Nairobi County, Kenya, who uses social media as a tool to affect their decision-making process during the purchases. According to Kenya Bureau of Statistics, (2013) the youth population Nairobi County is projected to be 1,713,437, in 2017. Therefore, the population of the study was 1,713,437.
3.3.2 Sampling Design

Mugenda and Mugenda (2003) define a sampling design as the framework of guide that helps determine how study samples are determined from a study population. Saunders et al. (2009) defines sampling design as the procedure or process or technique that is used by a researcher to pick a sub group from a population to participate in the study. The subgroup is carefully selected to be representative of the whole population with the relevant characteristics. Each member or case is referred to as a subject, or a respondent.

3.3.2.1 Sampling Frame

The sampling frame of this study was youths between ages of 18-35 enrolled in colleges and universities in the central business district of Nairobi. These are the youths who visit different social media platforms daily.

3.3.2.2 Sampling Technique

This study adopted random sampling technique to sample the Youth from Nairobi County who are the target population. Mugenda and Mugenda (2012) define random sampling technique as a method that gives elements within a study population or strataums an equal chance of being sampled.

3.3.2.3 Sample Size

A sample size comprises a group of respondents, consisting of part of the target population carefully selected to represent that population (Cooper & Schindler (2014). Ombath (2009) states that if researchers need to draw a conclusion valid for the whole study population, they should draw a sample in a way that it is representative of that population. The sample size was based on Yamane (1967) formula. Mainly, this formula is used because it is not only a simplified formula of proportions but also because it considers the acceptable sampling error. In short, Yamane (1967) formula is a simplified formula to calculate sample sizes.

See the formula below.

\[ n = \frac{N}{1+N(e)^2} \]

Notably \( n \) is the sample size, \( N \) is the total population, and \( e \) is the desired level of precision.
In calculating the sample size using Yamane (1967) formula assuming the confidence level of 95% and a precision level of 0.05; see the formula below.

\[ n = \frac{N}{1+N(e)^2} \]

N=1,713,437 and e =0.05.

Youth (n) = \frac{1,713,437}{1+1,713,437 (0.05)^2} = 399.9069 rounded off to nearest whole number

Therefore, sample size for the Youth in Nairobi = 400

Note: The e = 0.05 as the desired level of precision is selected because the population is too large. Besides, a small size sample requires convenience purposes in terms of costs and time. Therefore, the sample size of the study was 400.

3.4 Data Collection Methods

Primary data were obtained through the administration of questionnaires that was designed according to the specific objectives of this research. The questionnaires included close-ended questions which were in form of a 5-point Likert scale (agree, strongly agree, neutral, disagree or strongly disagree) based on the research objectives and also open ended questions.

The questionnaire was divided into four sections. Section one of the questionnaire aimed at capturing the general information of the respondents such as gender, age and time spent of social media among others. Section two, three and four handled research questions one to three in order of sequence. Each section was partitioned into four parts namely Part A, B, C and D

3.5 Research Procedures

A pilot study was done to pretest the questionnaires and to identify respondents’ consistency in picking up the right information required for this research. Feedbacks received from the pretest were incorporated into the questionnaires before administering the final copies. The researcher with the help of the research assistant randomly established contact with the respondents gave a summary of the objectives of the study before handing out the questionnaire which had a cover letter. The researcher and the assistant were flexible in the timing of when the respondents could complete the
questionnaire to increase the response rate. After the questionnaires were collected back, quality checks were undertaken to ensure that there is no missing information.

3.6 Data Analysis Methods
Data analysis is the process of bringing order, structure and meaning to the mass of information collected in a research (Mugenda et al. 2012). On the hand, Blumberg, Cooper and Schindler (2014) define data analysis as a process of gathering, modelling and transforming data with an aim of retrieving useful information, suggesting conclusions and supporting decision making. Mugenda et al. (2012) further notes that before data can be analysed and presented it has to be organized. Organization involves putting the data into some systematic form. Statistical software Packages for Social Sciences (SPSS) was used to aid in data analysis. Both descriptive and inferential statistics method were used in the study. Descriptive statistics were summarized by the use of frequencies, mean, and standard deviation. Inferential statistics such as correlation and multiple regressions were used to show the relationship between both operational and technological challenges on performance. Tables and figures were preferred as they give a clear understanding of the research interpretation for easy understanding of the phenomenon under study (Blumberg, Cooper & Schindler, 2014). Figures were used to indicate the number of occurrence of responses to particular questions graphically.

3.7 Chapter Summary
The research adopted random sampling technique to ensure the population is sampled randomly. Questionnaires were used as the primary data collection method and were administered to the Nairobi youth that use social media to make purchasing decisions. Data collected was then entered SPSS and analysis conducted and results and findings represented in chapter four.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 INTRODUCTION

This chapter presents the results and findings of the study collected from the respondents. The chapter begins with the reliability analysis, analysis of general information on demographic information with respect to the respondents; consequently second part looks on the descriptive analysis of the social media influences on the pre-purchase stage, the third part covers social media influences on the purchase stage, the fourth part covers social media influences on the post-purchase stage and finally the correlation analysis of the objectives.

4.2 Response Rate

All the respondents were drawn from the Nairobi County, these included the youth. A total of 400 questionnaires were also administered to the Nairobi youth population, 389 were completed and returned representing a 97.25% response rate.

The high response rates in this study on the Impact of social media on consumer's decision making process among the youth in Nairobican be attributed to the methods of data collection that were used and how the data collection tools were administered. Self-administered questionnaires were distributed by hand either by researcher and two research assistants who were members of the various institutions where the data was being collected. Intensive follow-up of respondents was done to encourage respondents to complete and return the questionnaires.

Table 4.1: Response Rate

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responded</td>
<td>389</td>
<td>97%</td>
</tr>
<tr>
<td>Not responded</td>
<td>11</td>
<td>3%</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100%</td>
</tr>
</tbody>
</table>
4.2.1 Reliability Analysis

Cooper and Schindler (2014), observes that reliability is the overall consistency of a measure. Cronbach's alpha is the measure of consistency. Cronbach Alpha was established for every objective in order to determine if each scale (objective) would produce consistent results should the research be done later on. The table 4.1 shows the reliability analysis done in this study. Pre-purchase stage scored the highest with 0.729, followed by purchase stage with Cronbach’s alpha of 0.666, post-purchase stage with 0.580. The study thus found that the analysis was reliable and could be used for further investigation.

Table 4.2 Reliability Analysis

<table>
<thead>
<tr>
<th>Reliability Analysis</th>
<th>No. of Items</th>
<th>Cronbach’s Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Purchase stage</td>
<td>13</td>
<td>0.729</td>
</tr>
<tr>
<td>Purchase stage</td>
<td>10</td>
<td>0.666</td>
</tr>
<tr>
<td>Post-purchase stage</td>
<td>10</td>
<td>0.580</td>
</tr>
</tbody>
</table>

4.2.2 Gender of the Respondents

The study sought to determine the gender of the respondents, 60% were revealed to be female while male comprised of 40% percent of the sample population as shown in Figure 4.1.
Figure 4.1: Gender of Respondents

4.2.3 Age of the Respondents

The researcher was interested to establish the age of the study participants in relation to social media use. 62% were the age of 18-21, 27% comprised the age of 22-25, while the least represented were the age of 31-35 with only 8% as illustrated in Figure 4.2 below:

Figure 4.2 Age of Respondents
4.2.4 Social Media Tools

Preferences of social media tools impacts on consumer decision making. The study therefore sought to determine the preferred social media tools. 89% of the respondents preferred WhatsApp as opposed to 45% of the respondents who preferred Google+ as shown in Figure 4.3. Other social media site mentioned was snapshot that was also preferred.

