AN ASSESSMENT OF SOCIAL MEDIA MARKETING ON CONSUMER BRAND LOYALTY: A CASE STUDY OF THE INDIAN CUISINE RESTAURANTS IN NAIROBI

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UNITED STATES INTERNATIONAL UNIVERSITY - AFRICA

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STUDENT’S DECLARATION

I, the undersigned, declare that this report is my unique and original work and it has not been submitted to any other university, college, or institution other than the United States International University – Africa for academic credit

Signature: ___________________________ Date ___________________________

Akshay R. Patel (ID: 634605)

This research project has been submitted for examination with my approval as the University supervisor.

Sign______________________________ Date__________________________

Dr. Peter Kiriri

Sign______________________________ Date__________________________

Dean, Chandaria School of Business
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I would like to acknowledge my family and friends that motivated me to complete my research. I extend a special appreciation and gratitude towards my supervisor Dr. Peter Kiriri for providing guidance.
ABSTRACT

The objective of this study was to evaluate the usefulness of social media marketing and its relation to customer loyalty in the Indian cuisine restaurant industry in Nairobi, Kenya. This study was directed by the following objectives; to determine the effects of social media tools used on consumer brand loyalty, to identify the elements consumers look for in social media marketing communication and to determine how social media can be used as a means to increase consumer loyalty to brand.

Descriptive research design was adopted by this study. The target population for this study was dining guests at Indian cuisine restaurants. The sampling frame was narrowed down to guests at nine popular Indian cuisine restaurants in Nairobi. The respondents were selected at random, with the main criteria being, they should be at the end of their meals and just about done paying their bill. A structured questionnaire was issued to the respondents once they accepted to participate in the survey. The data collected was coded and thereafter converted into digital form through data entry into the SPSS data analytics software. Thereafter various results were obtained to be further interpreted. Inferential statistics were used to discover definitive relationships among the variables being studied. The information obtained was presented in graphs, and pie chats that would make it easy to illustrate.

This study established that the customer’s experience on social media platforms is fairly good and they have an overall positive interaction experience with the Indian cuisine restaurant’s social media platforms. They are not certain about the security of their data that they share with these platforms but they also admit that they can get value out of using these platforms. Respondents agree that Indian cuisine restaurants have special offers online. They pay attention and are aware of online offers that are posted by the restaurants. These marketing activities positively contribute to the improvement of brand loyalty.

On the other hand, this study established that respondents are unsure and not confident that these platforms allow for the creation of communities but agree that content is relevant and easy to access. Respondents were not particularly confident about the response rate they get from the social media platforms of their preferred Indian cuisine restaurants. Respondents do not actively spread word of mouth about the restaurants and are not aware of any loyalty reward programs if any exist.

Findings indicate that Indian cuisine restaurant social media platforms are successful in the honeycomb model factors that generate loyalty. This shows that social media is an effective tool to create brand awareness. Social platforms that facilitate interaction and
communication create a positive brand value. Respondents revealed that restaurants need to ensure that they attract positive reviews as they are used as a decision-making tool by social media users.

Respondents strongly agreed that they use Indian cuisine restaurants’ social media sites as they enable them to exchange information with other fellow online users about common areas of interest e.g. through online interactions like instant messaging, use of social media marketing impacts consumers purchase decisions.

Many respondents also use social media sites because they share effective informative and the use of Indian cuisine restaurants’ social media has enabled respondents to create a social network. Social media platforms also offer valid information to the respondents, especially from an organizations’ social media site. This has also aided in effective brand positioning in a social media environment that has assisted our respondents to remember the brand that they engage with online. Social media platforms have helped develop strong bonds with brands and facilitate their interaction with other fellow online users.

The restaurants need to constantly make use social media sites due to their nature of being live/always updated, transparency and easy to access. The restaurants also need to make use of social media platforms to share effective information and making use of social media has encouraged respondents to develop a social connection with fellow online users which makes the platform more attractive to other social media users. The restaurants should allow and enable the audience to join brand groups and they also need to make sure that the services offered on their social media sites are updated in order to influence customer perception towards the desired call to action.
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

Marketing is constantly evolving due to the numerous dynamic variables that define it. The major factors that constitute marketing are always changing and evolving. This is even reflected in the process in which the American Marketing Association (2018) redefines marketing for professional and university use, every five years. Marketing is defined as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (American Marketing Association, 2018). During the early 20th century, marketing developed from individual concepts to theories, into streams of research, and onto conventional approaches to subject matter. Successful organizations may be observed as those that most effectively intermingle with their environments. The responsibility of this environmental interaction typically is within the control of marketing efforts and the development of appropriate marketing tactics (McDaniel, 1987).

Over the last 25 years, a large research effort has been spent on studying the effects of promotions. Methods for measuring the success of promotions have been developed and refined. And many substantive results have been accumulated, allowing us to make some empirical generalizations. At the beginning of the 21st century, promotions are facing new opportunities and challenges as technology plays an increasing part in retail. Technologies such as loyalty cards, electronic media at the point of sale, and electronic shopping assistants are likely to have an impact on how retailers use promotions, e.g. to allow better targeting of consumers (Gedenk et al, 2004).

The Net represents a $300 billion market. Over 30 million companies and households around the world use the Internet as a communications link through e-mail, interactive advertisement, bulletin boards, research, and online discussion groups. At its most basic level, the Internet serves as a seemingly endless catalog of marketing messages and advertising in an interactive fashion (Paul, 1996). The Internet provides a fundamentally different environment for international marketing and requires a radically different strategic approach. Much of what we teach may already be outdated, a fundamental reassessment of the results of past research may be necessary and new international marketing paradigms may have to be developed to explain internationalization processes in the electronic age (Hamill, 1997).
Social media has transformed to become a method of statement in the twenty first century, allowing us to express our beliefs, ideology, and style in an innovative new way. This new technique of communication also has a huge impact on organizations, whereby they have recognized that without a well-orchestrated plan and social media strategy, they may not have a chance to stand out in the rapidly evolving digital space (Saravanakumar & SuganthaLakshmi, 2012). Social media, also known as ‘user-generated communication’, now represents a prevalent source of information; it has changed the tools and strategies companies use to communicate, highlighting that information control now lies with the customer (Mangold & Faulds, 2009).

The importance of social media marketing as an important promotional tool, we can see how Nike implemented it. In early 2012, Nike introduced its “Make It Count” social media campaign. The campaign began with YouTubers Casey Neistat and Max Joseph creating and sharing a YouTube video, where they traveled 34,000 miles to visit 16 cities in 13 countries. They endorsed the #makeitcount hashtag, this was shared by millions of consumers via Twitter and Instagram by uploading photos and resharing tweets. Effectively making the campaign viral. Nike saw an 18% increase in their profits for the year ended 2012, the year this product was released (Sarsha, 2013).

Consumers’ online behavior is developing at a fast rate. In marketing, there is currently a growing interest in digital interactivity, especially in consumer activity in social media. Information technology is empowering consumers, and their role is shifting from being passive recipients of information to becoming active generators of information (Stewart & Pavlov, 2002). Most importantly, social connection is related to users’ need to stay in touch with their friends and family. This was particularly evident for social networking sites, but also personal blogs and photo-sharing applications were used for this purpose (Heinonen, 2011). Social connection is also related to activities where respondents can share different content with each other or experience together something new or different. Respondents occasionally reported that the user-generated information influenced and changed their own opinions, e.g. after reading Internet discussion board content (Heinonen, 2011).

Many managers lack a full appreciation for social media’s role in the company’s promotional efforts. Even though social media is magnifying the impact consumer-to-consumer conversations have in the marketplace, methods for shaping those conversations have not yet been articulated (Mangold & Faulds, 2009).
In the 1950s, marketing began to shift its dependence away from economics and towards other disciplines, particularly the behavioral sciences, as well as sociology, anthropology, and clinical psychology. This resulted in new importance on the customer as a unit of scrutiny. As a result, new substantive information was added to the marketing discipline—including such concepts as opinion leadership, reference groups, and brand loyalty. Market segmentation, particularly demographic segmentation based on the socioeconomic status index and household life-cycle, also became fashionable. With the addition of consumer behavior, the marketing discipline exhibited increasing scientific sophistication with respect to theory development and testing procedures (Sheth, 1985).

According to Tucker, “Brand loyalty is conceived to be simply biased choice behavior with respect to branded merchandise. If there are two cola drinks offered to a person a number of times, his degree of brand loyalty can be stated in terms of the relative frequency with which he chooses one brand rather than the other.” (1964). The essence and nature of strong relationships and their business value are condensed in the concept of customer loyalty. The stable consumer base is an important business asset. The importance of brand loyalty is of high value which may not be expressed in monetary terms. Research shows that recruiting new customers is up to six times expensive compared to retaining existing customers (Rosenberg & Czepiel, 1984).

Customer loyalty is the condition where customers of a certain organization continue selecting its product or service in spite of them having other possible options where they can acquire the same goods or services (Mbogua, 2014). Most of the previous study on customer faithfulness has concentrated on brand loyalty, with just a small number of research studies on customer loyalty focusing on service loyalty. According to Dick & Basu (1994), brand faithfulness did not take an extensive view of service loyalty due to these reasons: service loyalty depends on the improvement of interpersonal relationships as opposed to loyalty with physical goods, in the instance of services, the effect of perceived threats is greater and imperceptible qualities like reliability and confidence are the main factors to retain customer loyalty in the service background.

Loyalty has become the key strategic goal for many service organizations, including hospitality firms.1 Restaurant owners and managers are beginning to understand that loyal customers are worth a great deal more than just casual customers—even if those once-in-awhile customers
are satisfied. As a result, the introduction of loyalty programs has grown from a trickle a few years ago to a steady stream of cards, points, and discounts aimed at luring customers to dine more often at a given restaurant (Mattila, 2001).

The objective of relationship marketing is to foster loyalty based on factors other than mere economics or service attributes. To achieve that goal, restaurant operators need to focus on commitment, one of the main ingredients in successful relationship building. Commitment can be defined as “an enduring desire to maintain a valued relationship.” (Mattila, 2001).

“Nairobi, like many regional hubs in emerging markets, has a rapidly expanding population and the city’s infrastructure struggles to keep pace. One challenge that this creates is traffic, which means a large amount of time is spent sitting in the numerous tailbacks that occur in and around the city. As a result, the concept of live-work-play mixed-use developments is rapidly catching on, with a number of projects offering office, residential and retail elements within one scheme,” said Ben Woodhams, Managing Director Knight Frank Kenya (Kangethe, 2017).

The restaurant industry in Kenya is rapidly growing as the population has more disposable income. “Per capita income has grown from 800$ to 1400$ in five years leading to a higher disposable income,” said Allen Dennis, Senior Economist at the World Bank (Macharia, 2016). In Nairobi, according to The Global Cities 2018 report, the total spends in restaurants- and eating out more broadly – is anticipated to rise by 77 percent from US$848 million (Sh87.4 billion) in 2017 to US$1.5 billion (Sh154.7 billion) over the next decade (Kangethe, 2017).

Historically, Kenya had a huge Indian population. They arrived with the British, who recruited 32,000 indentured laborers from India to build the Uganda railway. Once the railway was completed, some of these laborers voluntarily settled in the new town, Nairobi, and brought family from India. These days their influences are visible all over the city, but mostly in the excellent Indian cuisine (Lensvelt, 2017).

1.2 Problem Statement

The opportunities presented by social media to help influence brand loyalty and build close relationships with customers seem to have been interesting to practitioners in a wide variety of industries worldwide. Academic scholarship on brand loyalty in relation to social media, however, has lagged practice and its theoretical foundation is relatively underdeveloped.
and a better understanding of the concept is essential to develop future strategies and frameworks for customer engagement. Social Media Marketing is an emerging promotional trend that is widely used by firms to ensure there is a more real-time feedback loop.

