INFLUENCE OF SOCIAL MEDIA ADVERTISING ON CONSUMER BUYING BEHAVIOUR: A CASE STUDY OF HILTON HOTEL NAIROBI

BY

PENROSE KARWITHA MWITI

UNITED STATES INTERNATIONAL UNIVERSITY - AFRICA

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A Research Project Report Submitted to the Chandaria School of Business in Partial Fulfillment of The Requirement for The Award of Master’s Degree in Business Administration (MBA)

UNITED STATES INTERNATIONAL UNIVERSITY - AFRICA

SPRING 2020
STUDENT’S DECLARATION

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

Sign: ____________ Date: ____________

Penrose Karwita Mwiti (654051)

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

Sign: __________________ Date: __________________

Dr. Maureen Kangu

Sign: __________________ Date: __________________

Dean, Chandaria School of Business
ABSTRACT
The purpose of this study was to determine the influence of social media advertising on consumer buying behavior: a case study of Hilton Hotel Nairobi. The research was guided by the following questions: Does reach in social media advertising influence consumer buying behavior at Hilton Hotel Nairobi? To what extent does frequency in social media advertising influence consumer buying behavior at Hilton Hotel Nairobi? Do social media marketing tools directly influence consumer buying behavior at Hilton Hotel Nairobi?

The study adopted a descriptive research design as it was appropriate for the researcher to obtain pertinent and precise information. The population of this study consisted of 200 employees working at Hilton Hotel Nairobi. A sample size of 133 employees was drawn from the population. Stratified sampling technique was utilized for this research. A closed-ended questionnaire was used in gathering the information from the respondents. Pilot test was carried out using 10% of the respondents. The validity and reliability of the study instrument was tested using a cronbach alpha, a minimum value of 0.7 was accepted.

Information examination was done utilizing both descriptive and inferential statistics. Frequencies and percentages were used to break down descriptive statistics. Correlation and regression were used for inferential statistics to establish the relationship between study variables in order to establish the influence among the study variables. A measurable Package for Social Sciences (SPSS) programming rendition 24 was utilized to help in information investigation. The outcomes were presented utilizing tables and figures.

The first objective of this study was to determine the effect of social media reach on consumer buying behavior. The findings revealed that there exists a significant relationship between social media reach and consumer buying behavior, r (0.663); p-value < 0.01. This study also sought to determine the influence of frequency in social media advertising on consumer buying behavior. The findings revealed that there exists a significant relationship between social media frequency and consumer buying behavior, r (0.502), p-value < 0.01. The third objective of this study was to determine the influence of social media tools on consumer buying behavior. The findings revealed that there exists a significant relationship between social media tools influence and consumer buying behavior, r (0.521), p-value < 0.01.
This study presumes that there exists a noteworthy connection between social media reach and buyer purchasing behavior. Social media reach empowers the business to impact their buying conduct since it permits the business to make their items or administrations to the needs and needs of clients, so as to expand deals and along these lines income. A fruitful advertising effort interfaces with shoppers on an individual level, which will assist the business with developing long haul associations with clients. This study also concluded that social media reach enables the firm to define its target audience as well as the target market in the industry in which it operates.

This study concluded that there is a significant relationship between social media frequency and consumer buying behavior. Social media frequency builds familiarity as well trust among customers as they interact with the firm’s products and services online. This study also concludes that social media frequency enhances awareness of the company’s products and services. Without the great measure of frequency, a shopper would be probably not going to get to the buying step. Consequently, frequency is significant in light of the fact that reliable notice fortifies brand awareness, brand favorability and brand loyalty among the current and likely shoppers.

It was also concluded that social media marketing tools influence consumer buying behavior since the findings revealed an existence of a significant relationship between social media marketing tools and consumer buying behavior. This study concluded that Facebook is essential in influencing consumer buying behavior to purchase the firm’s products and services. Numerous organizations keep up their own Facebook page and structure their plugs with the expectation that they will become famous online creation it basic for affecting shopper buy power. Facebook influences consumer behavior and leads to increased purchases for the brands that leverage the social-networking site.

This study recommended that Hilton Hotel should embrace social media frequency by using different media channels because this is essential in building familiarity as well trust among customers as they interact with the firm’s products and services online. This study recommended that Hilton Hotel should be frequent with their adverts in order to enhance customer engagement. Social media engagement measures the public shares, likes and comments for an online business' social media efforts. This study recommended that Hilton Hotel should develop content on Facebook that is in line with their products’ offerings to drive traffic on the site. This study
also recommended that Hilton Hotel should use their Twitter to tap into corporate clients by driving interaction of their products as well as services that is offered in the hotel.
ACKNOWLEDGEMENT

I would like to express my heartfelt gratitude to all the people who supported and assisted me. Specifically, I would want to express gratitude toward Dr. Maureen Kangu, my supervisor for her patience and guidance from the beginning to the project’s completion. I would like to thank my family and friends for their understanding, patience and support during the time I was undertaking my project. I cannot forget to acknowledge the reference of other writers for their work, which assisted me in coming up with the project. Above all I would want to thank the Almighty God for giving the resources and vitality to make this task a reality.
DEDICATION

This proposal is dedicated to my family and friends whose encouragement and support gave me the motivation to carry on. They are all my inspiration and mentors.
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

Consumer buying behavior is regarded to be the sum of a customer’s attitudes, preferences, intentions and decisions regarding the customer’s behavior in the marketplace when buying a product or a service (Chang, Yan, & Eckman, 2014). According to Khare (2015), the study concerning consumer buying behavior drew upon social science discipline of psychology, anthropology, economics and sociology. Consumer behavior has been always of great interest to marketers. The knowledge of consumer behavior and attitudes helps the marketer in understanding how consumers think, feel and choose from alternatives like products, brands and the like and how consumers are influenced by their environment, the reference groups, salespeople, family and so on. Buyer purchasing conduct can be affected by culture, individual and mental elements. Most of these factors influencing consumer buying behavior are uncontrollable and beyond the hands of marketers but they have to be taken into consideration while trying to understand the complex behavior of customers (Fu & Chen, 2019).