![Social Media Tool Preferences](image)

4.2.5 Time Spent in Social Media Sites

It was important for the study to establish the frequency of using social media within a week to establish the relevance of the study. The study therefore revealed that 29%, spend 4-6 hours in social media sites, followed by 26% who spend 7-9 hours in various social media sites as shown in Figure 4.4.
4.2.6 Social Media Triggers Consumers to Purchase

The study sought to determine if social media triggers youth to purchase any product or services, in order to validate the findings of the study. The researcher asked the youth to indicate if social media triggers them to purchase and 25.3% responded yes, while 9.7% responded No and 25.3% were not sure as shown in Figure 4.5.
4.3 Social Media Influences on the Pre-purchase Stage Analysis

This section of the chapter dealt with influence of social media on pre purchase stage among the youth. In order to measure this variable, statements were presented to the participants so as to know what extent they agreed or disagreed.

4.3.1 Problem Recognition

The study examined the problem recognition on the pre-purchase stage in relation to social media use. Majority of respondents revealed that Social media stimulates consumers to recognize a need for something before buying it and that Social media triggers consumers to purchase a product through its advertisements with a mean of 3.9584. Table 4.3 shows the results findings on the problem recognition.

Table 4.3: Problem Recognition

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media stimulates you to recognize a need for something before buying it</td>
<td>385</td>
<td>3.9584</td>
</tr>
<tr>
<td>Social media triggers you to purchase a product through its advertisements</td>
<td>385</td>
<td>4.4312</td>
</tr>
<tr>
<td>You always achieve desire for something new through social media</td>
<td>389</td>
<td>3.8483</td>
</tr>
<tr>
<td>Social media provides solutions on what to buy, where to buy and why to buy</td>
<td>389</td>
<td>3.8689</td>
</tr>
</tbody>
</table>

4.3.2 Information Search

The study similarly sought to find out how information search in pre purchase stage impacts on consumer decision while using social media. All the respondents strongly agreed that information search about a product is easier in social media as compared to other mass media and that consumers search for products information in social media before a purchase. The data on information search is presented in Table 4.4 below.
Table 4.4: Information Search during Pre-purchase Stage

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information search about a product is easier in social media</td>
<td>389</td>
<td>3.8869</td>
</tr>
<tr>
<td>Social media influences consumers to try new products based on the reviews by friends</td>
<td>389</td>
<td>3.6247</td>
</tr>
<tr>
<td>Social media is an effective tool for different opinion about new and existing products</td>
<td>387</td>
<td>3.7468</td>
</tr>
<tr>
<td>Searching for products information in social media before a purchase</td>
<td>389</td>
<td>3.6555</td>
</tr>
</tbody>
</table>

4.3.3 Evaluation of Alternatives during Pre-Purchase Stage

The aspect of evaluation of alternatives in pre-purchase stage was also looked into. The results indicated that almost 100% of the respondents agreed that social media has a higher credibility than social media and that it is more reliable if consumers have uncertainties regarding a purchase. This shows that social media can be trusted in evaluation of information. Table 4.5 represented data.

Table 4.5: Evaluation of Alternatives during Pre-Purchase Stage

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media has a higher credibility than traditional media</td>
<td>387</td>
<td>3.2894</td>
</tr>
<tr>
<td>Social media is more reliable if consumers have uncertainties regarding a purchase</td>
<td>389</td>
<td>3.6247</td>
</tr>
<tr>
<td>Social media changes consumer initial purchase choice after attaining relevant information</td>
<td>386</td>
<td>3.8368</td>
</tr>
<tr>
<td>Social media allows consumer to filter any information of a product based on chat forums</td>
<td>389</td>
<td>3.9177</td>
</tr>
<tr>
<td>Interaction with friends on social media assists consumers in evaluating a product</td>
<td>389</td>
<td>3.8817</td>
</tr>
</tbody>
</table>
4.4 Social Media Influences on the Purchase Stage Analysis

This section of the chapter dealt with influence of social media on the purchase stage among Nairobi youth rated on a scale of 1-5 (1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree) the extent to which consumer attributes are impacted by social media during the stage. The statements with the highest mean score was derived as the most significant factor of reliability in service quality.

4.4.1 Consumer Attitude in Purchase Stage

Attitude as a variable in purchase stage was measured by the researcher and it was discovered that Over 95% of the youth agreed with the statements. Table 4.6 below represented the tabulated data on how attitude influences social media consumers among the youth.

**Table 4.6: Consumer Attitude**

<table>
<thead>
<tr>
<th>Comment</th>
<th>Frequency</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comments from social media changes consumers attitude towards a brand</td>
<td>389</td>
<td>3.8740</td>
</tr>
<tr>
<td>Unpleasing advertisements on social media makes consumers have a bad attitude towards a product</td>
<td>389</td>
<td>3.9254</td>
</tr>
<tr>
<td>Ratings by friends of a product contributes in shaping consumers attitude towards the same</td>
<td>388</td>
<td>3.8995</td>
</tr>
<tr>
<td>Social media tools makes consumers have a +ve/-ve attitude towards a product based on information accessed on them</td>
<td>389</td>
<td>3.9769</td>
</tr>
</tbody>
</table>

4.4.2 Consumer Motivation in Purchase Stage

Table 4.7 reveals that on a summated scale, the respondents were neutral on how social media motivates one to purchase a product with a mean of 3.8. Majority were agreed that Social media motivates consumers direction towards a product based on comments from friends/family, hence motivates one to develop a purchasing behaviours based on interactions. On other hand minority revealed that Social media tools have features that entice consumers to ask for recommendations of a product.
Table 4.7: Consumer Motivation

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Frequency</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media motivates consumers direction towards a product based on comments from friends/family</td>
<td>389</td>
<td>3.8303</td>
</tr>
<tr>
<td>Social media motivates consumers to develop a purchasing behaviour based on interactions</td>
<td>389</td>
<td>3.8432</td>
</tr>
<tr>
<td>Social media tools have features that entices consumers to ask for recommendations of a product</td>
<td>387</td>
<td>3.8191</td>
</tr>
<tr>
<td>Consumers get motivated to buy products that are advertised on social media</td>
<td>389</td>
<td>3.8278</td>
</tr>
</tbody>
</table>

4.4.3 Consumer Perception in Purchase Stage

The respondents were asked to indicate the degree to which they agreed or disagreed that consumers’ perception about products on social media depends on the information once it’s gotten. On a summated scale the majority at 48% were in agreement, 27% strongly agreed; 22% were uncertain and less than 10% strongly disagreed as shown figure 4.6

![Figure 4.6: Consumer’s Perception depends on Information Received](image)

---

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The respondents were further asked to indicate the degree to which they agreed or disagreed that social media tools contributes towards consumers’ perception of a product based on the updated information. On a summated scale the majority at 47% were in agreement, 36% strongly agreed; 19% were uncertain and less than 10% strongly disagreed as shown figure 4.7.

