THE INFLUENCE OF SOCIAL MEDIA MARKETING ON CONSUMER BEHAVIOR: A CASE OF BRITAM HOLDINGS LIMITED

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STUDENT’S DECLARATION

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

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

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ABSTRACT

The main purpose of this study was to investigate the influence of social media on consumer behaviors. The study will be guided by the specific objectives; to establish how social media influence the consumer behavior, to investigate various tools of social media that directly influence the buyer behavior and to establish how social media target customer identification within consumer behavior.

A descriptive research design was accorded into this study. The sampling frame was obtained from Britam with the approval of the management to access their customers who interact via the social media with the company. The study used stratified sampling technique. At 95% confidence level was used to determine a sample size of 95 respondents from a target population of 2000 customers. Questionnaires were used to collect primary data after a pilot test. Descriptive analysis was used to analyze the data. The data was described using means, frequency distribution and percentages. Inferential statistics such as correlation analysis was used to discover if two variables are related.

Findings from the correlation analysis denoted absence of significant relationship between influence of social media on consumer behaviour and channels of social media that directly affected consumer behaviour due to the fact that P-value = 0.126 which is higher than the recommended P-value of 0.05. In addition, findings offered coefficient of determination (R square) = 0.039. This designated that 3.9% of the variation in consumer behavior are explained by influencing factors, social media channels and social media marketing. Since, R-square = 0.039, it entailed that the goodness of fit of the model is very weak since R-square is less than 0.1. Hence a conclusion was drawn that there is a significant linear relationship between factors influencing consumer behavior and consumer behavior as P-value is less than 0.05.

Findings from the study revealed lack of significant relationship between social media channels and social media targeting consumers since P-value = 0.437 which is way higher than the standard 0.05. Findings from linear regression analysis which involved three essential variables including influencing factors, social media channels and social media targeting demonstrated that there is a significant moderate positive linear relationship between influencing factors social media channels that affect consumer behavior and
social media targeting as an essential element of digital marketing. This is due to the fact that it’s P-value = 0.036 and correlation coefficient = 0.197 which shows existence of a significant relationship.

Findings from the study revealed that the correlation analysis revealed that there is no relationship between consumer behavior and social media targeting because P-value =0.065 is greater than the recommended 0.05. However, findings from linear regression analysis which involved three essential variables including influencing factors, social media channels and social media targeting demonstrated that there is a significant moderate positive linear relationship between influencing factors social media channels that affect consumer behavior and social media targeting as an essential element of digital marketing.

In conclusion, the study revealed that there is no significant relationship between influence of social media marketing and consumer behavior. The findings revealed lack of significant relationship between social media channels and social media targeting because of P-value = 0.437 which is way higher than the standard 0.05. However, further findings from linear regression revealed that the linear regression model, Y= Y= 5.714 - 0.002IF + 0.005C - 0.071T at 95% level of confidence demonstrated that there is a significant relationship between influence of social media marketing and consumer behavior due to the fact that P-value = 0.036 which is less than the recommended 0.05. The study concluded that influencing factors, social media channels and social media targeting play integral roles in influencing consumers behavior in all directions either positively or negatively over the traditional means of communications.

The study recommends integration of social media marketing communication tools and consistency in the message communicated via social media tools. In addition, recommendations for further study should include involvement in marketing research with a core purpose of delivering per consumer needs, as well as gaining an understanding of trending social media activities so as to meet demands of changing technological world.
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DEDICATION

I dedicate this piece of work to my Dad, Prof. Dr.M.N.Kyule and my dear friend Wambui N.
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LIST OF ABBREVIATIONS

CEO - Chief Executive Officer

CNN - Cable News Network

CNNIC - China Internet Network Information Center

SPSS – Statistical Package for Social Science

USD – United States Dollar

U.S.I.U – United States International University

VBC – Virtual Brand Communities
CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

Before social media, many traditional forms of advertising hails back to 1960’s have been the standards for market ever. However, today their effectiveness is on the decline. According to the site, the traditional advertising is becoming quite expensive with less returns, the channels such as TV adverts, Radio adverts, mail messaging and door to door marketing or PR are not viable and have been taken over by the social media which less expensive and offers two way communication and instant responses (Rosen, 2012).

The establishment of Craigslist an online platform for promoting advertisements and events through various networks, boards and forums made social media popular in 1995 (Funk, 2011). Development of social media sites began in earnest grabbing the attention of companies and individuals because it was an innovative mode for connecting individuals in a simple manner and has become a lifestyle component for many individuals today. Prior to the introduction of social media, individuals would go home after a long day at work and relax by watching television (Rosen, 2012).

Social media is now an integrated part of the lives of hundreds of millions of people and allow them to connect and communicate to others online. Social media such as forums, Facebook, Twitter and blogs, have grown exponentially over the past decade. Forums now exist on matters ranging from Star Wars to travel (Perdue, 2010). In 8 years, Facebook has gone from a page for Harvard students to more than 900 million members and Twitter is now a more popular online destination than CNN (Scott, 2010). At the same time, blogs have grown from a tool for the tech-savvy niches in 1997 when Jorn Barger first coined the term “weblog” to a cornerstone of the internet (Wortham, 2007).

However, research has shown that the percentage of individuals using social media sites on a monthly basis is nearly equal to those watching television (Forrester Research, 2010). This then befits any company to utilize social media sites as a marketing tool due to the magnitude of individuals using the sites, as well as the minimal cost to promote brands on them (Rosen, 2012). This has resulted many organizations to increasingly use social media as part of their marketing strategy to exhibit special events. A poll conducted in 2011 showed that 60% of
special event organizations use Facebook, 55% use Twitter, 52% use LinkedIn, and 20% used an alternative social media platform for their business purposes (Edelstein, 2011). In relation to the poll Harris (2009) stated that corporate brand marketers and exhibition management were motivated to use social media to extend the reach of their marketing efforts and to best engage their target audience.

According to Scott (2010), prior to the social media, organizations had only two significant choices to attract attention; buy expensive advertising or get third party ink from the media. With the rise of social media in recent years there has been a heightened interest from marketing professionals in the potential of these new outlets for reaching consumers. Instead of one way interruption, the social media marketing is about delivering useful content at just the precise moment that a buyer needs it. Case and King (2011) adds that organizations that understand the new rules of marketing and public relations develop relationships directly with consumers. Social media has also opened a tremendous opportunity to reach niche buyers directly with targeted messages that cost a fraction of what big-budget advertising costs (Scott, 2010).

Rosen (2012) states that the explosive growth in the use of social media by companies suggests that company employees should be familiar with the use of social media sites and be able to utilize these sites to promote their company’s events. Although, the Online shoppers Generation entering the workforce are accustomed to using this type of technology, all generations working within an organization should be knowledgeable and comfortable working with these marketing outlets to more effectively promote their company’s products and services to the online shoppers.

In the USA, anecdotal evidence showed that social media marketing can take a company to new heights (Colliander, 2012). According to Jaret (2006), one endorsement on a popular blog helped propel a small skin care company from $100,000 to $4,000,000 in sales. Figures like this showed that consumers make purchases based on mentions and endorsements on social media (Colliander, 2012). A deloitte report supports this argument stating that out that one in three U.S. consumers are influenced by social media in their purchases (Roesler, 2015).
Chen (2014) states that, the popularity of social media has also increased in China attracting many companies to employ social media platforms for online marketing (Chen, 2014). According to the China Internet Network Information Center 2014 report, internet users by end of 2013 increased to 0.618 billion increasing by 54 million accounting for almost half of the population in China. This has resulted more sellers and vendors to use social media to sell their products and services. According to CNNIC Online Shopping Report 2014, social media solves the problem of unbalance between supply and demand in businesses attracting more sellers and vendors to use social media in selling their products and services.

Social media in the lives of consumers is also taking up a significant role especially the youth, who comprise young consumers aged between 18 to 24 years (Lenhart, Purcell, Smith and Zickuhr, 2010). The youth are growing in a technology changing world resulting to them being more likely to use social media in their daily activities (Carenzio, 2008). This has led many marketers to focus on the youth consumers since their market is economically and demographically more attractive and rewarding market (MiMi.hu Company, 2000).

According to Lange (2010) in South Africa, young consumers between the ages of 8 to 22 years have a spending power of R95.3 billion making up approximately 50% of the total population. This illustrates that this group represent a lucrative market as they demonstrate keen interest in new products and are willing to experiment with different brands over social media platforms. This has led marketers in the country to frequently create new communicating ways with the youth through innovative mediums such as social media.

In Kenya, Modern day’s CEOs no longer have the luxury to regard social media as a side activity run exclusively by managers in marketing or public relations (TechDay, 2016). According to Divol, Edelman and Sarrazin (2012), Social media marketing is much more than simply another form of paid marketing and it demands a lot more serious consideration: a clear framework to help CEOs and other top executives evaluate investments in it, a plan for building support infrastructure, and performance-management systems to help leaders smartly scale their social presence. Companies that have these three elements in place can create critical new brand assets (such as content from customers or insights from their feedback), open up new channels for interactions (Twitter-based customer service, Facebook
news feeds), and completely reposition a brand through the way its employees interact with customers or other parties (Divol, Edelman, & Sarrazin, 2012).

1.2 Statement of the Problem

The Online shoppers millennial group has been described as techno-literate, techno-savvy, technologically fluent and even dependent on technology and is their top choice of communication (Zemke, Raines and Filipczak, 2000). According to Sterne (2010) this group is said to be experiential, engaging and interactive with a curious blend of collaboration, interdependence and networking to achieve their ends. The millennial online shoppers’ generation has tremendous buying power and the online industry has begun to take notice of their purchasing power but has not yet maximized the opportunity of this emerging segment of the market (Penn, 2005).

According to Thach (2012), there is lack of knowledge of the online shoppers’ segments needs and wants. This is argued from the analysis of research done by; Lee (2013) on online shoppers’ age group with no focus on the unique characteristics of the segment when using social media to target them. Luo, Jiang and Kulemeka (2015) focused on organization-public relationships and online shoppers’ students' active social media behavior in the United States with its findings establishing that online shopper consumers engage with e-mail and social networking (such as Twitter and Facebook) more than any other social media tools. Only Chang, Elliott, Sand, Dailey and Blachford (2014) examined the impacts of social media marketing strategies on online shoppers’ consumers’ purchase choices of meat (beef, chicken and other meat options). The findings established that consumer attributes such as demographic background, socio-economic status, food and nutrition have been recognized as main determinants for consumers’ preferences, purchase choices, and willingness-to-pay (WTP).