According to Chnag, Yan and Eckman (2014), consumer is considered to be the study of the processes involved when individuals or groups select, purchase products, ideas, services or experiences with the aim of satisfying their needs and desires. In the context of marketing, consumer refers not only to the act of purchase or buying itself but also the patterns of aggregate buying that include pre-purchase and post-purchase activities. Pre-purchase activities might consist of the growing awareness of a need or a want and the search for and evaluation of information about the product and brands that might satisfy it. Post purchase activities on the other hand consists the evaluation of the purchased product and the reduction of any anxiety that accompanies the purchase of expensive and frequently bought items. Each of these seem to have implications for the purchase and repurchase and they are amenable in differing degrees to marketer influence (Xu & Zhao, 2018). Arshad (2019), define consumer behavior as those acts of individuals directly involved in gathering, using and disposing of economic goods and services including the decision processes that precede and determine these acts. Simple
observation offers limited insight into the complex nature of consumer choice and scholars have increasingly sought the more sophisticated concepts and approaches of investigation offered by behavioral sciences with the purpose to understand, predict and possibly control consumer buying behavior more effectively (Marino & Prestti, 2018).

Atkin (2012) indicates that social media advertising is deemed to be successful if the target audience shows changes in purchase patterns and choices in general. Lack of which makes the campaign completely unnecessary and amiss. Lin Yang & Huang, J. (2018), also argue that just like any commercial marketing campaigns, the purpose of social marketing is to increase or decrease purchase of products or ideas that enhance or deteriorate an individual health and the well-being of the society respectively. However, it is almost impossible to tell whether it is solely social marketing activities that influence purchase decisions; this is due to other external factors like health and money issues, tragic experiences and situations or other people’s influences. Nonetheless, buying decisions are more practical indicators on how effective social media campaigns can be measured, though not through monetary and stock terms from actual firms but through consumer’s responses by gathering data in the field (Kavoura, 2014).

In the existing largely growing environment and globalization age, many things are switching to online platforms since everyone has the necessity to effectively manage time (Atkin, 2012). A large number of individuals, businesses, corporations are having their investment in internet based technologies and social networking. One of the key advantages carried by internet is that organizations get an opportunity to reach the population of potential consumers all around the world. It enables companies to run their business online and enlarge the scope to access more customers since the internet provides a wide scope of clientele (Hudson, 2013).

In essence, marketers are required to understand how the social media has influenced consumer buying decision making. Consumer behaviour is a critical component of marketing as it assists marketers to devise strong and robust marketing strategies and techniques. For instance, companies launching new products or services that are generally bought by few consumers in the initial phase and gradually there is an increase in the users. Today organizations are using social
media techniques in order to change consumer’s behaviour and wine their loyalty (Balci & Cetin, 2017).

Before social media, many traditional forms of advertising hailing back to 1960’s have been the standards for marketing (Baird & Parasnis, 2011). However, today their effectiveness is on the decline. According to the site, the traditional advertising is becoming quite expensive with less return, the channels such as television advertisement, Radio advertisement, mail messaging and door to door marketing or public relations are not viable and have been taken over by the social media which is less expensive and offers two-way communication and instant responses (Arshad, 2019). The inception of social media advertising is considered to be one of the mightily development in the history of commerce (Hamouda, 2018). This particular invention as well as revolution during the last decade has drastically revolutionized the traditional marketing approaches and brought marketers to a new era. Social media advertising puts consumers back to the center of the business world and offers new set of tools to interact with consumers and integrate them into brands through innovative ways (Kaplan & Haenlein, 2010).

Advertising has been playing a critical role as a channel of communication between the enterprise and consumers. In order to reinforce consumes’ impressions of advertising enterprises, based on their brand image, strive for the right spokespersons, advertising frequency that can impress general population is also a factor to affect the attitudes of consumers to the advertisement (Chang & We-Chun, 2012). The purpose of advertising lies in telling consumers the information of the target product or service, and repeatedly broadcasting of advertising is for strengthening the audience to have an impression of the advertisement.

The purpose of repeatedly broadcasting of advertising includes reminding the audience not to forget the previous information, strengthen the previous information and breaking out the target’s resistance to the information in their mind (Amir, 2015). With social media marketers are able to enhance frequency by using various tactics and routes in persuading consumers and go beyond the traditional channels to impart the information to customers and make consumers develop a positive judgment to the information. Consumers can easily forget the advertisement when they do not watch or come to contact with it, however, repeatedly broadcasting of advertising reinforces consumer’s impression and makes them unforgettable about the brand they
interacting with (Baird & Parasnis, 2011).

The foundation of Craigslist in the United States, an online stage for advancing ads and occasions through different systems, boards and forums, made internet based life mainstream in 1995 (Whiting and Williams, 2016). Instead of single direction interference, the web-based social networking promoting is tied in with conveying helpful substance at simply the exact second that a purchaser needs it. Case and King (2011), include that associations that comprehend the new principles of promoting and advertising create connections straightforwardly with shoppers. Internet has additionally opened a gigantic chance to arrive at specialty purchasers legitimately with focused messages that cost a small amount of what enormous spending publicizing costs. Rosen (2012) states that the explosive growth in the use of social media by companies suggests that company employees should be familiar with the use of social media sites and be able to utilize these sites to promote their company’s events.

In the United States of America, in only 8 years, Facebook has gone from a page for Harvard students to in excess of 900 million individuals and Twitter is presently a better known online goal than CNN. Simultaneously, sites have developed from an instrument for the educated specialties in 1997 when Jorn Barger first instituted the expression "weblog" to a foundation of the web (Kusumasondjaja, 2018). However, research has shown that the percentage of individuals using social media sites on a monthly basis is nearly equal to those watching television. This then befits any company to utilize social media sites as a marketing tool due to the magnitude of individuals using the sites, as well as the minimal cost to promote brands on them. This has resulted to organizations increasing the use of social media as part of their marketing strategy to exhibit special events (Tench & Jones, 2015). Although, the Online shoppers Generation entering the workforce are accustomed to using this type of technology, all generations working within an organization should be knowledgeable and comfortable working with these marketing outlets to more effectively promote their company’s products and services to the online shoppers.

