THE INFLUENCE OF SOCIAL MEDIA ON MARKETING STRATEGIES APPLIED
BY CONTEMPORARY COMPANIES

BY

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DECLARATION

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

Signed: __________________________ Date: __________________________

Danny Mumina (ID No.630751)

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

Signed: __________________________ Date: __________________________

Prof. Paul Katuse

Signed: __________________________ Date: __________________________

Dean, Chandaria School of Business
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ACKNOWLEDGEMENT

My very special thanks go to my lecturer, Prof. Paul Katuse. I am thankful for his timely evaluation and technical advice on the best approach to follow throughout the period of this project writing.
DEDICATION

The proposal is dedicated to my family who supported me during my study of MBA.
ABSTRACT

The purpose of the study is to determine the influence of social media on marketing strategies applied by contemporary companies. The study was guided by the following research questions. Does Social Media have effects on brand awareness? Does the SM have impact on brand loyalty of SMEs? Does the Social Media have impact on perceived brand quality?

This is a descriptive study. This research was appropriate in discovering and measuring the relationships among the variables. Further the study uses a questionnaire to collect data from the respondents. The population for this study was 300 Students who are majorly based in United states international University (USIU). The data collected was analyzed by the use of inferential and descriptive statistics.

The results and findings of the study have been provided in this chapter. These results and findings were based on the data given out by the respondents from the industry. The chapter provided analysis on the response rate, background information, and objective. The first objective of the study was to examine the Brand Awareness on Social Media. The study sought information from The social media encourages consumers to choose their brand SM increases consumers’ willingness to pay by altering quality perceptions and enhancing brand awareness, SM influences consumer perception about the company product, Consumers are more likely to incorporate a product in their choice set if they have purchased it in the past or if it becomes more visible. The study adopted mean and standard deviation (S.D) as statistical tools that were used to rank the significance of the variables. The mean for Brand quality ranged from 3.99 to 4.48. The findings of the study mean that Brand quality is used achieve Social Media. The study shows that respondents moderately agreed that Brand quality enhance Social Media.

This research reaffirm that social media has become a significant factor in the influence of consumer behavior, including aspects such as opinions, awareness, information gathering and purchase behavior. The findings in this study indicate that social media also has become a significant factor in the influence of customer loyalty. Social networks have been very important for creating brand awareness, brands needed to understand and apply the best practices of those environments to increase their awareness. This is simply because the
current generation’s relation with technology plus the full access to information have changed the perception and needs. A broader range of industries should be examined in future studies. This type of research would give an indication of how consumers perceive brands of different industries in social media platforms. For a broader understanding of the benefits that social media can have on brand equity, future research should also relate social media brand communication to company financial performance indicators.

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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Problem.

The emergence of Web 2.0 is considered to be one of the most formidable development in the history of commerce. Social media, another buzzword which came along with, is an evolution based on the Web 2.0, continues to increasingly become a constant in our lives. Indeed, most people have been able to reach out to friends or family via social media, sometimes on a daily basis. There continues to be debate on social media’s universal definition, this because social media has been transforming and merging into the evolving development of New Media (Solis 2010). However, notwithstanding the standardized definition per se would be, majority of the current studies and articles stated out the common core purpose of social media.

Many researchers have interchangeable described the usage of the terms “social media” and “Web2.0” (Reinartz, Haenlein, & Henseler, 2009); however, according to Brake, (2009), these two terms are closely related yet not exactly synonymous, however they do differ in terms of usage. Alternatively, Web 2.0 is defined as being a platform through which content as well as applications are continuously modified and exchanged by all users in participatory and collaborative manner, which means that such applications are no longer merely created and published by individuals (Reinartz, Haenlein, & Henseler, 2009). According to Solis (2012), social media has developed a new landscape in supporting the socialization of information, this is because it has facilitated and enhanced communication flow as it has made it easier to spread useful information with potentially vast online audience (Smith & Zook 2011), in which the conversation may be taken place on media locally but lead to a global impact.

According to Solis (2012), social media has drastically revolutionized the traditional marketing approaches and has therefore brought marketers to a new era. Kan (2012), further state that in the new marketing era, the social media is likely to revolutionize the relationships marketers have with retailers, channels of distribution, their ultimate
consumers. This is because this is an Information Age, and consumers are inundated with overwhelming quantities of information each and every day.

A study by McKinsey (2011) revealed that when companies go about their business and interact with individuals, they are likely to generate a tremendous amount of digital “exhaust data,” such data that comes out as a by-product of other activities. In this regard therefore social media sites, smartphones, as well as other consumer devices have enabled billions of individuals around the world to contribute to the amount of big data available (McKinsey, 2011).

By examining the enormous amount of social media campaigns, e-commerce websites, sales emails, forums, it is evident that companies of all sizes have been translating their marketing approaches to the Internet given that it is easily accessible to their target audience as well as the money required to do so (Chui & Manyika 2012). By contrast, the traditional advertising approach of mass media communication, for instance newspaper, magazines, and televisions, aims at consumers and businesses around the globe have been more connected than ever before with the presence of Internet.

An average Internet user has 669 social ties (Hampton 2011); Facebook has approximately more than 600 million daily active users, with over 1.5 million business pages, and 30 billion pieces of content shared on a monthly basis (McKinsey 2011). Approximately 500 million Tweets sent per day, at about 600 Tweets per second (Tweeter 2012). LinkedIn has more than 225 million professionals worldwide, including all Fortune 500 companies (LinkedIn 2013). According to Salminen (2012), the global average time spent per individual on social networking sites is 6.9 hours per month. Changes in consumer behavior due to social media are regarded as being one among the most intriguing aspects in the contemporary marketing.

Acknowledging that consumer behavior is a relatively general and broad topic, which it would be challenging for the researcher to gather, inspect and conclude all the necessary data and findings into one research; thus, the researcher has narrowed down the focus in association with the decision making process, which associates with marketing through social media. The objective of the research is to explain why, when, and how social media has impacted on consumer decision making process. Besides, perhaps, with this particular
perspective the research holds, it can help to identity what are the opportunities and pitfalls companies are facing with this impact on consumers’ decision making in order to seize and embrace the possibilities in the new marketing era. According to Zyman (1999), traditional advertising via mass media is on decline. Zyman (1999), former Chief Marketing Officer, Coca Cola, believes, “The era of marketing as we have known it is over, dead, kaput – and most marketers don’t realize it…” he further clarifies that technology has given people many more options than they had in the past and has created a consumer democracy in which people around the world constantly use social-media platforms to seek and share information from discussing consumer products to organizing political movements (Chui & Manyika 2012). Zyman(1999), individuals have become more cautious and adept in allocating attention to information; thus it is essential for marketers to find the reasons that speak to particular customers’ concerns, and to seek ways to speak to customers individually, or in smaller communities (Zyman 1999). Internet offers favorable solutions to marketers these days. Marketing through social media would be an alternative perspective of interfacing with individuals, and yet the most influential applications of social technologies in the global economy are largely untapped (Chui & Manyika 2012). Social media continually places consumers back to the center of the business world and therefore offer marketers a new set of tools to interact with consumers and to integrate them into the brands through innovative ways. In this regard therefore marketers have to understand how the social media has influence brand awareness, loyalty and service quality.

1.2 Problem Statement.

According to Dutta and Roy, (2006). Social media has increasingly become a constant in our lives. Many people reach out to friends or family through social media, sometimes on a daily basis. Through Facebook, people can view pictures and read status updates. Twitter allows others to read status updates that are limited to 140 characters(Zyman 1999). Each of these social media tools has its advantages and disadvantages but each opens up the doors to creating an online community with others that may not be possible offline(Solis 2010). In spite of its importance to us, very limited research has been done with regards to how social media has impacted on marketing strategies (Delvin, 2001). This study therefore seeks to fill the knowledge gap by examining the influence of social media on marketing strategies.
1.3 General Objective of the Study

The study general objective of the study will be to determine the influence of social media on marketing strategies applied by contemporary companies.

1.4 Specific Objectives.

1.4.1 To determine effect of Social Media on brand awareness

1.4.2 To determine the impact of Social Media on brand loyalty

1.4.3 To examine the impact of Social Media on perceived brand quality

1.5 Importance of the Study

1.5.1 Management

The Management will benefit from the research paper to enhance their marketing strategies effectively. Historically, when studying the competitive environment, firms concentrated on companies which they directly competed. However, firms must now such broadly to recognize current and potential competitors, by identifying potential customers and firms that are serving them (Volberda, 2011). Based on these view the study will endeavour to provide the management in most of the SME companies with practical information on the specific competitive forces that have the greatest positive and negative impact on their competitiveness. Armed with this factual information, they will be able to craft both long term and short term strategies that guarantee business sustainability.

1.5.2 Entrepreneurs

The study will help beneficiaries is known to exploit business opportunities as they present themselves. Part of the opportunities presents themselves in research projects that are carried out locally and internationally. These study will avail an opportunity to entrepreneurs to understand the industry environment that they may wish to set up their businesses on. The study outcomes will be a valuable source of secondary data that will guide their investment decisions.
1.5.3 Researchers and Academicians

The study intends to add to the existing knowledge pool on the study of social media and thus give scholars a chance to examine why consumers make their purchase choices on the basis of social media. Lastly it will provide the basis for other researchers and academicians to build their studies on.