Marketers are optimistically viewing the social web as a new set of information distribution channels through which to support sales and adoption of their goods or services. Social media marketing is a topic of high priority for companies. It facilitates organizations to develop a new, highly interactive communication channel with its customers, advertise their products, build brand loyalty, and create a brand image. However, as it is a two-way channel, it requires effort and care to manage this communication. Unhappy customers’ protests have the potential to become viral, the high level of visibility for other customers can easily the brand's image. In order to avoid the potential risk of negatively impacting the brand's image rather than improving it, the organization should ensure that their social media marketing objectives are aligned with the global marketing strategy of the company. In order to successfully achieve this, the organization should select social media influencers whose attributes are in line with its target segment and communicate with them accordingly (Saravanakumar & SuganthaLakshmi, 2012). Keeping this in mind, it is important to note that this near-instant two-way communication channel has a profound impact on brand loyalty that needs further scrutiny as the lack of traditional communication barriers means that customers are making instant decisions based on feedback from various companies.

Large well-established brands like IBM, Dell, and Burger King have utilized social media using an extensive approach. IBM owns more than 100 different blogs, which are equivalent to a dozen islands in the virtual world, multiple brand Twitter accounts, and a widely accepted forum known as Developer Works. It also operates a machine series on YouTube, and several employees present at the media-sharing-site SlideShare, which is now owned by LinkedIn. (Saravanakumar & SuganthaLakshmi, 2012). It is important for a small and medium-sized business to evaluate and see whether social media marketing has similar impacts on brand loyalty on their business as compares to large organization, which have plenty of existing statistics on various variables. There is a lack of extensive research on the effects of social media marketing on consumer brand loyalty in small and medium enterprises which make up a significant size of various industries.

Past, related studies have not focused on social media marketing and customer loyalty in Indian cuisine restaurants in Kenya. A study was conducted by Mwangi (2014), on the impact of social media marketing on brand equity at Safaricom limited in Kenya and found
out that companies that use social media marketing have improved brand equity, saves on costs and this will translate to better-performing companies with better relations with the consumer hence ensuring continuity. The study, however, did not clearly outline the actual change in brand equity as a result of using social media marketing. This study was a step toward understanding consumer brand loyalty and the use of social media marketing. Because of a lack of theory regarding social media marketing, the study is primarily exploratory in nature.

1.3 General Objective
The primary objective of this study was to assess the effects of social media marketing on consumer brand loyalty.

1.4 Specific Objectives
1.4.1 To assess the effects of social media marketing on consumer brand loyalty of Indian Cuisine Restaurants in Nairobi.
1.4.2 To determine how social media can be used to increase brand loyalty in the Indian Cuisine Restaurants in Nairobi.
1.4.3 To assess the effects of social media tools on consumers brand loyalty of Indian Cuisine Restaurants in Nairobi.

1.5 Significance of the Study
This study would potentially be relevant to the following parties:

1.5.1 Social media marketers in Kenya
Social media firms in Kenya would have a case study to refer to aid in their decision-making process on what may or may not work for their clients and they shall have a documented resource that analyzes the effects of social media on buyer behavior. Social media marketers will have data reference points regarding social media users’ perceptions of various marketing techniques. This data will enable social media marketers to save resources.
1.5.2 Restaurant industry in Kenya

Various restaurants in Kenya shall better understand the impact of social media on buyer behavior, this will guide their marketing decisions and educate them about possibilities that are enabled by social media marketing. Restaurants can add value to their digital marketing by implementing better social media strategies. Strategic integration of evidently successful social media marketing techniques analyzed this study can create and increase the brand value of various restaurants.

1.5.3 Academicians and Researchers

This study shall offer a reference point to academicians and researchers who are willing to further study social media marketing and its’ effects on consumer buying behavior. The study will, therefore, offer valuable insights that may be applied to other industries and case studies. Researchers may also adopt and improve the research methodology used in this study.

1.6 Scope of the Study

The study was conducted on the behavior of customers towards Indian cuisine restaurants. The research was carried out between June 2018 in Nairobi, Kenya. The target respondents of this study were customers and potential customers visiting the Indian cuisine restaurants. The limitations of this study shall be the willingness of customers to freely express themselves and the restaurants to disclose their company information or to expound on it. The respondents, therefore, shall be assured of the confidentiality of the information they shall provide for this study and they shall remain anonymous to ensure this information is not used against them by any third party.

1.7 Definition of Terms

1.7.1 Social media

Social media are computer-enabled technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression through virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common
features; user-generated content is the heart of social media, the social media enabled and create social networks (Obar & Wildman, 2015).

1.7.2 Social media marketing
Social media marketing represents the level to which social-marketing resources (e.g., online conversations, sharing links, online presence, sending text-messages) are used to increase a firm's financial capabilities (e.g., sales, acquisition of new customers) or a non-profit's voluntary sector goals. The social media environment is largely consumer- not marketer-controlled (Hoffman & Fodor, 2010). Social media marketing is thereby, anticipating customers’ needs from organizations’ social platforms, and using the available tools to effectively address those needs.

1.7.3 Passive Social Media marketing
Social media can be a valuable source of market information and a means to gather customer perspectives. Blogs, content communities, and forums are good platforms where individuals share their reviews and recommendations of brands, products, and services. Businesses are able to tap and study the customer feedback generated in social media for marketing purposes; in this sense, the social media is a relatively inexpensive source of market intelligence which can be used by marketers and managers to track and respond to consumer-identified problems and detect market opportunities (Constantinides et al, 2008).

1.7.4 Active Social Media marketing
Social media can be used as a live communication channel, targeting very specific audiences with social media influencers and social media personalities and as effective customer engagement tools (Constantinides et al, 2008). Advances in technology adoption have enabled innovation in instant marketing communication channels. E.g. Live launch events on YouTube with simultaneous live chat.

1.7.5 Customer Loyalty
Customer loyalty is a interactive and expression of customer’s feelings that favor one brand relative to all other similar options, it may be due to the satisfaction with the product or service offering, its convenience or performance, or simply ease of use and greater degree of understanding about the brand (Dick & Basu, 1994).
1.8 Chapter Summary

This chapter has provided the background of the study which is made up of a dissertation on social media marketing, the restaurant industry in Kenya and consumer buyer behavior. The background also contains an overview of the emerging trends and developments in the restaurant industry.

Chapter two reviews the various theories, concepts and studies that exist concerning social media marketing and customer loyalty as they relate to the restaurant industry. This chapter is divided into three sections, each section elaborating on the specific objectives.

Chapter three shall discuss the research design employed to carry out the study. Chapter four shall present the findings of the study and the various data processing techniques. Chapter five shall conclude the study and provide recommendations for further research.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter reviews the various theories, concepts, and studies that exist concerning social media marketing and customer loyalty as they relate to the restaurant industry. The review is divided into three sections based on the specific objectives. These are: To assess the effects of social media marketing on consumer brand loyalty of Indian Cuisine Restaurants in Nairobi, to determine how social media can be used to increase brand loyalty in the Indian Cuisine Restaurants in Nairobi and to assess the effects of social media tools on consumers brand loyalty of Indian Cuisine Restaurants in Nairobi.

2.2 The Effects of Social Media Marketing on Consumer Brand Loyalty

2.2.1 Brand Loyalty

The concept of brand loyalty refers to a consumer’s preference to select a particular brand over other competing brands when given equal opportunity to select either. This usually occurs when the consumer is convinced that this particular brand offers the best value for his/her money, offering the right solutions at the right price. This behavior results in the customer selecting this particular brand more often, which leads to brand loyalty. This is further enhanced by long-term purchasing history and familiarity with the brand which ultimately leads to the formation of trust between the consumer and the brand. This trust between the consumer and the firm, in the long run, has been proven to have a positive effect on the firm’s profitability (Dick & Basu, 1994).

It is generally well understood by marketers that it may cost six times more to get a new customer as compared to retaining an existing one (Rosenberg & Czepiel, 1984). Therefore, it is cheaper for a firm to improve its retention than incur acquisition costs. According to Pleshko & Baker (2006), by leveraging brand loyalty, firms were able to enjoy a higher market share, however, (Reinartz & Kumar, 2002) established that the correlation between brand loyalty and profits was rather weak than anticipated. They raised the claim that it was an overstatement to say that long term and loyal clients were more profitable.

Past studies have proven that customer interaction with a particular brand could have an impact on brand loyalty and this also defines the majority of consumer purchase decisions. The outcome of brand loyalty through brand involvement has been reinforced by various
studies which suggest that consumers who are frequently involved with a particular brand are also committed to it and therefore become more brand loyal (Quester & Lim, 2003).

### 2.2.2 Ability to Interact

Effective website, online interactivity and website security has positive effects on social media marketing through enhancing brand loyalty and brand trust (Sahika & Tatar, 2006). It is important for the website to have a good layout and be responsive as consumers today prefer quick actions have minimal attention span given the numerous marketing stimuli that are trying to compete for their attention. The aesthetical appeal of the website needs to be attractive and carefully crafted to attain maximum user attention. Consumers today are highly interacting with social media and this has fundamentally transformed marketing and offered a dynamic platform for customer interaction (Trattner & Kappe, 2013).

Social media has established a two-dimensional approach by encouraging an exchange of ideas (Drury, 2008). Real and meaningful discussions are made possible by social media through the creation of content that is for both brands and individuals, this interaction is a key ingredient of an effective marketing strategy (Weber, 2009). Social media marketing is closely related to content marketing, it entails creating and sharing value-added content contrary to product placement and product selling. This nature of social media marketing makes the customers feel like they are an integral part of a brand individual’s relationship and not just a source of revenue (Drury, 2008). Due to the instant nature of the internet, it is possible to notify all followers about a subject quickly and simultaneously (Berselli & Burger, 2012). Social networking sites enable greater interaction with the online community by broadcasting mostly up-to-date and consumer relevant information.

Consumers today have the ability to instantly go on the internet and explore details about products and also interact with other consumers who have used the product before and obtain reviews which adds a new dimension in products and marketing. Consumers are in control of social media conversations and they are able to and willing to influence one another to change the product they use based on their experiences and will inform their friends, family, and network (Okinda, 2014). Marketers’ presence on social media is quite important to make sure that the information being shared on social media about their products is curated to ensure consumers don’t get unchecked information about their products and services.
Social media creates a dynamic environment of relationships among people, this environment incubates and nurtures these relationships and the content they create and share (Khan & Khan, 2012). This nature of relationship allows social media networking customers and potential customers to take initiative and market among themselves. Consumers communicate with each other about positive and negative product attributes, in effect they post positive and negative adverts about what they like and dislike about various products which allow other social media users to make purchase decisions. Social media has created a platform for customers to inform their large networks about what they need and are searching for, what they want to do and what they don’t like in real time. This creates an opportunity for firms to get this data and try to personalize their marketing campaigns to target these particular traits (Strategic Direction, 2012).

2.2.3 Customer’s Experience

The social media marketing process involves attaining and alluring more audience, known as traffic creation, through various social media platforms (Rich, 2010). Social media marketing has the ability to affect customer buyer behavior because it is widely known that they seek information and reviews from relatives and friends about products and services (Hubspot, 2012). According to research done by (Arca, 2012) on the benefits of social media marketing, it discovered that 78% of customers world-wide, trust the reviews and opinions about products and services from other fellow consumers, more than any other medium of information. This is because consumers are perceived to be more neutral than the marketing messages from companies. Firms also use social media to control customers’ expectations of their products and services. Customers are capable of forming their own personal opinions about a product or service they use and are thereafter sharing their experience and review on social medium with other consumers and therefore influencing their purchase decisions (Arca, 2012).