A poll conducted in 2011 showed that 60% of Special event organizations use Facebook, 55% use Twitter, 52% use LinkedIn, and 20% used an alternative social media platform for their business purposes (Kavoura, 2014). In relation to the poll Harris (2015), stated that corporate
brand marketers and exhibition management were motivated to use social media to extend the reach of their marketing efforts and to best engage their target audience. As indicated by Scott (2016), before social media, associations had just two huge decisions to stand out; purchase costly publicizing or get outsider ink from the media. With the ascent of web-based social networking as of late there has been an elevated enthusiasm from advertising experts in the capability of these new outlets for arriving at shoppers.

The use of social media websites is becoming a common part of life in the United Kingdom. In the beginning of 2017, a total number of social media users in the UK had reached a mark over 39 million users with estimates going up to 42 million users (Helal, Ozuem, & Lancaster, 2018). This indicates a penetration rate of over 58 percent and 62 percent respectively while 67 percent of the online adults reached by Facebook in November 2016. The site was rated number one of the recently visited social networks in Great Britain closely followed by YouTube. According to Pantano & Gandini (2016), the development of social media sites began in earnest grabbing the attention of companies and individuals because it was an innovative mode for connecting individuals in a simple manner and has become a lifestyle component for many individuals today. Prior to the introduction of social media, individuals would go home after a long day at work and relax by watching television. Social media is now an integrated part of the lives of hundreds of millions of people and allow them to connect and communicate to others online. Social media such as forums, Facebook, Twitter and blogs, have grown exponentially over the past decade. Forums now exist on matters ranging from Star Wars to travel (Winfield & Richardson, 2016).

In China, Lin, Yang & Huang (2018), suggest that the popularity of social media has also increased in China attracting many companies to employ social media platforms for online marketing. According to the China Internet Network Information Center 2014 report, internet users by end of 2013 increased to 0.618 billion increasing by 54 million accounting for almost half of the population in China. This has resulted more sellers and vendors to use social media to sell their products and services. According to CNNIC Online Shopping Report 2014, social media solves the problem of unbalance between supply and demand in businesses attracting more sellers and vendors to use social media in selling their products and services (Kim & Moon
Marketers in China use multiple online media in cultivating brand value and building brand assets. With a shift from multiple media marketers take advantage of the online media in order to optimize reach and exposure frequency to affect consumers, interact and dialog with them while at the same time directing consumer’s attention towards synergistic effect of the online media (Chang, Yan, & Eckman, 2014). Studies on integrated marketing communications have also shown that generated extensive Internet Research discussion on how the synergistic effect of multiple media induces the decision of consumers; minds.

In India, the millennial being the understudied segment of the sustainable market, they are attributed with enthusiasm about adopting greener lifestyles but at the same time fail to translate pro-environmental attitudes to actual behavior, hence understanding factors that motivate their actual purchase of green products becomes imperative (Muralidharan & Xue, 2016). Social media in the lives of consumers is also taking up a significant role especially the youth, who comprise young consumers aged between 18 to 24 years. The youth are growing in a technology changing world resulting to them being more likely to use social media in their daily activities (Bruning, Hu, & Hao). Millennial are noted for their strong environmental concern but have failed to translate it into pro-environmental behavior. In their purchase decisions, millennial appear to be more influenced by word of mouth than mass media. The examination of consumer socialization in Asian Markets is relatively limited. The millennial in India consists of approximate 378 million making them the largest in the world. The millennial are estimated to have a combined purchasing power of $ 2.45 trillion worldwide by 2015 (Balci & Cetin, 2017).

According to Lange (2010), in South Africa, young consumers between the ages of 8 to 22 years have a spending power of R95.3 billion making up approximately 50% of the total population. This illustrates that this group represent a lucrative market as they demonstrate keen interest in new products and are willing to experiment with different brands over social media platforms. This has led marketers in the country to frequently create new communicating ways with the youth through innovative mediums such as social media. Technological innovation on the other hand has grown at an unprecedented rate over the past decade specifically in term of online social media platforms. The South African millennial have been exposed to an explosion of online technological applications since their advent as these have been incorporated into nearly
ever facet of their daily existence (Duffett, 2014).

In Nigeria, Jenyo & Soyoye (2015), in their study on online marketing and consumer purchase behavior: A study of Nigerian firm’s findings showed that online marketing has an impact on consumer purchase decision in Nigeria companies. In addition, findings also revealed that there is a significant positive relationship between consumer purchase decisions and infrastructure of the internet in Nigeria. Social media is becoming an imperative conduct for the global marketing communications and it is commanding a larger share of the advertising budgets, especially in reaching the younger generation. Therefore, the value of advertising on social networks like Facebook, YouTube, Twitter and others becoming of great interest to the managers, organizations and academicians. Most of the academic research has explored the attitudes and the perceptions of the online advertising. In addition, the world wide adoption of mobile phones has driven Facebook’s mobile impetus, as the number of customers that access the internet via is closing the gap on computer based online users (Lappeman, Ferreira, & Chikweche, 2018).

According to El-Gharbawy (2015), in his study on the impact of social advertising campaigns in shaping Egyptian youth’s behavioral intentions study revealed that in Egypt fast food companies have adopted that use of face book to market their products. Fast food chains use their fan pages to connect with their customers and market their meals and offers. Companies also send posts to remind customer of new products, new promotions and many other forms of content. According to El-Bassiouny, Taher & Abou-Aish (2011), motivational attribution significantly predicts the response of consumers towards customer relationship management, with a moral judgment playing a partial mediating role in a relationship. In addition to that variables like altruism and religiosity among personality attributes are found to arouse consumer’s positive motivational attribution while skepticism is negatively associated with customer relationship management responses.