1.6 Scope of the Study

The study will be conducted among the students, staff and faculty of students at the United States International University situated in the Nairobi, Kenya. The population scope will consist of tactical and strategic level managers within the institution. The study will be conducted between the months of March and April 2018.

The study is designed to focus on the United States International University. The study covered an in depth on how social media affects marketing strategies. The researcher chose the above population because of the availability of students at the university and also because the population represented individuals who have been faced with different options to choose from. In conducting this study, the limitations that may be experienced include the willingness of respondents to provide accurate information, the ability to schedule appointments with the top managers, the quality of information collected, confidentiality especially on financials and interviewer errors. To ensure these limitations are mitigated, we will prepare an introductory statement to explain clearly the purpose of the study, while at the same guarantee the respondents of confidentiality of their personal and business information. On the same level, we will train the interviewers on interviewing skills and employ the services of quality checkers to ensure completeness of data collected.

1.7 Definition of Terms

1.7.1 Brand Awareness

This is the differential effect of brand knowledge on consumer response especially to the marketing of the brand (Kotler, 2010).

1.7.2 Brand Loyalty
This is the ability of a customer to maintain loyalty to a particular brand (Keller, 2012)

1.7.3 Brand Quality

This is defined as being the result of the comparison that customers make between their expectations about a service and their perception of the way the service has been performed (Lewis et al., 2004).

1.8 Chapter Summary

This chapter presents background information on the study. It has highlighted the purpose of the study, the research questions and the importance of the study. Chapter two will provide review of literature that will help to define the problem and purpose, as specified in the research questions. The third chapter provides the research methodology used, while the fourth chapter provided the study findings. Finally, the fifth chapter will provide a summary of the study findings as well as the discussion, conclusions and recommendations.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter reviews literature on the influence of social media on marketing strategies applied by contemporary companies. This chapter focuses on a discussion of the literary works of various scholars that are found to be related to the topic and are considered to be helpful in addressing the research questions.

2.2 Social Media on Brand loyalty

Now more than ever, getting closer to customers is every marketer's dream and consequently a top priority within most companies. With the dramatic evolution of the Internet over the past thirty years, there has been a worldwide explosion of electronic commerce as well as interactive digital media (Baird & Parasnis, 2011). Consumers are to a greater extent purchasing products online and the number of online retailers is increasing at a rapid speed. According to Euromonitor (2013) the European online retail market is expected to grow by an average of ten percent in the upcoming years (Collier, 2013). Recent research conducted by Sachs (2013) indicates that 11 to 16 percent of the total global retail sales will be conducted through the online channel by 2020, compared to four percent today. Consumers are also, according to the report presented by Sachs (2013), adopting the online retail channel at an accelerating rate. The increased popularity of e-commerce on today's market generates a more intense and ferocious competition (Parasuraman & Grewal, 2000).

As a result of that, companies are focusing on engaging with their customers and getting closer to them. The concept of customer loyalty has therefore gotten increased attention lately and companies are striving for developing and maintaining customer relationships that are based on loyalty (Reichheld & Schefter 2000). Today, companies are vigorously trying to use social media to engage with their customers and, by doing so, facilitate increased revenues, efficiencies as well as cost reductions (Baird & Parasnis, 2011). Customers are nowadays no longer passive recipients as they once were. They are highly integrated in the marketing exchange process and have taken on an active role in
creating everything from promotional messages to product design. The massive rise in interactive digital media has catapulted the contact between companies and consumers from the traditional Web 1.0 model to the world of the highly interactive Web 2.0 (Rohm & Crittenden 2011). Teens today spend more than seven hours every day consuming media. That includes everything from surfing the web, social networking and playing video games to listening to music and watching TV. Nowadays, social media is becoming highly integrated into daily life and companies are starting to identify the unique opportunities it offers (Ahuja, 2013).

At the same time as social media provides companies with great possibilities in terms of for example customer loyalty, it also puts them under a lot of pressure to engage where customers are paying attention (Baird & Parasnis, 2011). In October 2012, Facebook had 1 billion active users every month, which worldwide equals one in every seven people (Noël, 2012). In the beginning of 2013, Twitter reported that its 200 million active users send 400 million messages, or Tweets, every day (Tsukayama, 2013). After considering the speed at which social media has been adapted by both businesses and consumers, it is clear that it is the place where consumers will be congregating and businesses want to be. As consumers media consumption shifts online, retailers increasingly need greater online presence and remaining relevant requires a full rework of the retail model. As an example, pure play online retailer ASOS has a long- established presence on both Twitter and Facebook. As of 2012, the retailer had 325 thousand followers on Twitter and more than 1,7 million “likes” on Facebook (Sachs, 2013).

2.2.1 Branding

Branding consists of a company differentiating itself from its competition, by creating a unique offer with tangible and intangible characteristics aimed at distinct target markets, and more importantly combining these with an identifying name and image that can be associated with quality and satisfaction. (Jansen, 2004) According to Miletsky and Smith (2009), branding consists of two parts: The consistent fulfillment of the brand promise and raising of expectations. The development and assignment of distinct visual and personality-driven characteristics and the ongoing effort to reflect the brand positively through all marketing and communication vehicles (Miletsky and Smith 2009).
The purpose of branding or brand building is to create and effectively communicate a brand that is distinct from the competition, to which consumers have a strong brand awareness and a positive brand image, which lead to brand equity. Differentiating a brand from the competition is called brand positioning. Brand positioning consists of defining the brand’s distinct values, goals and qualities (Geelhoed, Samhoud and Hamurcu 2013) and using these as a basis for creating a brand that is perceived by consumers as distinct in comparison to competing brands.

A strong brand is an important intangible asset which may have significant monetary value. According to De Chernatony, McDonald and Wallace (2011), it is estimated that at least 20% of the value of businesses on major stock markets comes from brands. Although as depicted in Figure 1, brands usually erode over time and decay into commodities if there is no active effort in maintaining them, which leads to losing the ability to uphold premium prices, which may have previously been justified by having a strong brand. The decay is often caused by a lack of promotion and improvements to the product. (De Chernatony et al. 2011).

To evade ‘the commodity slide’, branding should be consistent and evolving, with the goal of building a brand that has a sustainable competitive advantage. When there is no further investment, brands depreciate over time, similar to other assets. Ongoing consistency and evolution are also mentioned by Miletsky and Smith (2009) as a requirement for brands due to rapidly shifting markets, which are partly caused by the social media and instant accessibility of information enabled by the internet.

2.2.2 Brand equity

Brand equity means the additional monetary value that a company may gain from having a branded product in comparison to a situation where a company has a no branded although otherwise identical product or service. Brand equity may be positive or negative. Virtually all products have names or symbols that identify them, but if they do not have positive brand equity attached to them, they are not truly brands. They may be called brands, but if they have no positive brand equity, they are not fulfilling the purpose of having a brand. Brand equity is formed by the non-price or feature related value and perceived quality of the
product (Mohsin 2009). Brands do not have any value if they do not have positive brand equity. Therefore, brands must project an intangible value to the consumers, to fulfill their purpose. Brand equity is what makes branded products different from commodity products. To gain brand equity, brands must communicate things such as values, emotions, lifestyle, status; something more than just a product name and functionality.

According to Mohsin (2009) “brands create a perception in the mind of the customer that there is no other product or service on the market that is quite like yours”. These consumer perceptions on brands create brand equity. When the perceptions are positive, the brand is valuable.

2.2.3 Brand identity

Brand identity consists of the brand associations that companies are trying to create in the consumers’ minds (Aaker 1996). In other words, brand identity refers to what a brand aims to be, and the brand identity is defined by the owner of the brand. According to Aaker (1996), the desired brand associations that form brand identity represent the values of the brand and involve a brand promise. Brand promise may be defined as the “benefits and experiences that marketing campaigns try to associate with a product in its current and prospective consumers’ minds” (Business Dictionary.com 2016). The function of brand identity is to aid in creating a relationship to the customer by associating these benefits to the brand (Aaker 1996). Brand identity is not synonymous with brand image. Brand identity is created by the owner of the brand, while brand image refers to how consumers actually perceive the brand. Brand identity is what the owner of the brand is striving for the brand image to be.

2.2.4 Brand image

The brand image is what and how a group of consumers subjectively perceive the brand to be. (Kist & Kootstra, 2003). Brand image is formed by various brand associations that consumers develop in their mind which can be classified into three categories: attributes, benefits and attitudes. Attributes are features which the consumer thinks a product or service has. There are two kinds of attributes, product-related and non-product-related attributes. The former relate to the function of the product or service, and the latter are the aspects
related to its purchase or consumption, which are not directly related to the performance or function of the product or service. (Keller 1993).

Price is considered to be an important non-product-related attribute because of the relation between price and perceived value of a brand. According to Bronnenberg, BJ, and Wathieu, (1996) Packaging and product appearance are classified as non-product-related attributes as they are not directly related to product performance. (Keller 1993). User and usage imagery are formed from a consumer’s experiences, word of mouth, or from how the target market is depicted in brand advertising. Describes benefits as something that “consumers think a product or service can do for them”. There are three categories of benefits: functional benefits, experiential benefits and symbolic benefits.