This confirms that there is little academic research on how organizations are shifting their marketing activities from traditional media outlets to social media outlets. Van den Bergh (2014) that the millennial online shoppers’ generation is also interested with new telecommunication services and products, but the industry has not yet completed the alignment of the industry with the target market. With the high supply of telecommunication products and services in the market that is outpacing demand, there is need to align marketing efforts to fit the new segment of the market. There is also much debate on how the mobile
phone industry successfully measures the effectiveness of social media campaigns, which calls for an investigation on the topic (Kelly, 2010). The peculiarity and uniqueness of Millennials require companies to adapt to the business and marketing practices through social media in order to resonate with their distinct needs. With very little research on the influence of social media on online shoppers’ generation, it is difficult to conclude whether social media marketing is more effective than traditional marketing in reaching the online shoppers group. Therefore, this study aimed to come up with appropriate online marketing strategies for companies to ensure that social media users are well connected with their companies for relevant products.

1.3 General Objective
The general objective of the study was to investigate the influence of social media on consumer behavior based on Britam’s consumer products.

1.4 Specific Objectives
The specific objectives of this study were:

1.4.1 To establish how social media influences consumer behavior.

1.4.2 To investigate various tools and channels of social media that directly influences consumer behavior.

1.4.3 To find out how social media targets consumers as a key part of digital marketing.

1.5 Significance of the Study

1.5.1 Marketing Firms
Large number of marketing forms do not emphasize on the importance of using social media to communicate their core offering. Hence, sharing of knowledge on the importance of social media will create awareness on how important social media is to the digital community and its impact in communicating firms’ offerings at large.

1.5.2 BRITAM
The study will help Britam Company limited to understand the landscape of social media customers and how they connect with the company. The study will ensure that the company
makes use of the ever-growing number of the social media customers to market and sell their products. This study will also ensure that the company adapt with the changes of the consumers tastes and preferences expressed on the various platforms of the social media.

1.5.3 Academicians and Scholars
The researchers will use this study as a springboard for further research on strategic management practices on other sectors. The research will further serve as a source of information and study material on the research.

1.5.4 Policy Makers
The Kenyan government will use the findings of this study to identify strategies of introducing courses on digital marketing to help business owners learn how to use the social media platforms to market their goods and services. The findings of this study will also assist the government in doing an audit of the strategy process of social media and incorporate them in the vision 2030 milestones.

1.6 Scope of the Study
The Study was carried out in Kenya, with a focus on Britam. The study focused on companies who use social media to market their products. Data was collected on a one month period between November and December 2016. A few problems were encountered when collecting data. They included: availability of data as some of the respondents felt it was not in their place to answer certain questions. Poor cooperation from respondents, as many of them felt as if their time was being wasted. Sensitivity of data, some of the respondents felt that some of the questions in the questionnaire were very personal. However, the researcher overcame this by assuring the respondents of confidentiality in the collection of data.

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 Pinterest (Kaplan & Haenlein, 2010).
1.7.2 Consumer Behavior
This is defined as the actions of individuals or groups while selecting, purchasing, using or disposing products, services, ideas or experiences to satisfy their needs and desires. (Solomon, Bamossy, Askegaard & Hogg, 2010).

1.7.3 Marketing Strategies
This is defined as an endeavour by a corporation to differentiate itself positively from its competitors, using its relative corporate strengths to better satisfy customer needs in a given environmental setting(Jain , 1993).

1.8 Chapter Summary
This chapter gives an insight into the problem under study. The chapter presents six main sections. The first section provides the introduction and the background of the study. The second section looks at the problem statement of the research. The third section identifies the research objectives. The fourth section highlighted the significance of pursuing the study. The fifth section deals with the scope of the study and the sixth section provides the definition of terms. The next chapter is on the literature review based on the research questions highlighted in the first chapter and the research methodology will be presented in chapter three. Chapter four will highlight the findings from the study and Chapter five will highlight the recommendations based on the findings.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter focuses on relevant literature review for this study based on the research objectives highlighted in chapter one. The section is divided into three major parts; the first part looks how social media influence consumer behavior; the second part looks at how does specific social media channels influence consumer behavior and the third section looks at how social media target customer identification within consumer buyer strategy. The chapter will then conclude with a chapter summary.

2.2 Influence of Social Media on Consumer Behavior

Social media can be as well termed as web 2.0. According to Madni (2014), Social media or web 2.0 is the most impressive development in memories of economic paradigm. He states that social media has encouraged user generated contents and allowed users to exhibit contents to share among other networks. Social media has the capacity to put consumers at the central role of the business activities and provides a new aspect of tools for interaction of consumers.

2.2.1 Customer Brand Loyalty

Social media marketing is low-cost and helps in establishing a direct line with prospective customers. Social media provides a unique opportunity for brands to foster their relationships with customers (Sumitha and Beegam, 2014). Social media is becoming a more prominent source of marketing and advertising and is being used more consistently by businesses trying to get their name out to the public and in the minds of consumers (Fallon, 2012). According to ZOG Digital (2014), social media is the best opportunity for businesses to build brand loyalty and influence target audience perceptions. ZOG pointed out that Americans for example, spend more than 3 hours a day on social networks. However, he stated that its not about making the presence useful to consumers but provide the value to consumers for them to remain loyal.

The biggest brands dominate the industry by imprinting their business on people's minds for years and years (Fridman, 2016). It follows that brands with active social media profiles have
Building and maintaining brand loyalty are one of the central themes of research for marketers for a very long time. Marketers have utilized various means to maintain the brand loyalty of their customers. One of the recent means is the social media marketing (Erdoğmuş and Çiçek, 2012). Social media is a proven tool to help build brand recognition and businesses essentially need to be smart about networking of their brand through social networks by fully understanding the value and purpose of brand loyalty and social media (York, 2015).

Social media marketing techniques help companies to reach out to almost all the segments of the society. Today, businesses have realized and accepted social media marketing as an important marketing strategy to succeed. Apart from having loyal customers, social media marketing comes with a lot of benefits like increased exposure, improved sales, reduced marketing expenditure, more fruitful leads and partnerships (Sumitha & Beegam, 2014).

An organization that is able to deliver correct information through advertisements and promotions to influence how a consumer decides to spend their time and money has an excellent chance of developing brand loyalty from its consumers. Similarly, organizations capable of developing a successful online marketing strategy with the goal of maintaining a life-long relationship also have the chance to develop brand loyalty from their consumers (Fallon, 2012). By communicating with customers on a one-to-one basis, rewarding them for their participation in social activities, and serving them in channels like Facebook, Twitter, or specialized communities, their loyalty to these brands will potentially soar. Additionally, people who interact with brands through social media demonstrate a deeper emotional commitment to those brands and spend between 20 percent and 40 percent more than other customers (D'Antonio, 2016).

Many organizations’ social media efforts remain stalled in one-dimensional marketing pushes, stalling their opportunities of using social media to help build a loyal customer base. Some organizations, however, have found ways to leverage social media for truly personalized, one-to-one engagement and are creating loyal customers as a result (Briarbird and Co (Pty) Ltd, 2016). According to ZOG Digital (2014), social media platforms like Twitter, Youtube and facebook offer brands the opportunity to build a loyal brand following. Companies to overreach social media success however require them having a policy that includes quick, accurate and informative engagement with followers in real time. As a
brand’s social media following gains steam, each piece of engagement such as a share, comment, retweet or like, can help spread the brand’s message organically. With each social media success, the power of a brand’s social media presence can grow both in size and scope, making investments into social media profiles for any business a must have.

2.2.2 Virtual Brand Communities

Regardless of the type of market, consumers increasingly go online to discuss products and brands, seek advice, and offer guidance. Up until now it may still remain difficult to see where and how to influence these conversations, which take place across an ever-growing variety of social media platforms among diverse and dispersed communities (Divol, et al., 2012). These online platforms and social media channels have the potential of precipitating Virtual Brand Communities (VBC) (Paquette, 2016). VBC can be described as aggregations of consumers that occur on the internet because of their interest in some brand or product (Muniz & O’guinn, 2001).

Some VBC research focused on the concept of social identity and group norms as an aspect that strongly influences online groups’ buying behavior. The nature and culture of social media groups affect the ways members of such groups interpret and attach meaning to brands and products (Muñiz and Schau, 2007). It therefore follows that Community members within a strong social group were more likely to have group intentions to accept advertising in online communities (Zeng, Huang and Dou, 2007). During customer identification exercise, the marketer’s primary goal is to reach consumers at the moments, or touch points, that influence their purchasing behaviour. Social media ends up being a very unique component of the consumer decision journey because it is the only form of marketing that can touch consumers at each and every stage, from when they’re pondering brands and products right through the period after a purchase, as their experience influences the brands they prefer and their potential advocacy influences others. Therefore, social media enables targeted marketing responses at individual touch points along the consumer decision journey (Divol et al., 2012). Social media marketing affects customer behaviour by leading to real relationship building (Content Factory, 2016)
2.2.3 Heightened Customer-to-Business-to Customer Interaction

Brand monitoring implies being aware of what is being said online about the organization’s products and services. This activity should be an unobtrusive default social-media function for the organization by aiming to have it take place continuously and constantly (Divol et al., 2012).

Social media enables marketers to unobtrusively target individuals or groups because of the highly customizable nature of social media advertisements. Facebook advertisements, for example, may allow organizations to target users by aspects like location, education level, and industry and even purchase history and the pages they have liked. Organizations also have the option to install a Facebook pixel on their site and use it to retarget the users who have previously visited. In future, these people are far more likely to convert into solid leads and sales (Content Factory, 2016). Further to this, the customer psyche eventually becomes altered as users progressively become receptive to the organization’s messages. For example, very many people view Twitter and Facebook as social networks, not marketing machines. As a result, they’re less likely to see what an organization may post as an advertisement and will be more likely to hear what the organization has to say. This scenario translates to considerable web traffic when the organization links its site and posts that market themselves as friends of the organization and followers share what has been posted.

However, Divol et al., (2012), observe that even without engaging consumers directly, companies can glean insights from an effective monitoring program that informs everything from product design to marketing and provides advance warning of potentially negative publicity. It is imperative to also communicate such feedback within the business quickly i.e. persons responsible for brand monitoring must ensure that information reaches relevant functions, such as communications, design, marketing, public relations, or risk. Brand monitoring enables specific responses to specific issues regarding the product or service (brand).