The use of internet services in Tanzania has been increasing for the current years and this has led to an increase of the users of social media by both individuals and organizations in the country. The increase in the use of social media in Tanzania has been taken as an opportunity for business organizations as well as entrepreneurs in marketing their products and services directly to the target market (Kimambo, 2015). Facebook being a social media site with many users in Africa since 50% of the users of internet in Africa use the site. It is also the most used social media
network in Tanzania. The rapidly growing number of internet users in the country can be attributed to the technological revolutions and advancements that have led a substantial decline in the cost of using internet services backed by the government initiatives to heavy investment in the national fiber optic technology. Therefore, cost reductions and the increasing number of internet enabled devices like mobile phones and other gadgets have also attracted more subscribers to the service. Through social media companies marketing their goods and services can simply select the target audience which they want based on various dynamics like gender, age and education. Targeted consumers in return make it a habit to search for new and current information in regard to their future purchases (Amir, 2015).

In Kenya, the emergence of digital marketing agencies will surely accelerate this revolution by equipping enterprises and organization with the required services and tools to facilitate this shift. Digital marketing is a relatively a new concept, and most of the business in Kenya are yet to adapt. According to Wachira (2017) access to real-time data is probably one of the most important gift digital marketing gives to marketers. Marketing companies in Kenya and all over the world use market intelligence and the data collected to make critical decisions. Having the right data at the right time can boost the performance of the business in a huge way. Internet marketing present marketers with timely and accurate data about consumers, their interest, their location, their gender and much more information that is used to guide marketers as they make decisions (Mwangi, 2017).

A study carried out by Consumer Insight in 2013 revealed that Kenya is experiencing the growth of internet amongst Youth. In addition, it was also revealed that in Kenya youths in urban areas spend around Sh2.2 billion annually to purchase data for accessing Facebook and Twitter on their mobile phones. Osewe (2013), in his study on the effectiveness of internet advertising on consumer behavior study revealed that use of internet advertising was effective on reach and was able to create awareness because of its diverse usage opportunities. In addition, the researcher also revealed that there was a positive relationship between internet advertising and consumer purchase decision.

Nashombe (2015), in his study on African cultures in advertisement in Kenya study revealed mobile phone companies are not able to cater for the different characteristics between Kenya market and markets in other countries because their marketing advisors base their internet
advertising strategy on external sources. According to a study done by Mbiti (2015), on influence of internet advertising on purchase of mobile phones among University of Nairobi Students study revealed that internet advertising influences purchase of mobile phones to a low extent however, it was revealed that internet advertising played a major role with regards to reach and information. Nyamamu (2014) in her study on the influence of digital advertising on performance of print media companies in Kenya study revealed that findings, internet was the main digital platform adopted by print media houses as the digital advertising platform. The study also revealed that in Kenya digital advertising has grown. This is because firms are starting to invest on various digital advertising platforms to reach and communicate with their customers.

1.1.1 Background of Hilton Hotel Nairobi
Hilton Nairobi is a landmark hotel offering the ideal space for work and leisure. This hotel offers modern facilities for business and relaxation. Hilton hotel invites clients to organize meetings in any of their 11 spacious conference rooms. Hilton invites their customers to book a stay in their high rise tower rooms with magnificent city views. Clients relax with Hilton amenities including a health club and heated outdoor pool (Hilton, 2019). Hilton hotel is located near Nairobi’s top attractions, including the Maasai market and the city’s historic landmarks. Hilton is situated in the central business district; this hotel boasts proximity to several major banking institutions, universities and government offices, including the Parliament and the High Court of Kenya. Hilton hotel is located just one block away from the Kenyatta International Convention Centre and this hotel is only 25 minutes from Jomo Kenyatta International Airport (Kariuki, 2018).

Hilton hotel Nairobi is regarded as one of the oldest hotels in town since it was built in the year 1969 (McMorris, 2016). Currently, it is facing competition from the upcoming hotels in Nairobi city. In respect to the research done by Cytonn Investments, Hilton Hotel is rated as a 5 star hotels among others that have come into market over years including Tribe Hotel, Hemingway’s, Windsor Golf Hotel and Country Club, Villa Rosa Kempinski, DusitD2 Nairobi and Fairmont the Norfolk Hotel Nairobi. The Central Business District has the highest supply of 5-star rate hotel rooms with hotels like Sarova Stanley, Fairmont the Norfolk and Intercontinental of which are more than a decade old, built to target local and international corporate clients and the government officials when the CBD was the main commercial hub (Investments, 2017).
According to (Mubiri, 2016), a hotel booking platform is an essential element of digital marketing strategy. Travelers take almost an hour booking a hotel online; they visit approximately 17 websites to search for a desirable hotel. A variety of devices are used by these customers to access online booking services. (Nyairo, 2016) states that, to optimize the hotel website ranking, a technique called Search Engine Optimization, hotels have resulted to using social media in their marketing campaigns. In her research, she argues that about 76% of people share their vacation experiences on Instagram. This is an indication of the potential of increasing reach and consumer audience through social media. Since Instagram has been integrated with Facebook, this creates a larger audience for targeted advertisements.

Sarova Hotel, Nairobi Serena Hotel and Villa Rosa Kempinski are among five star hotels actively using social media marketing in accordance to (Booking.com, 2019). Social media has been used to not only market but also mitigate public relations crises (Mubiri, 2016). Hoteliers have resulted to social media to respond to complaints by clients and addressing issues arising from their order of business. The use of social media boosts visits to a hotel website by clients (Nyairo, 2016). This goes hand in hand with high search engine optimization ranking in Google. For local Hotels, Google My Business is more effective in ranking the business higher regionally. It has been termed a free internet marketing tool.