Functional benefits are the most basic benefits of the product or service. These benefits are related to the basic needs (Maslow 1970, according to Keller 1993, 4) and aim to remove or avoid a problem (Fennell 1978; Rossiter and Percy 1987, according to Keller 1993). According to Keller (1993, 4), experiential benefits “satisfy experiential needs such as sensory pleasure, variety, and cognitive stimulation” and they are about the experience of using a product or service; what it feels like. Symbolic benefits, unlike functional and experiential benefits, are often linked to non-product-related attributes.

Upon the insufficient advertising budget that companies oftentimes encounter via the traditional channels, social media marketing might be, particularly, easier and more effective for small and medium-size companies to take maximum advantage of it. While social media marketing is an evolving technology with much potential, yet marketing’s role still reminds the same – defining the target market, communicating with prospects, building loyalty, customer engagement and so on (Weber, 2009)

By investing in advertising, marketers aim to encourage consumers to choose their brand. For a consumer to choose a brand, two conditions must be satisfied: First, the brand must be in her choice set. Second, the brand must be preferred over all the other brands in her choice set (cite) Advertising may facilitate one or both of these conditions. This research empirically investigated how advertising affects brand awareness. The behavioral literature in marketing has highlighted the same two dimensions in the form of the size of the
consideration set and the relative strength of preferences (Nedungadi, 2010). It is, of course, possible that advertising also affects other aspects of consumer knowledge. For example, advertising may generate some form of subjective horizontal product differentiation that is unlikely to be reflected in either brand awareness or perceived quality.

Erdem (2008) argues that advertising focuses on horizontal attributes only for one out of the 19 brands examined. Understanding the channel through which advertising affects consumer choice is important for researchers and practitioners alike for several reasons. For example, Sutton’s (2011) bounds on industry concentration in large markets implicitly assume that advertising increases consumers’ willingness to pay by altering quality perceptions. While profits increase in perceived quality, they may decrease in brand awareness (Fershtman & Muller 2003), thereby stalling the competitive escalation in advertising at the heart of the endogenous sunk cost theory.

Moreover, Doraszelski and Markovich (2008) show that even in small markets industry dynamics can be very different depending on the nature of advertising. From an empirical perspective, when estimating a demand model, advertising could be modeled as affecting the choice set or as affecting the utility that the consumer derives from a brand. If the role of advertising is mistakenly specified as affecting quality perceptions (i.e., preferences) rather than brand awareness as it often is, then the estimated parameters may be biased. In her study of the U.S. personal computer industry, Sovinsky Goeree (2008) finds that traditional demand models overstate price elasticities because they assume that consumers are aware of—and hence choose among all brands in the market when in actuality most consumers are aware of only a small fraction of brands.

2.3 Social Media on Brand Awareness

A growing strand of the literature has focused on the determinants of the brand awareness set or the subset of products from which the consumer selects the one to purchase. Many papers have tried to infer how these choice sets come about using survey data. Bronnenberg and Vanhonacker (2006) model choice sets as arising from the salience of a product (or brand). Consumers are more likely to incorporate a product in their choice set if they have purchased
it in the past or if it becomes more visible, such as, through price promotions or a more prominent shelf placement.

### 2.3.1 Social Media Opportunities

Social media offers opportunities to achieve communities, once company has established its presence as a community participant worth following, eventually others will be likely interested in what it shares and pass to the relevant ones (Weber 2009). Besides, in the phase of the new marketing era, bringing the brand to alive depends solely upon the engagement within communities (Silverman 2001), as a result if company is genuinely paying attention to the members of the community, a strong relationship can be built upon investing time in responding on feedbacks and concerns.  

Whereas an awareness set might arise as a result of firms' strategies, for example through advertising expenditures, the choice set is shaped by consumer decisions. In their model, consumers simultaneously choose, among products they are aware of, to invest in learning about the ones that ex ante are expected to lead to the highest expected utility. Roberts and Lattin (2011) understand the choice set as the result of a process of sequential search. We choose to abstract away from the role of consumers in actively determining choice sets and, instead mimic Goeree (2008) or Draganska and Klapper (2011), who regard the brand awareness as a result of firms' advertising decisions. Advertising expenditures affect not only the consumers' awareness but also the utility that they may obtain from purchasing a product. However, it is seldom the case that choice sets are available to researchers as in Draganska and Klapper (2011).

‘Mass media audience become more and more difficult to buy,’ said Marks (1996) of WPP (Smith and Zook 2011). The fortunes of advertising have grown alongside with the growth of mass media, however this growth has stopped these years. (Smith & Zook 2011.) In fact, there are many sport brands in the marketplace are taking social media marketing as a vital component in their businesses, in which they look at effective ways to gain a more detailed understanding of their social media fanbase. Nike has been putting more marketing muscle behind its digital initiatives, for instance by taking social media marketing in-house, claiming that online channels are more valuable to its business strategy than traditional advertising. Social media is a phenomenon that has drawn a lot of attention both to
companies and individuals interacting on the networking landscape. However, when it comes to giving a clear definition of what social media really is, the understanding of the term is very minimal. Managers and academic researchers seem to differ on how social media differ from interchangeable related concept web 2.0 and User Generated Content (Kaplan & Haenlein: 2009).

2.3.2 Internet

Looking way back into the history of the internet where social media might have evolved from, a clear understanding of related concepts can be derived. In 1979, Truscott and Ellis from Duke University created the Usenet, a worldwide discussion system that allowed users to post public messages. Usenet is a hybrid between email and web forums and the discussions therein are threaded with modern news reader software (http://nzblord.com/usenet/). User Generated Content entered usage in 2005; it covers a variety of media information available. It includes all digital media technologies such as, digital video, blogging, podcasting, forums, review-sites, social networking, mobile phone photography and wikis. Hence User Generated Content is a sum of all ways in which people make use of social media. Web 2.0 is a term that was coined by Tim Oreille in 2004, however since its inception; it has remained difficult to define. Nonetheless web 2.0 is all about information sharing and collaboration on the World Wide Web. Coherently, Alexander and Levine (2008) identified two essential features that are instrumental in distinguishing web 2.0 projects from the rest of the web: micro content and social media. The micro content feature enables authors to create small pieces of content, with each piece conveying a primary idea or concept. The pieces are smaller than websites and are meant to be reused in multiple ways and places. Examples of such pieces can be found in YouTube comments, Picasa images, blog posts and wiki edits which are only few thousand bytes.

In addition to the above description of what web 2.0 is about, an assertion has been made that software developers and end-users started to utilize World Wide Web in order to continuously modify contents and applications in a participatory and collaborative fashion. As a matter of fact, web 2.0 is considered to be platform for the evolution of Social media. In view of this, Reinartz, Haenlein, & Henseler, (2009) define Social media as a group of internet-based applications that build on the ideological and technological foundations of
web 2.0 and that allow the creation and exchange of User Generated Content. The intertwining of the descriptions of the concepts will continually create uproar as to who can best define the terms satisfactorily; consequently, the subject on social media will therefore remain synonymous among many social network users and managers. It is fair to believe that this is a metamorphosis of the networking community that first evolved in late 1970s. Due to the rising technological advancements the changes seem to take different forms and names but the main features are quite similar.

Over the year’s marketers have researched on how best customers/prospective customer relationship with the producer (company) can be enhanced. The debate was first initiated by Grönroos (1994) with the declaration of paradigm shift from marketing mix to relationship marketing concluding that marketing is a multifaceted social process and therefore the traditional 4Ps has become absolute and irrelevant because of the evolving trends in business, such as strategic partnerships, alliances and networks (Grönroos 1994). The interesting dimension in the debate was introduced by Morgan and Hunt (1994) who suggested that a successful relationship between business and its customers requires commitment and trust (Morgan and Hunt 1994). The interactions between the business and the customer ought to be an ongoing process, on continuous discrete basis with a view of seeing a customer as a relationship partner (Grönroos 2005).

2.3.3 Business Perspective

The rational for this study was motivated by a personal interest in the social media and also the desire to investigate the impact and the relationship between social media and brand awareness from a business perspective. A quick review of the literature reveals that though social media and advertising (Webber, 2012) has been researched, but not the impacts of social media on brand awareness from a business perspective. Dutta (2010) also looked at the impact of social media from a personal view in his Harvard business review article. And therefore, since there is little knowledge concerning the impact of social media on awareness from a business level, this study is to investigate the impacts of the social media phenomenon on brand awareness and its implementation challenges. Recently; we have seen the impact of Facebook and the rise of its market value in terms of brand equity. According to an analyst, the rise of Facebook’s market value to $3.71bn was a result of the social
media popularity that has made the company users and advertising revenue increase. During 2008 US Presidential elections, President Obama used social media effectively during campaigns and later became a brand name online. The study is therefore designed to explore the impact of the social media on branding as marketing activity and also determine whether the traditional advertising media such as radio and print have died and are no longer effective as a result of the social media.

2.4 Social Media on Perceived Quality

Having explained the possible components involved in the consumer decision process, the nature and the essence of social media, as well as having a brief discussion of the prominent features in different social media outlets, the researcher believes that social media is an essential touch point in today’s consumer decision process, from stage quo to the stage of post purchase; likewise, companies are engaging with the purpose of creating brand awareness, engaging their existing customers, driving traffic to other marketing properties and growing channel number (Smith & Zook 2011). The following section discusses on how consumers are affected by social media, and identify which would be the considerate phase of the purchase process that marketers should tap into.