![Figure 4.7: Social Media contribution To Consumer Perception](image)

### 4.5 Social Media Influences on the Post Purchase Stage Analysis

The study sought to find out the impact of usage of social media on post purchase stage among the youth in Nairobi. The study looked at the impact regarding feedback loop; satisfaction and dissatisfaction; and product ownership.

#### 4.5.1. Feedback Loop

Findings on how feedback loop influences post purchase stage were sought because it was expected that the more feedbacks are likely to influence consumer behaviour. On a scale of 1= Strongly Disagree, 2= Disagree, 3=Uncertain, 4= Agree and 5=Strongly Agree, the respondents strongly agreed that consumers always share comments about a products to friends via social media after purchase (3.9) and feedbacks on social media affects future purchase as well (3.9. The respondents also agreed that Social media allows consumers to communicate with companies that produce products directly (3.8)
and Information regarding product have a higher credibility on social media than on other
media channels (3.7). The findings on this are presented in table 4.8.

**Table 4.8: Feedback Loop**

<table>
<thead>
<tr>
<th>Feedback</th>
<th>Frequency</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feedbacks on social media affects once consumers purchases a product and future purchase as well</td>
<td>389</td>
<td>3.8997</td>
</tr>
<tr>
<td>Social media allows consumers to communicate with companies that produce products directly</td>
<td>389</td>
<td>3.8458</td>
</tr>
<tr>
<td>Information regarding product have a higher credibility on social media than on other media channels</td>
<td>387</td>
<td>3.8191</td>
</tr>
<tr>
<td>Consumers always share comments about a products to friends via social media after purchase</td>
<td>389</td>
<td>3.9152</td>
</tr>
</tbody>
</table>

### 4.5.2 Satisfaction and Dissatisfaction

#### 4.5.2.1 Social Media conveys Satisfaction and Dissatisfaction

In regard to satisfaction and dissatisfaction, the findings on how satisfaction and dissatisfaction influences post purchase stage were sought because it was expected that the consumer’s satisfaction and dissatisfaction could affect the purchasing behavior through the social media. The study revealed that 50% agreed that social media conveys consumers satisfaction and dissatisfaction to the manufacturers as shown in Figure 4.8.

![Figure 4.8: Social Media Conveys Satisfaction and Dissatisfaction](image)

Figure 4.8: Social Media Conveys Satisfaction and Dissatisfaction

36
4.5.2.2. Social Media Allows Consumers to Voice their Opinions

The study revealed that 52% agreed that social media tools allows for one to voice their opinion after a purchase has been made as described in Figure 4.9.

**Figure 4.9: Social Media Allows Consumers to Voice their Opinions**

4.5.2.3 Repurchase is affected by the Satisfaction and Dissatisfaction

The study further revealed that 47% agreed that repurchase of a product is affected by the satisfaction and dissatisfaction report from social media as presented in Figure 4.10.

**Figure 4.10: Repurchase is affected by Satisfaction and Dissatisfaction**
4.5.3 Product Ownership

4.5.3.1 Social Media Allows for Product’s Review

With product ownership, the study revealed that 43% agreed that Social media allows consumers to review a product's expectation and performance after buying, while almost 2% disagreed with the statement as shown in Figure 4.11.

![Figure 4.11: Social Media Allows for Product’s Review](image)

4.5.3.2 Value of Purchasing through Social Media

Forty five (45) % agreed that through Social media, one owns the value of purchasing a product that pleases. One percent of the respondents strongly disagreed with the statement, while 6.7%, 18.5% and 26.7% disagreed, were uncertain and strongly agreed respectively as shown in figure 4.12.
4.5.3.3 Friends and Families Recommends a Product

Forty eight % agreed that Once one have purchased a product, the friends and family liked it and recommended it as opposes 1.5% who strongly disagreed.

**Figure 4.12: Value of Purchasing through Social Media**

**Figure 4.13: Friends and Families Recommends a Product**
4.6: Factors Affecting the Length of Decision Making Process Analysis

The study sought to find out the factors affecting the length of decision making among the youth in Nairobi. The study looked at the recourse (time frame); amount of available information; personal factor; uncertainty and risk. On a scale of 1-5, the respondents agreed that recourse as a factor affects the length of the decision-making process (3.7), amount of information as a factor affects the length of the decision-making process (4.2), personal factor affects the length of the decision-making process (3.7), Uncertainty as a factor affects the length of the decision-making process (3.6) and risk as a factor affects the length of the decision-making process as illustrated in table 4.9.

Table 4.9: Factors Affecting Length of Decision Making

<table>
<thead>
<tr>
<th>Factor</th>
<th>Frequency</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recourse (time frame)</td>
<td>389</td>
<td>3.7198</td>
</tr>
<tr>
<td>Amount of information</td>
<td>387</td>
<td>4.2300</td>
</tr>
<tr>
<td>Personal factor</td>
<td>389</td>
<td>3.7635</td>
</tr>
<tr>
<td>Uncertainty</td>
<td>389</td>
<td>3.6889</td>
</tr>
<tr>
<td>Risk</td>
<td>389</td>
<td>3.5270</td>
</tr>
</tbody>
</table>

4.7: Correlation Analysis

Correlation measures the relationship between two quantitative variables (Moore et al, 2009). The Pearson correlation matrix is the simplest way to assess the amount of collinearity in a set of independent variables (Ott & Longnecker, 2010). When Pearson’s r is close to 1, then it means that there is a strong relationship between the two variables and that change in one variable are strongly correlated with changes in the second variable. When Pearson’s r is close to 0, then there is a weak relationship between the two variables and that the changes in one variable are not correlated with changes in the second variable. When Pearson’s r is negative (-), then one variable increases in value, the second variable decreases in value. This is called a negative correlation between the variables.
4.7.1 Correlation Analysis for Social Media Influences on the Pre-purchase Stage

4.7.1.1 Problem Recognition during Pre-purchase Stage

Based on the correlation analysis in table 4.10, it can be observed that the Pearson’s r value for the relationship between the social media stimulates consumers and the social media triggers consumers is 0.229 which shows a strong correlation with the changes of the variable. However, the r-values for the relationship between the consumers achieve their desires through social media and social media provide a solution to consumers is 0.339 which indicates a strong relationship.

On a negative note, the correlation between social media stimulation of consumers and social media provision of solutions to consumers is -0.008 which indicates that there is no relationship between the variables. While correlation between social media proviso of solutions to consumers and correlation of social media stimulations of consumers is 0.054 which shows a weak relationship between the two variables.