Consistency of brand image enables the creation is a positive online experience for a company’s customers (Neelotpaul, 2010). Online brand experience is a careful combination of support, physical appearance, layout, targeted content, responsiveness and navigation (De Chernatony, McDonald, & Wallace, 2011). A report conducted by (Deloitte, 2010) discovered that social media marketing had assisted organizations build their brands through loyalty in the hotel industry. We are seeing this more often today because consumers generally find it more difficult to get product or service information.
pre-purchase, and now in the era of social media and instant communications, they can more easily get reviews and feedback about these products or service attributes before making a purchase decision (Zeithaml et al, 2009). Consumers have – over a lengthy period of marketing stimuli – become immune to the conventional marketing channels and they have also lost their confidence in them (Lim, 2011). Companies have used social media to bridge the gap between themselves and customers, this thereby creates loyalty, brand awareness and initiates the purchase process (Yan, 2006).

One of the challenges encountered by many marketers when they are trying to build a strong brand is to ensure that positive attributes are linked to the brand, for example, the right experiences, images, feelings, perceptions, and thoughts (Keller, 2013). Organizations that focus on creating web experiences that enhance loyalty and awareness are able to enjoy an increase in revenue (Lim, 2011).

2.2.4 Brand Equity

According to Jaana (2012), organizations should design their marketing strategies in a way that it encourages its customers to engage with their brands on the internet through various avenues. Social media is not only about narrating and sharing a message, but it is also more about obtaining inspiration and ideas from it (Drury, 2008). Organizations that utilize brand communication are more capable of positively affecting brand equity, the message needs to invoke satisfactory customer feedback towards the focus brand, as compared to the competition (Yoo et al., 2000). Communication from organizations about brands is a communication stimulus that has various positive effects on the consumer as a recipient. The perception of this communication stimulus creates positive customer awareness for the brand (Bruhn et al., 2012).

The value that a customer is willing to give up for a product or service demonstrated how the customer feels, and the attachment for a particular product and it is also in conjunction with the product’s price, market share and profitability is known as the brand equity (Kotler & Keller, 2009). According to (Aaker, 2009), a set of assets and liabilities that are related to a brand is what makes up its brand equity. The brand awareness, brand loyalty, brand awareness, and brand perception are also an important part of the brand equity (Weber, 2009). Social media marketing is a dynamic means of communication with consumers that encourage new and creative ways to promote their products and services through websites and content creation and sharing (Weinberg, 2009).
2.3 Social as a Tool to Increase Brand Loyalty.

2.3.1 Trust

As compared to traditional elements of the promotional mix, social media is perceived by customers to be more trustworthy (Foux, 2006). Real-time interaction between the customer and the business is made by social media, this allows customers to get near instant answers to their questions or concerns. This two-way communication and its speed create what is known as brand engagement, positive brand engagement leads to trust between the customer and the brand (Hollebeek, 2011). Organizations should seek to gain the trust of customers, as trust is what will enable the organization to nurture and develop loyalty from the customers, thereby mitigating the risks and uncertainty that customers may have (Reichheld & Schefter, 2000).

According to Reichheld & Schefter (2000), the use of online marketing strategies prevents the consumers from interacting with the physical attributes of the product, like the smell, feeling and touch or interacting with the salesperson. Customers only have a digital reference point, like image and descriptions on a webpage. To help overcome these concerns, brand loyalty and trust is crucial (Gommans et al, 2001). Research suggests that customer satisfaction is highly influenced by the physical surroundings and price perception (Dube et al, 1999). Unlike consumers of tangible products, service customers are restricted to a relatively small number of indications to evaluate their overall experience because of the intangible nature of service (Nguyen & Leblanc, 2002).

According to Foux (2006), customers believe social media to be a more trustworthy source of information as compared to the traditional marketing elements. Organizations need to ensure that their customers feel special through exclusivity. A subset of customers can be given the sense of exclusivity through offers special discounts, exclusive information and the possibility of weekly newsletters to keep them up-to-date (Mangold & Faulds, 2009). According to research done by (Baird & Parasnis, 2011), from social media to social customer relationship management, before customers initial the conversation with their brands on social media, they need feel assured that they trust the organization and are confident that they will obtain honest information. Therefore, transparency is of great value and importance, an organization that is not transparent risks being seen as not trustworthy. It is of paramount importance that organizations create trust and long-term relationships. There has been a revolution in marketing, whereby the efforts are not only about persuading
customers to buy products through bombarding target customers with marketing stimuli (Rust et al, 2010) but in modern times it is more about building long term relationships and trust through effective and efficient two-way communication. To ensure the positive interaction, organizations need to focus on products and services that are of the customer's interest and design products and services that assist the customers in solving problems. Sharing content that is relatable and appealing to the audience is a good way to stay connected to the audience. Customers’ loyalty can be boosted by giving them an opportunity to give their feedback about the organization’s products and services. For example, a restaurant may post on social media, “We believe our food quality is the best in town, Don’t you?” Audiences that agree shall respond positively, by sharing or liking the post, those who think otherwise shall give valuable input on why they think otherwise. These insights help the organization improve. When customers see that the organization has tried to improve their products and services with their feedback, they are more likely to select your products and services (ReachLocal, 2013).

Timing is one of the important factors that is important in building trust and long-term relationships through social media marketing (Woessner, 2011). Organizations need to have a fast response system to reply to posts, comments or direct messages. A study by (Ratcliff, 2013) found that 72% of customers expect complaints on Twitter to be answered in one hour and 53% of customers who ask a brand a question on Twitter expect a response within one hour. Customers feel like organizations care about their concerns when they are addressed timely. Ideally, organizations should make about five to ten comments to any posts of customers relating to their brand. This helps to establish a presence and create awareness about the brand (Woessner, 2011).

In order to boost customer loyalty, social media marketers should understand that it is the quality of their content that matters and not the quantity. Content is indeed key, the positive aspect of social media is that not all content should be your own creation, sharing relevant content that adds value to the brand is equally beneficial as original content. This assists the organization in gaining credibility but as understood, content is key, therefore it cannot be used in long run and having a social media marketing strategy that focuses on creating original content has great results despite the high investment of time and resources (Pineda, 2016).
2.3.2 Reward

Customers respond positively to free-offers or discounts when encountered online (Kimani, 2012). Giving free items to audiences was observed to attract more social media visitors especially in the commercial sector. According to Okinda (2014), in his study of the social media influence on Kenya Commercial Bank, (KCB)’s direct marketing strategy through social media to the audience in Nairobi, He discovered that discount offers and freebies were one of the major motivating factors that are able to get a customer to respond on social media. The use of information technology has enabled organizations to market their products and encourage customer loyalty (Deighton, 2000). Organizations make use of online loyalty programs like points cards, advantages cards, a club card or reward cards. Furthermore, the use of online rewards programs by organizations encourages loyal purchasing behavior hence increasing revenues (Singh & Khan, 2012). Loyalty reward programs also increase repeat purchases and therefore improve customer retention rates (Lewis, 2004).

Organizations use online loyalty reward programs to retain their best-performing customers (Clark, 2010). Customers earn points or tokens that are redeemable that they may use for a purchase or convert into value-added services from the organization that they earn them from. In exchange for points, organizations are able to gather valuable information, like purchasing patterns, customer contacts and other personal information that may assist the organization in their marketing efforts. Organizations often use this information to improve their products and services by customizing them accordingly. According to research done by (Mangold & Faulds, 2009), customers go to social media to keep up to a particular brands marketing effort and learn more about new promotional information. For example, Artcaffe restaurant chain uses social media to distribute special offer codes that are exclusively only available on their social media platforms.

Rust, Moorman, and Bhalla (2010), state that providing loyalty reward points is a tried and tested way to boost customer loyalty. This involves an elaborate definition of available offers, the content shared and information about the rewards that are available from the company. Organizations should use what they have learned about their customers to improve service delivery and their products. They also need to develop appropriate strategies to encourage positive behavior from their customers. It is highly essential to develop a loyalty reward program that customers are willing to deem it fair and acceptable, for it to be effective.
2.3.3 Accessibility

The use of social media can assist an organization increase its customer loyalty through marking essential information available for their customers and offering effective tools for customers to socialize and share information (Greenberg, 2010). Social media users seek transparency and honesty when dealing with their fellow social media users and the brands they would like to interact with. According to studies done by Erdoğan & Çiçek (2012) on the effect of the perceived social media marketing efforts by consumers, on brands discovered that there is indeed a positive relationship between marketing campaigns offered by a brand and brand loyalty, the relevancy of the content on the social media platforms of a brand, the popularity of content among social media friends and other users and, the variety of social media platforms that the brand is active on and various applications provided by a brand on the online environment.

A study by Kim and Ko (2012), revealed that social media marketing by high-end luxury brands that entertain their customers, enable interaction among social media users and encourage word-of-mouth, improves customer equity and affects pre-purchase behavior positively. According to studies done by Campbell (2010), on the online community of members on social media platforms, it was revealed that social media users are more attracted towards social media platforms that offer an easier interaction between themselves and other social media users. This enables them to develop their own network around topics of interest and common preferences. They also prefer platforms that allow them to share social media application features with friend and family. Campbell (2010) mentions in his study that social media users prefer social media sites that offer regular updates in the form of fresh content and posts as this gives the illusion of information flow that encourages the audience to be frequent users to get free flow of information.

According to Woessne (2011), organizations should curate more effective posts. The effectiveness of a post is defined by its honesty and conciseness. Effective social media posts have to be informative to satisfy the customer’s need for information and also experts’ opinions, conversations are usually obtained from effective posts (Woessner, 2011). Effective posts encourage audiences to interact with the posts which in the end pushes followers to act, like making a purchase or subscribing to an online service like a newsletter. It is critical to not overwhelm customers with too much content or constant updates and maintain relevant content on the social media platform as they may lose interest from
information overload (Rooney, 2011). Firms should be consistent with about two tweets per day, (Woessner, 2011) also suggests a 6:1 ratio which states that organizations should post 6 professional related posts and one product or service-related post.

In their research about customer adoption of social media platforms, concluded that for an organization to attract customers to engage and interact in their social media platforms, the organization has to develop websites that are user friendly that will help customers create a positive attitude towards their brand, which reduced perceived risks and facilitates in trust building (Lorenzo-Romero et al, 2011).

2.4 Effects of Social Media Tools on Consumers Brand Loyalty

2.4.1 The Honeycomb Model

The honeycomb model consists of seven elements, identity, conversation, sharing, presence, relationships, reputation and groups (Smith, 2007). These elements are used to understand how strong brand loyalty can be created by organizations through the use of social media its functionalities.

Identity is the extent to which organizations and individuals make their identity public through disclosing personal or corporate information, this may be the name, location and values in a social media setting (Kietzmann et al, 2011). According to Keller (2013), the processes of establishing a brand identity on social media is about the effect that the brand identity has on brand awareness. Furthermore, organizations create their brand identity by defining who their brands are (2001).
The extent to which customers and social media users communicate with one another is known as the conversation. The primary function of social media is to facilitate and encourage these conversations among interest groups and consumers that positively impact the brand of the organization (Kietzmann et al, 2011). The social media users use the various platform functions like tweets on Twitter, Posts on Facebook and other blog updates to share information and connect to like-minded, build one’s self-esteem and to try and establish themselves as opinion leaders; other users like to engage and join conversations to have their opinions known about various subjects so that they may make an impact on humanitarian causes or even politics (Kietzmann et al, 2011). Organizations also use social media to make their customers aware of their brand.