2.4.1 Brand awareness and brand equity

Brand awareness is a very important factor in brand equity, and increasing brand awareness is usually one of the most important goals of branding. For new brands, it should be the first step in building a brand (Kapferer 2012). While brand image consists of the associations that a consumer links to a brand, brand awareness is the consumer’s ability to recall and recognize a brand (Rossiter and Percy 1987). Brand awareness therefore consists of two separate types: brand recall and brand recognition (Percy and Rossiter 1992).

Brand recognition refers to the consumer’s ability to recognize a brand when presented with a visual or a verbal cue. Brand recall on the other hand refers to the consumer’s ability to remember a brand name when thinking about the category it is linked to. (Percy and Rossiter 1992)
Each of the social media platforms plays a role in giving out, receiving, and exchanging information without any boundary limitations, and as mentioned previously that social media enables two-way flow of information. Since the flow of communication does not merely impact how companies can access their targeted groups, but also it influences throughout the entire decision process, from interpreting the message, searching for available alternatives, as well as actions carried out in the after the purchase; thus, It is important to denote that message rejection, misinterpretation, and misunderstanding are the possible pitfalls in the flow of communication (Smith and Zook, 2011).

According to Andreau, Beckmann, and Chumpitaz (2004), social media service quality has been found to have a profound input on consumer perception on service quality and choice as a whole and is therefore defined as being the result of the comparison that customers make between their expectations about a service and their perception of the way the service has been performed (Lewis et al., 1994). This means therefore that service quality takes a centre stage in the eyes of the consumer. In order for the customer to remain satisfied, everyone in the organization has to take the responsibility for helping the customer. According to Berry (1995) there is need for competing for talent in employees, setting high standards as well as sticking to those standards, as a means of enhancing service quality.

Social media enhances perceived service quality which is an operational objective and can be essential in the choice of a product. This is because according to Zeithaml (1990) the quality of service is a success key. According to him, superior service is both a winning and profit strategy, regardless of the market targeted. According to Kotler (2006) quality is about doing things right so that error-free goods and services are delivered that are fit for their purpose. It encompasses both the quality of the design of the product in terms of aesthetics, reliability and performance and the quality of the process that delivers the product or service. As such it is a major source of customer satisfaction or dissatisfaction. Poor quality products or poor quality of service are likely to put the customer off returning, leading to future lost sales.

According to Aaker (1996), one of the main elements of brand equity is perceived quality and perceived quality itself is an essential part of study in evaluating brand equity. According to Aaker (1991), perceived quality can be defined as the overall perception of
customers about brilliance and quality of products or services in comparing with the rivalry offering. Zeithaml (1988) state that quality of product is different from perceived quality because the perceived quality is the buyer’s subjective appraisal of the product. Therefore, perceived quality cannot necessarily be fairly determined because perceived quality in itself is a summary construct (Aaker, 1991). Zeithaml (1988) asserts that perceived quality can act as a key influencing factor in determining consumer’s choices.

2.4.2 Social Media Advertisement Attitudes

A review of the literature on attitudes towards advertising shows that many factors affect consumer’s perception of advertising from both sides. Advertising content (information), emotional feelings (entertainment, irritation and credibility) and demographic characteristics are only some of these factors. Consumers make their brand and/or product choices using advertising as an informational tool while other authors have stressed the entertaining role of advertising (Gordon, 2006). Nevertheless, there is a high degree of consensus among researchers on the mediating role of the affective reactions to advertising attitudes. The liking of an advert appears to influence consumer attention and comprehension of the advert, even though it has not been proven to be related to the effectiveness of an advert, which is increased purchases. According to the literature, consumers principally use their feelings as information to infer their evaluations of the communication mix, in terms of the elements of the advertising message: the message idea, the headline, the body copy, and the creative format (Peter et al., 1999).

The communication mix is designed to inform the consumer about the product, and it is intended to answer three main communication goals: reminding, informing, and persuading (RIP). Once the information is recognised, persuasive communication increases consumer loyalty and preference for the product, and also reduces substitution strategies. Finally, the communication has to remind the consumers about the product characteristics that are unique and that are strongly connected with the final goals and values of the consumers (Olson and Reynolds, 1983; Buck et al., 2004). In general, beliefs about advertising influence overall consumer attitudes toward advertising (Bauer and Greyser, 1968). Understanding advertising beliefs and attitudes is
important because they affect consumers' brand attitudes and purchase intentions (Mehta, 2000). Researchers possess divergent views about the relationship between consumers' beliefs and their attitudes toward advertising. One school of thought views consumer beliefs and their attitude interchangeable constructs both conceptually and operationally (Mehta, 2000). In fact, beliefs and attitudes are closely linked and beliefs bring variations in attitude (Anderson, 1972). Other school of thought characterizes consumer beliefs and attitudes as distinct psychological factors. An attitude is a person's enduring favorable or unfavorable evaluation, emotional feeling, and action tendencies toward some object or idea" (Kotler & Keller, 2006).

2.4.3 Behavioral Responses
Understanding consumers' behavioral response is essential because behavioral response/purchase intentions assist in predicting the consumers' purchase behavior (Warshaw, 1980). Consumers' positive attitudes toward advertising is expected to help consumer to recall the brands shown in the ads and influence their behavioral intentions (Mehta, 2000). Wan and Sun (2010) found Romanians had the most positive attitude towards advertisement and were most likely to click on advertisements. Behavioral response consists of two outcome variables: number of time consumers click on the banner ads and watch/read them and purchase the products/brands shown in those ads. Ad clicking is an important tool to measure the effectiveness of online advertising. The same technique can be applied to measure the effectiveness of social media advertising because most of the social media advertising is akin to online advertising however the environment in which these ads are presented is different.

2.4.4 Informativeness
According to Rotzoll and Christians (1980), the main legitimizing function of advertisement in its informational role both in terms of the media outlet and whether it is a good source of product information, but also whether the advertisement supplies relevant product information. Consumers reported in Bauer and Greyser (1968) study that advertisements ability to supply information is the primary reason for approving of it while other research shown. As part of the internet, social media is also full of information. However, the quality of the
information placed on social media might have an influence on the social media users' perceptions of companies and their products or services in advertisements.

An informative advertisement not only makes consumers aware of new products, but also informs consumers how the product is better than what the competitors offer (Saadeghvaziri and Hosseini, 2011). They also found that Informativeness is an important factor in determining the effectiveness of advertisements. Information is considered a valuable incentive in mobile advertising and recipients react positively to the advertisements that transfer quality information to them.

2.5 Chapter Summary.

This chapter examined the academic literature and framework on the effects of social media on advertising, customer perceived service quality, and consumer brand awareness. The next chapter provides the research methodology that will be used in the study.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter outlines the method that will be used for the study and adopts the following structure: the research design, population and sample and population description. The main objective of the study will to analyze the effects of social media on marketing strategies.

3.2 Research Design

According to Bryman and Bell (2003), a research design is a framework for the generation of evidence that is suited both to a certain set of criteria and to the research question in which the investigator is interested. The research design that will be used in this study is an exploratory survey. According to Mugenda and Mugenda (2003) this type of study describes characteristics associated with the subject population. This type of design also ensures that the study will be relevant to the problem and that economical procedures were used. The design will be also appropriate in collecting useful data that could be quantified and reported as a representation of the real situation or characteristic in the study population.

3.3 Populations and Sampling Design

3.3.1 Population

According to Cooper and Schindler (2000), a target population is the collection of elements or objects that possess the information sought by the researcher and about which inferences are to be made. The target population of this study will be the students’ who are in United states international University. It is cheaper to carry out the research among the students because of logistical constraints in studying one whole industry or the entire work force.

3.3.2 Sampling Design

3.3.2.1 Sampling Frame

According to Lewis, et al., (2003), a sampling frame is a list of the elements from which the sample is actually drawn, and is closely related to the population. However, this list maybe
incomplete or inaccurate, with the result that some members of the population may not have their due chance of being selected for the sample. The sampling frame that will be used in this research will be the list of students who are formally enrolled as students at (United states international University) USIU.

3.3.2.2 Sampling Technique

According to Cooper and Schindler (2000) a sampling technique is a method of determining the elements in the representative sample. The sampling technique employed will be probability sampling because of the homogeneity of the population and to reduce high refusal rates. The study made use of simple random sampling as the technique to select the respondents of the study. The sampling technique ensured that the parameters of interest are taken into consideration, the sampling frame, and type of sample, cost and also the size of sample needed. The criterion for being selected is that one has to be a United states international University (USIU) student.

3.3.2.3 Sample Size

Sample size can be defined as the selection of elements from a large population, on the basis that information collected from the selection will infer something on that population. Hence, the minimum sample size was 150 graduate students. To take care of problems of response rate, 150 students were targeted.

3.4 Data Collection Methods

The primary data were collected through the use of a structured questionnaire, which are developed and organized on the basis of the research questions. It contains both open and closed ended questions. The questionnaires were self-administered. The questionnaire was divided into appropriate sections with the first section covering bio-data of the respondents and the rest of the sections comprise of questions for each of the three research questions for the study. Preference to questionnaire was because, they are quick cheap and efficient way of obtaining data form respondents I would not have to be present when the questionnaire are completed compared to an interview thus saving on time. We shall use both open end and closed questions to collect data, Friedman & Rosenman (1974).
Likert scale was be used in the study to show the collective responses from the various participants. It is a means of capturing variation points to the underlying phenomenon. Respondents specify their level of disagreement or agreement in a symmetric agree-disagree scale for a series of statements thus, capturing the intensity of their feelings for a given item, Wuensch (2005).