Back in the early 1970s to 2000s Hilton was rated as the best hotel hence generating a lot of revenue from international tourists. Hilton is leading in the travel and hospitality industry when measured by engagement and number of followers (Kariuki, 2018). Their Instagram handle gets the maximum engagement compared to the brand's other social media handles. The brand not just creates good content but also extends their content-generation efforts by leveraging user-generated content. As the largest hotel in the region, the Hilton Hotel prides itself on being ahead of their competition. Travelers are more sexy and sophisticated; they browse for deals, offers and critiques. They are more educated and selective, demanding more for their money (Baird & Parasnis, 2011).

For those individuals who get less than they expect, they have dozens of forums to share their opinions with thousands of other potential guests. Prior to their June 2009 expansion, the Hilton had not monitored or used social media, they relied solely on traditional marketing mediums such as: radio promotions, Web and print advertisements. But as the property changed, so did
their marketing focus (Ngugi, 2018). Management realized that if the Hilton didn't cultivate a social media presence to engage their customers, opinions and complaints in online conversations would happen regardless and there would be no way to control what is said about the property.

These challenges forced the Hilton to look outside the box when marketing their property or community with their customers (Wangui, 2018). Following research conducted by the property, the Hilton realized that virtually none of their direct local competition was exhibiting any relevant or engaging social media presence. Not only was the decision made to fully integrate online social mediums into their existing marketing strategy, but it also made a lot of sense financially. The time was right to capitalize on this opportunity, to be a first mover in the Nairobi tourism industry. The Hilton wants people they connect with online to stay at the Hilton on future visits to Nairobi city, because they know these social media users will talk about the Hilton and maintain an online relationship once they return from their stay.

To monitor their social media activities, a monthly productivity report is put together, with areas of improvement highlighted and addressed prior to the next month's outreach (Kariuki, 2018). Additionally, Hilton Hotel and Suites Nairobi is constantly monitoring Trip Advisor comments, blogs and any additional online social media conversations. As a result of this the property has become increasingly transparent, they're able to identify problems or concerns and address them almost immediately. Based on current momentum, the Hilton Hotel and Suites Nairobi recognizes that social media is an ever changing and integral part of their overall marketing campaign. It is the online relationships that they cultivate, which transform fans and followers into much-coveted brand ambassadors (Hilton, 2019).

Identifying specific groups of customers by these factors and other dimensions will enable The Hilton Hotels to promote to them more effectively based on their needs. For instance, an increase in the cautious business spender, price-sensitive traveler would prompt a possible expansion of the mid-priced segment to accommodate and serve both work-week business travelers and weekend vacationers (Wangui, 2018).
1.2 Statement of the Problem

The Hilton hotel uses social media platforms such as Twitter, Instagram, and Facebook to promote its products and services. Hilton Hotel has witnessed a significant growth through social media marketing attracting its clientele across the globe. Due to demonstrated demand of its services as well as increased awareness through social media the hotel has expanded its services in Nairobi. Double Tree by Hilton Hurlingham is the first hotel to open under Hilton’s Africa Initiative. Hilton has committed a total of $50 million over the next five years towards the Hilton Africa Initiative to support the expansion in Sub-Saharan Africa portfolio (Onyango, 2017).

Despite many scholars being in support that social media marketing has a great impact on consumer buying behavior, other researchers and scholars seem to disagree as they indicate that social media campaigns that attempt to change behavior using the same principles used in selling products and services to consumers may not work effectively (Hamouda, 2018). Whiting and Williams (2016), argue that behavior change requires more than just adverts and campaigns to be more effective. Balci and Cetin (2017), add that individual may know the effects of their behavior but may not be willing to change unless it is involuntary.

Various studies have been conducted on social media marketing and consumer behavior. Kyule (2017), carried out a study on the influence of social media marketing on consumer behavior with a case study of Britam Holdings Limited, the findings from co relational analysis revealed an absence of significant relationship between the influences of social media on consumer behavior. Mwangi (2017), carried out a study on the influence of social media marketing on consumer buying behavior with a focus on Nyeri constituency and revealed a significant relationship between social media marketing and consumer buying behavior. Arshad (2019), conducted a study on the influence of social media marketing on consumer behavior in Karachi and concluded that Facebook and Twitter influence consumer buying behavior to certain extent.

Based on the analysis of the above studies, it is evident that there exists a gap since the studies above have researched on the influence of social media marketing on consumer behavior based on various industries but not the hotel industry. Hilton hotel Nairobi being one of the oldest hotels in town is facing competition from the upcoming hotels in Nairobi city. The hotel uses social media platforms to promote its products and services. Therefore, this study seeks to
investigate the influence of social media marketing on consumer buying behavior at Hilton Hotel Nairobi.

1.3 Purpose of the study

The purpose of this study was to determine the influence of social media advertising on consumer buying behavior with a case study of Hilton Hotel Nairobi.

1.4 Research Questions

1.4.1 Does reach in social media advertising influence consumer buying behavior at Hilton Hotel Nairobi?

1.4.2 To what extent does frequency in social media advertising influence consumer buying behavior at Hilton Hotel Nairobi?

1.4.3 Do social media marketing tools directly influence consumer buying behavior at Hilton Hotel Nairobi?

1.5 Significance of the Study

1.5.1 Hotel Industry

The study gave more insight and understanding to marketing Managers, brand managers, social media personnel and social media strategy consultants in the media industry and marketers in general in that it will provide insights on consumer opinion regarding their interaction with media brands in Kenya. The study show cased the influence of social media usage and hence the reason why every practitioner in the hotel marketing industry should in corporate social media in their marketing and advertising plan. It highlighted how social media can be used to gain brand loyalty, enhance customer experience and brand image. The study contributed by highlighting more insight to scholars in the field.