The extent to which customers distribute, exchange and receive media through social media is known as sharing (Babac, 2011). Consumers often follow the brands they want to be associated with, they want to fulfill their need for being identified with organizations or brands that they see as desirable (Laroche et al, 2012). Social media audiences like to feel connected to other consumers that they have interest and desires in common with, and they like to form communities that they have shared values and interests (Mangold & Faulds, 2009). Consumers make use of social media to interact with companies and brands that
they feel are trustworthy and is honest (Baird & Parasnis, 2011). Consumers online have few reference points to validate the information they are receiving from the companies, hence they highly value transparency and organizations that are not transparent are considered insincere and manipulative. Consumers are likely to talk about a product, service or organization on social media if they are well informed about them. It is therefore very important for organizations to give accurate and elaborate information about themselves and their products.

The extent to which an individual can understand if his or her peers are available online is known as presence. Presence is a dimensional bridge that interconnects the real and virtual realities (Kietzmann et al, 2011). The presence dimension includes information about where each individual is in the virtual/real world. Companies need to recognize that an elaborate social media presence is critical in creating strong bonds with their target audiences which may lead to brand loyalty (Kietzmann et al, 2011).

The extent to which each individual can relate to fellow social media users is known as relationships (Kietzmann et al, 2011). Social media create an environment whereby individuals are exposed to interactions with both people that they know and don’t know. Interactions enable customers to create relationships and network among themselves (Sledgianowski & Kulviwat, 2009), relationships creation among consumers increases customer satisfaction and improves brand loyalty. Loyalty is the favorable attitude that customers have towards a particular brand that they repeatedly select products of this brand and forgo other alternatives (Senders, 2013). According to Keller (2001), building relationships are about the impact that they can create on brand loyalty through social media functionalities.

The extent to which an individual can identify his or her position in the society in the online social media setting is known as Reputation. Reputation is not something that is given to an individual from their disclosed identities on social media, it is something that is earned through the shared content, one’s preferences and expressed thoughts. The same applies to organizations that are trying to build an online reputation or strengthen it using social media marketing strategies (Kietzmann et al, 2011).

The extent to which individuals can form communities and sub-communities in those communities in the social media setting is known as Groups. The more popular the social network, the higher the number of communities, groups, and followers (Kietzmann et al, 2011). There are two major types of groups on social media, there are groups of individuals
who the social media user has a connection in the real – physical – world, like family, friends, co-workers, or fans. The other type of groups involves acquaintances made online and there has not been any contact or interaction in the physical world (Kietzmann et al, 2011). Consumers like being identified with the groups and symbols they prefer; they achieve this through following the brands they prefer and use on social media and also through interacting in groups and communities that share his or her preferences.

2.4.2 Characteristics of Social Media

There are five specific characteristics of all social media, connectedness, openness, conversation, community and participation (Mayfield, 2008). Participation enables interested individual or groups to interact by inspiring feedback from all (Mayfield, 2008). According to Drury (2008), social media enables encourages people to interact and share and with others their content and thoughts and therefore making it more democratic than ever. This has been utilized by many firms to facilitate a participative culture. Participation is measurable via the rate of engagement, frequency of visits, and length of connection to a social media platform (Kim & Ko, 2012).

Compared to traditional media, social media enables dialogue conversations with an audience (Mayfield, 2008). Application of Web 2.0 enhances capacity and speed of the dialog thus making conversation a key feature of social media. Sites like Facebook offer many communication gears for conversations between users, and feedback rate can be used to measure this character (Liu, 2003). By offering Web links to other people and sites, social media allows users to teleport in cyberspace and offers connectedness to its users (Mayfield, 2008). Perceived connectedness is positively attributed to the closeness and identification with others (Lee et al, 2001). High connectedness creates closeness and identity with other social groups whereas people low connectedness often results in psychologically distant (Ha & James, 1998). The fact that social media often result in new connections between more individuals makes it very unique (Boyd & Ellison, 2007).

Community and Commonality represents an aspect where social media allows individuals and firms to identify and interconnect with the individuals whom they want to associate with, thus, forming communities quickly and developing effective ties with others who share a similar commonality with them (Mayfield, 2008). Social media offers an effective avenue of developing communities by linking parties with others that subscribe to a certain commonality, as determined by interests and needs during the interaction. Openness is the
ability of a social media platform allow users to get feedback and participation by minimizing the available barriers to accessing information (Mayfield, 2008). Meadows-Klue (2007) asserted that most social media platforms contain limited flow barriers so that data can easily flow between from the sources to the users and among users themselves. The openness characteristic is motivated by the fact that social media ‘s networking philosophy entertains for the availability of easy-to-utilize instruments for generating and sharing content.

2.4.3 Perceived Quality

Perceived quality is the process whereby a customer judges the general performance of a product. Perceived quality may be measured with scales such as high quality versus inferior quality, best in category versus worst in the category, consistent quality versus inconsistent quality, finest quality versus average quality versus inferior quality (Aaker, 1996). In his research on web acceptance and the usage model, it was revealed that there is indeed a positive relationship between advertising spend and perceived quality (Sánchez-Franco, 2005). According to (Chevalier & Mayzlin, 2006), in their research on the impact of word of mouth on the sales revenue of online books, it was established that online reviews significantly impact a consumers’ perception of product quality. Customers are able to obtain and share information about products and services on social media hence they are able to influence customers’ perception of brand quality (Riegner, 2007). Zeithaml (2009) asserted it is “the consumer’s (subjective) judgment about a product’s overall excellence or superiority”. The perceived quality differs from consumer to consumer as it is connected with the unique requirements of each customer that the product is expected to fulfill. Furthermore, the degree that these unique needs satisfy varies among consumers. Regarding this level of satisfaction, brand equity may increase if the perceived quality is high or may decrease if the perceived quality is not as expected.

2.4.4 Brand Awareness

According to Bollen & Emes (2008), experiential marketing is a good brand awareness marketing strategy that enhances customer experiences. Organizations use sponsorships, product placements, events and brand scope as popular experiential marketing activities. Brand awareness can be created through experiential marketing events that enable the customer to create an association with the brand and customers are more aware of the
company (Fryrear, 2016). According to research carried out by Huang & Sarigöllü (2012), organizations can improve their brand awareness through using distribution intensity, pricing strategies, brand image development, advertising, and promotion.

Brand awareness is an important factor in the valuation of brand equity, one of the paramount factors that are desired through branding is increasing brand awareness (Kaferer, 2012). A brand’s strength is measured by the presence that it has in the minds of its consumers (Keller, 2013). Furthermore, the process of brand recall is whereby customers are able to retrieve the memory where the product brand is mentioned.

The use of social media assists brands in the creation of brand awareness to their target audiences (Montero, 2015). Companies are able to have a direct, instant conversation and interact with their customers and this also increases brand loyalty. The emergence of social media tools like the ability to segment audiences on Facebook has enabled organizations to offer more personalized services and marketing campaigns are more specifically targeted towards smaller groups (Rana, 2012).

According to Weinberg (2009) & Kaplan and Haenlain (2010), organizations use the various social media platforms to boost awareness, provide customer service and boost brand loyalty. These platforms include social blogging sites, social media sites, content sharing sites, virtual worlds, online gaming communities, websites, forums, social bookmarking, microblogging sites, and news sites. According to Gunelius (2011), organizations use social media platforms to create brand awareness, create brand recognition, initiate the recall process and increase brand loyalty. Furthermore McKee (2010), asserts that social media platforms use has assisted organizations in the building of brand loyalty by enabling networking and conversations through community creation. According to Perkins (2014), the use of appealing visual content may be utilized to encourage user engagement on social media platforms. Content shared that includes relevant pictures or videos are generally shared more often as compared to content that is not visually appealing. A research was done by Malik, Asif, & Malik (2012), on the determinants of brand loyalty in the Pakistani health sector, they explored the impact of brand loyalty and awareness on the purchase intention of the consumers, it was revealed that there is a strong positive relationship between purchase intention and brand loyalty and awareness.

Positioning is the process of ensuring that a particular brand occupies a high stance in the minds of the consumers who are the target of the organization (Kotler, 2003). Furthermore,
the brand position can be used as an element that informs the potential customers about the product, for example, who the product is for, what it is used for, and its functionalities (Elliott & Percy, 2007). Organizations make use of social media for brand positioning in the customer's minds which in turn creates brand loyalty. The brand awareness and brand image signals are very important which are related to how consumers perceive the brand and therefore assists in the prediction of customer buyer behavior (Wang & Yang, 2010). Advertising creates customer awareness. Awareness can be used by organizations to create strong, preferred and unique associations to the brand in customers’ minds and enhance positive brand feelings and judgments.

Customers use social media platforms such as Twitter, Facebook, linked and Instagram to make purchase decisions and therefore, organizations use these platforms to increase awareness of their products, services, and brands (Shankar et al, 2011). Social media websites such as Facebook are more effective than other traditional advertising methods as they record all the information about their users hence are able to lead a marketer to the precise target audience group (Curran & Lennon, 2011). Based on previous research on the utilization of brand communication enhances brand equity which thereby increases the chances of a brand being at the top of consumers’ minds, the use of social media brand communication can positively influence the customers brand perception which may increase brand loyalty.

2.5 Chapter Summary

This chapter reviews the literature on the main variables that make up the research objectives. The chapter discusses the theories that explain the relationships between social media marketing and customer loyalty. The chapter discusses objectives addressing social media as a tool used for marketing. The viability of social media as a marketing tool is believed to be because it focuses on the creation of relationships and facilitating conversations unlike traditional media that focuses on message delivery. Social media has made it possible for customers to talk about what they want, need, like in real time creating an opportunity for business to tap into this data and to connect on a personal level. Social media marketing makes it possible for brands to measure the effectiveness of their marketing efforts. Finally, the chapter ends by identifying the research gaps that this research seeks to fill. The chapter determines the most effective social media tool to use,
the elements consumers look for in information updated on social media and whether the frequency of brands updates have any effect on consumer loyalty.

Chapter three presents the research methodology and describes the study area. The key topics discussed include population, research design, and sampling design and sample size, data collection method, research procedures and data analysis methods.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research methodology and the description of the study area. The key topics discussed include research design, population, and sampling design and sample size, data collection method, research procedures and data analysis methods. In addition, there are some highlights of distribution intensity and consumer brand perception.

3.2 Research Design

Cooper and Schindler (2008), defined research design as the specific procedure used to acquire information required. There are three types of research design that are essential in marketing research. These are; exploratory studies, descriptive studies, and causal studies. Exploratory Studies are described as the problem finding the phase of research wherein the researcher is focused on the scope of the study, this allows the researcher to anticipate the variables and the problems. Secondly, descriptive study is defined as the study which allows the researcher to understand the market and his customer by predictions of relationships, results, and events. Finally, causal studies are described as the study that allows the researcher to discover the reasons behind a solution and assemble a predictive model that can be used in the future.

In this study, descriptive research design was used. According to Mugenda and Mugenda (2003), a descriptive research design is employed when a problem has been well defined and whereby a researcher can interact in a study by going to the population of interest in order for the respondent to elaborate the various variables about the problem that is being studied. The study was conducted to determine the assessment of social media marketing on Brand loyalty within the Indian cuisine restaurants in Nairobi. According to Cooper and Schindler (2006), he states that descriptive research design is one that focuses on answering the questions where what, and how of an occurrence a variable is. Both quantitative and qualitative research were used to be able to gain better knowledge and understanding of the results. Quantitative research relied on deductive reasoning. This design was appropriate for this study as it enabled the researcher to assess the effects of social media marketing which were the independent variable on brand loyalty which was the dependent variable within the Indian cuisine restaurants in Nairobi.

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3.3 Population and Sampling Design

3.3.1 Population

According to Frankel and Wallen (2000), a population is referred to a collection of elements in regards to which references are made. They stated that a population is generally made up of individuals who have certain characteristics or a collection of attributes that a study seeks to examine and analyze. The target population in this study was the customers at the Indian Cuisine Restaurants in Nairobi. The researcher focused on Indian cuisine restaurants in Nairobi because of the time and accessibility. The researcher focused on those customers that are on social media. The Indian cuisine restaurants that were focused on by the researcher include Angithi Restaurant, The Mayura, Open House, Tandoori Patio, Clay Oven, Masala Twist, Mumbai Grill, Chowpaty, and Ashiana Restaurant.