3.5 Research Procedures

The research first will develop a questionnaire based on the research questions, after which it will be pretested on 15 students. This is to ensure that the content is clear and easily translatable. After the pretesting the necessary modifications will be made taking into consideration of any omissions’ or suggested additions. This is to ensure that the questionnaires designed by the researcher based on the research questions are pretested to ascertain the suitability of the tool before the actual administration. Analysis will be done based on the pilot questionnaire to determine the validity and accuracy of the research.

3.6 Data Analysis Methods

The raw data collected had to undergo preparations before it is statistically analyzed. To ensure quality results, the data was well captured into excel spreadsheet and checked for accuracy. The coded data will be analyzed using quantitative and qualitative techniques; quantitative techniques that will be included mean, frequency, and percentages (Mahinda, 2015). The data will be presented using frequency tables and figure using Microsoft excel.

3.7 Chapter Summary

This chapter has described the research design and methodology that will be used to carry out the study. The research design will be descriptive focusing on the effects of social media. The population consisted of students who were currently enrolled at (United states international University) USIU. Simple random sampling technique will be used, with a sample size of 150. Primary data will be collected through self-administered questionnaires that were distributed. The data will be finally analyzed using Microsoft excel and SPSS. Tables and figures were used for data and results presentation. The next chapter presents a summary of the study findings.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter depicts the analyzed results and findings of the study on the influence of social media on marketing strategies applied by contemporary companies. The first part is about the response rate. The next section that follows covers background information, which points out the demographic introduction of the respondents. The third part deals with effect of Social Media on brand awareness. The fourth part is about the impact of Social Media on brand loyalty. The fifth part is on the impact of Social Media on perceived brand quality. 4.1.1 Response Rate

Figure 4.1: Response Rate

A response rate is the sum of respondents or individuals who got involved in a study and it is displayed in a percentage form. The study in Figure 4.1 displays the response rate of the study. The study clearly indicates that 84% of the respondents took part in the study while 16% out of the 100% did not participate in the study. We can therefore conclude that; the response rate was good to be used.
4.2 Background Information

4.2.1 Gender of Respondents

Figure 4.2: Gender of Respondents

Figure 4.2 is used to display the gender of the study. It is indicated that 39.7 percent of the respond are women and 60.3 percent are men. This therefore means that majority of the workers are men and it can be assumed that the industry enjoys flexibility in working since men can work for longer hours than women and go for night shifts.

4.2.2 Age of Respondents
Figure 4.3: Age of Respondents

Table 4.3 represents the Age of Respondents of the population working in the industry. The Age of Respondents was categorized into four levels as; 18 – 28, 29-39, 40-50 and 50 and above. From the figure, it is revealed that, 34 percent of the respondents had 18 – 28 years, 65 percent were between 29-39 years, 88 percent were between 40-50 years, and 45 percent were above 50 years. This means that most of the respondents were 40-50 years which is an advantage to the study since the workers are mature enough to make informed decisions.

4.2.3 Level of Education

Figure 4.5: Level of Education

Figure 4.4: Marital Status reveals the qualification of the employees. Majority of the employees had college qualification followed by the university, the remaining had less than 1% as shown above. The implication of these findings is that the majority of managers were knowledgeable based on their academic qualifications and they could be relied upon to provide objective responses.

4.3 Effect of Social Media On Brand Awareness

The first objective of the study was to examine the Brand Awareness on Social Media. The study sought information from The social media encourages consumers to choose their brand SM increases consumers’ willingness to pay by altering quality perceptions and enhancing brand awareness, SM influences consumer perception about the company
product, Consumers are more likely to incorporate a product in their choice set if they have purchased it in the past or if it becomes more visible.

4.3.1 Descriptive of Social Media On Brand Awareness

Tests for descriptive statistics were performed using statistical software called SPSS. The descriptive results for variable of Brand Awareness were provided in terms of the mean and standard deviation. The total number of respondents analyzed in each measure was 234. This was determined by the number of valid complete questionnaires in each case.

<table>
<thead>
<tr>
<th>Table 4.1: Brand Awareness</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>The social media encourages consumers to choose their brand</td>
<td>3.65</td>
<td>1.358</td>
</tr>
<tr>
<td>SM increases consumers’ willingness to pay by altering quality perceptions and enhancing brand awareness</td>
<td>3.96</td>
<td>1.039</td>
</tr>
<tr>
<td>SM influences consumer perception about the company product</td>
<td>4.12</td>
<td>.933</td>
</tr>
<tr>
<td>Consumers are more likely to incorporate a product in their choice set if they have purchased it in the past or if it becomes more visible,</td>
<td>4.15</td>
<td>.909</td>
</tr>
<tr>
<td>use of social media site has enabled make me aware of the brands</td>
<td>4.24</td>
<td>.857</td>
</tr>
<tr>
<td>I like using equity banks social media sites because I am able to regularly engage with my online friends and meet new people</td>
<td>4.23</td>
<td>.812</td>
</tr>
<tr>
<td>Use of brand positioning in social media has helped me remember the brand</td>
<td>4.28</td>
<td>.786</td>
</tr>
<tr>
<td>use of social media brand communication has positively influence my perception towards brand</td>
<td>4.24</td>
<td>.750</td>
</tr>
<tr>
<td>online reviews have affect my perception on product quality</td>
<td>4.38</td>
<td>.672</td>
</tr>
<tr>
<td>The information I get online regarding products and services offered has influenced my perception</td>
<td>4.34</td>
<td>.707</td>
</tr>
<tr>
<td>The social media encourages consumers to choose their brand</td>
<td>4.32</td>
<td>.737</td>
</tr>
<tr>
<td>SM increases consumers’ willingness to pay by altering quality perceptions and enhancing brand awareness</td>
<td>4.34</td>
<td>.765</td>
</tr>
<tr>
<td>SM influences consumer perception about the company product</td>
<td>4.25</td>
<td>.791</td>
</tr>
<tr>
<td>Consumers are more likely to incorporate a product in their choice set if they have purchased it in the past or if it becomes more visible,</td>
<td>4.24</td>
<td>.781</td>
</tr>
<tr>
<td>use of social media site has enabled make me aware of the brands</td>
<td>4.09</td>
<td>.852</td>
</tr>
</tbody>
</table>
The mean for Brand Awareness on Social Media ranged from 3.65 to 4.38. The findings of the study mean that the industry rely on Brand Awareness for Social Media. Even though the study shows that respondents agreed that most of the variables of Brand Awareness on Social Media, they disagreed on the first variable that Assimilation of LPG as an alternative vehicle fuel must involve monetary investment from end users, providers and the government hence the lowest mean of 3.65.

The standard deviation for Brand Awareness on Social Media lowest figure was 0.672 while the highest was 1.358. The highest was that the Assimilation of LPG as an alternative vehicle fuel must involve monetary investment from end users, providers and the government. It means that the industry relies on economic factors for Social Media.

4.3.2 Brand Awareness On Social Media

To determine relationship between Brand Awareness and Social Media regression was done between Brand Awareness as a predictor variable against the Social Media achieved in the industry.

Table 4.2: Model Summary of Brand Awareness On Social Media

<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>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.857a</td>
<td>.727</td>
<td>.723</td>
<td>.247</td>
</tr>
</tbody>
</table>

Note: a. Predictors: (Constant), Brand Awareness

The $R^2$ of the model was 0.727. This means that 72.7 percent of the variations in the Social Media achieved is as a result of Brand Awareness of the industry. The 27.3 percent difference is due to factors not predicted in this model symbolized by the error term. Given this strong model, the study tested whether there is a strong empirical ground to conclude that economic factors significantly enhances Social Media.
Table 4.3: ANOVA of Brand Awareness On Social Media

<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>10.56</td>
<td>1</td>
<td>10.56</td>
<td>197.68</td>
<td>.000 b</td>
</tr>
<tr>
<td>Residual</td>
<td>4.17</td>
<td>232</td>
<td>.054</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>14.73</td>
<td>233</td>
<td>.000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: a. Dependent Variable: Social Media , b. Predictors: (Constant) Brand Awareness.

From ANOVA in Table 4.3, there is a p-value of 0.000. The study concludes that there is a significant relationship between Brand Awareness and Social Media in the industry. This implies that economic factors have a significant influence in enhancing Social Media. The standardized coefficient is 0.85 and p value is 0.000. The study used linear regression model to test the relationship between Brand Awareness and Social Media in the industry. The linear equation model is stated as; \( Y = a_0 + a_1X_1 + \epsilon \): Where \( Y \) = Social Media, \( a \) = Constant value, \( X_1 \) = Brand Awareness and \( \epsilon \) = error term.

The following were the results of the model in Table 4.4,
The study thus represents Social Media as,
Social Media = 1.049+0.847 Brand Awareness + €

It means that a unit change in Brand Awareness causes a change of 0.85 in Social Media in industry.