Table 4.10: Pearson Correlation for Problem recognition During Pre-purchase Stage

<table>
<thead>
<tr>
<th></th>
<th>Social media stimulates consumer</th>
<th>Social media triggers consumers</th>
<th>Consumers achieve desires through social media</th>
<th>Social media provides solutions to consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media stimulates</td>
<td>Pearson Correlation</td>
<td>1</td>
<td>.229**</td>
<td>-.091</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
<td>.073</td>
</tr>
<tr>
<td>Social media triggers</td>
<td>Pearson Correlation</td>
<td>.229**</td>
<td>1</td>
<td>-.005</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
<td>.927</td>
</tr>
<tr>
<td>Consumers achieve desires</td>
<td>Pearson Correlation</td>
<td>-.091</td>
<td>-.005</td>
<td>1</td>
</tr>
<tr>
<td>through social media</td>
<td>Sig. (2-tailed)</td>
<td>.073</td>
<td>.927</td>
<td></td>
</tr>
<tr>
<td>Social media provides solutions</td>
<td>Pearson Correlation</td>
<td>-.008</td>
<td>.054</td>
<td>.337**</td>
</tr>
<tr>
<td>to consumers</td>
<td>Sig. (2-tailed)</td>
<td>.880</td>
<td>.293</td>
<td></td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
4.7.1.2 Information Search during Pre-purchase Stage

The Pearson’s r-value between easier information search in social media and influence of social media to consumers is 0.422 which is close to 1, hence indication of a strong relationship between the variables. While the r-value for effective social media as a tool and consumers search for product in social media is as illustrate in table 4.11 below:

<table>
<thead>
<tr>
<th></th>
<th>Information search is easier in social media</th>
<th>Social media influences consumers</th>
<th>Social media is an effective tool</th>
<th>Consumers Search for products in social media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information search is easier in social media</td>
<td>Pearson Correlation</td>
<td>1</td>
<td>.422**</td>
<td>.350**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>Social media influences consumers</td>
<td>Pearson Correlation</td>
<td>.422**</td>
<td>1</td>
<td>.409**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>Social media is an effective tool</td>
<td>Pearson Correlation</td>
<td>.350**</td>
<td>.409**</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>Consumers Search for products in social media</td>
<td>Pearson Correlation</td>
<td>.280**</td>
<td>.198**</td>
<td>.597**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
</tbody>
</table>

4.7.1.3 Evaluation of Alternatives during Pre-purchase Stage

In term of evaluation of alternatives among the youthful consumers, the r-value for the relationship between social media reliability and the way it changes consumers purchase choice is 0.519 showing a strong relationship, while the r-value of the relationship of social media credibility and social media effect of changing consumer purchase choice is 0.028 indicating that relationship between the variables is very weak as shown in table 4.12.
Table 4.12: Pearson Correlation for Evaluation of Alternatives during Pre-purchase

<table>
<thead>
<tr>
<th></th>
<th>Social media has a higher credibility</th>
<th>Social media is more reliable</th>
<th>Social media changes consumers purchase choice</th>
<th>Social media allows consumers to filter any information</th>
<th>Social media assists in evaluating a product</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media has a higher credibility</td>
<td>Pearson Correlation</td>
<td>1</td>
<td>.268**</td>
<td>.028</td>
<td>.212**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.587</td>
<td>.000</td>
<td>.009</td>
</tr>
<tr>
<td>Social media is more reliable</td>
<td>Pearson Correlation</td>
<td>.268**</td>
<td>1</td>
<td>.519**</td>
<td>.150**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.003</td>
<td>.000</td>
</tr>
<tr>
<td>Social media changes consumers purchase choice</td>
<td>Pearson Correlation</td>
<td>.028</td>
<td>.519**</td>
<td>1</td>
<td>.380**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.587</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>Social media allows consumers to filter any information</td>
<td>Pearson Correlation</td>
<td>.212**</td>
<td>.150**</td>
<td>.380**</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.003</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>Social media assists in evaluating a product</td>
<td>Pearson Correlation</td>
<td>.132**</td>
<td>.332**</td>
<td>.430**</td>
<td>.467**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.009</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

4.7.2 Correlation analysis for Social media influences on the Purchase Stage

4.7.2.1 Consumer Attitude

A strong relationship was established after r-value of 0.456 was identified from the after correlating between social media ratings that shapes consumers attitude and Social media tools making consumers have a +ve/-ve attitude based on information accessed. A strong relationship was identified between social media tool making consumers have a positive or negative attitude based on the information accessed and social media comments changes consumers’ attitudes with an r-value of 0.370 as represented in Table 4.13
Table 4.13: Pearson Correlation for Consumer Attitude

<table>
<thead>
<tr>
<th>Comments from social media changes consumers’ attitude</th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
<th>N</th>
<th>Unpleasing advertisements on social media</th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
<th>N</th>
<th>Ratings in social media shaping consumers attitude</th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
<th>N</th>
<th>Social media tools make consumers have a +ve/-ve attitude</th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comments from social media changes consumers’ attitude</td>
<td>Pearson Correlation</td>
<td>.170**</td>
<td>.001</td>
<td>Unpleasing advertisements on social media</td>
<td>Pearson Correlation</td>
<td>.205**</td>
<td>.000</td>
<td>Ratings in social media shaping consumers attitude</td>
<td>Pearson Correlation</td>
<td>.370**</td>
<td>.000</td>
<td>Social media tools make consumers have a +ve/-ve attitude</td>
<td>Pearson Correlation</td>
<td>.001</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>389</td>
<td>389</td>
<td>388</td>
<td>N</td>
<td>389</td>
<td>389</td>
<td>388</td>
<td>N</td>
<td>388</td>
<td>388</td>
<td>388</td>
<td>N</td>
<td>389</td>
<td>389</td>
<td>389</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

4.7.2.2 Consumer Motivation

As shown in the results outlined below Table 4.14 the study observes that there is strong relationship between how social media motivates consumers and how social media motivates consumers to develop a purchasing behaviour. This relationship was strengthening with an r-value of 0.436. Another strong variable relationship is also observed between how consumers get motivated through advertisement in social media and how social media have tools that entice consumers with r-value of 0.388. The study revealed weak variable relationships between how Social media tools have features that entice consumers and how Social media motivates consumer’s direction with an r-value of 0.111.
Table 4.14: Pearson Correlation for Consumer Motivation

<table>
<thead>
<tr>
<th></th>
<th>Social media motivates consumer’s direction</th>
<th>Social media motivates consumers to develop a purchasing behaviour</th>
<th>Social media tools have features that entices consumers</th>
<th>Consumers get motivated through advertisement in social media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media motivates consumer’s direction.</td>
<td>Pearson Correlation: 1</td>
<td>.436**</td>
<td>.111*</td>
<td>.274**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.029</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>389</td>
<td>389</td>
<td>387</td>
</tr>
<tr>
<td>Social media motivates consumers to develop a purchasing behaviour</td>
<td>Pearson Correlation: .436**</td>
<td>1</td>
<td>.246**</td>
<td>.245**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>389</td>
<td>389</td>
<td>387</td>
</tr>
<tr>
<td>Social media tools have features that entices consumers</td>
<td>Pearson Correlation: .111*</td>
<td>.246**</td>
<td>1</td>
<td>.388**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.029</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>387</td>
<td>387</td>
<td>387</td>
</tr>
<tr>
<td>Consumers get motivated through advertisement in social media</td>
<td>Pearson Correlation: .274**</td>
<td>.245**</td>
<td>.388**</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>389</td>
<td>389</td>
<td>387</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