Table 3.1 Population Distribution

<table>
<thead>
<tr>
<th>Restaurant</th>
<th>Average Guests per Meal</th>
<th>% of Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Angithi</td>
<td>70</td>
<td>8%</td>
</tr>
<tr>
<td>The Mayura</td>
<td>90</td>
<td>10%</td>
</tr>
<tr>
<td>Open House</td>
<td>120</td>
<td>14%</td>
</tr>
<tr>
<td>Tandoori Patio</td>
<td>70</td>
<td>8%</td>
</tr>
<tr>
<td>Clay Oven</td>
<td>90</td>
<td>10%</td>
</tr>
<tr>
<td>Masala Twist</td>
<td>50</td>
<td>6%</td>
</tr>
<tr>
<td>Mumbai Grill</td>
<td>70</td>
<td>8%</td>
</tr>
<tr>
<td>Chowpaty</td>
<td>180</td>
<td>21%</td>
</tr>
<tr>
<td>Ashiana</td>
<td>130</td>
<td>15%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>870</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Source: Respective restaurant managers

3.3.2 Sampling Design

3.3.2.1 Sampling Frame

According to Currivan (2005), a sampling frame is a list of elements from which a sample is derived, and this sample must resemble the population as closely as possible. The sampling frame guides the researcher on how the respondents are to be selected for questionnaire testing. The target population for this study consisted of nine Indian cuisine
restaurants in Nairobi which were obtained due to their high rank on the Trip Advisor web portal that uses various popularity metrics to categorize restaurants.

3.3.2.2 Sampling Technique
Sampling technique is a method used to obtain the sample. This research was conducted using simple random sampling whereby the sample was selected from a larger group which was made up of guests at target restaurants at a busy period during the day, for example lunch or dinner, and every individual was chosen entirely at random and had the same probability of being selected as part of the sample. The sample was picked on the field through observation from the 9 Indian cuisine restaurants.

3.3.2.3 Sample Size
Sample size is a set of elements that makes it possible for the researcher to generalize about the population. According to Cox (2008), a sample is referred to as a subset of the population however, this subset is useful for the research only when it is accurately selected and ensures it presents the larger population. There are two approaches to determine the sample size for variables that continue. One technique is to combine the responses into two categories and then use a sample size based on the proportion (Frankel and Wallen, 2006). The other technique is to use the formula recommended by Mugenda and Mugenda (2003). For this study, the first option was used to determine the sample size. The researcher used proportion through observation. The researcher estimated the sample size to be at 15 samples per restaurant, based on proportion allocation through observation. There is a total of 9 cosmetic retailers that are being used for this study and this, therefore, brings the sample size to 135 respondents.

3.4 Data Collection Methods
Primary data collection method using questionnaires was employed in this study. A structured questionnaire was used to collect the data. Wong (1999), defines questionnaires as a “formalized schedule which contains an assembly of carefully formulated questions for information gathering.” Multiple choice questions were used in a way that feedback was guided as per the researcher’s requirements and also took in to account the perception of the respondents. Likert scale survey questions were utilized. The questions were divided
into four sections, with the first section gathering demographic data and the subsequent sections gathering data relevant to the different research objectives. The first section gathered demographic data like the age, gender and marital status. The second section gathered data relating to the social marketing perceptions of the respondents, the third section attempted to capture what aspects of social media websites the respondents liked and disliked. This would lead to favorable perceptions of these restaurants which may encourage loyalty. The final section focused on the effectiveness of social media tools that social media websites utilized.

3.5 Research Procedures

Upon formulation of the questionnaire, a pilot study was conducted from a random sample of ten from the target population to refine it as well as test the reliability of the instrument and ensure that the questions were able to meet the objectives of this study. The final pilot tested questionnaire was used for data collection through personal interviews and the researcher estimated that it takes the respondent between 10-15 minutes to complete the questionnaire at the 9 Indian cuisine restaurants that are being researched on. Each completed questionnaire was then allocated an exclusive case and a sequential serial number was given to each questionnaire. The data was collected in July 2018 through personal interviews. To ensure there was a high response rate, each respondent was politely approached at the end of their meal and given a choice to participate in the study. The respondents were also assured about confidentiality and privacy of their data. Verification of the data presented was checked to ensure that all the questionnaires were completed accurately.

3.6 Data Analysis Methods

Data analysis consists of editing, coding, and tabulating of the data collected into summaries that are both easy to manage and easy to present. Once all the completed questionnaires were completed, the researcher went through them for completeness and consistency. The questionnaire was coded in accordance with the research questions to ensure precision during the study process. Descriptive statistics like mean and standard deviation were used to measure the data gathered in this research. The researcher made use of Statistical Package for Social Sciences (SPSS) student edition to analyze the data.
collected. The data was coded into the software to generate results that were interpreted using charts and graphs to give a clear understanding of the findings from this research.

3.7 Chapter Summary

This chapter introduced the research methodology that was employed to conduct this research. For this study, a descriptive research design was used. There was a sample that was selected out of the population to represent the population as the population was too high. Data collection was mainly primary and was done by administering questionnaires using personal interviews. Chapter four provides an analysis of the results obtained in the study.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter provides an analysis of the results obtained from the study. It thereafter discusses the results on demography; marital status, age, gender, level of education, relationship with the Indian cuisine restaurants, visit social media platform, access to social media platform and how frequently the respondents access social media platforms. The chapter further assesses the effect of social media marketing on consumer loyalty in the Indian cuisine restaurant industry in Kenya.

4.2 Demographic Information

This segment provides an analysis of the results on demographic aspects of the respondents who participated in this study. The researcher issued 135 questionnaires to various guests who visited particular Indian cuisine restaurants and 107 were filled and returned. The percentage response rate was 79% as depicted in the figure below.

Figure 4.1: Response Rate Chart
4.2.1 Age of Respondents

The researcher investigated the respondent’s age. Results revealed that majority of the respondents were above 40 years with 39 respondents representing 36% of the total population, 31-39 years 25% of the respondents, less than 25 years age respondents were 21% of the total population and 26-30 made up 17% of the population. Results are illustrated in figure 4.2 below.

![Age Distribution](image)

**Figure 4.2: Age Distribution**

4.2.2 Gender of Respondents

The researcher pursued to investigate the gender of the respondents. Most of the respondents were male representing 56% of the population and female were 44% of the population as illustrated in figure 4.3 below.
4.2.3 Marital Status of the respondents

The researcher investigated the marital status of the respondents. Most of the respondents were single representing 57% of the total population, 40% were married and 2% were divorced and 1% were widowed. Findings are illustrated in figure 4.4 below.
4.2.4 Education Level

The researcher further investigated the highest education level of the respondents. Results revealed that 44% of the respondents have a degree, 34% diploma, 17% have a master’s degree and 2% had Ph.D. and 4% had opted to not answer the question as shown in Figure 4.5.

![Figure 4.5: Highest Education level](image-url)
4.2.5 Frequency of visit to Indian Cuisine Restaurants

The researcher investigated the frequency of visit by respondents to the various Indian Cuisine Restaurants. Results revealed that almost a third of the respondents have been visiting the restaurants very frequently with 29% of the respondents, 41% frequently, 27% rarely and 3% were first-time visitors as illustrated in Figure 4.6.

![Pie Chart](image)

Figure 4.6: Frequency of visit to Indian Cuisine Restaurants

4.2.6 Frequency of Social Media Use

The researcher sought to investigate the frequency of visit to social media. Majority of the respondents visit Facebook 53%, 17% visit more than one site, 13% of the respondents visit twitter, 9% visit Instagram, 21% visit Twitter and 3% visit LinkedIn as illustrated in figure 4.7 below. This shows that respondents have embraced the use of technology hence creating convenience and saving them more time.
Table 4.1: Frequency of Social Media Use

<table>
<thead>
<tr>
<th>Social Media Platform</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>57</td>
<td>53%</td>
</tr>
<tr>
<td>Instagram</td>
<td>10</td>
<td>9%</td>
</tr>
<tr>
<td>Twitter</td>
<td>23</td>
<td>21%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>Multiple Platforms</td>
<td>14</td>
<td>13%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>107</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

4.2.7 Reasons for Accessing Social Media

The researcher wanted to investigate reasons for accessing social media platform. Results revealed that most of the respondents visit social media platform for more than 3 reasons 42%, to access information 21%, learn about new product 13%, network with friends 16%, and network with online friends 8% as illustrated in figure 4.8 below.

![Figure 4.7: Reasons for Accessing Social Media Platforms](image)

4.2.8 Frequency of Accessing the Internet

The researcher investigated frequent access to internet results revealed that 42% of the respondent’s access internet at a constant basis, 25% hourly, 14% every mid-day and 10% after work/evening and 8% occasionally as illustrated in table 4.1 below. The use of the internet has grown exponentially over the years hence enabling restaurants to come up with new strategies that they can use to interact with their customers and encourage loyalty.
Table 4.2: Frequency of Internet Use

<table>
<thead>
<tr>
<th>Variable</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constantly</td>
<td>45</td>
<td>42%</td>
</tr>
<tr>
<td>Hourly</td>
<td>27</td>
<td>25%</td>
</tr>
<tr>
<td>Every Midday</td>
<td>15</td>
<td>14%</td>
</tr>
<tr>
<td>Evenings/After Work</td>
<td>11</td>
<td>10%</td>
</tr>
<tr>
<td>Occasionally</td>
<td>9</td>
<td>8%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>107</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

4.3 Effects of Social Media Marketing on Consumer Brand Loyalty

The study aimed to determine the effects of social media marketing on consumer brand loyalty in Indian Cuisine restaurants. The respondents were asked a number of questions several questions and were supposed to rate them with the highest being Strongly agree (1) and the least being Strongly disagree (5).

4.3.1 Customer Experience

Upon evaluation of the means, some of the respondents strongly agreed that they visit social media platform of their preferred Indian cuisine restaurant because it meets their expectation and they get recommendations from their friends before visiting any Indian cuisine restaurants, 2.17 and 2.3 respectively. The other half of respondents were of the opinion that they disagreed or were undecided that they do not use social media platforms for accessing information on Indian cuisine restaurants and they do not get a quick response from most Indian cuisine restaurant social media platforms, 3.19 and 2.96 respectively. This shows us that the customer's experience is fairly good and they have an overall positive interaction experience with the Indian cuisine restaurant’s social media platforms.
Table 4.3: Influence of Customer Experience on Brand Loyalty

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>I visit the social media platform of my preferred Indian cuisine restaurant because it meets my expectation.</td>
<td>2.17</td>
<td>1.209</td>
</tr>
<tr>
<td>I do not use social media platforms for accessing information on Indian cuisine restaurants.</td>
<td>3.19</td>
<td>1.117</td>
</tr>
<tr>
<td>I get recommendations from my friends before visiting any Indian cuisine restaurants.</td>
<td>2.3</td>
<td>1.207</td>
</tr>
<tr>
<td>I do not get a quick response from most Indian cuisine restaurant social media platforms.</td>
<td>2.96</td>
<td>0.951</td>
</tr>
</tbody>
</table>

4.3.2 Interactivity

Analysis of the data from the respondents, almost half of them agree that they use social media platforms of their preferred Indian cuisine restaurant because they can easily share information with fellow social media users and they use social media platforms of their preferred Indian cuisine restaurant because they offer value added content, 2.16 and 2.19 respectively. The other half of the respondents in this section were relatively undecided that they do not prefer using social media platforms of their preferred Indian cuisine restaurant because they are not easy to interact with and they do not feel like their data is secure while visiting social media platforms of their preferred Indian cuisine restaurant, 2.99 and 2.93 respectively. This portrays that they are not certain about the security of their data that they share with these platforms but they also admit that they can get value out of using these platforms.
Table 4.4: Influence of Interactivity on Brand Loyalty

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>I do not prefer using social media platforms of my preferred Indian cuisine restaurant because they are not easy to interact with.</td>
<td>2.99</td>
<td>0.927</td>
</tr>
<tr>
<td>I do not feel like my data is secure while visiting social media platforms of my preferred Indian cuisine restaurant.</td>
<td>2.93</td>
<td>1.043</td>
</tr>
<tr>
<td>I use social media platforms of my preferred Indian cuisine restaurant because I can easily share information with fellow social media users.</td>
<td>2.16</td>
<td>1.092</td>
</tr>
<tr>
<td>I use social media platforms of my preferred Indian cuisine restaurant because they offer value-added content.</td>
<td>2.19</td>
<td>1.175</td>
</tr>
</tbody>
</table>

4.3.3 Brand Equity

Respondents agree that Indian cuisine restaurants have special offers online. This shows that they pay attention and are aware of online offers that are posted by the restaurants.