### 4.4 Impact of Brand Loyalty On Social Media

The second objective of the study was brand loyalty affecting Social Media. The study sought information from Social Media helps consumers to simultaneously choose, among products they are aware of SM enhances the utility that consumers may obtain from purchasing a product and SM leads to brand awareness, which further lead enhance customer retention.
4.4.1 Descriptive of Brand Loyalty

The study adopted mean and standard deviation (S.D) as statistical tools that were used to rank the significance of the variables. The total number of respondents analyzed in each measure was 234.

Table 4.5: Brand loyalty

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alternative transportation vehicles fuels is more complex than convectional vehicle fuels.</td>
<td>3.77</td>
<td>1.302</td>
</tr>
<tr>
<td>Access to conversion technology will make me switch to LPG fuel.</td>
<td>4.05</td>
<td>1.028</td>
</tr>
<tr>
<td>Product knowledge related to conversion technologies and supported features will influence the adoption of LPG</td>
<td>4.11</td>
<td>.957</td>
</tr>
<tr>
<td>Training mechanics on conversion technology of LPG will affect its adoption.</td>
<td>4.18</td>
<td>.893</td>
</tr>
<tr>
<td>An introduction of LPG technology in the education curriculum will affect adoption of LPG</td>
<td>4.20</td>
<td>.819</td>
</tr>
<tr>
<td>Technological innovations play a key role in the adoption of LPG.</td>
<td>4.24</td>
<td>.851</td>
</tr>
<tr>
<td>Technical compatibility of LPG infrastructure with the existing gasoline network affects adoption of LPG</td>
<td>4.27</td>
<td>.846</td>
</tr>
<tr>
<td>Technical compatibility of conversion kits with existing vehicle models will affect Social Media</td>
<td>4.31</td>
<td>.846</td>
</tr>
<tr>
<td>Barriers to LPG technology adoption is predominantly related to technical complexity.</td>
<td>4.23</td>
<td>.926</td>
</tr>
<tr>
<td>LPG technology complexity leads to decreased adoption and usage of the technology.</td>
<td>4.21</td>
<td>.907</td>
</tr>
<tr>
<td>Adoption of LPG is influenced by the extent to which the users perceive the ease of use of the technology.</td>
<td>4.25</td>
<td>.894</td>
</tr>
<tr>
<td>Technical compatibility of conversion kits with current SI engine affects Social Media.</td>
<td>4.18</td>
<td>.998</td>
</tr>
</tbody>
</table>
The means for brand loyalty and Social Media ranged from 3.77 to 4.31. This means that on average, in the industry brand loyalty enhance Social Media.

### 4.4.2 Regression Analysis of Brand loyalty

The study sought to statistically test whether Brand loyalty significantly affects Social Media in the industry. This was tested using the perceived Brand loyalty as a predictor variable against the Social Media achieved in the industry.

**Table 4.6: Model Summary of Brand loyalty and Social Media**

<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>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.87(^a)</td>
<td>.760</td>
<td>.757</td>
<td>.228</td>
</tr>
</tbody>
</table>

Note: a. Predictors: (Constant), Brand loyalty

The R\(^2\) from this test is 0.760 meaning that 76 percent of the variation in Social Media of the results from Brand loyalty. The remaining 24 percent is due to other factors not tested in this model.

**Table 4.7: ANOVA of Brand loyalty and Social Media**

<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>1</td>
<td>Regression</td>
<td>10.050</td>
<td>1</td>
<td>11.060</td>
<td>233.46</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>3.600</td>
<td>232</td>
<td>.05</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>14.701</td>
<td>233</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: a. Dependent Variable: Social Media , b. Predictors: (Constant), Brand loyalty

The ANOVA in Table 4.7 above has a p-value of 0.000. The study concludes that there is a significant relationship between Brand loyalty and Social Media in the industry.
The study used linear regression model to test the relationship between Brand loyalty and Social Media in the industry. Table 4.8 depicts the results of the model.

**Table 4.8: Coefficients Variation of Brand loyalty and Social Media**

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>1.390</td>
<td>.190</td>
<td>7.91</td>
</tr>
<tr>
<td></td>
<td>Brand loyalty</td>
<td>.70</td>
<td>.05</td>
<td>.870</td>
</tr>
</tbody>
</table>

Note: a. Dependent Variable: Social Media

The study thus represents Social Media as,

Social Media = 0.70 + 0.87 Brand loyalty + €

It means that a unit change in Brand loyalty causes a change of 0.87 in Social Media in motor industry.

**4.5 Brand Quality**

The objective of the study was to examine the Brand quality and Social Media. The study sought information from SM has a profound input on consumer perception on service
quality and choice, In order for the customer to remain satisfied, everyone in the organization has to take the responsibility for helping the customer. SM leads to enhanced customer attraction and retention.

SM activities include helping the public to understand the company and its products, SM creates the faith that consumers never be manipulated and SM enhances perceived service quality.

4.5.1 Descriptive of Brand quality and Social Media

Tests for descriptive statistics were performed using a statistical software call SPSS. The descriptive results for variable of Brand quality and Social Media were provided in terms of the mean and standard deviation. The total number of respondents analyzed in each measure was 234.

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>SM has a profound input on consumer perception on service quality and choice</td>
<td>234</td>
<td>4.18</td>
<td>.948</td>
</tr>
<tr>
<td>In order for the customer to remain satisfied, everyone in the organization has to take the responsibility for helping the customer</td>
<td>234</td>
<td>4.28</td>
<td>.874</td>
</tr>
<tr>
<td>SM leads to enhanced customer attraction and retention</td>
<td>234</td>
<td>4.34</td>
<td>.795</td>
</tr>
<tr>
<td>SM activities include helping the public to understand the company and its products</td>
<td>234</td>
<td>4.32</td>
<td>.747</td>
</tr>
<tr>
<td>SM creates the faith that consumers never be manipulated</td>
<td>234</td>
<td>4.42</td>
<td>.739</td>
</tr>
<tr>
<td>SM enhances perceived service quality</td>
<td>234</td>
<td>4.41</td>
<td>.658</td>
</tr>
</tbody>
</table>

The mean for Brand quality ranged from 3.99 to 4.48. The findings of the study mean that Brand quality is used achieve Social Media. The study shows that respondents
moderately agreed that Brand quality enhance Social Media. The Brand quality and Social Media had standard deviation range from 1.091 to 0.658. It means that there is a great variation in Brand quality for the industry.

4.5.2 Regression Analysis of Brand quality and Social Media

Table 4.10 shows that the coefficient of determination for the relationship between Brand quality and Social Media was 0.882 and this means that 88.2 percent of Social Media in industry was explained by Brand quality. The remaining 11.8 percent was explained by other factors not considered in the model.

**Table 4.10: Model Summary of Brand quality and Social Media**

<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>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.934&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.882</td>
<td>.870</td>
<td>.15552</td>
</tr>
</tbody>
</table>

Note: a. Predictors: (Constant), Brand quality

Table 4.11 shows the overall model significance with a p-value of 0.000. The study hence concluded that Brand quality has a significant influence on Social Media.

**Table 4.11: Anova of Brand quality and Social Media**

<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>1</td>
<td>Regression</td>
<td>11.85</td>
<td>1</td>
<td>11.85</td>
<td>540.89</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>1.89</td>
<td>232</td>
<td>.034</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>14.83</td>
<td>233</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: a. Dependent Variable: Social Media  b. Predictors: (Constant), Brand quality

Table 4.12 shows the beta coefficients of Brand quality. The beta coefficient of Brand quality was positive meaning that a unit change in the application of Brand quality causes a positive change in the achievement of Social Media.
### Table 4.12: Coefficient of Variation of Brand quality and Social Media

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>1.318</td>
<td>.123</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand quality</td>
<td>.805</td>
<td>.032</td>
<td>.944</td>
<td></td>
</tr>
</tbody>
</table>

Note: a. Dependent Variable: Social Media

The relationship in the table was represented by the following equation:

\[ \text{Social Media} = 0.805 + 0.944 \text{ Brand quality} + \epsilon \]

The regression equation shown above indicates that a unit change in the execution of Brand quality causes an increase of 0.805 in Social Media.

#### 4.6 Chapter Summary

The results and findings of the study have been provided in this chapter. These results and findings were based on the data given out by the respondents from the industry. The chapter provided analysis on the response rate, background information, and objective. The next chapter provides the summary, discussion, conclusions and recommendations of the study.
CHAPTER FIVE

5.0 DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter brings out discussions, conclusions and recommendations regarding the study. The chapter is subdivided into five parts. The first part describes methodology, the summary of the findings from the field of study, and results. Part two contains a discussion with regard to the three specific objectives that form the basis of the study. There is a discussion on the effect of Social Media on brand awareness, the impact of Social Media on brand loyalty and the impact of Social Media on perceived brand quality. Part three follows with conclusions drawn from the study using the findings and results that were obtained in chapter four. Recommendations arising from the study specific objectives are enumerated in the last section of this chapter.

5.2 Summary of the study

The purpose of this study was to determine the influence of social media on marketing strategies applied by contemporary companies. The following research objectives guided the study: The effect of Social Media on brand awareness, the impact of Social Media on brand loyalty and the impact of Social Media on perceived brand quality.

This is a descriptive study. This research was appropriate in discovering and measuring the relationships among the variables. Further the study uses a questionnaire to collect data from the respondents. The population for this study will be 300 Students who are majorly based in United states international University (USIU). The data collected will be analyzed by the use of inferential and descriptive statistics.