With direct communication with customers, if a problem emerges with organization’s product or service, relevant authorities will be made aware about it virtually real time. With the feedback, the organization can get alerts in the process of social media marketing, and be among the first to know when there are issues. Remedial steps can be taken to resolve issues (Briarbird & Co (Pty) Ltd, 2016).
2.2.4 Demonstrating value

Hickinbotham (2015) indicates that, demonstrating the value of social media marketing to external and internal stakeholders is one business capability that any business must possess. Companies must understand the corporate structure in which they are operating to demonstrate value of social media marketing and thus influencing their consumer behavior. Wong (2014) states that through social media organizations are able to demonstrate their value as the medium allows organizations to directly engage with their customers, build their brand presence and ultimately sell more of the products and services.

Even though marketers have no power to “coerce” customers into using social media channels, they have the ability to influence the catalogue of offers a social media connected shopper finds. This is one reason it is imperative to establish a social media presence to benefit the brand. Organizations may even encourage people to use social media while shopping by including social media in their point-of-sale marketing. If would-be customers are aware that they can find out about special offers on social media, they will explore these opportunities. In the United States, social media influences shopping behavior in all age groups, but especially the important younger and Hispanic populations (Roesler, 2015).

Media content may not be the only tool that works for business-to-consumer/customer organizations. The effects of social media engagement on purchase behaviors, established that appropriately structured social-media contests can have a positive impact on consumers’ purchase behaviors. Value addition via appropriate brand-prompts results in far greater engagement and consumers spent more, both immediately and over time (Carpenter, 2016). On the other hand, less-relevant brand association produces little engagement and has no advantageous effect on spending behavior. While brands need to consider both the structure and the marketing message of contests before embarking on high-profile campaigns, clearly social-media contests have the potential to influence consumers for the good.

Researchers also have noted an unforeseen advantage that is experienced over most forms of contest i.e. low-spending customers who re-engaged with a brand through the medium of a social-media contest showed the greatest percentage increase in spending behavior when offers capturing value for money were effectively communicated. This may be deemed to be a predictable result, possibly, given the low start point, but potentially valuable for brands with large numbers of disengaged customers (Haug, 2016). It is of great importance for the
organization to empower those people able to connect with key influencers, using the power of value-added content to develop relationships that position both the individual and the business as the vendor of choice (Carpenter, 2016). Value communication gives greater target audience perception satisfaction and better business results if the marketer has defined a clear purpose to base the content strategy on (Haug, 2016).

2.2.5 Consumer Behavior

According to Rani (2014), consumer behaviors are the decision processes and acts of people involved in buying and using products. Rani (2014), goes further to explain that there are process involved in the consumer behaviors which includes the consumer trying to find which commodities he or she would like to consume, select commodities of great utility, then estimates the availability of money that he/she is likely to spend and lastly the consumer analyses the prevailing prices of commodities and takes the decision of the commodities that he or she would like to consume. Social media has the capacity to put the consumers at the central role of the business activities and provides a new aspect.

2.3 Channels of Social media that directly influence Consumer Behavior

When businesses integrate social media channels to their websites, they experience an increase in their purchase behavior (Gebauer, 2016). It is imperative for organizations to take an inventory of their social channels. Most companies have attempted to participate in every new channel in their exploration of the next possible great thing in social media. In this case, there may not have been an elaborate strategy beyond uploading of the corporate logo to another new service. In such a scenario, the number of social media accounts may be unnecessarily large, possibly several accounts may exists in the same service (Aalen and Jackson, 2016). They further state that social media channels the organization will have employed need to work in symphony with the other chosen channels, as well as in line with the organization’s overall strategies. To do that, decision-makers should create goals that are specific yet channel-agnostic, such as increasing sales, increasing customer satisfaction, reducing costs, etc.

2.3.1 Traditional Marketing Tools

According to Madni (2014), traditional ways of marketing has been existing and will never fade away despite the entrance of social media, while enumerating the growth of traditional marketing, Madni (2014), says that it took radio 30 years to reach 50 millions of people,
while at the same time it took 13 years for Television to reach 50 million people and social media through Facebook took only one and a half years to reach the same target number of the people.

Traditionally, advertising through newspapers, magazines, radio, television, and direct mail were the only way to communicate with the audience. These media make targeting specific buyers with individualized messages very difficult (Scott, 2010). For a long time commercial media have been used to convey messages designed to develop consumers’ attitudes and feelings towards brands. Today, many of the messages are designed to provoke audiences into responding, either physically, cognitively, or emotionally (Mangold & Faulds, 2009).

In the modern days, people shop, read and listen to the latest news, pay bills, socialize with friends and even stream movies and TV-shows using the web. The tools and strategies for communicating with customers have changed significantly with the emergence of the phenomenon known as social media, also referred to as consumer generated media (Foux, 2009). This form of media describes a variety of new sources of online information that are created, initiated, spread and used by consumers’ intent on educating each other about products, brands, services, personalities and issues. Social media have become a major factor in influencing various aspects of consumer behavior including awareness, information acquisition, opinions, attitudes, purchase behavior, and post-purchase communication and evaluation (Mangold & Faulds, 2009).

2.3.2 Social Media Marketing

Social media is also known as web 2.0 because of the blogs, social networks, content communities, forums, content aggregators among others. Web 2.0, has undergone web transformations and period from web 1.0. Web 2.0 transformed the web from a “one to many” to a “many to many” communication channel, and simultaneously to a “one to one” channel of interaction, allowing users not only to communicate but also to interact and engage. This transformation of the web has implications also in marketing and consumer behaviour (Fortis, 2015).

The emergence of social media also known as web 2.0. is a technical revolution that during the last decade that has drastically revolutionized the traditional marketing approaches and brought marketers to a new era. In the new marketing era, the social media has ensured that the relationships between the marketers, retailers, channels of distribution and consumers are well connected (Lee, 2014).
These social media developments have not gone unnoticed by the business sphere. Many companies maintain their own Facebook page and design their commercials in the hope that they will go viral (Huang, Cai, Tsang and Zhou, 2011). Creating and monitoring one’s own brand forum has been a practice adopted by managers for some time (Fournier and Lee, 2009). Bloggers are frequently sponsored in return for endorsements Arango (2009) and Twitter has become an increasingly important source of communication for many companies (Case and King, 2011). In total, eMarketer.com estimated 2010 worldwide social network advertising spending at USD 3.3 billion, compared to USD 2.53 billion in 2009. Yet for the vast sums of money being spent on social media marketing, there is still a great deal of insecurity among professionals about the best marketing practices in this new arena. The experiences of Sony, Wall-Mart and Nestlé are poignant examples of that (Fox, 2009).

2.3.3 Facebook

According to Prasad, et al. (2014), Facebook is one of the most popular social networking sites. At the end of 2004, Facebook had 1 million active users and by March 2013, the number has risen to 1.11 billion users. Harvard University student Mark Zuckerberg created Facebook in 2004 and it provides for creation of personal profiles, addition of friend, posting of messages, automatic notifications when messages, comments and pictures are uploaded and it allows users to join different groups as per common interests.

Today companies are exploiting the popularity of Facebook and using communities on it to build relationship with them. With the help of social ads, sponsored pages and apps, brand groups and others, companies are using the platform to communicate with the consumers (Prasad, et al, 2014). There is no shortage of social channel platforms for brands to create engagement and eventually influence consumer behavior. Facebook can help build valuable backlinks (links back to a website for a brand) that can boost a site’s search engine optimization.

2.3.4 Twitter

Founded in 2006, twitter, has become very popular because of the micro blogging social networking services where by users post and seemessages (Tweets) through the users profile page. The followers who subscribe to the author’s profile usually receive tweets and the author to any subscriber or friend in the circle can restrict such messages. People are using such social media through the web, texting messages through mobilephones (with internet
connection), or external applications. Such social media have become very popular now days to connect with people at large or people of the country and communicate instantly and effectively. Such new ways of communication are distinguished from that of traditional media in terms of more consumer engagement, exchange of information through many ways, messaging and tracking (Prasad, et al., 2014).

2.3.5 YouTube
According to Prasad, et al., (2014) Founded in 2005 by three PayPal employees, You-tube is the world’s most popular online video community, where one can see and upload videos. YouTube facilitates a platform to connect people and play the role of major distributor for original content creators and advertisers. It is based in San Bruno, California and it uses Adobe Flash Video technology to display videos (user-generated), movie and TV clips, music videos and video blogging. Google Inc. purchased YouTube in November 2006. In July 2006 it announced that over 65000 new videos were being uploaded per day and 100 million videos were being viewed every day.

2.3.6 Pinterest
Pinterest created by two founders, Ben Silberman and Evan Sharp, is the world’s latest social visual platform that has exploded in the last three years as a channel for marketing brands that value aesthetic appeal, though with risks. Pinterest is basically a virtual pinboard where users or visitors to the channel can collect, organize, share and pin things they discover on the web. The mission of the company is to “connect everyone in the world through the things they find interesting” (Prasad, et al., 2014). Users of this platform organize their pins into self-arranged image boards which have a direct link back to the source. It has been rumored to be the next visual search engine and is the fastest growing website in history due to its organic spread.

A number of brands have already used this channel to market their products, however, before diving into the waters, companies which use social media channels need to understand the role of Pinterest in the social mix as well as part of their marketing program (Haug, 2016). Pinterest has modified the concept of Google+ circles in that, instead of user controlling with whom they share content, it puts control in the visitors’ hands by choice of selection of all or some of the boards of another user.
Companies are moved to use this channel because, people’s lives have a shared fluidity to them that prompts talking, sharing, and trying new things. In addition to this convergence of digital trends, like volume and ready availability of user content has led to the rise of virtual brand communities and growing comfort and interest in sharing (MaGee, 2016). One main distinctive trait this platform is the interaction between user and brand. Comcowich (2014) states that authenticity is created when fans of the brand are invited to post and share. It becomes not just the brand’s view but also the influencers’ view and experience of brand. This in turn creates a unique environment for successful brands based on the story they tell with their images.