Table 4.5: Brand Equity and Customer Loyalty

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indian cuisine restaurants have special offers online.</td>
<td>1.97</td>
<td>1.077</td>
</tr>
</tbody>
</table>

4.4 How Social Media can be used to Increase Brand Loyalty

The study aimed to establish how social media can be used to increase brand loyalty in Indian Cuisine Restaurants. Respondents were asked a few questions that they were rating with the highest being strongly agree (1) and the lowest being strongly disagree (5).
4.4.1 Accessibility

Upon evaluation of the feedback from respondents, a significant proportion agree that they use social media platforms of their preferred Indian cuisine restaurant because they post relevant content and it is easy to access social media platforms of their preferred Indian cuisine restaurant, 1.89 and 1.92 respectively. The rest of the majority are undecided about whether they like using social media platforms of their preferred Indian cuisine restaurant because they have frequent updates and the use of social media platforms of their preferred Indian cuisine restaurant has enabled them to create a network/community, 2.93 and 2.86 respectively. This means that respondents are unsure and not confident that these platforms allow for the creation of communities and agree that content is relevant and easy to access.

Table 4.6: Accessibility and Brand Loyalty

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is easy to access social media platforms of my preferred Indian cuisine restaurant.</td>
<td>1.92</td>
<td>1.065</td>
</tr>
<tr>
<td>Use of social media platforms of my preferred Indian cuisine restaurant has enabled me to create a network/community.</td>
<td>2.86</td>
<td>1.349</td>
</tr>
<tr>
<td>I use social media platforms of my preferred Indian cuisine restaurant because they post relevant content.</td>
<td>1.89</td>
<td>1.022</td>
</tr>
<tr>
<td>I like using social media platforms of my preferred Indian cuisine restaurant because they have frequent updates.</td>
<td>2.93</td>
<td>1.419</td>
</tr>
</tbody>
</table>

4.4.2 Trust

According to respondents’ feedback, the Information provided by social media platforms of their preferred Indian cuisine restaurant is trustworthy and they trust social media platforms of their preferred Indian cuisine restaurant, 1.92 and 1.93 respectively. This shows that respondents trust social media platforms. The other half of the respondents are undecided that social media platforms of their preferred Indian cuisine restaurant offer quick feedback and social media platforms of their preferred Indian cuisine restaurant are transparent, 2.77 and 2.83 respectively. Respondents are not particularly confident about
the response rate they get from the social media platforms of their preferred Indian cuisine restaurants.

**Table 4.7: Trust and Brand Loyalty**

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>I trust the social media platforms of my preferred Indian cuisine restaurant.</td>
<td>1.93</td>
<td>1.012</td>
</tr>
<tr>
<td>Information provided by social media platforms of my preferred Indian cuisine restaurant is trustworthy.</td>
<td>1.92</td>
<td>1.074</td>
</tr>
<tr>
<td>Social media platforms of my preferred Indian cuisine restaurant are transparent.</td>
<td>2.83</td>
<td>1.37</td>
</tr>
<tr>
<td>Social media platforms of my preferred Indian cuisine restaurant offer quick feedback.</td>
<td>2.77</td>
<td>1.398</td>
</tr>
</tbody>
</table>

**4.4.3 Reward**

Upon evaluation of means, it is apparent that respondents are undecided or mildly disagree that the social media platforms of their preferred Indian cuisine restaurant offer exclusive discounts, they refer their friends to use social media platforms of their preferred Indian cuisine restaurant and social media platforms of their preferred Indian cuisine restaurant have a loyalty reward program, 2.88, 3.17 and 3.23 respectively. This shows that respondents do not actively spread word of mouth about the restaurants and are not aware of any loyalty reward programs if any exist.
Table 4.8: Reward and Brand Loyalty

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>I refer my friends to use social media platforms of my preferred Indian</td>
<td>3.17</td>
<td>1.059</td>
</tr>
<tr>
<td>cuisine restaurant.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media platforms of my preferred Indian cuisine restaurant have</td>
<td>3.23</td>
<td>1.06</td>
</tr>
<tr>
<td>a loyalty reward program.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media platforms of my preferred Indian cuisine restaurant offer</td>
<td>2.88</td>
<td>1.406</td>
</tr>
<tr>
<td>exclusive discounts.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4.5 Effects of Social Media Tools on Consumer Brand Loyalty

The study attempted to scrutinize the effects of social media tool used on consumers brand loyalty. Respondents were asked several questions and were supposed to rate them with the highest being Strongly Agree (1) and the least being Strongly disagree (5).

4.5.1 Honeycomb Model

The resulting means from the evaluation indicate that respondents agree that their use of various Indian cuisine restaurant social media platforms has influenced their awareness about the respective brands (1.92), Use of social media platforms has enabled them to create a strong bond with their preferred Indian cuisine restaurant (1.93), they use Indian cuisine restaurant social media platforms because they help them get reviews from their customers (1.95), they were able to interact with individuals who have similar tastes as themselves on these social media platforms (2.07), Indian cuisine restaurants use social media platforms to communicate with their customers (2.12), they visit social media platforms because they help them share information with their family and friends (2.16), and a few majorities of the respondents are undecided that they use social media to get answers from their preferred Indian cuisine restaurants (2.94). These findings indicate that Indian cuisine restaurant social media platforms are successful in the honeycomb model factors that generate loyalty.
### Table 4.9: Social Media and Brand Loyalty

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>My use of various Indian cuisine restaurant social media platforms has influenced my awareness about the respective brands.</td>
<td>1.92</td>
<td>1.02</td>
</tr>
<tr>
<td>Indian cuisine restaurants use social media platforms to communicate with their customers.</td>
<td>2.12</td>
<td>1.155</td>
</tr>
<tr>
<td>I was able to interact with individuals who have similar tastes as myself on these social media platforms.</td>
<td>2.07</td>
<td>1.151</td>
</tr>
<tr>
<td>Use of social media platforms has enabled me to create a strong bond with my preferred Indian cuisine restaurant.</td>
<td>1.93</td>
<td>1.04</td>
</tr>
<tr>
<td>I use social media to get answers from my preferred Indian cuisine restaurants.</td>
<td>2.94</td>
<td>1.4</td>
</tr>
<tr>
<td>I use Indian cuisine restaurant social media platforms because they help me get reviews from their customers.</td>
<td>1.95</td>
<td>1.031</td>
</tr>
<tr>
<td>I visit social media platforms because they help me share information with family and friends.</td>
<td>2.16</td>
<td>1.282</td>
</tr>
</tbody>
</table>

#### 4.5.2 Brand Awareness

Majority of the respondents agree that the use of social media platforms has made them more aware of the various Indian cuisine restaurants and their specializations (1.83), Social media platforms has positively influenced their perception of a particular Indian cuisine restaurant (1.86), Use of brand positioning and targeting on social media has helped them remember their preferred Indian cuisine restaurant (1.94) and some are undecided that they prefer visiting Indian cuisine restaurant social media platforms because they enable them to connect to fellow Indian cuisine enthusiasts (3.22). This shows that social media is an effective tool to create brand awareness. Social platforms that facilitate interaction and communication create a positive brand value.
Table 4.10: Brand Awareness and Brand Loyalty

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use of social media platforms has made me more aware of the various</td>
<td>1.83</td>
<td>1.014</td>
</tr>
<tr>
<td>Indian cuisine restaurants and their specializations.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I prefer visiting Indian cuisine restaurant social media platforms</td>
<td>3.22</td>
<td>1.058</td>
</tr>
<tr>
<td>because they enable me to connect to fellow Indian cuisine enthusiasts.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of brand positioning and targeting on social media has helped me</td>
<td>1.94</td>
<td>1.054</td>
</tr>
<tr>
<td>remember my preferred Indian cuisine restaurant.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media platforms have positively influenced my perception of a</td>
<td>1.86</td>
<td>0.936</td>
</tr>
<tr>
<td>particular Indian cuisine restaurant.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4.5.3 Perceived Quality

Upon evaluation of the means, respondents agree that online reviews are important to them, 1.87. This means that restaurants need to ensure that they attract positive reviews as they are used as a decision-making tool by social media users.

Table 4.11: Perceived Quality and Brand Loyalty

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online reviews are important to me.</td>
<td>1.87</td>
<td>1.056</td>
</tr>
</tbody>
</table>

4.6 Inferential

4.6.1 Correlation Analysis between Brand Loyalty and Brand Awareness

Correlation analysis was used to identify the relationship between brand Loyalty, brand awareness. The results discovered that there was a relatively strong positive correlation between brand loyalty and brand awareness (r=0.599, p<0.01), and also a strong positive correlation between brand loyalty and engaging with friends (r= 0.498, r<0.01), a strong positive correlation between brand loyalty and remember brand (0.713, r<0.01) and a strong positive correlation between brand loyalty and influence perception (0.635, r<0.01).
Table 4.12: Correlation Analysis between Brand Loyalty and Other Variables

<table>
<thead>
<tr>
<th></th>
<th>Brand Loyalty</th>
<th>Brand Awareness</th>
<th>Engage With friends</th>
<th>Remember Brand</th>
<th>Influence Perception</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Loyalty</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.599**</td>
<td>.498**</td>
<td>.713**</td>
<td>0.635**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.001</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td><strong>Brand Awareness</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.599**</td>
<td>1</td>
<td>.608**</td>
<td>.711**</td>
<td>.614**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td><strong>Engage with Friends</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.498**</td>
<td>.608**</td>
<td>1</td>
<td>.397**</td>
<td>.435**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.001</td>
<td>.000</td>
<td>.007</td>
<td>.003</td>
<td></td>
</tr>
<tr>
<td><strong>Remember Brand</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.713**</td>
<td>.711**</td>
<td>.397**</td>
<td>1</td>
<td>.594**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.007</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td><strong>Influence Perception</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>0.635**</td>
<td>.614**</td>
<td>.435**</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

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

4.6.2 Correlation Analysis between Brand Loyalty and Perceived Quality

The study involves a correlation analysis to determine the relationship between brand Loyalty, perception of product quality and online information. The findings revealed that there was a strong positive correlation between brand loyalty and perception of the product ($r=0.555, p<0.01$), also a strong positive correlation between brand loyalty and customer brand perception ($r=0.631, p<0.01$).
Table 4.13: Correlation Analysis between Brand Loyalty and Perceived Quality

<table>
<thead>
<tr>
<th></th>
<th>Brand Loyalty</th>
<th>Perception on product quality</th>
<th>Perception on product quality</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Loyalty</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>1</td>
<td>.555**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td></td>
<td>.001</td>
</tr>
<tr>
<td><strong>Perception on product quality</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.555**</td>
<td>.555**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000**</td>
<td></td>
</tr>
<tr>
<td><strong>Perception on product quality</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td>.631**</td>
<td>.631**</td>
<td>.691**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
</tbody>
</table>

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

4.7 Chapter Summary

This chapter presents the results and findings of this study. The first section examined the effects of social media marketing on consumer brand loyalty in Indian Cuisine Restaurants. The second section analyses findings on how social media can be used to increase brand loyalty for Indian Cuisine Restaurants in Nairobi, third section analyzed the effects of social media tool used on consumer’s brand loyalty. The fourth section expounded upon the findings on how social media can be used to increase brand loyalty for Indian Cuisine Restaurants. The next chapter discusses the conclusions, findings, and recommendations.
CHAPTER FIVE

5.0 DISCUSSION CONCLUSION AND RECOMMENDATIONS

5.1 Introduction
This section will initiate the discussion with respect to the findings obtained from effects of social media tools on consumers brand loyalty in Indian Cuisine restaurants, the impact of Social Media Marketing on consumer brand loyalty for Indian Cuisine restaurants and use of social media can be used to increase brand loyalty in Indian Cuisine restaurants.