1.5.2 Government & Policy Makers

There are very limited laws that govern the use of social media in Kenya and with the growing usage of social media; there is need for more studies and research on the topic to create clear
understanding of the concept. The study contributed to information that can be used by government policy making bodies to create policies in the information technology sector because it highlights the use of social media by Kenyans. The government can also use this as basis to research on the field which has very limited data. The government could use the case study as a basis of creating social strategies that can empower its citizens as well as a channel of interacting with them.

1.5.3 Researchers and Academicians
The study contributed to academic field by providing more insights on consumer behavior with biasness to social media marketing in Kenya media industry. Technology has changed the traditional social marketing channel by creating a global network. Today a manufacturer in Asian can easily market its product to consumer in Africa with a click of a button.

1.6 Scope of the Study
The study was carried out at Hilton hotel Nairobi and Population was drawn from 200 team members from various departments which include; marketing, IT, front office, and human resource. The research was conducted in January and February 2020. The study covered the influence of social media advertising on consumer buying behavior at Hilton hotel.

1.7 Definition of Terms
1.7.1 Consumer behavior
Consumer behavior refers to a field of study of individuals, groups or organizations and the process they use to select, secure, use and dispose of product, services, experiences or ideas to satisfy needs and the impacts that these processes have on consumer and society (Jenyo & Soyoye, 2015).
1.7.2 Consumer Buying Behavior
Consumer buying behavior is defined as the sum of a customer’s attitudes, preferences, intentions and decisions regarding the customer’s behavior in the marketplace when buying a product or a service (Chang, Yan, & Eckman, 2016).

1.7.3 Social Media
Social media consists of interactive computer mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks (Tuten & Perotti, 2019).

1.7.4 Social Media Marketing
Social media marketing is the use of social media platforms and websites to promote a product or service to the target audience (Muralidharan & Xue, 2016).

1.7.5 Reach
Social media reach is a media analytics metric that refers to the number of users who have come across a particular content on a social platform such as Facebook, Instagram or Twitter (Bruwer & Li, 2017).

1.7.6 Frequency
Frequency is using specific media, how many times, on average, should the individuals in the target audience be exposed to the advertising message (Ismail, 2017).

1.8 Chapter Summary
The chapter provided a background on the influence of social media advertising on consumer buying behavior, clearly describing the study variables while at the same time providing a funnel approach of the study, the statement of the problem has also been presented highlighting various gaps the study intends to address in line with the case study. The research questions guiding the study included; does reach in social media advertising influence buying behavior at Hilton Hotel, does frequency in social media advertising influence consumer buying behavior and do social media marketing tools directly influence consumer buying behavior at Hilton Hotel Nairobi. The purpose of the study was stated as to determine the influence of social media advertising on consumer buying behavior. Stakeholders including the Hilton Hotel, government and policy
makers and researchers formed the significance of this study. The study was limited to the influence of social media advertising on consumer buying behavior, and it targeted 200 employees working at Hilton Hotel Nairobi. Finally, the chapter provided definitions of key terms used in the study including; consumer behavior, consumer buying behavior, social media, social media marketing, reach and frequency. The second chapter explored theories and empirical evidence on which the study was grounded. Chapter three discussed the research methodology while chapter four presented the findings and chapter five gave the study summary, discussions, conclusions and recommendations.
2.0 LITERATURE REVIEW

2.1 Introduction

The purpose of this chapter was to provide a review of existing literature on the topic of consumer buying behavior and social media advertising. The review mainly consisted of the understanding of consumer buying behavior and how their behavior takes place in social media as well as how social media interactivity has an influence on their buying behavior. The first section presented the literature on the influence of reach in social media advertising on consumer behavior, second section offered the literature on the influence frequency in social media and consumer buying behavior and the last section offered the literature on social media marketing tools used to directly influence consumer buying behavior.

2.2 Influence of Reach in Social Media Advertising on Consumer Buying Behavior

Social media reach is a media examination metric that refers to the number of users who have come across a particular content on a social platform such as Facebook, Instagram or Twitter (Hamouda, 2018). In examination, an impression is the total number of circumstances where your content has been shown on a social timeline, meanwhile, engagement looks at how people interact with the content that they see on a social platform such as like, share or retweet (Duffett, 2014). Social media platforms including Facebook, Twitter, YouTube, Instagram and many more have their own individual ways of following, examining and reporting the traffic on each of the individual platforms (Harris, 2015). Each platform allows their users, from your everyday citizen to public figures and companies, to create posts and content, to be active on the platform and to interact with other users. These platforms are also a key source of communication between companies and their target audiences. By examination companies are able to utilize analytical information, such as the reach of their posts, to better understand the interactions between the users and their content.

There were numerous underlying factors that figured out what shows up on a newsfeed or timeline. Algorithms for example, are a type of factor that can alter the reach of a post due to the way the algorithm is coded which can affect who sees your post and when. Different instances of
factors that can affect the reach can include the time of which posts are made as well as how frequent the posts are between one another (Hussain, Ferdous, & Mort, 2018). The following are the elements of social media reach including target market, brand awareness and social media mix.

2.2.1 Target Market

A target market is a select group of potential or current shoppers, which a business chooses to, point its displaying and advertising methodologies at so as to sell products and services (Jenyo & Soyoye, 2015). Characterizing a 'target advertise' is the main stage in the advancing system of a business, and is a procedure of market division. Market division can be characterized as the division of a market into its select groups, in light of an assortment of components, for example, needs, qualities and practices, so the use of the advertising mix can be suitable to the individual (Hamouda, 2018). Segmentation of the market gives a business the ability to define its target market for its product or service, and apply the marketing mix to accomplish the ideal outcomes.

A target market is a group of customers used by numerous marketers and business to decide the arrangement of clients they plan to focus on and serve their marketing messages to (Lagrosen & Grundén, 2014). A target market is resolved and characterized by the objectives set out in the promoting plan. From the publicizing plan the promoter can set up the proper objective of target audience to effectively finish powerful advertising communications. Recognizing the target market is a key choice for any organizations as it is the gathering of people whom the advertising is custom-made for. When a business has decided their target market a contribution can be intended to satisfy the specific needs and needs of the specific target audience (Nashombe, 2015). The intended interest group is regularly isolated by components, for example, segment and psychographic contrasts. The target audience inside these target fragments can have diverse provincial, ethnic, way of life, and money related and religious requirements. Tailoring the contribution to a target market permits the promoter to satisfy the specific needs and needs of the customers inside this target audience (Mbiti, 2015).