4.7.2.3 Consumer Perception

In relation to variables measuring consumer perception, the study revealed that there is a strong relationship between how Consumers perceive about products on social media based on the information received and how Social media tools contributes towards consumer perception of a product as shown in Table 4.15 below.
Table 4.15 Pearson Correlation for Consumer Perception

<table>
<thead>
<tr>
<th></th>
<th>Consumers perception depends on the information</th>
<th>Social media tools contributes towards consumer perception</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumers perception depends on the information</td>
<td>Pearson Correlation: 1</td>
<td>.276**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed): .000</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N: 389</td>
<td>386</td>
</tr>
<tr>
<td>Social media tools contributes towards consumer perception</td>
<td>Pearson Correlation: .276**</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed): .000</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N: 386</td>
<td>386</td>
</tr>
</tbody>
</table>

4.7.3 Correlation Analysis for Social Media Influences on the Purchase Stage

4.7.3.1 Feedback Loop in Post Purchase Stage

The r-value of 0.251 on the relationship between how Social media allows consumers to communicate with companies and on how Feedbacks on social media affects consumer’s future purchase, indicating that there is a strong relationship. Between how Information regarding product have a higher credibility on social media and how Social media allows consumers to communicate with companies revealed a strong relationship with r-value of 0.149, while on how Consumers always adhere to comments about a products via social media showed weak relationships with all the variables, for example with how feedbacks on social media affects consumers future purchase, how Social media allows consumers to communicate with companies and how Information regarding product have a higher credibility on social media with a variable of 0.065, 0.065 and 0.079 respectively as shown in the Table 4.16 below.
Table 4.16: Pearson Correlation for Feedback Loop in Post-purchase Stage

<table>
<thead>
<tr>
<th></th>
<th>Feedbacks on social media affects consumers</th>
<th>Social media allows consumers to communicate</th>
<th>Information regarding product have a higher credibility on social media</th>
<th>Consumers always adhere to comments about a product via social media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feedbacks on social media affects consumers</td>
<td>Pearson Correlation</td>
<td>1</td>
<td>.251**</td>
<td>.126*</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.013</td>
<td>.201</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>389</td>
<td>389</td>
<td>387</td>
</tr>
<tr>
<td>Social media allows consumers to communicate</td>
<td>Pearson Correlation</td>
<td>.251**</td>
<td>1</td>
<td>.149**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.003</td>
<td>.203</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>389</td>
<td>389</td>
<td>387</td>
</tr>
<tr>
<td>Information regarding product have a higher credibility on social media</td>
<td>Pearson Correlation</td>
<td>.126*</td>
<td>.149**</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.013</td>
<td>.003</td>
<td>.120</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>387</td>
<td>387</td>
<td>387</td>
</tr>
<tr>
<td>Consumers always adhere to comments about a product via social media</td>
<td>Pearson Correlation</td>
<td>.065</td>
<td>.065</td>
<td>.079</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.201</td>
<td>.203</td>
<td>.120</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>389</td>
<td>389</td>
<td>387</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).
4.7.3.2 Satisfaction and Dissatisfaction in Post-purchase Stage

The relationship between how Social media conveys consumers, satisfaction and dissatisfaction to manufactures and how social media tools allows one to voice your opinion after a purchase was established to be strong with r-value of 0.392, while the relationship between how repurchase of a product is affected by the satisfaction and dissatisfaction report from social media and how Social media conveys consumers, satisfaction and dissatisfaction to manufactures revealed to be weak with r-value of 0.107 as shown in the presented in the Table 4.17.

Table 4.17: Pearson Correlation for Satisfaction and Dissatisfaction in Post-purchase Stage

<table>
<thead>
<tr>
<th></th>
<th>Social media conveys consumers, satisfaction and dissatisfaction to manufactures</th>
<th>Social media tools allows consumers to voice their opinion after a purchase</th>
<th>Repurchase of a product is affected by the satisfaction and dissatisfaction report from social media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media conveys consumers, satisfaction and dissatisfaction to manufactures</td>
<td>Pearson Correlation</td>
<td>.392**</td>
<td>.107*</td>
</tr>
<tr>
<td>N</td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.035</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>389</td>
<td>389</td>
</tr>
<tr>
<td></td>
<td></td>
<td>389</td>
<td>389</td>
</tr>
<tr>
<td>Social media tools allows one to voice your opinion after a purchase</td>
<td>Pearson Correlation</td>
<td>.392**</td>
<td>.147**</td>
</tr>
<tr>
<td>N</td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.004</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>389</td>
<td>389</td>
</tr>
<tr>
<td></td>
<td></td>
<td>389</td>
<td>389</td>
</tr>
<tr>
<td>Repurchase of a product is affected by the satisfaction and dissatisfaction report from social media</td>
<td>Pearson Correlation</td>
<td>.107*</td>
<td>.147**</td>
</tr>
<tr>
<td>N</td>
<td>Sig. (2-tailed)</td>
<td>.035</td>
<td>.004</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>389</td>
<td>389</td>
</tr>
<tr>
<td></td>
<td></td>
<td>389</td>
<td>389</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).
4.7.3.3 Product Ownership in Post-purchase Stage

In correlating between how Social media allows consumers to review products performance after buying and how via social media, consumers owns the value of purchasing a product that pleases them, the study revealed a strong relationship of r-value of 0.356. While between how consumers purchased a product, social media enhances the recommendations and Social media allows consumers to review products performance after buying, the study revealed not a strong relationship with an r-value of 0.199 as illustrated in Table 4.18.

Table 4.18: Pearson Correlation for Product Ownership in Post-purchase Stage

<table>
<thead>
<tr>
<th></th>
<th>Social media allows consumers to review products performance after buying</th>
<th>Via social media, consumers owns the value of purchasing a product that pleases them</th>
<th>Consumers purchased a product, social media enhances the recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media allows consumers to review products performance after buying</td>
<td>Pearson Correlation 1</td>
<td>.356**</td>
<td>.199**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>387</td>
<td>387</td>
<td>387</td>
</tr>
<tr>
<td>Via social media, consumers owns the value of purchasing a product that pleases them</td>
<td>Pearson Correlation .356**</td>
<td>1</td>
<td>.302**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>387</td>
<td>389</td>
<td>389</td>
</tr>
<tr>
<td>consumers purchased a product, social media enhances the recommendations</td>
<td>Pearson Correlation .199**</td>
<td>.302**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>387</td>
<td>389</td>
<td>389</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

4.8 Correlation Analysis for Factors Affecting Length of Decision Making Process

The study revealed that the relationship between recourse (time frame) and uncertainties was strong as the major factors affecting decision making among the consumers with r-value of 0.224. Other strong relationship noted were between recourse (time frame) and personal factor, recourse (time frame) and amount of information, personal factor and uncertainty, risk and personal factor and risk and uncertainty with r- value of 0.124,
0.196, 0.374, 0.166 and 0.141 respectively. Recourse and risk were revealed to have weak relationship of 0.088 as well as amount of information and uncertainty with r-value of 0.62 among others. The relationship between the amount of information and risk was established to -0.025, showing that there was no any relationship at all hence were not affecting the decision making process among the consumers as shown in the Table 4.19 below.