2.3.7 Instagram

Instagram is one of the fastest growing social networks in history. It’s basically a mobile photo-sharing app launched in October 2010 and its incredible growth has shaken up the way marketers think about visual content and marketing to mobile audiences with a global reach (Aalen and Jackson, 2016). Today majority of the top brands have Instagram accounts for continuous engagement with users. This app is used by digital marketers of brands to build brands, engage audiences, and identifying successful tactics that competitive brands are using. Most top active brands have dedicated resources to maintaining a brand presence on this network/app. By doing so, many brands that are actively using this platform have found it as a successful way to grow their audiences. According to Patel (2016), brand growth is attributed to active engagement with audience. With more top brands interacting with larger audiences, more posts being published, changing sophisticated tactics, users are becoming more receptive to brand content on the network, giving huge brands like Coca-Cola, Nike and the likes a bigger return on their investment in Instagram.

Ioanăs and Stoica (2014) state that, now is the better time than ever before for brands to invest in Instagram as well as supplement with other platforms of social media for optimization. Now more than before, audiences are more receptive to branded content, high engagement and exposure which is growing exponentially as internet connectivity continues to increase. The keynote for this network is focusing on keeping captions short on the visual tag but not necessarily all the time as caption length doesn’t impact engagement. Caption content and mentions by users is more important for visibility and buzz marketing. Just like Twitter, Instagram incorporates Hashtags which are used for gaining exposure and give audiences an
organic way to discover branded content through forums and topics of interest. Location
tagging just like in Facebook and Twitter has given users a way to find content and led to
increased engagement.

Instagram has revolutionized story telling in pictorial format through an active ad network,
readily available analytics, a highly engaged audience, and updated features (Carpenter,
2016). The focus of marketers is on implementing the best tactics for driving interactivity on
the network.

2.3.7LinkedIn

In the business world of today, relationships and customer engagement are more crucial than
ever for maintaining a competitive edge. This is because people tune out to irrelevant
promotional messages (Mangold & Faulds, 2009). Users of Social media want to engage with
businesses that focus on sharing useful relevant information. Companies that inform and
engage their audience build on their customer relationship management. LinkedIn is a
platform enabling marketers, businesses, companies and users to forge relationships with
professionals. LinkedIn members comprise of the world’s largest professional community on
a single network application (Fortis, 2015). Time on this app is spent on professional
development and hence users are highly receptive to advertising, content and experiences that
build them on a knowledge scope and ultimately be successful in their career.

According to Madni (2014), LinkedIn is the number one social network for driving traffic to
corporate websites. LinkedIn is also a publishing platform that enables marketers directly
engage with users through content and experiences that are professionally relevant. It is the
only platform that majority of business marketers consider to be effective in branding and
lead generation done in tandem. The most successful marketers combine push and pull
marketing to reach their target audience. Push marketing on LinkedIn is through display Ads
and premium Display advertising. Sponsored updates on the other hand allow extended reach
by delivering updates in to feeds of users beyond those following the company. Another key
feature is InMail which allows flexible reach to anyone on this app without an introduction or
contact information (Lee, 2014).

LinkedIn has a visual part just like all other major apps called Slideshare. Slideshare is a
repository of slide presentations as well as a social channel where a company can establish
their brand as a leader and authority in a field of thought. It is the world’s largest professional
content sharing community. Through LinkedIn Marketing Solutions brands build relationships with millions of professionals by using accurate targeting to deliver right content and communication (Fortis, 2015).

2.4 Social Media Target Customer Identification

Traditionally, the target market is the focus of the firm’s marketing effort, and specific sales, market share, and profitability objectives are set according to where the company wants to be and what it hopes to accomplish in this market (Briarbird & Co (Pty) Ltd, 2016). Social media has made this “potential” market dynamic, hence necessitating a more embracing definition. A market is simply any group of actual or potential buyers of a product. There are three major types of markets. The consumer market; individuals and households who buy goods for their own use or benefit are part of the consumer market. Drug and grocery items are the most common types of consumer products. The industrial market; individuals, groups or organizations that purchase an organization’s product or service for direct use in producing other products or for use in their day-to-day operations and; the reseller market. This comprises middlemen or intermediaries, such as wholesalers and retailers, who buy finished goods and resell them for a profit (MaGee, 2016).

2.4.1 Matching Channels with Goals and Target Groups

An organization is expected to decide on overall goals, sub goals, and Key Performance Indicators (KPIs), and to make a decision on which specific channels should be used for which goals and which audiences. This process requires comprehensive user (target group) research. The marketer (organization or individual) needs to be knowledgeable which target group’s needs will be met by which corresponding channels and what these groups are in need of. Failure to do this may result in focusing on for example; Instagram channel while the target audience is on interest (Aalen and Jackson, 2016). The authors opine that users an organization targets on social media may differ across channels, and even differ from the official corporate website. This aspect is affected (determined) by the organization’s business goals and where the target groups are. Many institutions are mainly concerned in integrating social media into the business structures of their organization structures but do not have the know-how of what social media entails. Such organizations may also not have tangible channels to ascertain the inherent gains (Haug, 2016).
Depending on the category of goods being sold or services offered, the social media channels play a very big role in getting the message across to the correct audience. For example, LinkedIn has proved to be the most popular channel for buyers at C-suite level, with blogs marginally more popular among non-executives (Carpenter, 2016). Comcowich (2014) states that, organizations must choose networks that are relevant to the brand’s goals and audience this will present an active presence for them on social media which is an effective way to spread their brands across social media. According to Patel (2016), the right social network, for an organization depends on the nature of their business, audience preferences and goals. He added that social media drives 31% of overall traffic on the internet where facebook contributes the major share to the traffic. This explains why 90% of most small companies are on facebook and 70% on twitter to capture the attention of their audience.

2.4.2 Familiarity of the Target Market

Ioanăs and Stoica (2014) state that, the frequency with which an item appears on a social link alongside its recommendations has an impact on buyer behavior by positively influencing the purchase decision. Through the power of social marketing consumers have access to the organization’s latest offering and customer reviews of products. Potential customers get to assess the level of customer satisfaction from reviews posted by other customers. This has an effect on consumer purchase behavior. However, only 9% of consumers would purchase an item directly through an unfamiliar link. However, most consumers would read recommendations, gain the interest but go ahead in making a purchase via a more familiar website (Gebauer, 2016). According to Limayem et al., (2000) if consumers build trust on a website, they will be willing to buy online form that same website due to the perceived reduction of uncertainty towards the product actually performing what it is advertised to do.

Studies have shown that although consumers mistrust owned (brand) advertising, they are known not only to trust but to base decisions that lead to action on word-of-mouth recommendations as well as consumer reviews and opinions posted online (Carpenter, 2016). Carpenter further states that, progressive organizations realize the opportunities that lie in social media marketing and facilitate customers to create and access consumer reviews, often through third-party sites that include Amazon and Google Shopping. Reviews may not be directly under a brand’s control, however, operating an open-door policy and encouraging
consumer interaction increases the degree of trust sustaining a corporation’s products and services.

Social media’s interactive campaigns make it perfect for organizations that promote brand advocacy. Taking appropriate, objective content and encouraging employee advocates and external brand ambassadors to share it through their personal social-media accounts is a proven way to enlarge the scope and reach of brand messaging several times over. Overt branded messages may even become palatable when delivered by someone known personally to the recipient rather than broadcast through an impersonal corporate social-media account (Aalen & Jackson, 2016).

The people with the potential to be an organization’s best advocates are its employees, and in modern day connected world, the most powerful way to bring them into play is through social media. On average, when employees share something on social media with their social networks, each one reaches 20 times more people than a typical brand sharing with the same number of followers (Bailey, 2014). Furthermore, members of the general public trust ordinary people like themselves nearly twice as much as they do company CEOs, and one can see why forward-thinking business leaders encourage their people to become brand advocates, using personal social-media networks for business communication. According to Parasnis (2011), today’s customers are very enthusiastic, and they are connected to companies via social media just to get an experience that delivers a tangible value in return to time, attention, endorsement and data.

2.4.3 Choice of Social Media Channel and Ease of Accessibility

There are dozens of social media applications and networks and new ones appearing every other day. For a company to run their digital marketing campaign successfully as well as target their audience effectively, they can’t run their core business as well as be in all social media channels (Lee, 2014). Selecting the right medium for any communication and engagement with target audience depends on the demographics of the target group and message content. However, despite noting this, each social media channel attracts specific target groups and hence companies should be present where their customers are. There may be scenarios whereby certain features are required to ensure effective communication to target audience and these features maybe only available to certain applications or social
channels (Aalen & Jackson, 2016). A firm needs to make the decision to pick an existing application or to make their own application for their own fan base. According to Parasnis (2011), the ultimate decision in choosing the social media application is pegged on the idea behind social media which is participation and sharing and not traditional selling or advertising.

It is important that a firm that is active on social media marketing ensures easy accessibility to its customers and employees as well. The links to the company website should be well placed on the company page in the social channel used. Commonly firms block Facebook, Twitter and YouTube on corporate computers to curb too much spending time on networking instead of working. To ensure constant engagement with consumers, a firm can assign a group of employees to monitor all their digital social channels and manage corporate social Media content (Bailey, 2014). For credibility, the digital marketing team has administration rights that allow constant engagement online through new threads as well as deletion of inappropriate posts.

2.4.4. Social Media Integration and Interactivity Alignment

According to Patel (2016), what holds true for different types of social media also holds for the relationship between social media and traditional media. Integration is key as it enables a firm to build on their corporate image seamlessly. Firms need to supplement and complement both social media and traditional media concurrently with one message to foster the brand image across the board. Customers get both visual and print media speaking one message about a firm’s products and brands. The digital marketing team in a firm needs to be interesting and engaging with its customers and give them a reason to engage back. The first step is to listen to customers and find out what they like, dislike, what they find interesting, enjoyable and valuable. The content on the social channels should be developed to fit customer expectations. Social media is all about sharing content and experiences so the content should always be fresh and interactive with customers. Other than discussing company values and product offerings, social media involvement must extend beyond defending their brands and negative comments or publicity. Firms should act accordingly and avoid just proving they are better than their competition on social media (Gebauer, 2016).
A firm should ensure that all social media activities and channels used are aligned to each other. Despite relying on various social media applications to have a wide audience and larger reach, it is imperative that the marketing team handling social media marketing reduction of uncertainty and resolution of ambiguity (Carpenter, 2016). It can prove to be very confusing and contradicting by mixing communication across various different social media channels.

2.5 Chapter Summary

This chapter reviews literature on the influence of social media marketing strategies on consumer behavior focusing on the research questions of this study including the how social media content strategy influence consumer behavior; how does social media channels and tactics strategy influence consumer behavior and how social media target customer identification strategy influence consumer buyer behavior. The next chapter discusses the research methodology that was used in this research.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research methodology used to conduct the study. The research methods entail the; research design, population, sample design, sample frame, sample technique and sample size, data collection methods, research procedures and data analysis method applied in this research.