The results and findings of the study have been provided in this chapter. These results and findings were based on the data given out by the respondents from the industry. The chapter provided analysis on the response rate, background information, and objective. The first
objective of the study was to examine the Brand Awareness on Social Media. The study sought information from The social media encourages consumers to choose their brand SM increases consumers’ willingness to pay by altering quality perceptions and enhancing brand awareness, SM influences consumer perception about the company product, Consumers are more likely to incorporate a product in their choice set if they have purchased it in the past or if it becomes more visible. The study adopted mean and standard deviation (S.D) as statistical tools that were used to rank the significance of the variables. The mean for Brand quality ranged from 3.99 to 4.48. The findings of the study mean that Brand quality is used achieve Social Media. The study shows that respondents moderately agreed that Brand quality enhance Social Media.

This research reaffirm that social media has become a significant factor in the influence of consumer behavior, including aspects such as opinions, awareness, information gathering and purchase behavior. The findings in this study indicate that social media also has become a significant factor in the influence of customer loyalty. Social networks have been very important for creating brand awareness, brands needed to understand and apply the best practices of those environments to increase their awareness. This is simply because the current generation’s relation with technology plus the full access to information have changed the perception and needs. A broader range of industries should be examined in future studies. This type of research would give an indication of how consumers perceive brands of different industries in social media platforms. For a broader understanding of the benefits that social media can have on brand equity, future research should also relate social media brand communication to company financial performance indicators.

5.3 Discussions

5.3.1 The effect of Social Media on brand awareness

The study found out that the choice set is shaped by consumer decisions. In their model, consumers simultaneously choose, among products they are aware of, to invest in learning about the ones that ex ante are expected to lead to the highest expected utility.
The study agrees with Kim et al. (2010) on understand the choice set as the result of a process of sequential search. We choose to abstract away from the role of consumers in actively determining choice sets who regard the brand awareness as a result of firms' advertising decisions. Advertising expenditures affect not only the consumers' awareness but also the utility that they may obtain from purchasing a product. However, the study found that it is seldom the case that choice sets are available to researchers as in Draganska & Klapper (2011).

The study also found out that mass media audience become more and more difficult to buy. The fortunes of advertising have grown alongside with the growth of mass media; however, this growth has stopped these years. There are many brands in the marketplace are taking social media marketing as a vital component in their businesses, in which they look at effective ways to gain a more detailed understanding of their social media users.

The research found out that social media is an essential touch point in today’s consumer decision process, from stage quo to the stage of post purchase; likewise, companies are engaging with the purpose of creating brand awareness, engaging their existing customers, driving traffic to other marketing properties and growing channel number just in agreement with the study done by Zarrella (2010). The following section discusses on how consumers are affected by social media, and identify which would be the considerate phase of the purchase process that marketers should tap into. the nature and the essence of social media, as well as having a brief discussion of the prominent features in different social media outlets,

The research shows that social media activities indeed affect the purchase decision making process. We could thereby demonstrate that they influence the different phases described in the hierarchy of effects model just as the study. Social media activities influence all three mental stages: the cognitive phase, the affective stage, and the cognitive stage. The research findings thereby indicate that social media is a viable and relevant marketing communication channel for brands.

Based on this, our study supports prior findings that social media content influences the economic outcome of brands and that consumer perception and social media are inextricable
forms of marketing. We extend these prior findings in showing their applicability in respect to the Facebook presence of a brand. We thereby also applied a more holistic approach to the impact of social media activities for brands as we studied the whole purchase decision process and not just specific outcomes like sales or purchase intention.

The study agrees with findings that social media service quality has been found to have a profound input on consumer perception on service quality and choice as a whole and is therefore defined as being the result of the comparison that customers make between their expectations about a service and their perception of the way the service has been performed. Social media enhances choice which is an operational objective and can be essential in the choice of a product. It encompasses both the quality of the design of the product in terms of aesthetics, reliability and performance and the quality of the process that delivers the product or service. As such it is a major source of customer satisfaction or dissatisfaction. Poor quality products or poor quality of service are likely to put the customer off returning, leading to future lost sales. asserts that perceived quality can act as a key influencing factor in determining consumer’s choices.

5.3.2 The impact of Social Media on brand loyalty

The study found out that social media offers opportunities to to simultaneously choose, among products they are aware of, once company has established its presence as a community participant worth following, eventually others will be likely interested in what it shares and pass to the relevant ones as was studied by Weber (2009). From the results obtained, the study draws a conclusion that the choice set is shaped by consumer decisions. In their model, consumers simultaneously choose, among products they are aware of, to invest in learning about the ones that ex ante are expected to lead to the highest expected utility. This is in agreement with Kim et al. (2010) study to understand the choice set as the result of a process of sequential search. The study agrees with Draganska & Klapper(2011), who regard the brand awareness as a result of firms' advertising decisions. The study concludes that advertising expenditures affect not only the consumers' awareness but also the utility that they may obtain from purchasing a product.
However, it is seldom the case that choice sets are available to researchers as studied by Draganska & Klapper(2011).

The study found out that purchasing decisions are the result of largely "rational" and conscious economic calculations and explains that the individual buyer seeks to spend his income on those goods that will deliver the most utility (satisfaction) according to his tastes and relative prices.

This is in agreement with the Sovinsky Goeree (2008) study that Marshallian man is only concerned with economic cue such as prices and income and makes a fresh utility calculation before each purchase, however it ignores the fundamental question of how product and brand preferences are formed. It represents a useful frame of reference for analysing only one small comer of the black box. The study holds that when estimating a demand model, advertising could be modeled as affecting the choice set or as affecting the utility that the consumer derives from a

The study found out that the purpose of the organization’s use of social media is that an organization begin to produce content that is focused on the customer loyalty and retention in the segments that are important to the brand. In turn, marketing managers can draw insights from each cohort, by looking at how they behave and how/with what they engage, and consequently they can better craft content strategies that are tailored to each cohort. This is an important evolution in social media marketing because, so far, social media managers’ single view of engagement rates values what content gets the most interaction (view of content based on popularity) versus content that is appropriate for each cohort. The study father concluded interactions between the business and the customer ought to be an ongoing process, on continuous discrete basis with a view of seeing a customer as a relationship partner just as studied by Grönroos (2005).

The study found out that social media enhances perceived service quality which is an operational objective is essential in the choice of a product. This is in agreement to the study done by Zeithaml (1990) that the quality of service is a success key. According to the study, superior service is both a winning and profit strategy, regardless of the market targeted. The
study still concluded that quality is about doing things right so that error-free goods and services are delivered that are fit for their purpose that is in line with the study by Kotler (2006). It encompasses both the quality of the design of the product in terms of aesthetics, reliability and performance and the quality of the process that delivers the product or service. As such it is a major source of customer satisfaction or dissatisfaction. Poor quality products or poor quality of service are likely to put the customer off returning, leading to future lost sales. The study agreed with Aaker (1996) that one of the main elements of brand equity is perceived quality and perceived quality itself is an essential part of study in evaluating brand equity. The perceived quality cannot necessarily be fairly determined because perceived quality in itself is a key influencing factor in determining consumer’s choices.

The study found out that in engaging with the existing and new customers, or just having a cohesive power of the brand, social media platforms work well for all sorts of businesses. There are several techniques, tactics and tools offered by different social media platform that enables a brand to go deep in understanding its customers’ emotional and functional needs. The study further noted that social media offers opportunities to achieve communities, once company has established its presence as a community participant worth following, eventually others will be likely interested in what it shares and pass to the relevant ones just as the study by Weber (2009) found. All social media marketing activities severely focus on building trust, value, and personalizing, listening and delighting customers. To cut it short, it is critically important to unlock all the powerful features offered by the social media platforms on a regular basis. Facebook, Twitter, Instagram, Pinterest, YouTube, LinkedIn are some of the top social media platforms available today for business marketing.

From the study, it can be found out that each of the social media platforms plays a role in giving out, receiving, and exchanging information without any boundary limitations, and as mentioned previously that social media enables two-way flow of information. Since the flow of communication does not merely impact how companies can access their targeted groups, but also it influences throughout the entire decision process, from interpreting the message, searching for available alternatives, as well as actions carried out in the after the purchase. This is in agreement with the study by Smith and Zook (2011) which concluded that it is
important to denote that message rejection, misinterpretation, and misunderstanding are the possible pitfalls in the flow of communication.

The study again found out that social media service quality has been found to have a profound input on consumer perception on service quality and choice as a whole and is therefore defined as being the result of the comparison that customers make between their expectations about a service and their perception of the way the service has been performed as was previously researched by Lewis et al., (1994). Again from the study, we conclude that in order for the customer to remain satisfied, everyone in the organization has to take the responsibility for helping the customer (Goldzimer, 1990). According to Berry (1995) there is need for competing for talent in employees, setting high standards as well as sticking to those standards, as a means of enhancing service quality.

Social media enhances perceived service quality which is an operational objective and can be essential in the choice of a product. This is because according to Zeithaml (1990) the quality of service is a success key. According to him, superior service is both a winning and profit strategy, regardless of the market targeted. According to Kotler (2006) quality is about doing things right so that error-free goods and services are delivered that are fit for their purpose. It encompasses both the quality of the design of the product in terms of aesthetics, reliability and performance and the quality of the process that delivers the product or service. As such it is a major source of customer satisfaction or dissatisfaction. Poor quality products or poor quality of service are likely to put the customer off returning, leading to future lost sales.