5.2 Summary
This study assessed the effectiveness of social media marketing on customer loyalty at Indian Cuisine restaurants in Kenya. The following objectives guided this study; to determine the effects of social media tool used on consumer’s brand loyalty, to determine the characteristics that consumers look for in social media marketing and to determine how social media, as a tool can be used to increase consumer loyalty to brand. The study made use of descriptive survey design. The selected restaurants were Chowpaty Restaurants branches in Westlands and Parklands, Anghithi Restaurant, Open House Restaurant, Peppercorn Restaurant, Royal Spice Kitchen, Khazanah Restaurant, Veg Planet Restaurant, Sukkhadias Restaurant, Vegi Veg Restaurant, and Taj Express Restaurant. The study utilized both quantitative and qualitative research methods in order to meet the objectives of the study.
The researcher used proportion through observation.
The researcher estimated the sample size to be at 15 samples per restaurant, based on proportion allocation through observation. There is a total of 9 cosmetic retailers that are being used for this study and this, therefore, brings the sample size to 135 respondents. The final pilot tested questionnaire was used for data collection through personal interviews and the researcher estimated that it takes the respondent between 10-15 minutes to complete the questionnaire at the 9 Indian cuisine restaurants that are being researched on. The data was processed and analyzed using the descriptive statistics functions through employing SPSS application and presented using tables and figures. Correlation analysis was used to identify the relationship between brand Loyalty, brand awareness.
Upon analysis of the first objective, it was evident that the majority of the respondents use social media site to get answers, and the use of brand positioning in social media has...
evidently helped many remember the brand. It was also established that social media site has enabled many users to create a strong bond with Indian Cuisine restaurants as well as exchange information with other online users. Frequent use of social media sites has enabled many respondents to engage with their online friends and network with new individuals. Social media sites have also influenced brand awareness, communication among customers. Online reviews have also greatly impacted perception on service and food quality.

On analysis of the second objective majority of the respondents strongly agreed that they use Indian cuisine restaurants social media sites because it allows them to exchange/distribute information with fellow online users laterally common areas of interest e.g. through online chats, it was also established that and Indian cuisine restaurants in Nairobi promote their services online. In addition, respondents also agreed that they did not like using Indian cuisine restaurants social networking site because it was not easy to user-friendly to interact with, the message is unclear and difficult to understand, and they get recommendations/views from friends first before visiting particular restaurants.

Analysis of the third objective revealed that majority of the respondents strongly agreed that Indian cuisine restaurants offer timely feedback on their social media site, Indian cuisine restaurants also offer transparency on their social media site and it was relatively easy to access Indian cuisine restaurants’ social media sites. Many respondents also claimed to have used Indian cuisine restaurants social media site because they obtain effective/accurate informative. It was also discovered that Indian cuisine restaurants have an online reward program, and many referred online friends to Indian cuisine restaurants social media site because they offer their online freebies/discounts. Multiple uses of Indian cuisine restaurants’ social media have enabled many to create a social network, and the information gotten from Indian cuisine restaurants’ social media site is trustworthy.

5.3 Discussion

5.3.1 Effects of Social Media Marketing on Consumer Brand Loyalty

Upon analysis of the means, it was evident that many respondents strongly agree that they use Indian cuisine restaurants’ social media sites as they enable them to exchange information with other fellow online users about common areas of interest e.g. through online interactions like instant messaging, use of social media marketing impacts consumers purchase decisions. According to HubSpot (2012), this is because consumers
often seek opinions and recommendation from their friends and relatives. In addition, based on research carried out by Celine (2012), on social media marketing advantages for businesses, it was revealed that about 78% of global consumers have faith in and believe recommendations from other consumers regarding products and services more than any other mode or platform. This is mainly because consumers are seen as more objective than the companies’ own marketing message. Companies also use social media marketing to effectively match customers experience and expectations, to ensure a degree of customer satisfaction is achieved.

Customers are able to form their own personal opinions based on their visit to the restaurants hence sharing their experience with other customers and influencing other customers to visit decision (Celine, 2012). It was established that Indian cuisine restaurants promote their respective locations and food online. According to Neelotpaul (2010), the consistent use of the brand image will enable a company to create a favorable online experience for their customers which may encourage brand loyalty. The online brand experience is a mix of carefully selected digital content, artistic appearance, customer support, navigation, speed of navigation, physical distribution and returns (De Chernatony et al, 2011). According to a Deloitte (2010) report, it was discovered that the use of social media has helped many organizations in growing their brand by creating and nurturing customer loyalty and pushing innovation in the industry. This is because it is difficult customers to evaluate service and food quality attributes before visiting restaurants hence relaying more on reviews from their friends, relatives, and other customers before deciding (Zeithaml, 2009).

Furthermore, the respondents agreed that they didn’t like using Indian cuisine restaurants’ social networking site because it is not user-friendly to interact with, the messages are not clear and understandable. According to Keller (2013), this is a drawback as this obstacle is faced by many marketers when it comes to developing a strong brand. The key is to ensure that the right images, perceptions, experiences, feelings, thoughts, opinion and beliefs are linked to the brand, and this enables the customers to have the desired experience with the restaurant's services. Furthermore, restaurants that focus more on developing customer experience on their website are able to create brand awareness, secure brand loyalty and increase revenue (Lim 2011).

The study also revealed that the audience gets recommendations from their network before buying visiting particular restaurants. Consumers have access to the internet and look for
information about cuisine and restaurant, interact with other customers that have visited these said restaurants before and access service reviews which adds a different dimension of services and marketing in general. On social media platforms, customers control the conversation and they are willing to change over to another restaurant based on the experience and will let their physical social network know about it (Okinda, 2014). The information provided on social media needs to be carefully created otherwise consumers may get unchecked information about a brand or a service; making it a critical factor for marketers on social media to consider.

5.3.2 How Social Media can be used to Increase Brand Loyalty

The means of the majority of the respondents strongly agreed that Indian cuisine restaurants offer timely feedback on their social media site. Research carried out by Greenberg (2010), shows us that the use of social media may help organizations increase customer loyalty when companies make answers to frequently asked questions and other information to be available to consumers on demand, develop online tools on their websites that customers can use to interact with fellow social media users. Furthermore, Social media audience requires transparency and authenticity from their fellow social media users and the organizations they choose to deal with (Greenberg, 2010, p. 411). Research carried out by Erdoğanüş and Çiçek (2012), regarding the effects of supposed social media marketing activities by consumers and brands portrayed that there is a strong positive relationship between brand loyalty and the marketing activities employed by an organization for a brand, the positioning of the content on a brand’s social media platforms, the reach of the content among friends and other users, and the disposition of media platforms and applications provided by a brand in social media environments.

Indian cuisine restaurants offer transparent information on their respective social media site and it is easy to access their social media sites. According to Kimani (2012) and Campbell (2010) regarding social platforms and their online community, it was evident that internet users preferred social media sites that facilitated their interaction with other fellow social media sites users. This empowered them to create their own social network around common interests and common subjects. They also prefer sites that allow them to share interesting illustrations of the site with other online friends. According to Campbell (2010), in their research stated that social media site audience prefer social media sites with timely,
frequent updates and illustrations posts. This ensures a free flow of information hence attracting more visitors, they cited in their work.

From the analysis of the data, it was established that most of the customers use Indian cuisine restaurants’ social media sites because they post relevant informative. It was concluded that for an organization to attract customers to participate and provide feedback on social media, the organization has to develop user-friendly sites that create a positive attitude towards their audience thereby reducing perceived risk and developing trust. A study carried out by Okinda, (2014), on the impact of social media marketing factors on Kenya commercial bank group Limited’s direct marketing strategy on their social media pages users in Nairobi, regular updates are seen as a critical factor that influences their audiences to use their social media sites. Results from this study recommend that Indian cuisine restaurants should develop chat rooms that customers can use to interact with their friends and that company.

According to Woessner (2011), on online community’s forums, organizations should copyright more impactful posts. Impactful posts should reflect honesty, humility, and succinctness. Woessner (2011), thereafter asserts that impactful posts should be informative to gratify the customers need for information as well as for connoisseurs’ opinions. Effective and impactful posts usually provoke conversion from the audience so that at the end of the process, the audience will be encouraged to take an action such as placing an order, participating in an online survey or signing up to a newsletter. It is very important to maintain the content relevancy and in accordance with customers’ expectations in terms of interests and not to burden the customers with many posts or communications, in order to keep them interested (Rooney, 2011).

The study recognized that information obtained from Indian cuisine restaurants’ social media site is trustworthy social. According to Foux (2006), consumers see social media as a more reliable source of information relatively compared to using more traditional marketing elements mix. Concerning information, Mangold and Faulds (2009), also reference that it is very important for an organization to provide targeted content and make their customers feel special. Through offering fresh and exclusive information, distinct deals and the opportunity to subscribe to weekly newsletters, the illusion of exclusiveness can be given to a subcategory of patrons (Mangold & Faulds, 2009). Baird, and Parasnis (2011), based their research on social media to social customer relationship management, strategic leadership, they discovered that prior to consumers using social media to interact
with brands, they have to feel that they trust the organization and that they are communicating honestly. Transparency is subsequently of high importance and an organization that is not being transparent risks being seen as unscrupulous and dishonest.

5.3.3 Effects of Social Media Tools on Consumers Brand Loyalty

The analysis of the majority of the means of the respondents confirmed that they use social media site to get answers. Social media has been used to enhance communication between customers to communicate with one another via social media. The major objective of many social media sites is to provide a platform that encourages conversation among individuals and other interest groups (Kietzmann et al, 2011). Customers use tweets, blogs, status updates to sharing information and meet new like-minded people, build self-esteem or to establish one ‘s self as an opinion leader; others see starting or engaging in conversation in social media as a way of making a message heard and making an impact on subjects ranging from humanitarian causes to discussions on politics (Smith, 2007). In addition, organizations use social media to make customers aware of their brand (Kietzmann et al, 2011).

The study discovered that the use of brand positioning on social media websites has assisted audiences to remember the various restaurant brands and create a strong bond with the Indian cuisine restaurants. Sharing is the extent to which individual’s exchange, distributes and receives via social media (Babac, 2011). Social media assisted the respondents in exchanging information with fellow online users and frequently engage with online friends and created an opportunity for them to meet new people. According to Zarella (2010) & Kaplan and Haenlein, (2009), organizations may use social media platforms such as social networking sites, content sharing communities, topic blogs, micro-blogging platforms, online gaming community sites, news websites with comment sections and forums that create awareness, provide instant customer services, and develop brand loyalty. Furthermore, Gunelius (2011), established that organizations use social media sites to increase brand awareness, encourage brand recognition, and increase brand loyalty.