A business must recognize and comprehend its target audience if their promoting effort is to be effective (Harris, 2015). It permits the business to make their products and services to the needs and needs of clients, so as to amplify sales and hence pay. An effective advancing exertion interfaces with buyers on an individual level, which will help the business to grow long haul
associations with clients (Ismail, 2017). Customers are not the same, therefore determining the target audience is key to getting at the reliable and high-benefit customers, in order to ensure a return on investment. To effectively choose the brand's intended interest group, publicizing executives ought to consider the three primary general parts of target audience: demographics, psychographics and consumer lifestyle (Cluley & Green, 2018).

To decide the intended interest group, the business must initially recognize what problem their product or service solves, or what need or want it satisfies (Dibb, Stern, & Wensley, 2012). The issue must be one that customers know about and subsequently will be keen on unraveling. For instance, an issue could be nonattendance of modest cooling units available. On the off chance that a business enters the cooling unit showcase selling their units at a low worth, shoppers who couldn't manage the cost of the other cooling units will consider this to be an answer for the issue and will buy the new units. The issue that the business handles can be distinguished via scanning for comparative organizations or business thoughts. On the off chance that the pursuit is ineffective, at that point there stays an issue that the business can tackle (Bruning, Hu, & Hao). According to Thomas (2016), the business must figure out what sort of individuals are facing the problem they recognized. This is based on consumer demographic, psychographic, geographic information and behavior.

According to Mishra & Ayatham (2017), organic reach refers to the type of reach that regards the number of distinct users that have seen a specific post on their feed. Organic reach in other words is the number of people who have seen the post being examined on their Facebook newsfeed. Information assembled from this type of reach can give Intel to those doing the analysis such as the demographics of those who have seen the post. The author further indicates that paid reach refers to the type of reach that regards the number of times that distinct users have come across sponsored Posts, ads or content. In other words, paid reach is the number of times Facebook users have seen a post that have been paid for by a company. Information gathered can offer understanding, to advertisers or marketers for example, on the activity based around the reach of their post (Rosen, 2016).

2.2.2 Brand awareness

A study carried out by Urumsah (2015), on factors influencing consumers to use e-services in Indonesian Airline companies, the findings revealed that Facebook as a social media platform is
widely used by the firms to create brand awareness. Furthermore, the author defines viral reach as the type of reach the number of views by distinct users on posts that have been remarked on or shared by their friends on Facebook. In other words, viral reach looks at the number of people who have seen a post after a friend of theirs remarked or shared the original post, therefore it showed on their timeline. Viral reach can be looked at in terms of a collective number of times that the post has been on individual user’s timelines. Information gathered from viral reach can be used in multiple ways, for example it can be used to examine the type of content that gets shared or commented on and can be further used to compare to other posts (Winfield & Richardson, 2016).

Bruwer & Li (2017) in their study titled domain-specific market segmentation using a latest class mixture modeling approach and wine related lifestyle algorithms indicated that brand recognition is also known as aided recall and refers to the ability of the consumers to correctly differentiate the brand when they come into contact with it. This does not necessarily require that the consumers identify the brand name. Instead, it means that consumers can recognize the brand when presented with it at the point-of-sale or after viewing its visual packaging. In contrast to brand recall, where few consumers are able to spontaneously recall brand names within a given category, when prompted with a brand name, a larger number of consumers are typically able to recognize it (Hassan & Craft, 2015).

Demographic data includes factual details of customers, for example, sexual orientation, ethnicity, earnings, capability and marital status (Harris, 2015). Demographic data is fundamental to the business since it gives an essential foundation of the clients the business is aiming to point its promoting effort at. This encourages them to settle on fundamental level how to talk about enough with who they have recognized as the intended interest group. Socioeconomics are key since they give the establishment of who the business will target (Souiden, 2012) Demographics is factual data that doesn't require inside and out investigation to give an answer, in this way a business would utilize quantitative techniques for information collection.

Psychographics is the use of sociological, mental and anthropological variables, just as purchaser behavior, style of living and self-idea to decide how unique market portion bunches settle on choices about a way of thinking, individual or product (Amine and Smith, 2017). Psychographic
data can be used by the business to expand a progressively understanding of the purchaser groups they plan to target, by examining the more intimate details of the consumer's lifestyle and thinking forms in order to increase a comprehension of their preferences. Things like financials, interests, hobbies, and way of life will all be filtered by the business to make an intended interest group that will, in principle, be available to the item and will associate with the business through a promoting effort focused on them (Simkin, 2018).

Consumer behavior is the buy choice procedure, what impacts their buy choice, what purposes they utilize the bought product for, and their response and attitudes to the product (Cluley & Green, 2018). While choosing their expected interest group, a business must inspect purchaser behavior patterns. Social patterns could incorporate web based buying rather than in-store buying, or present day shoppers buying another cell phone consistently. They should then choose an area of buyers whose patterns lines up with the convenience and reason of the product to be the target group for an advertising effort. Target customers can be perceived by organizations as they will show that there is an interest for the product by their behavior patterns (Bruning, Hu, & Hao).

Geographic data is basically where the client is found and is essential to the business when they are choosing their planned target group (Case and King, 2011). This is on the grounds clients arranged in various geographic spots are going to experience various things that impact their purchase decision. These can be any number of things, including resources, societies, and climate, which can cause their behavior, psychographic data and impacts to contrast with the individuals who are in same segment however are topographically far away. For example, a general public with an overwhelming drinking society will experience high liquor bargains, though a general public with a negligible drinking society will encounter low liquor bargains. Every nation has buyers of similar segment, but due to the cultural influence of the geographical area, their buy choices are different (Jenyo & Soyoye, 2015).