**Table 4.19: Pearson Correlation for Factors Affecting Length of Decision Making Process**

<table>
<thead>
<tr>
<th></th>
<th>Recourse</th>
<th>Amount of information</th>
<th>Personal factor</th>
<th>Uncertainty</th>
<th>Risk</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recourse</strong></td>
<td>Pearson Correlation</td>
<td>1</td>
<td>.124*</td>
<td>.196**</td>
<td>.224**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.014</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>389</td>
<td>387</td>
<td>389</td>
<td>389</td>
</tr>
<tr>
<td><strong>Amount of information</strong></td>
<td>Pearson Correlation</td>
<td>.124*</td>
<td>1</td>
<td>.026</td>
<td>.062</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.014</td>
<td>.609</td>
<td>.226</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>387</td>
<td>387</td>
<td>387</td>
<td>387</td>
</tr>
<tr>
<td><strong>Personal factor</strong></td>
<td>Pearson Correlation</td>
<td>.196**</td>
<td>.026</td>
<td>1</td>
<td>.374**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
<td>.609</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>389</td>
<td>387</td>
<td>389</td>
<td>389</td>
</tr>
<tr>
<td><strong>Uncertainty</strong></td>
<td>Pearson Correlation</td>
<td>.224**</td>
<td>.062</td>
<td>.374**</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
<td>.226</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>389</td>
<td>387</td>
<td>389</td>
<td>389</td>
</tr>
<tr>
<td><strong>Risk</strong></td>
<td>Pearson Correlation</td>
<td>.088</td>
<td>-.025</td>
<td>.166**</td>
<td>.141**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.084</td>
<td>.623</td>
<td>.001</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>389</td>
<td>387</td>
<td>389</td>
<td>389</td>
</tr>
</tbody>
</table>

*: Correlation is significant at the 0.05 level (2-tailed).
4.9 Chapter Summary

This chapter explained in detail the results and findings of the study gathered from the data for the aim of the study. Demographic information analysed were age, gender, frequency of using social media and preferred social media tool. The presentation is aligned to the research objectives and covers on the Social media influences on the pre Purchase Stage, Social media influences on the Purchase Stage, and the Social media influences on the Post Purchase Stage. The findings prove that problem recognition, information search, information evaluation, consumer motivation, consumer attitude, consumer perception, feedback loop, product ownership, satisfaction and dissatisfaction positively influence purchasing decisions among the youth in Nairobi. The next chapter five summarized the findings, conclusions and recommendations for the study.
CHAPTER FIVE

5.0 DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction
This chapter describes the summary of the study, conclusions, and recommendations based on the implications of the study findings. The chapter commences with the summary of the study with a special focus on the problem statement, objectives, findings, and general implications of the study; concomitantly, the second part articulates conclusions, the third part of the chapter deals with the recommendations for research and practitioners.

5.2 Summary
The general objective was to establish the impacts of social media on consumer’s decision making process among the youth specifically in Nairobi, Kenya. The specific objectives were to find out how social media influences the pre-purchase stage in buyer’s decision Process; to determine how social media influences the purchase decision in buyer's decision Process and finally; to determine how social media influences the post purchase decision in buyer's decision Process.

The total population for this study was 1,713,437 students of the age of 18-35 enrolled in colleges and universities in the central business District of Nairobi County, as a sampling frame to identify the youth who uses social media in making buying decisions. The study adopted random sampling, while the Yamane sampling formula was adopted to establish a sample size of 400. Primary data was collected respondents through a five point Likert scale which were presented through self-administered print questionnaires. Statistical software Package for Social Sciences (SPSS) software was used to analyse the data. The researcher used descriptive (measures of central tendency) and inferential (Correlation and reliability) statistics.

The study indicated that eighty nine percent of the respondents preferred to use WhatsApp, seventy percent preferred YouTube, sixty six percent preferred Instagram, fifty four percent preferred Facebook, and fifty percent preferred twitter and forty five percent preferred Google+ to make purchase decisions. Twenty nine percent, spend 4-6 hours in social media sites every week, twenty six percent who spend 7-9 hours in
various social media, twenty one percent spend more than 10 hours just log on social media in a week, while more than seventeen percent spend at least 3 hours below on the social media. The study also indicated that, twenty five percent agreed that social media triggers youth to purchase any product or services, while 9.7% responded that social media does not trigger youth to purchase any products or services.

With regard to influence of social media on pre-purchase stage, most of the youth agreed that social media triggers their need to purchase through the advertisements it displays, helps them achieve their desire for something new since it does provide them with information to address what to buy, where to buy, and why to buy. Also it provides them with a valuable platform of varied details of new and existing products/services/ before making a final decision to purchase.

Social media influence on purchase stage, respondents agreed that their motivation towards a product/service is based on comments from friends and family on social media platforms. Brand reputation on social media contributes towards their perception about a product’s/service’s quality and price. Further their perception of quality change over time about a product/service is based on their updated information in social media platforms.

The post-purchase stage is influenced by social media in that the respondents agreed that they do share their comments about a product to friends via social media after a purchase. The respondents consider product information on social media as having higher credibility thus feedbacks on the same on social media affects future purchase of the same product/service. The respondents also agreed that social media helps them in transmitting their satisfaction and dissatisfaction directly to the manufacturers/service providers apart from allowing them to review a product’s expectation and performance after buying.

5.3 Discussion

5.3.1 Social media Influences on the Pre- purchase Stage

Schiffman & Kanuk (2004) argues that the buyers’ decisions are affected by numerous stimuli from the environment. It is in this regard that the researcher used thirteen statements if social media affects consumer’s pre purchase decisions.

The study indicated that social media have an impact on the respondent’s pre purchase behaviour. Majority of the respondents agreed that social media, provides them with
external stimuli to recognize a need for something before purchasing it, which is in agreement with Hawkins et al. (2010), who laments that there are different factors that affect problem recognition step such as social factors, cultural factors, reference groups, and environmental factors.

On the other hand triggers their need to purchase through advertisements it displays; helps them to achieve their desire for something new before making a purchase decision; provides them with ideas or solutions to address on what to buy, where to buy, why to buy through interaction with peers/friends; influences them to try new brands/products/services based on their reviews by peers/friends; provides them with a more effective platform for varied details about new and existing products/services/brands; provides enhanced easy information search; social media has a higher credibility than advertisements/editorials/other marketing means on mass media; Social media is more reliable if one have uncertainties regarding a purchase; it changes their initial purchase preference after attaining relevant information; It allows them to filter any information regarding a product based on reviews, ratings, consumer chat forums; and finally Interactions with other friends on social media whom have used a certain product/service assists them in evaluating the product, brand or service. These findings support the general literature of Heinonen (2011) who explains that social media has a social interactive tool which is stimulates and evaluate brand choices for consumers to make a purchase decision.