It was established that social media platforms have influenced brand awareness and restaurants communicate with their customers using these platforms. Restaurants need to recognize that a high level of social media presence can potentially create stronger bonds with their target customers hence increase in brand loyalty (Kietzmann et al, 2011). Social Media users have the opportunity to network with customers they know or with people they
may not know. Through interaction, customers are encouraged to build relationships and social network. According to Sledgianowski and Kulviwat (2009), building relationships with customer’s increases customer satisfaction and loyalty. Loyalty is defined as “a favorable attitude for a brand manifested in repeat buying behavior” (Senders, 2012). According to Keller (2001), building relationships are about the impact that groups and relationships features of social media platforms may have on the consumer brand loyalty. Information provided about brand on their respective social media pages creates awareness that allows consumers to better understand brand attributes. Indian cuisine restaurants could provide more information about how they handle their supply chain to ensure quality and their brand philosophies to encourage loyalty. According to Rohan (2009), Unilever’s ground-breaking social media viral campaign ‘Dove Campaign for Real Beauty’. Unilever were able to send the most relevant messages to consumers based on precisely what they were seeking and/or conversing about. This demonstrated that social media tools such as targeting can be effective in reaching the audience more precisely. This allows for more effective use of appealing messages that inspire action from the audience.

5.4 Conclusions

5.4.1 Effects of Social Media Marketing on Consumer Brand Loyalty
Indian cuisine restaurants make use of social media platforms to interact with other online users along with common areas of interest through direct conversations and other exchange of information like posts. Furthermore, recommendations/reviews from friend create the first element of reference before deciding to visit a particular restaurant.

5.4.2 How Social Media can be used to Increase Brand Loyalty
Social media sites are evidently easy to use, transparent and timely. Many respondents also use social media sites because they share effective informative and the use of Indian cuisine restaurants’ social media has enabled respondents to create a social network. Social media platforms may encourage communities which create comfort zones and this may positively influence the brand image. This in turns creates trust which enables brand loyalty.
5.4.3 Effects of Social Media Tools on Consumers Brand Loyalty

Social media platforms also offer valid information to the respondents, especially from an organizations’ social media site. This has also aided in effective brand positioning in a social media environment that has assisted our respondents to remember the brand that they engage with online. Social media platforms have helped develop strong bonds with brands and facilitate their interaction with other fellow online users.

5.5 Recommendations

5.5.1 Recommendations for Improvement

5.5.1.1 Effects of Social Media Marketing on Consumer Brand Loyalty

Indian cuisine restaurants need to ensure that the information they make available is relevant so as to encourage information exchange and interaction with other online users. They also should ensure that their sites are user-friendly and easy to navigate and have curated content, as well as offer prompt feedback to their audience. Today it is increasingly important to have seasonal content to keep the audience engaged.

5.5.1.2 How Social Media can be used to Increase Brand Loyalty

The restaurants need to constantly make use social media sites due to their nature of being live/always updated, transparency and easy to access. The restaurants also need to make use of social media platforms to share effective information and making use of social media has encouraged respondents to develop a social connection with fellow online users which makes the platform more attractive to other social media users.

5.5.1.3 Effects of Social Media Tools on Consumers Brand Loyalty

Institutions need to constantly use Social media site to update new and latest information to consumers. This may be used to develop a close relationship and a strong bond with the audience. The restaurants should allow and enable the audience to join brand groups and they also need to make sure that the services offered on their social media sites are updated in order to influence customer perception towards the desired call to action.
5.5.2 Recommendations for Further Studies

There is an opportunity to take this study further to other cuisine restaurants so as to be able to generalize the findings to a wider restaurant industry in Nairobi. This study focused on a particular cuisine; an industry wide study would highly benefit restauranteurs in making social media marketing decisions. This study did not evaluate the restaurant data on social media marketing, data on effectiveness of the various campaigns carried out may be highly beneficial in discovering definitive relationship between the various variables that were being studies.
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APPENDICES

APPENDIX 1: Cover Letter

Akshay R. Patel

United States International University – Africa (USIU-A)

P.O. Box 14634 – 00800

Nairobi

Dear Sir/Madam.

RE: Request for Research Data

I am a postgraduate student at United States International University – Africa, pursuing my Master’s Degree in Marketing. My research topic is “An assessment of social media marketing on consumer brand loyalty: A case study of the Indian cuisine restaurants in Nairobi”.

You have been selected as part of a sample to provide the necessary data for this study. I, therefore, request you to kindly contribute to my research by filling in the attached questionnaire at your convenience. Please do notify me when it is ready for collection.

The information obtained by this questionnaire shall only be utilized for academic purposes and strictly confidential. Your privacy is secure, I shall not include your name in the final compilation of the study to ensure anonymity.

Thanking you in advance for your contribution to this study.

Best Regards,

Akshay Patel
APPENDIX II: Questionnaire

An assessment of social media marketing on consumer brand loyalty: A case study of the Indian cuisine restaurants in Nairobi

This questionnaire is a tool used to gather data necessary for this academic research. Information collected shall be handled with confidentiality and therefore please do not indicate your names or organization details in this questionnaire. Kindly answer all questions with a tick (✓) or cross (x) in the option that you desire.

SECTION A: DEMOGRAPHIC FACTORS

Please tick (✓) appropriate answer.

1. Age

   - Below 25 Years [ ]
   - 26 – 30 Years [ ]
   - 31 – 39 Years [ ]
   - 40 Years and above [ ]

2. Gender

   - Male [ ]  Female [ ]

3. Marital status

   - Married [ ]  Single [ ]  Divorced [ ]  Widowed [ ]

4. What is your highest education level?

   - Diploma [ ]  Degree [ ]  Masters [ ]  PHD [ ]

5. What is your frequency of visit to an Indian Cuisine Restaurant?

   - Rarely [ ]  Frequently [ ]
   - Very Frequently [ ]  Do not [ ]
6. Which of the below social media platforms do you frequently visit?

Facebook [ ]
Twitter [ ]
Instagram [ ]
LinkedIn [ ]
Multiple Platforms [ ]

7. What is your primary objective for visiting social media platforms?

Interaction with friends [ ]
To access information [ ]
Network with online acquaintances [ ]
Learn about products and offers [ ]
All of the above [ ]

8. How frequently are you using the internet for leisure?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>[ ]</th>
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</thead>
<tbody>
<tr>
<td>Constantly</td>
<td></td>
</tr>
<tr>
<td>Hourly</td>
<td></td>
</tr>
<tr>
<td>Every midday</td>
<td></td>
</tr>
<tr>
<td>Evenings/After work</td>
<td></td>
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<tr>
<td>Occasionally</td>
<td></td>
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</tbody>
</table>

SECTION B: Effects of social media marketing on consumer brand loyalty of Indian cuisine restaurants in Nairobi

For this section, kindly indicate your opinion as per the level of agreement or disagreement with the corresponding statements. **We shall be using the following scale: - 1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, and 5=Strongly Disagree.**
<table>
<thead>
<tr>
<th></th>
<th>I visit the social media platform of my preferred Indian cuisine restaurant because it meets my expectation.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>I do not use social media platforms for accessing information on Indian cuisine restaurants.</td>
</tr>
<tr>
<td>3</td>
<td>I get recommendations from my friends before visiting any Indian cuisine restaurants.</td>
</tr>
<tr>
<td>4</td>
<td>I do not get a quick response from most Indian cuisine restaurant social media platforms.</td>
</tr>
<tr>
<td>5</td>
<td>I do not prefer using social media platforms of my preferred Indian cuisine restaurant because they are not easy to interact with.</td>
</tr>
<tr>
<td>6</td>
<td>I do not feel like my data is secure while visiting social media platforms of my preferred Indian cuisine restaurant.</td>
</tr>
<tr>
<td>7</td>
<td>I use social media platforms of my preferred Indian cuisine restaurant because I can easily share information with fellow social media users.</td>
</tr>
<tr>
<td>8</td>
<td>I use social media platforms of my preferred Indian cuisine restaurant because they offer value-added content.</td>
</tr>
<tr>
<td>9</td>
<td>Indian cuisine restaurants promote have special offers online.</td>
</tr>
</tbody>
</table>

**SECTION C: How social media can be used to increase Brand Loyalty**

For this section, kindly indicate your opinion as per the level of agreement or disagreement with the corresponding statements. **We shall be using the following scale: 1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree and 5=Strongly Disagree.**
<table>
<thead>
<tr>
<th></th>
<th>It is easy to access social media platforms of my preferred Indian cuisine restaurant.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Use of social media platforms of my preferred Indian cuisine restaurant has enabled me to create a network/community.</td>
</tr>
<tr>
<td>3</td>
<td>I use social media platforms of my preferred Indian cuisine restaurant because they post relevant content.</td>
</tr>
<tr>
<td>4</td>
<td>I like using social media platforms of my preferred Indian cuisine restaurant because they have frequent updates.</td>
</tr>
<tr>
<td>5</td>
<td>I trust the social media platforms of my preferred Indian cuisine restaurant.</td>
</tr>
<tr>
<td>6</td>
<td>Information provided by social media platforms of my preferred Indian cuisine restaurant is trustworthy.</td>
</tr>
<tr>
<td>7</td>
<td>Social media platforms of my preferred Indian cuisine restaurant are transparent.</td>
</tr>
<tr>
<td>8</td>
<td>Social media platforms of my preferred Indian cuisine restaurant offer quick feedback.</td>
</tr>
<tr>
<td>9</td>
<td>I refer my friends to us social media platforms of my preferred Indian cuisine restaurant.</td>
</tr>
<tr>
<td>10</td>
<td>Social media platforms of my preferred Indian cuisine restaurant have a loyalty reward program.</td>
</tr>
<tr>
<td>11</td>
<td>Social media platforms of my preferred Indian cuisine restaurant offer exclusive discounts.</td>
</tr>
</tbody>
</table>

**SECTION D: Effects of social media tools on consumer brand loyalty of Indian cuisine restaurants in Nairobi**

For this section, kindly indicate your opinion as per the level of agreement or disagreement with the corresponding statements. **We shall be using the following scale: - 1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, and 5=Strongly Disagree.**
<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tbody>
<tr>
<td>1</td>
<td>My use of various Indian cuisine restaurant social media platforms has influenced my awareness about the respective brands.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td>Indian cuisine restaurants use social media platforms to communicate with their customers.</td>
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<tr>
<td>3</td>
<td>I was able to interact with individuals who have similar tastes as myself on these social media platforms.</td>
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<td></td>
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<tr>
<td>4</td>
<td>Use of social media platforms has enabled me to create a strong bond with my preferred Indian cuisine restaurant.</td>
<td></td>
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<td></td>
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<tr>
<td>5</td>
<td>I use social media to get answers from my preferred Indian cuisine restaurants.</td>
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<tr>
<td>6</td>
<td>I use Indian cuisine restaurant social media platforms because they help me get reviews from their customers.</td>
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<tr>
<td>7</td>
<td>I visit social media platforms because they help me share information with family and friends.</td>
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</tr>
<tr>
<td>8</td>
<td>Use of social media platforms has made me more aware of the various Indian cuisine restaurants and their specializations.</td>
<td></td>
<td></td>
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<tr>
<td>9</td>
<td>I prefer visiting Indian cuisine restaurant social media platforms because they enable me to connect to fellow Indian cuisine enthusiasts.</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Use of brand positioning and targeting on social media has helped me remember my preferred Indian cuisine restaurant.</td>
<td></td>
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</tr>
</tbody>
</table>
Social media platforms have positively influenced my perception of a particular Indian cuisine restaurant.

Online reviews are important to me.

THANK YOU