3.2 Research Design

Research design is defined as the plan that describes how, when and where data are to be collected and analyzed (Churchill, Brown and Suter, 2009). It is also defined as the researcher’s overall design for answering the research question or testing the research hypothesis (Malhotra, 2010).

According to Gerring (2004), a case study can best be defined as intensive study of a single unit with an aim to generalize across a larger set of unit. Case studies emphasize detailed analysis of a limited number of events or conditions and their relationships. In this study, a case study design was employed with much emphasis placed on descriptive research design, which intends to build relationship on the influence of social media on consumer behavior using Britam’s customer products. A descriptive design was therefore justified for this study as the researcher sought to make suggestions on the influence of social media on consumer behavior. The independent variables included; how social media influences consumer behavior, to investigate various tools and channels of social media that directly influence consumer behavior and to find out how social media targets consumers as a key part of digital marketing, while the dependent variable was the influence of social media marketing on consumer behavior. Furthermore, descriptive research design intends to answer questions such as why, where, who, how and what on the subject matter at hand (Burns and Groove, 2001).
3.3 Population and Sampling Design

3.3.1 Population

Malhotra (2010) defined population as the group of people from which a sample can be drawn for the purposes of a research. Population is the total collection of elements about which we wish to make some inferences. Defining the target population is an important and often difficult part of the study. Burns and Grove (2003) state that population include all elements that meet criteria for inclusion in the study. Population of interest in this study constitute of Britam’s consumers situated in Nairobi County embracing use of social media to get connected with the company. The selection was made based on the Britam’s database from its list of clientele in all its product segments. According to Britam’s Annual Company report for the last financial year (2015), there are approximately 2,000 customers who actively use their social media platform; which forms the study target population for this research study.

Table 3.1: Population Distribution

<table>
<thead>
<tr>
<th>Financial Products</th>
<th>Number of Customers</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Insurance</td>
<td>300</td>
<td>15%</td>
</tr>
<tr>
<td>Pension</td>
<td>455</td>
<td>22.75%</td>
</tr>
<tr>
<td>Asset Management</td>
<td>620</td>
<td>31%</td>
</tr>
<tr>
<td>Property</td>
<td>415</td>
<td>20.75%</td>
</tr>
<tr>
<td>Micro Insurance</td>
<td>210</td>
<td>10.5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,000</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Source: Britam (2015)

3.3.2 Sampling Design

According to Cooper and Schindler (2014), sampling includes the process of selecting individuals for a study in a way that individuals selected represent a larger group from which they are selected. Sampling involves the researcher securing a representation from the larger population group. Furthermore, Peter and Donnelly (2007) define sampling design as a
framework or road map that serve as a basis for choosing or selecting a research sample and affects multiple aspects of a research.

3.3.2.1 Sampling Frame

A sampling frame includes a list of all the items in a population. It consists of a listing of all sampling units including the whole population or part of a population (Cooper and Schindler, 2014). The study’s sample frame will be drawn from the Britam customers’ equivalent to 2000 located in Nairobi County who embrace use of social media as their platform to connect with the Britam. In this study, the criterion for selecting the customers was obtained from BritamHoldings Limited (Britam) 2015 report. The population frame was accessed from the Britam’s Marketing department. This ensured that the sampling frame is current, complete and relevant to the study.

3.3.2.2 Sampling Technique

Burns and Groove (2003) stated that sampling technique refers to the methods that are engaged in drawing a sample for representation. The sample is a unit group of people from the population representing the population (Cooper & Schindler, 2008). Sampling techniques are majorly classified into two major categories including probability sampling and non-probability sampling. The sample was based on the customers that actively use social media to engage in Britam’s products as per the list given by Britam (Britam, 2015). Burns et al., continues by indicating that probability sampling design is a sampling technique where all individuals have equal chance of being of being chosen as a part of the sample basing on the certain criterion while non-probability sampling demonstrates that that there is no equal chances of representation and the researcher uses certain criteria to draw a sample.

This study employed the use of probability sampling design where stratified sampling technique was adopted. The rationale behind selecting stratified sampling technique under probability sampling includes achieving representativeness, which is the degree to which the sample size accurately and precisely represents the population at hand. Furthermore, probability-sampling techniques are used in quantitative oriented studies. Nonetheless, stratified sampling technique helps in reducing biasness where there is a diversified population with different characteristics hence it increases statistical efficiency and adequate
data for analyzing various sub-groups that embrace the importance of social media in business.

### 3.3.2.3 Sample Size

According to Cooper and Schindler (2014) the sample size is a smaller set of the larger population that is carefully selected as a representative of the population and requires that the researcher is to ensure that analysis is accurately achieved. A sample is the unit from which data on the investigated matter is extracted with a purpose of drawing analysis, conclusions and generalization. As sample size is determined, a researcher need to find out if the population at hand is a finite population whose size is known or infinite population whose size is unknown. This helps in choosing the appropriate formula to be used when determining sample size. In this case the population for the study is known (Cruickshank, 2000). Sample size for this study was determined using a statistical formula with three essential elements including level of confidence \(Z_{\alpha}\), standard deviation and number of the population \(N\). Sample size was determined using Yard’s formula with 90% confidence level and 10% margin error as follows:

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

Where,

\(n\) = sample size

\(N\) = Population size

\(e\) = the error term at 90% level of confidence

\[
n = \frac{2000}{1+2000(0.1)^2}
\]

\(n = 95\) respondents

The sample size of 95 is distributed based on the same percentages of the population. The sample size of 95 respondents was achieved based on the population size. A higher population size indicates a higher sample size. Therefore, target population of 2000 cases
reflects a higher sample size ascertaining true representativeness of the studied population on pillars such as precision and accuracy of the expected results.

Using the report from Britam’s database and annual report of customers who actively use their social platforms, respondents were selected on percentage basis by taking individual number of cases from each stratum per total number of customers. The distribution of the sample size is shown in the table 3.2 below:

**Table 3.2: Sample Size Distribution**

<table>
<thead>
<tr>
<th>Financial Products</th>
<th>Population</th>
<th>%</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>General</td>
<td>300</td>
<td>15%</td>
<td>3</td>
</tr>
<tr>
<td>Pension</td>
<td>455</td>
<td>22.75%</td>
<td>24</td>
</tr>
<tr>
<td>Asset Management</td>
<td>620</td>
<td>31%</td>
<td>33</td>
</tr>
<tr>
<td>Property</td>
<td>415</td>
<td>20.75%</td>
<td>22</td>
</tr>
<tr>
<td>Micro Insurance</td>
<td>210</td>
<td>10.5%</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2000</strong></td>
<td><strong>100%</strong></td>
<td><strong>95</strong></td>
</tr>
</tbody>
</table>

The criterion behind variation in the sample size was influenced by consumer consumption patterns from financial products. For instance, general and micro financial products have the least in entity representativeness because of few consumers preferring such products. Hence, a proportionate approach was used to select number of respondent for representation despite the fact that it might not be the best approach to achieve true representation and relevance of individual consumer segments. The rationale for selecting this sampling techniques is based on elimination of biasness particularly gender sensitivity, increase in statistical efficiency and provision of adequate data for analyzing various sub-population.

### 3.4 Data Collection Methods

The study used primary data collection. Primary data was obtained through the administration of questionnaires that were designed according to the specific objectives of this research. The questionnaires included closed ended and open-ended questions to certify reliability and their validity. The close-ended questions were in the form of a 5-point Likert scale (agree, strongly agree, neutral, disagree or strongly disagree) based on the research objectives and the
literature presented in chapter two of this study. The questionnaires were sent online with the help of the Britam marketing agents and other questionnaires distributed to the customers while marketing the Britam products. This process was possible due to the approval of management of Britam to carry out the research.

3.5 Research Procedures
The questionnaires were developed by the researcher and a pilot test done thereafter. Feedback received from the pretest was incorporated into the questionnaire before administering the final copy. Attached to the questionnaire was an introductory letter from USIU-Africa research office indicating the purpose of the study and stating clearly on the confidentiality of the information that will be provided by the respondents for this research. The questionnaires were conducted online for social media users. The questionnaires were self-administered to the consumers. Follow up of the questionnaires through repeat emails was done to ensure high response rate for the questionnaires administered online.

3.6 Data Analysis Methods
Data collected was entered into Statistical Package for Social Science (SPSS) for analysis using descriptive statistics including measures of central tendency, measures of dispersion and frequencies and tables. Furthermore, data was presented using inferential statistics where test for significance, direction and strength of relationship was established. Inferential statistics such as correlation analysis was used to discover if two variables are related. The data was presented in the form of tables and figures based on the research questions.

3.7 Chapter Summary
This chapter covers the research methodology that was adopted in this research. The research adopted probability sampling and use random sampling technique to ensure the population is sampled randomly. Questionnaires were used as the primary data collection method and were administered to the consumers electronically and during product marketing by the Britam agents. Data collected was then be entered into 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 data analysis and interpretation of the data collected from the field of the study-using questionnaire as a data collection instrument. The general objective of this research work is to investigate the influence of social media on consumer behavior based on Britam’s consumer products. Findings of this research work are administered and presented according to the structure and the outline of the questionnaire. The study was guided by the following specific research objectives: to establish how social media influences consumer behavior, to investigate various tools and channels of social media that directly influences consumer behavior and to find out how social media targets consumers as a key part of digital marketing.

The chapter presents analysis of the findings in regard to the data designed to respond to the specific research objectives outlined in the study. There are four subsections administered in the data collection instrument. The first section addresses the demographic information of the participants. The other three sections of the questionnaire address the specific research objectives including establishing how social media influences consumer behavior, investigating various tools and channels of social media and how they directly influences consumer behavior as well as finding out how social media targets consumers as a key part of digital marketing. The research indicates that analysis and presentation of the findings was carried out using SPSS version 20.0. The results are presented in form of tables and figures.