The study found out that social media service quality have a profound input on consumer perception on service quality and choice as a whole and is therefore defined as being the result of the comparison that customers make between their expectations about a service and their perception of the way the service has been performed. This means therefore that service quality takes a centre stage in the eyes of the consumer. In agreement with Chumpitaz et al., (2004) study, the research further found that everyone in the organization has to take the responsibility for helping the customer. There is need for competing for talent in employees, setting high standards as well as sticking to those standards, as a means of enhancing service quality.
Again, the study found out that Social media enhances perceived service quality which is an operational objective and can be essential in the choice of a product. This is because according to the quality of service is a success key. The study further concluded that superior service is both a winning and profit strategy, regardless of the market targeted. This is also in agreement to the study by Kotler (2006) which stated that quality is about doing things right so that error-free goods and services are delivered that are fit for their purpose. It encompasses both the quality of the design of the product in terms of aesthetics, reliability and performance and the quality of the process that delivers the product or service. As such it is a major source of customer satisfaction or dissatisfaction. Poor quality products or poor quality of service are likely to put the customer off returning, leading to future lost sales.

5.4 Conclusions

5.4.1 The effect of Social Media on brand awareness

In the use of social media, organizations upload content that is promote and sharing information about the brand awareness and the contest to introduce the surrounding. Besides that, they also always pay attention to the quality of their content before uploading a content because they do not want to have a negative impact on the content on their brand. This is supported by the statement of respondents who pay attention to the quality of the content of the organization because it can affect their minds against the brand of the organization. This shows that the followers still less identify the brand of some organizations and can also indicates that the possibility of signals that are misconstrued by the followers of the brand because of the similarity of the name of the brand.

5.4.2 The impact of Social Media on brand loyalty

The results of the study are believed to put significant contribution to practice and literature since social media marketing can be defined as a new, but rapidly growing platform for building relationships with customers and forming positive image of the brands in their eyes. As true for every nontraditional tool of marketing communications, social media is eagerly explored and utilized by the companies. Therefore, research is timely and needed to ensure
some direction in this quest. Consumer brand loyalty is also affected positively by different platforms and applications that are offered by the brand on social media, what might imply that consumers are asking for creative reasons, variety, and differences for engaging with the brands on social media. Thus, companies may work on creating more engaging, participative, interesting applications on social media to draw their customers interest. This is paper also analyzed what type of contents are shared and preferred by social media users. The results imply that people share music, funny and extraordinary things online along with technological and instructive information.

Relevancy is the second most important factor affecting brand loyalty; therefore, companies have to keep themselves updated about what customers are interested in, their activities, and current perspectives in life. Companies may conduct qualitative research or observations to understand the lifestyle of their customers and transfer this knowledge on social media platforms. Finally, the popularity of the content among friends also increases brand loyalty of the consumers.

Impact of word-of-mouth in marketing is non-negligible, especially in online environments (Gruen at al., 2006). Therefore, companies can provide incentives to the social media users to spread the word about their presence, campaigns, and content on social media among the peers. They can also spot opinion leaders in their target markets and hire them on purpose to talk about their campaigns and pull people to engage with their brands on social media.

5.4.3 The impact of Social Media on perceived brand quality

Whereas firm-created posts only had a statistically significant effect on brand awareness, user-generated content had statistically significant effects on brand awareness/associations, brand loyalty, and perceived brand quality, highlighting the importance of consumer engagement for brand outcomes. Perceived quality is a function of consumer evaluation of overall product excellence, utility and superiority. It is a concept that summarizes consumer’s opinion about brand’s functionality, performance perfection, design, sustainability, supporting services, experience and other features and characteristics; and as such is very subjectively determined. Quality is always on the top of the list when it comes
to consideration of a brand purchase, given that it confirms brand’s ability to satisfy the consumer’s needs.

5.5 **Recommendations**

The following are the various recommendations from the research study for possible improvements based on the specific objectives.

5.5.1 **Recommendations for improvement:**

5.5.1.1 **The effect of Social Media on brand awareness**

This research reaffirm that social media has become a significant factor in the influence of consumer behavior, including aspects such as opinions, awareness, information gathering and purchase behavior. The findings in this study indicate that social media also has become a significant factor in the influence of customer loyalty. Social networks have been very important for creating brand awareness, brands needed to understand and apply the best practices of those environments to increase their awareness. This is simply because the current generation’s relation with technology plus the full access to information have changed the perception and needs. This study gives insights on how to create that relationship with your customers through different ways. The use of metrics is so important and so difficult in the same time due to the lack of consistency on the web environment.

5.5.1.2 **The impact of Social Media on brand loyalty**

Study recommends that loyalty needs to be viewed as a multidimensional construct just as this is implied by recent theoretical developments. It can be seen that recommendations that should be given for increasing behavioral loyalty only partly resemble those that address strengthening word of mouth and commitment. As for improving behavioral loyalty, companies should undertake similar measures to those already listed when targeting perceived quality. However, when it comes to word of mouth and commitment, companies should take steps to encourage customers to feel positively emotional about sharing/liking its
environmentally friendly brands. This can be a consequence of customer personal characteristics but can also be stimulated by company’s activities.

5.5.1.3 The impact of Social Media on perceived brand quality

The company’s perceived quality of its environmentally friendly brand, emphasis needs to be put on firm-created brand communication through social media as it is important for this kind of brand communication to be considered positive by customers. To achieve this, customer personal evaluation that they feel positively emotional about liking and sharing content about particular brand can be of importance as well. Possible recommendations will be given below where this factor is of greatest importance.

5.5.2 Recommendation for Further Studies

A broader range of industries should be examined in future studies. This type of research would give an indication of how consumers perceive brands of different industries in social media platforms. For a broader understanding of the benefits that social media can have on brand equity, future research should also relate social media brand communication to company financial performance indicators.
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APPENDICES

APPENDIX I A: COVER LETTER

DATE: 26 June 2018

Cell: 0727733822

P.o Box 905, 00517 Nairobi

Dear Respondent,

RE: RESEARCH QUESTIONNAIRE

I am a graduate student at the United States International University – Africa pursuing a Masters of Business Administration program. I am currently conducting a research the influence of social media on marketing strategies applied by contemporary companies. in partial fulfilment of the program. The results of the survey will be instrumental in developing strategies to respond effectively to the effects

This is an academic research and confidentiality will be strictly adhered to. Kindly spare 10 minutes to fill the questionnaire attached.

Yours Sincerely

Danny Mumina.
APPENDIX I B: QUESTIONAIRE

Part i: background information

1. gender?
   male               female (  )

2. age?
   (years) 20-25 years □  26-30 years □  31-35 years □  36 years and over

3. level of education?

4. for how long have you been employed or working?
   less than 3 years □  3-5 years □  6-10 years □  more than 10 years □

PART 2: To determine effect of Social Media on brand awareness
Kindly tick as appropriate in the spaces provided the extent to which you think the following factors influence brand awareness, 1- Strongly Disagree 2-Dissagree 3-Uncertain 4-Agree

5- Strongly Agree

<table>
<thead>
<tr>
<th>The social media encourages consumers to choose their brand</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Uncertain</th>
</tr>
</thead>
<tbody>
<tr>
<td>SM increases consumers’ willingness to pay by altering quality perceptions and enhancing brand awareness</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SM influences consumer perception about the company product</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Consumers are more likely to incorporate a product in their choice set if they have purchased it in the past or if it becomes more visible, use of social media site has enabled make me aware of the brands

I like using equity banks social media sites because I am able to regularly engage with my online friends and meet new people

Use of brand positioning in social media has helped me remember the brand

Use of social media brand communication has positively influence my perception towards brand

Online reviews have affect my perception on product quality

The information I get online regarding products and services offered has influenced my perception

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Uncertain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media helps consumers to simultaneously choose, among products they are aware of</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

**PART 2: To determine the impact of SM on brand loyalty**

In the table below, tick appropriately. **Using a scale of 1-5 tick the appropriate answer from the alternatives, 1- Strongly Disagree 2-Dissagree 3-Uncertain 4-Agree 5- Strongly Agree**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Uncertain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media helps consumers to simultaneously choose, among products they are aware of</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
SM enhances the utility that consumers may obtain from purchasing a product | 1 | 2 | 3 | 4 | 5 |
---|---|---|---|---|---|
SM leads to brand awareness, which further lead enhance customer retention | 1 | 2 | 3 | 4 | 5 |

**PART 3: To examine the impact of SM on perceived brand quality**

Kindly tick as appropriate in the spaces provided the extent to which you think the following factors influence perceived equity. 1- Strongly Disagree 2-Dissagree 3-Uncertain 4-Agree 5-

**Strongly Agree**

<table>
<thead>
<tr>
<th></th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Uncertain</th>
</tr>
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<tbody>
<tr>
<td>SM has a profound input on consumer perception on service quality and choice</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>In order for the customer to remain satisfied, everyone in the organization has to take the responsibility for helping the customer</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SM leads to enhanced customer attraction and retention</td>
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<td>SM activities include helping the public to understand the company and its products</td>
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<td>SM creates the faith that consumers never be manipulated</td>
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<td>SM enhances perceived service quality</td>
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