These arguments are anchored on the idea that problem recognition of an individual may be triggered by an internal or external stimuli, and that social media sites are considered as the external stimuli to consumers and particularly the youth (Kardes, et al. 2011). In agreement with the findings is also Khatib (2016), who contends that that social media triggers the needs through advertisements displayed on a Facebook page for example or through a discussion with a friend that could make consumers recognize that they have an unfulfilled need.

With regards to information search, the findings contends with what Kotler et al (2009), described that the buyer enters in an active information search to learn about the product before making a decision whether to purchase it or not. Social media does offer information exposition (Kosavinta, et al., 2017), well describes the study’s findings on the
correlation between how easier information search in social media and influence of social media to consumers is have a strong relationship as the variables changes.

Blythe (2008) observes that consumers compares and evaluate several alternatives in terms of products features and their desires through social media before making a purchase which is in agreement with the study findings that revealed that social media has a higher credibility hence provides avenues for products evaluation before a purchase is made.

5.3.2 Social Media Influences on the Purchase Stage

The objective of the study was to determine how social media influences the youth consumer in the purchase stage with focus in Nairobi County. According to the findings, attitude as a variable in purchase stage was measured by the researcher and it was discovered that Over 95% of the youth agreed that it affects their purchasing behaviour during the purchase stage. The results are therefore in agreement with Yogesh & Yesha (2014), who considers attitude as key concept on consumer behaviour.

With regards to motivation, the study revealed that the respondents were neutral on how social media motivates one to purchase a product with a mean of 3.8. Majority agreed that Social media motivates ones direction towards a product based on comments from friends/family, hence motivates one to develop a purchasing behaviours based on interactions. The results therefore does not reflect Rant (2014)’s opinion , who acknowledge that motivation is directly related to the need and is expressed in the same type of classification as defined in the stages of the consumer buying decision process.

Consumer perception was measure with three statements and forty eight percent agreed that perception about products/services/brands on social media depends on the information you get on social media; brand reputation on social media contributes towards their perception about a product’s/service’s price, quality and risks at a given time that they may wish; social media platforms contribute towards their perception of quality change over time about a product/service based on their updated information which agrees with the , Duffett (2017), that perception of quality considers subjective notation based on some attributes, and that quality perception determines consumer proneness to buy a private brand.
With regards to relationships, Ioanăs and Stoica (2014) argue that there exists a relationship between perceived value, price quality and risk while on the other hand the study revealed that there exists a strong relationship between social media ratings that shapes consumers attitude and Social media tools making consumers have a +ve/-ve attitude based on information accessed. The findings also revealed that risk and personal factor and risk and uncertainty had a strong relationship when consumers were making a decision to purchase a particular product.

According to Duffett (2017) perception is basically a consumer’s evaluation of the product and judgment that based on some attributes as revealed in the study findings that consumers’ perception about products on social media depends on the information once it’s received. The study also revealed that social media motivates consumers direction towards a product based on comments from friends/family, hence developing purchasing behaviour based on interactions and finally buys products after recommendation’s which agrees with Rant (2014) observation that motivation drives consumers to develop a purchasing behaviour and that it is the expression of a need which became pressing enough to lead the consumer to want to satisfy it.

5.3.3 Social Media Influences on the Post Purchase Stage

The third objective of the study was to determine how social media influences the post purchase decision in buyer's decision. Various affecting consumer behaviour on this stage were analysed to determine their impact. Regarding feedback loop, Silverman (2001) agrees with the study that Social media influence a decision based on the interconnected elements such as social interaction, content, and communication media; that is, social media enables a two-way conversation, and enhances the communication flow by encouraging individuals whoever is interested to join the conversation. This confirmed the study results which revealed that confirms that that one always share comments about a products to friends via social media after purchase (3.9) and feedbacks on social media affects future purchase as well and Information regarding product have a higher credibility on social media than on other media channels (3.7)

The study also revealed that 50% of the youth agreed that social media conveys consumers satisfaction and dissatisfaction to the manufacturers; 52% of the respondents agreed that social media tools allows for one to voice their opinion after a purchase has
been made; and 47% agreed that repurchase of a product is affected by the satisfaction and dissatisfaction report from social media. The satisfaction and dissatisfaction study results purely confirms Kosavinta et.al. (2017), summarizes that Satisfaction/dissatisfaction can be considered as post-purchase measurement and a key factor that affect the behaviour of repurchase intention. And that Satisfaction can be accumulated from the loyal buyers.

According to Wang, (2012), post-purchase period consists of product ownership and usage which provide contexts of satisfaction appraisal, seller-directed complaints, and word of mouth transmissions and repurchase planning. This was affirmed with the study findings which indicated that 43% of the youth agreed that Social media allows one to review a product's expectation and performance after buying. Forty five (45) % agreed that through social media, one owns the value of purchasing a product that pleases and forty eight (48) % agreed that once one have purchased a product, the friends and family liked it and recommended it.

Campbell & Goodstein, (2001) as well explains that after the purchase, the consumer experiences certain levels of satisfaction or dissatisfaction, and evaluates the wisdom of the choice made in selecting the alternative. And to affirm, Campbell & Goodstein, (2001)’s observation, the study established that social media tools allows for one to voice their opinion after a purchase has been made and that the repurchase of a product is affected by the social media. Without not forgetting Wang (2012), that opines that product ownership and usage which provide contexts of satisfaction appraisal, transmissions and repurchase planning is an essential factor to be considered during the post purchase stage as the study reveals also that social media, ensures that consumers owns the value of purchasing a product that pleases them. The study also affirmed through the variable relationships which revealed that there is strong relationship on how consumers review products performance after buying and how consumers owns the value of purchasing a product that pleases them through the social media.

5.4 Conclusion

5.4.1 Social media Influences on the Pre-purchase Stage

The first research objective was to determine how social media impacts on the pre-purchase stage among the youth in Nairobi. The findings led to a conclusion that there
was a positive and significant relationship between problem recognition, information search and evaluation as key factors that determines how social media influences on this stage among the youth. This implied that Social media stimulates one to recognize a need for something before buying it. Information search about a product is easier in social media as compared to other mass media. Social media has a higher credibility than social media and that it is more reliable if one has uncertainties regarding a purchase.

5.4.2 Social Media Influences on the Purchase Stage

The second research objective was to determine how social media impacts on the purchase stage among the youth in Nairobi. The study concluded that Unpleasing advertisements on social media makes one to have a bad attitude towards a product; Social media motivates ones direction towards a product based on comments from friends/family, hence motivates one to develop a purchasing behaviours based on interactions; Ones perception about products in social media depends on the information received.

5.4.2 Social Media Influences on the Post-purchase Stage

From the findings, the study concluded that feedbacks on social media affect future purchase as well and that social media conveys consumer’s satisfaction and dissatisfaction to the manufacturers. The study also concluded that social media tools allows for one to voice their opinion after a purchase has been made and to review a product's expectation and performance after buying.