4.2 General Background Information

There were 95 questionnaires distributed and administered to Britam’s consumer to investigate their behavior. From the 95 questionnaires issued and presented for administration to the participants, most of them were successful filled with two that were returned with missing responses hence incomplete. Therefore, the study achieved a highest a rate of response at 97%. The high response rate is attributed to a proportional survey population distribution and well balanced demographics of consumers who are loyal to the well-known brand and were willing to give feedback. The results are given in the following table 4.1
Table 4.1: Response Rate

<table>
<thead>
<tr>
<th>Category</th>
<th>Target Respondents</th>
<th>Response</th>
<th>Response Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Britam’s consumers</td>
<td>95</td>
<td>93</td>
<td>97%</td>
</tr>
<tr>
<td>Total</td>
<td>95</td>
<td>93</td>
<td>97%</td>
</tr>
</tbody>
</table>

The general information for the study constituted of respondent’s gender, usage, and consumer attraction to Britam’s social media platforms including Facebook and Twitter as well as their experience.

4.2.1 Gender of the Respondents

The researcher ought to establish the gender of the respondents involved in the research work. The findings in Figure 4.1 demonstrate that 53% of the respondents are male compared to 47% who are female.

![Gender Distribution](image)

**Figure 4.1 Gender Distribution**

4.2.2 Use of Social Media Sites

The researcher sought of establishing the number of the respondents that use social media as an influencing factor that affects their purchasing behavior. The findings in Figure 4.2 states that 75% of the participants use social media while 25% of these participants do not embrace use of social media in their purchasing behavior.
4.2.3 Timeframe with the Use of Social Media Sites

The researcher ought to find out the timeframe that the respondents have been using social media since it influences their buying process. The results on the table 4.4 demonstrates that 75.2% of the participants have been using social media for more than one year whereas 16.1% of these participants for a period between 6-12 months. Furthermore, 5.3% of the respondents have been using social media for duration of between 1-6 months as opposed to 3.5% that has used social media for less than one month.

**Table 4.2: Timeframe with the Use of Social Media Sites**

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than one month</td>
<td>3</td>
<td>3.5</td>
</tr>
<tr>
<td>1-6 months</td>
<td>5</td>
<td>5.3</td>
</tr>
<tr>
<td>6-12 months</td>
<td>15</td>
<td>16.1</td>
</tr>
<tr>
<td>More than a year</td>
<td>70</td>
<td>75.2</td>
</tr>
<tr>
<td>Total</td>
<td>93</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>93</td>
<td>100</td>
</tr>
</tbody>
</table>

4.2.4 Attraction to the Britam Facebook Page and Twitter Handle

The researcher sought to identify the attraction points that influenced respondents to drive traffic to the social media established pages. The results on the table 4.3 indicate that 38.7% of the respondents were attracted to Britam Facebook and twitter pages as opposed 34.5%.
Moreover, 12.9% of the participants were drawn to Britam social media pages using brand visuals while 13.9% were attracted to Britam social media pages using up to date materials.

**Table 4.3: Attractions of Britam Facebook Page and Twitter Handle**

<table>
<thead>
<tr>
<th>Attractions</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotions</td>
<td>36</td>
<td>38.7</td>
</tr>
<tr>
<td>Advertisements</td>
<td>32</td>
<td>34.5</td>
</tr>
<tr>
<td>Up to date</td>
<td>12</td>
<td>12.9</td>
</tr>
<tr>
<td>Brand Visuals</td>
<td>13</td>
<td>13.9</td>
</tr>
<tr>
<td>Total</td>
<td>93</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**4.2.5 Experience**

The results in table 4.4 demonstrate that 54.8% of the participants have had an excellent experience with Britam’s social media where as 25.8% of the participants have had above average (better) experience with the company’s social media. On the other hand, 18.2% of the participants had an average experience as per expectation as opposed to 1.2% that had below average (bad) experience with Britam’s social media.

**Table 4.4: Experience**

<table>
<thead>
<tr>
<th>Experience</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below average</td>
<td>1</td>
<td>1.2</td>
</tr>
<tr>
<td>Average</td>
<td>17</td>
<td>18.2</td>
</tr>
<tr>
<td>Above average</td>
<td>24</td>
<td>25.8</td>
</tr>
<tr>
<td>Excellent</td>
<td>51</td>
<td>54.8</td>
</tr>
<tr>
<td>Total</td>
<td>93</td>
<td>100.0</td>
</tr>
</tbody>
</table>

**4.2.6 Reliability Test Analysis**

According to Cooper and Schindler (2006), a measure is reliable to the degree that it supplies consistent results. Research requires dependable measurement. Measurements are reliable to the extent that they are repeatable and that any random influence, which tends to make measurements different from occasion to occasion or circumstance to circumstance, is a source of measurement error (Cooper and Schindler, 2014). The study involved performing a reliability test for checking consistency of the data collection instrument used.
In this case a questionnaire was used as a data collection tool for Britam in correspondence to the influence of social media on consumer behavior in regard to Britam’s products. The calculated Cronbach’s alpha for this study is 0.785 indicating high reliability in the instrument used. Hence, a data collection instrument (questionnaire) with a Cronbach’s alpha higher than 0.7 indicates that the data collection instrument is reliable and suitable for data collection for the study at hand. The reliability test offers the results presented in table 4.5 below:

**Table 4.5: Cronbach's Alpha Result**

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>Number of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.779</td>
<td>0.779</td>
<td>93</td>
</tr>
</tbody>
</table>

### 4.3 Correlation between Influence of Social Media and Consumer Behavior

The first and second objective of the study was to examine influence of social media on consumer behavior and patterns and also the various channels used within social media marketing respectively. This subsection presents findings with regards to the various aspects of social media marketing and how they each influence consumer behavior and adoption of brands.

#### 4.3.1 Correlation between Influencing Factors and Social Media Channels

The researcher ought to find out the relationship between the influence of social media on consumer behavior and channels of social media that directly influence consumer behavior. The findings measure the strength of the relationship between the influence of social media and channels of social media that directly affects consumer behavior. Correlation coefficient is used to measure the strength of the relationship between variables where as significant P-value indicates if the relationship is significant or not. In this case, the findings demonstrates a correlation coefficient \( r = -0.117 \) and P-value = 0.128. Therefore, since P-value is greater than 0.05 there is no significant linear relationship between the influence of social media on consumer behavior and channels of social media that directly affects consumer behavior. The findings are presented on table 4.6 below:
<table>
<thead>
<tr>
<th>InfluencingFactors</th>
<th>Channels</th>
<th>Kendall's tau_b</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correlation Coefficient</td>
<td>1.010</td>
<td>-.117</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.</td>
<td>.128</td>
</tr>
<tr>
<td>N</td>
<td>93</td>
<td>93</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Channels</th>
<th>Targeting</th>
<th>Kendall's tau_b</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correlation Coefficient</td>
<td>1.010</td>
<td>-.051</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.</td>
<td>.439</td>
</tr>
<tr>
<td>N</td>
<td>93</td>
<td>93</td>
</tr>
<tr>
<td>Correlation Coefficient</td>
<td>-.051</td>
<td>1.010</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.439</td>
<td>.</td>
</tr>
<tr>
<td>N</td>
<td>93</td>
<td>93</td>
</tr>
</tbody>
</table>

### 4.3.2 Correlation between Social Media Channels and Social Media Targeting

The research ought to identify the relationship between social media channels that directly affects consumer behavior and social media targeting as a part of digital marketing that affects consumers. The findings on the table measure the strength of linear relationship between social media channels that directly affects consumer behavior and social media targeting consumers. In this case, correlation coefficient (r) measures the strength of relationship between social media channels that directly affects consumer behavior and social media targeting consumers. The study designates a correlation coefficient (r) = -0.051 and P-value = 0.439. Hence, since p-value is greater than 0.05 there is no significant linear relationship between social media channels that directly affects consumer behavior and social media targeting consumers. The findings are presented on table 4.7 below:

<table>
<thead>
<tr>
<th>Channels</th>
<th>Targeting</th>
<th>Kendall's tau_b</th>
</tr>
</thead>
<tbody>
<tr>
<td>Correlation Coefficient</td>
<td>1.010</td>
<td>-.051</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.</td>
<td>.439</td>
</tr>
<tr>
<td>N</td>
<td>93</td>
<td>93</td>
</tr>
<tr>
<td>Correlation Coefficient</td>
<td>-.051</td>
<td>1.010</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.439</td>
<td>.</td>
</tr>
<tr>
<td>N</td>
<td>93</td>
<td>93</td>
</tr>
</tbody>
</table>
4.3.3 Correlation between Influencing Factors and Social Media Targeting

The researcher ought to determine the relationship between the influence of social media on consumer behavior and channels of social media that directly affects consumer behavior. The findings from the study indicates that there is no significant linear relationship between influence of social media on consumer behavior and social media targeting since P-value = 0.065 and correlation coefficient = 0.143. Therefore, the study concludes that there is no significant linear relationship between influence of social media on consumer behavior and social media targeting consumers since P-value is greater than 0.05. The table 4.8 below presents the findings:

Table 4.8: Correlation between Influencing Factors and Social Media Targeting

<table>
<thead>
<tr>
<th>Kendall's tau_b</th>
<th>InfluencingFactors</th>
<th>Targeting</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Correlation Coefficient</td>
<td>1.000</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>93</td>
</tr>
</tbody>
</table>

4.4 The Use of Social Media Targeting Consumers and influence on Consumer behavior

The third objective of the study was to establish how various social media channels influences targeting of consumers and is a key part of digital marketing. The following subsection presents findings with regards to this element under study.

4.4.1 Relationship between Influencing Factors, Social Media Channels and Social Media Targeting

The researcher sought to establish the relationship between influence of social media on consumer behavior, social media channels that directly affects consumer and social media targeting as a key digital marketing tool using linear regression. The findings below provide a regression summary with the coefficient of correlation (r) which measures the
strength and direction of linear relationship between independent and dependent variables. In this scenario, correlation coefficient ($r$) measures the strength and direction of relationship between influencing factors, social media channels and social media targeting on consumer behavior.