5.5 Recommendations

Social Media Influence on the Pre-purchase Stage

The findings of the study confirm the key role of social media in influencing consumer behaviours at the pre-purchase stage. Nairobi county businesses for instance, should focus on marketing their products on social media so as to tap the youth market. The major social media platforms that they should focus their marketing activities are Instagram, Facebook, and YouTube.
Social Media Influences on the Purchase Stage

Pleasing advertisements on social media should be increased so as to allow consumers develop positive attitude towards products. Companies and manufacturers should also ensure that they use social media platforms that are interactive so as to ensure that consumers freely intercut with their products.

Social Media Influences on the Post-purchase Stage

Feedbacks on social media should be taken seriously to help in evaluating consumer behaviours after purchase has taken place as this would convey consumer’s satisfaction and dissatisfaction to the manufacturers including the consumer’s product experiences.

5.5.2 Recommendation for Further Studies

The research was carried out within the Nairobi County where the researcher sought information from higher learning institutions based in Nairobi Central Business District. Further studies could be carried out in frontier region of the country with a wider scope examining more institutions that were not part of this study. This is to ensure the perspective and picture of the entire country is captured as the city youth pattern using social media tends to vary a great deal with that of the rural populations in the different parts of the country.
REFERENCES


APPENDICES

Appendix 1: Letter of Introduction
RE: Request to Collect Research Data

Dear Respondent,

I am a graduate student at United States International University pursuing Masters in Business Administration (MBA). I am carrying out research on “Impact of social media on consumer's decision making process among the youth in Nairobi” which is in partial fulfillment of the requirement of the Degree of Masters in Business Administration (MBA) at United States International University-Africa.

This is an academic research and confidentiality is strictly emphasized, your name cannot appear anywhere in the report and this research is for academic purposes only. Kindly spare some time to complete the questionnaire attached.

Yours sincerely,

Assumpter Mainye

(Researcher) USIU-Africa
Appendix 2: Questionnaire for Respondents

Section A: General Information

1. Gender of Respondents
   [ ] Male       [ ] Female

2. AGE
   [ ] 18-21
   [ ] 22-25
   [ ] 26-30
   [ ] 31-35

3. Which of the following social media sites do you mostly access (indicate more than one where applicable)
   Facebook ☐  Twitter ☐  YouTube ☐  WhatsApp ☐  Google+ ☐
   Instagram ☐  Other(s)……………………………………………………………………

4. Time (approx.) spent on social media sites per week
   ☐ 0 hour    ☐ 1-3 hours    ☐ 4-6 hours    ☐ 7-9 hours    ☐ 10 hours or more

5. Does social media trigger you to purchase a product or service?
   YES [ ]      NO [ ]      Not Sure [ ]
SECTION B: Social Media Influences on the Pre-purchase Stage

6. Kindly indicate the extent to which you agree with the following regarding the social media influences during the pre-purchase stage (√) tick appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree

<table>
<thead>
<tr>
<th>Problem Recognition</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media stimulates you to recognize a need for something before buying it</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media triggers you to purchase a product through its advertisements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You always achieve a desire for something new through social media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media provides solutions on what to buy, where to buy and why to buy</td>
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<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

7. Kindly indicate the extent to which you agree with the following regarding the social media influences during the pre-purchase stage (√) tick appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree

<table>
<thead>
<tr>
<th>Information Search</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information search about a product is easier in social media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media influences you to try new products based on the reviews by friends</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media is an effective tool for different opinions about new and existing products</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>You search for product’s information in social media before a purchasing it</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
8. Kindly indicate the extent to which you agree with the following regarding the social media influences during the pre-purchase stage (√) tick appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree

<table>
<thead>
<tr>
<th>Evaluation of Alternatives</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media has a higher credibility than traditional media</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Social media is more reliable if you have uncertainties regarding a purchase</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media changes your initial purchase choice after attaining relevant information</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media allows you to filter any information of a product based on chat forums</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interactions with friends on social media assist you in evaluating a product.</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
SECTION C: Social Media Influences on the Purchase Stage

9. Kindly indicate the extent to which the following factors in social media usage influence your decision during purchase stage. Kindly (√) tick appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree

<table>
<thead>
<tr>
<th>Consumer Attitude</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Comments from social media changes your attitude towards a brand/product/service</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Unpleasing Advertisements on social media make you have a bad attitude towards a product/brand/service</td>
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<td></td>
</tr>
<tr>
<td>Ratings by friends of a product contributes in shaping your attitude towards the same</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media tools make you have a +ve/-ve attitude towards a product based on information accessed about it</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

10. Kindly indicate the extent to which the following factors in social media usage influence your decision during purchase stage. Kindly (√) tick appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree

<table>
<thead>
<tr>
<th>Consumer Motivation</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media motivates your direction towards a product based on comments from friends/family</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Social media tools have features that entice you to ask for recommendations of a product</td>
<td></td>
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<tr>
<td>You get motivated to buy products that are advertised on social media</td>
<td></td>
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</tbody>
</table>
11. Kindly indicate the extent to which the following factors in social media usage influence your decision during purchase stage. Kindly (✓) tick appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree

<table>
<thead>
<tr>
<th>Consumer Perception</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your perception about products on social media depends on the information you get</td>
</tr>
<tr>
<td>Social media tools contribute towards your perception of product based on the updated information</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Feedback Loop</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feedbacks on social media affects your purchase and future purchase as well.</td>
</tr>
<tr>
<td>Social media allows you to communicate with companies that produce products directly.</td>
</tr>
<tr>
<td>Information regarding products have a higher credibility on social media than on other media channels.</td>
</tr>
<tr>
<td>You share comments about a product to friends via social media after a purchase</td>
</tr>
</tbody>
</table>
13. Kindly indicate the extent to which you agree with the following regarding the social media influence after purchasing a product. (√) tick appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree

<table>
<thead>
<tr>
<th>Satisfaction and Dissatisfaction</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media conveys your satisfaction and dissatisfaction directly to manufacturers</td>
<td></td>
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<tr>
<td>Social media tools allow you to voice your opinion after a purchase</td>
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</tr>
<tr>
<td>You repurchase of a product is affected by the satisfaction and dissatisfaction reports from social media</td>
<td></td>
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</tbody>
</table>

14. Kindly indicate the extent to which the following factors in social media usage influence your decision during purchase stage. Kindly (√) tick appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree

<table>
<thead>
<tr>
<th>Product Ownership</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media allows you to review a product’s expectation and performance after buying.</td>
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<tr>
<td>Via social media, you own the value of purchasing a product that pleases you.</td>
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</tr>
<tr>
<td>You have purchased a product because your friends/family liked it and recommended it</td>
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</tbody>
</table>
15. Factors that affect the length of your decision-making process. Rank on a scale of 1 to 5. 1 being least, 5 being most

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recourse (time frame)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Amount of available information</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Personal factor</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Uncertainty</td>
<td></td>
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<tr>
<td>Risk</td>
<td></td>
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16. In your opinion, what is the biggest difference in making a purchase decision based on using information from the social media and information from the mass media?

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THANK YOU!!!!