The findings demonstrates that P-value = 0.034 and a correlation coefficient = 0.195 which denotes that there is a moderate positive linear relationship between influence of social media on consumer behavior, social media channels that affects consumer buying Britam’s products and social media targeting that are part of digital marketing. In addition, coefficient of determination (R square) which is the portion of the total variation in dependent variable (Y) which are explained by the variation in independent variable(s) (X) = 0.038. This designates that 3.8% of the variation in consumer behavior are explained by influencing factors, social media channels and social media marketing. Therefore, due to the fact that R-square = 0.038, it entails that the goodness of fit of the model is very weak since R-square is less than 0.1. Therefore, it is drawn to conclusion that there is a significant linear relationship between factors influencing consumer behavior and consumer behavior, as P-value is less than 0.05. Table 4.9 below presents the findings:

**Table 4.9: Relationship between Influencing Factors, Social Media Channels and Social Media Targeting**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Change Statistics</th>
<th>Sig. F Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>R Square Change</td>
<td>F Change</td>
</tr>
<tr>
<td>1</td>
<td>.195$^a$</td>
<td>.038</td>
<td>.007</td>
<td>.798</td>
<td>.039</td>
<td>1.222</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Targeting, InfluencingFactors, Channels

**4.4.2 ANOVA**

The researcher wants to find out the overall significance of the model using ANOVA. The findings on the table below gives detailed information in that regard. The ANOVA summary table concludes that there is no overall significance of the model between social media factors influencing consumer buying process and consumer behavior due to the
fact that P-value = 0.306 which is greater than the recommended significance level of 0.05. The table 4.10 below presents the findings as follows:

Table 4.10: ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>2.337</td>
<td>3</td>
<td>.779</td>
<td>1.222</td>
<td>.306b</td>
</tr>
<tr>
<td>Residual</td>
<td>58.021</td>
<td>91</td>
<td>.638</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>60.358</td>
<td>94</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer behavior
b. Predictors: (Constant), Targeting, InfluencingFactors, Channels

4.4.3 Coefficients

The researcher ought to determine significance of independent variables including influencing factors, targeting social media and social media channels. In this case, B0(Constant)=5.714 which denotes that there is moderate change in consumer behavior as a result of social media related influencing factors such as social media channels and social media targeting as a key part of digital marketing. Hence, there is constant consumer behavior change at 5.714. The confidence level at 95% for B0 lies between 2.592 and 8.836. Moreover, B1= -.002 indicates that there is a significant negative linear relationship between influencing factors and consumer behavior due to the fact that B1= -0.002. In addition, B2= 0.005 demonstrates that there is a significant linear relationship between social media channels and consumer behavior since P-value is less than 0.05. Lastly, B3= -.071 demonstrates existence of a negative linear relationship between social media targeting and consumer behavior because P-value is negative integer. Therefore, a linear regression model, Y= 5.714 - 0.002x + 0.005x - 0.071x was generated to fit the analysis. This model gives a general understanding that 0.2 % of influencing factors on social media has a negative impact on consumer behavior change. Furthermore, the model designates that 0.5% increase on social media channels spending is impactful on changing consumer behavior positively. Lastly, the suggests that 0.07% spent on digital marketing to target consumers and influence their behavior towards consuming Britam’s product has a negative outcome to the company. The table 4.11 below presents results on
coefficients of influencing factors, social media channels and social media targeting consumers as follows:

Table 4.11: Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
<th>95.0% Confidence Interval for B</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td>Lower Bound</td>
</tr>
<tr>
<td>(Constant)</td>
<td>5.714</td>
<td>1.572</td>
<td>3.636</td>
<td>.000</td>
<td>2.592</td>
</tr>
<tr>
<td>InfluencingFactors</td>
<td>-.002</td>
<td>.017</td>
<td>-.012</td>
<td>-.120</td>
<td>.904</td>
</tr>
<tr>
<td>Channels</td>
<td>.005</td>
<td>.016</td>
<td>.033</td>
<td>.320</td>
<td>.750</td>
</tr>
<tr>
<td>Targeting</td>
<td>-.071</td>
<td>.038</td>
<td>-.191</td>
<td>1.855</td>
<td>.067</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer behavior

4.5 Chapter Summary

The chapter offers a detailed analysis of results and findings of the specific research questions raised in chapter two. The findings and results are analyzed and presented using both descriptive and inferential statistics by using tables and figures for interpretations. The following chapter covers discussion of findings, conclusions and recommendations of the study.
CHAPTER FIVE
5.0 DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter offers a detailed discussion, conclusion and recommendations on the influence of social media on consumer behavior based on Britam’s consumer products. It offers discussions on the findings from the analysis and results in comparison to the findings of the literature review as indicated in chapter two above. The chapter also offers summary of the study, conclusions and recommendations for further improvements and additions to the body of knowledge on the influence of social media on consumer behavior.

5.2 Summary

The purpose of this study was to investigate the influence of social media on the consumer behavior based on Britam’s consumer products. The study is governed by the following specific research objectives including; to establish how social media influences consumer behavior, to investigate various tools and channels of social media that directly influences consumer behavior and to find out how social media targets consumers as a key part of digital marketing.

The research methodology approach for this study was undertaken using a case study design where much emphasis was placed on descriptive research, with intentions of demonstrating the influence of social media on costumer behavior using Britam’s customer products. Hence, the study employed a descriptive research design as it designates existence of significant relationship between independent (X) and dependent variables (Y). The target population of interest for this study constituted of Britam’s consumers situated in Nairobi County embracing use of social media to get connected with the company. According to Britam’s Annual Company report for the financial year (2015), there were approximately 2,000 customers who actively use their social media platform; which forms the study target population for this research study. The sample size drawn for the study comprised of 95 Britam’s customers using their products. This study employed the use of probability sampling design where stratified sampling technique was adopted. Data was then analyzed using
Statistical Package for Social Science (SPSS) and the results were presented using tables and figures.

The findings and results in chapter four entailed that there was no correlation between the influence of social media on consumer behavior and channels of social media that directly affected consumer behavior. From the correlation analysis, there is no significant linear relationship between social media channels that directly affects consumer behavior and social media targeting consumers since P-value is greater than 0.05. In addition, the findings also suggested that there is no significant linear relationship between influence of social media on consumer behavior and social media targeting consumers since P-value is less than 0.05. Generally, there is no significant relationship between influencing factors, social media channels and social media targeting using social media as a model platform in place to tap into the new generation.

Linear regression model on the other hand, provided justifications on the relationship between influencing factors, social media channels and social media targeting as a prominent part of digital marketing. Linear regression summary model offered correlation coefficient, which measured the strength and direction of relationship between influencing factors, social media channels and social media targeting as part of digital marketing. Findings from a linear regression model demonstrated that there is a correlation coefficient of 0.197 which demonstrated that there is a moderate linear relationship between influencing factors, social media channels and social media targeting as part of digital marketing.

In addition, the model summary provides coefficient of determination R square = 0.039. This demonstrates that 3.9% of variation on consumer behavior change can be explained using influencing factors, social media channels and social media targeting. R-square = 0.039, designates goodness of fit of the model is moderately weak as it is close to 0.1. Hence, the linear regression model summary draws a conclusion that there is no overall significance of the model since P-value = 0.306 which is greater than the recommended significance level of 0.05.

Therefore, a linear regression model for this research work Y = 5.714 - 0.0021F + 0.005C - 0.071T demonstrates that influencing factors, social media channels and social media targeting are significantly essential and impactful on consumer behavior change for Britam’s products.
5.3 Discussion

5.3.1 Social Media Influence on consumer behavior

Findings from the correlation analysis denoted absence of significant relationship between influence of social media on consumer behaviour and channels of social media that directly affects consumer behaviour due to the fact that P-value = 0.126 which is higher than the recommended P-value of 0.05. In addition, findings offered coefficient of determination (R square) = 0.039. This designated that 3.9% of the variation in consumer behavior are explained by influencing factors, social media channels and social media marketing. Since, R-square = 0.039, it entailed that the goodness of fit of the model is very weak since R-square is less than 0.1. Therefore, it drew to a conclusion that there is a significant linear relationship between factors influencing consumer behavior and consumer behavior as P-value is less than 0.05. Moreover, results suggested that there is no overall significance of the model between social media factors influencing consumer buying process and consumer behavior due to the fact that P-value = 0.306 which is greater than the recommended significance level of 0.05. Findings from lineal regression model entail existence of a positive significant relationship between social media factors influencing consumers and consumer behavior.

Social media marketing techniques help companies to reach out to almost all market segments in the society. Today, businesses have realized and accepted social media marketing as an important marketing strategy to succeed. Apart from having loyal customers, social media marketing comes with a lot of benefits like increased exposure, improved sales, reduced marketing expenditure, more fruitful leads and partnerships (Sumitha & Beegam, 2014).

The findings from correlation analysis drew to a conclusion that there is no significant linear relationship between the independent variables and dependent variables for the study since the P-values are greater than 0.05 as opposed to the findings from the literature review that are pinned on how social media significantly influence consumer behavior through consumer engagement. With 60% millennial and 50% of generation X who are sharing their events and experiences on social media in the few past years there is a huge opportunity to tap into.

5.3.2 Channels of Social Media that Directly Influence Consumer Behavior

Findings from the study indicated lack of significant relationship between social media channels and social media targeting consumers since P-value = 0.437 which is way higher than the standard 0.05. Literature demonstrated that social media marketing plays an
important role in consumer behavior as a result of technological advancement. Nowadays youth all over the world find it cool to use social media as it offers intimacy and personalized experience compared to traditional marketing communication tools. Social media platforms such as Instagram and snapchat have opened doors for businesses to advertise on them. They offer in-app functionality features that allow posting of instant videos as well as uploading of instant articles related to company’s offering (Roesler, 2015). On the other hand, many companies maintain their own social media presence and design their creative commercials that are disruptive and uniquely positioned in a hope that they will go viral. Creating and monitoring one’s own brand forum has been a practice adopted by managers for some time (Fournier and Lee, 2009).

Furthermore, with the growing use of social media globally and locally, companies make use of social syndication a situation where marketers distribute and republish contents throughout relevant third-party content platforms. Social media enables marketers to unobtrusively target individuals or groups because of the highly customizable nature of social media platforms. Organizations also have the option of using their site to retarget users that have previously visited (Roesler, 2015).

Findings from linear regression analysis which involved three essential variables including influencing factors, social media channels and social media targeting demonstrated that there is a significant moderate positive linear relationship between influencing factors social media channels that affected consumer behavior and social media targeting as an essential element of digital marketing. This is due to the fact that it’s P-value = 0.036 and correlation coefficient = 0.197 which showed existence of a significant relationship. Conclusively, the findings suggested that there is a reasonable alignment of the social media content that is impacting consumer behavior. Hence, effective integration of the social media tools will help to create synergy and ensure maximum impact to the target audience.

5.3.3 Social Media Target on Customer Identification

Findings from the study indicated that the correlation analysis shows no relationship between consumer behavior and social media targeting because P-value =0.065 is greater than the recommended 0.05. Findings from linear regression analysis which involved three essential variables including influencing factors, social media channels and social media targeting demonstrated that there is a significant moderate positive linear relationship between influencing factors social media channels that affected consumer behavior and social media
targeting as an essential element of digital marketing. This is due to the fact that it’s P-value = 0.036 and correlation coefficient = 0.197 which shows existence of a significant relationship. Conclusively, the findings suggested that there is a reasonable alignment of the social media content that impacted consumer behavior.

Therefore, companies should make use of social media platform to appear relevant to the target audience as well as keeping pace with the changing technological world through addressing sophisticated consumer needs (Roesler, 2015).

5.4 Conclusion

5.4.1 Influence of Social Media on Consumer Behavior

The study revealed that there is no significant relationship between social media factors influencing consumer behavior due to the fact P-value = 0.126 which is greater than recommended 0.05. Therefore, the study generalized absence of cohesion on the relationship between social media factors influencing consumer behavior and consumers behavioral change. This conclusion established that if social media channels are not properly channeled towards targeted audience they could have little impact on influencing consumer behavior as it minimally affects the consumer behavior. It is important to observe how different social media factors influence consumer behavior.

5.4.2 Channels of Social Media that Directly Influence Consumer Behavior

The study revealed lack of significant relationship between social media channels and social media targeting because of P-value = 0.437 which is way higher than the standard 0.05. On the other hand, a linear regression model for the study Y = 5.714 - 0.002IF + 0.005C - 0.071T at 95% level of confidence proved existence of a strong positive linear relationship between social media influencing factors, social media channels that directly influence consumer behavior and social media targeting as part of digital marketing that positively influenced consumer behavior as a result of changes and advancement in technological space due to the fact that P-value = 0.036 which is less than the recommended index of 0.05. The model revealed that 0.2% decrease in influencing factors has a negative impact of their behavior change. Moreover, 0.5% increase on spending in social media channels directly affected consumer behavior and has a positive impact on their behavior change. Lastly, 7.1% decrease in spending on social media targeting with the core purpose of driving traffic to the site had a negative influence on consumer behavior. Hence, the study concluded that influencing
factors, social media channels and social media targeting play integral roles in influencing consumers behavior in all directions either positively or negatively over the traditional means of communications.

5.4.3 Social Media Target on Consumer Identification
Correlation analysis between influence of social media on consumer behavior and social media targeting revealed no significant relationship between the prevailing variables as P-value = 0.065 which is greater than the recommended 0.05. However, the linear regression further revealed a strong positive linear relationship between social media influencing factors, social media channels that directly influence consumer behavior and social media targeting as part of digital marketing that positively influence consumer behavior as a result of changes and advancement in technological space due to the fact that P-value = 0.036 which is less than the recommended index of 0.05.

5.5 Recommendations

5.5.1 Recommendation for Improvement

5.5.1.1 Influence of Social Media on Consumer Behavior
One of the basic tenets of marketing — know your customers — is being ignored by the vast majority of brands that are trying to achieve success with social media marketing. There’s a major disconnect between what consumers desire and what they actually receive from the brands they follow on social networks. It’s no wonder marketers have trouble getting good results. Social customers are most hungry for deals, exclusive content, and loyalty or rewards programs based on their engagement. The data showed that consumers and brands are far apart when it comes to perceptions, behaviors, attitudes, and expected benefits. The perception gap presents a problem for brands that are trying to maximize user engagement and conversion rates on social media platforms like Facebook and Twitter. Marketers must reach out directly to their audience and offer them what they want — if they don’t, they’ll suffer the consequences in terms of awareness, engagement, and revenue.

5.5.1.2 Channels of Social Media that Directly Influence Consumer Behavior
Social media is defined as a cool platform for the youth audience who embrace digital world. Actually, 2/3 of Americans youth use social media such as snapchat, WeChat, face time, tumbler and Instagram. The youth segment of the market embraces use of social media for several reasons such as intimacy, social pressure, privacy, fast and visual oriented as well as
its exclusivity being mobile based. However, the matured crowd especially in the developing countries is hesitant as they shy away from trying new technologies such as the above mentioned social media platforms. They find social media having much exposure and time wasting instead of being productive tools to enhance business communication. More awareness in the developing countries should be created on the advantages of social media as a marketing tool especially to the matured crowd who are yet to embrace it. To ensure impactful communication to the targeted audience, marketers need to acknowledge the importance of having a consistent message that is being communicated out there to reach its customers. A consistent message helps creating clarity and maximum impact to the overall consumer set as the message is being delivered in appropriate and sequential manner that avoids clutter and noise that do not add value to the communication process.

5.5.1.3 Social Media Target on Consumer Identification

Social media has played a great role in communicating organizational offering across industries in developing countries. Nowadays, companies such as Google, Apple and Samsung use social media to communicate their offering to the targeting audiences since it cost less to communicate using digital platforms with maximum impact from coverage, touch points and specific targeting. However, this is not much the case in many developing counties in the world. Many businesses still use traditional approaches to reach out the customers without prior knowledge of specific channels to effectively reach them. Effective integration of different social communication tools including Facebook, Twitter, Whatsapp, Instagram, Snap chat, Pinterest and others of alike helps to draw synergy from traffic that can be drawn in targeted and potential audience through social media platforms. Hence, companies such as Britam should focus on integrating their social media pages with the intent of reaching a bigger audience from the market. Therefore, social media should be given great importance to meet the growing population especially in Africa where majority of the people (66%) are youths.
5.5.2 Recommendations for Further Studies

Many businesses today ignore the key fact that marketing research is the core of their pull approach to meet consumer’s demands and needs. Through undertaking marketing research businesses gain deep understanding and eventually insights in regard to the appropriate communication channels that target audience prefers and suits their needs. Hence, companies are encouraged to engage in marketing research with the purpose of understanding preferably social media marketing tools that meets technological needs of their target audience.
REFERENCES


APPENDICES

APPENDIX 1: INTRODUCTION LETTER

Dear Respondent,

Attached is a questionnaire that collects data on the influence of social Media on consumer behavior. This questionnaire is being used as a part of the partial fulfillment of the degree of Master of Business Administration from the United States International University. The questionnaire consists of both structured and unstructured questions. Kindly fill in the answers to the questions below as concisely and accurate as possible.

Results from this study will be of important to current and future university students as well as lecturers and anyone interested in this area in understanding the key issues as researchers are interested in. Should you require a summary of the results please do not hesitate to contact the researcher on the email provided. Once again thank you for your cooperation and time.

Kind Regards,

Maryanne Kyule
APPENDIX 11: QUESTIONNAIRE

SECTION A: GENERAL INFORMATION

Kindly (✓) tick appropriately

1) Gender

Male [ ]         Female [ ]

2) Do you use Social Media Sites?

Yes [ ]         No [ ]

3) Roughly how long have you been using social networking sites?

Less than 1 Month [ ]       1-6 Months [ ]
6-12 Months [ ]       More than 1 year [ ]

4) What attracted you to the Britam Facebook page and Twitter Handle?

Promotions [ ]         Advertisements [ ]
Up to date [ ]
Brand Colors and Images [ ]

b) How is/was the experience?

Excellent [ ]         Above Average [ ]
Average [ ]       Below Average [ ]
Very Poor [ ]
SECTION B: INFLUENCE OF SOCIAL MEDIA ON CONSUMER BEHAVIOR

Kindly indicate the extent to which the following social media influence consumer behaviour. 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></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Uncertain</th>
<th>Agree</th>
<th>Strongly Agree</th>
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<tbody>
<tr>
<td>1. Does Britam’s Facebook and Twitter pages offer content aligned with the brand and gives consumers reasons to keep engaging with the company</td>
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<td>2. Does social media presents messages in a unique way</td>
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<td>3. Is social media interactive and it influences consumer shopping experience</td>
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<td>4. Does social media have a great target audience for the company's Products</td>
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<td>5. Is social media content personal, interesting, timely and responsive</td>
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<td>6. Has social media been able to connect in a best way with the millennial</td>
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<td>7. Does social media provide sufficient information online which attracts customers to engage and participate on the site</td>
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<td>8. Does social media provide easy of accessibility and preview to company's products hence it guarantees consumers the authenticity of company's products</td>
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<td>9. Does social media offer quick responses to customer service queries through their online platform</td>
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<td>0. Does social media address customer problems as it builds trust and strong relationship with its customers</td>
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SECTION C: CHANNELS OF SOCIAL MEDIA THAT DIRECTLY INFLUENCE CONSUMER BEHAVIOR

Which of the following social networking sites/channels do you think have a strong influence on Consumer behaviour and directly influence your decisions?

Kindly indicate the extent to which the following social media channels directly influence consumer behaviour.

Kindly (✓) tick appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree

<table>
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<tr>
<th>Social Media Channel</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Uncertain</th>
<th>Agree</th>
<th>Strongly Agree</th>
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<td>1. Facebook</td>
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<td>2. Twitter</td>
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<td>3. YouTube</td>
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<td>4. LinkedIn</td>
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<td>5. Skype</td>
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<td>6. Snapchat</td>
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<td>7. Google+</td>
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<td>8. Pinterest</td>
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<td>9. Instagram</td>
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<td>10. WhatsApp</td>
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SECTION D: SOCIAL MEDIA TARGETING CONSUMERS AS A KEY PART OF DIGITAL MARKETING

Kindly indicate the extent to how Britam uses Social Media to target its consumers as a key part of digital marketing.

Kindly (✓) tick appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree

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<tr>
<th></th>
<th>Strongly Disagree</th>
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<th>Uncertain</th>
<th>Agree</th>
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<tbody>
<tr>
<td>1. Do Britam’s consumers increasingly go online to seek for opinions, advice and suggestion in regard to which products to buy?</td>
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<td>2. Have consumers developed Virtual brand communities on social media because of their own interests?</td>
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<td>3. Does Britam regularly update relevant Digital Marketing content on its social media that connects with target consumers?</td>
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<td>4. Does Britam regularly interact with their customers through their social networking pages like Twitter and Facebook?</td>
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<td>5. Through social media, Britam has optimized its website to be mobile accessible for its audience.</td>
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<td>6. Britam uses captivating media like videos, infographics, images and testimonials to identify with its target audience</td>
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<td>7. Through social media marketing, Britam has built a massive target audience within the region.</td>
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<td>8. Britam has an effective social media marketing strategy which has led to customer satisfaction and loyalty with its audience.</td>
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<td>9. Britam leverages on social media influencers for truly personalized, one-on-one target customer engagement for authentic conversations</td>
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THANK YOU FOR YOUR TIME.