There are various strategies of segment, psychographic, geographic and social data collection. There are quantitative techniques, being verifiable methodology, for example, questionnaires and surveys, and subjective strategies, being in-depth methodologies, for example, focus groups or comprehensive interviews (Bruning, Hu, & Hao). The various parts of purchasers are on the whole basic to a business when it is orchestrating a promoting effort, as the information that the
business gathers will make sense of what the most gainful target market for the battle is, and how to reach to this market (Thoeni, Marshall, & Campbell, 2016). The business should likewise look to their competitors to perceive what forms they are at present taking to attempt and solve the problem, and which consumers they are paying attention to. This will permit the business to get an idea of such a purchaser they will target, and what the most ideal way to speak with this sort of client. This data can be utilized to permit the business to isolate to some degree from the opposition so as to give them an advantage once the promoting effort starts (Souiden, 2012).

Awareness refers to the extent to which customers are able to recall or recognize a brand. Balci & Cetin (2017) in their study in market segmentation they indicate that brand awareness is a key consideration in consumer behavior, advertising management, brand management and strategy development. The consumer's ability to recognize or recall a brand is central to purchasing decision-making. Purchasing cannot proceed unless a consumer is first aware of a product category and a brand within that category. Awareness does not necessarily mean that the consumer must be able to recall a specific brand name, but he or she must be able to recall sufficient distinguishing features for purchasing to proceed. For instance, if a consumer asks her friend to buy her some gum in a "blue pack", the friend would be expected to know which gum to buy, even though neither friend can recall the precise brand name at the time (Chahine & Malhotra, 2018). Different types of brand awareness have been identified, namely brand recall and brand recognition. Key researchers argue that these different types of awareness operate in fundamentally different ways and that this has important implications for the purchase decision process and for marketing communications. Brand awareness is closely related to concepts such as the evoked set and consideration set which describe specific aspects of the consumer's purchase decision (Pesonen, 2013).

2.2.3 Social Media Mix

Media mix is used to refer to the combination of communications channels which are used for the purpose of advertising particular goods or services by any particular business entities. The main objective of the media mix is to help the businesses in meeting up with the various marketing objectives (Campbell, Ferraro, & Sands, 2014). The media mix is basically a combination of different advertising channels which are chosen in such a way that it reaches a maximum number of people. Here these channels are used for the purpose of advertising their
goods or services so that maximum number of people can get aware of it and then buy it. If chosen wisely this media mix proves out to be quite a smart move in the marketing industry. It can also be defined as that media planning strategy which can create quite an impact on the sales and growth of a particular business entity (Sharma & Lambert, 2010). This media sum is the total summation of every single advertising agency commission as well as one of those media houses that contribute to the advertising camping of any particular goods or services under a specific media plan. Now the main aspect for a media mix to become successful is the ability to choose the right kind of communication channels.

When these advertising channels are chosen in such a way that it is able to influence people that when you know; the media mix has become successful (Lagrosen & Grundén, 2014). Now there are many factors which are included in the media mix which can be for example television, radio, billboards, online websites, social media platforms like email, Facebook, and Twitter. These are some of the most effective platforms that are considered to be combined together to form a powerful media mix (Case & King, 2011). All of these platforms have the ability to reach broader areas and also reaches to people who belong to different geographical location, belong to different age groups, and gender.

2.3 Influence of Frequency in Social Media Advertising on Consumer Buying Behavior

Frequency is using specific media, how many times, on average, should the individuals in the intended interest group be exposed to the promoting message (Urumsah, 2015). It takes a normal of at least three introductions to a publicizing message before shoppers take a move. In media planning, frequency is additionally an extremely noteworthy factor to consider. Most private companies say "We just want to perceive what occurs", which just wastes their cash promoting disillusionment on media planning. In Advertisement, once is sufficiently not. The most significant issue in media planning is; advertisers expect that somebody would see their ad, would walk in their store and simply buy something that is unquestionably not how it happens (Mishra & Ayatham, 2017).

In their research on market division, (Balci & Cetin, 2017) they uncovered that there are five distinct steps for buying cycle a buyer experiences before really buying something. These are Awareness, intrigue, need, Comparison and buy. Frequency is significant as it pushes a
purchaser towards the genuine stage of buying something. The understanding of how absolutely a buyer experiences the buying cycle is fundamental to get a handle on the significance of frequency in media planning. At first, the idea of reach is there to expand the awareness and exposure, yet it slips off individuals' mind. 80% of individuals overlook the advertisement they see within 24 hours or even sooner (Razaei & Ismail, 2018). Frequency is also important for awareness deceasing the chances for forgetfulness.

Also, frequency creates familiarity, recognition creates trust which is the significance of frequency and trust constructs intrigue (Balci & Cetin, 2017). Out of luck, it is supreme that the customers knows about the organization and have to some degree trust/intrigue. Also, once more, frequency assumes fundamental job is recognition, trust and intrigue. Higher frequency additionally assists with beating the opposition. There is significance of frequency when promoting. The purchaser is on the last step of buying cycle the buy, with the assistance of standard advertisement (Duffett, 2014). Without the great measure of frequency, a customer would be probably not going to get to the buying step. Therefore, frequency is critical in light of the fact that consistence promotion fortifies top of mind brand awareness, brand favor-capacity and brand loyalty among the current and possible purchasers. Tirelessness and effective frequency assumes an incredible job in a business' drawn out advancement (Amine & Smith, 2017).

2.3.1 Social Media Engagement

Social media engagement measures the public shares, likes and comments for an online business' social media efforts (Gvili & Levy, 2018). Engagement has historically been a common metric for evaluating social media performance but doesn't necessarily translate to sales. With over 1.5 billion monthly users, a Facebook presence has become a necessity for both online and offline businesses. But return on investment for social media marketing efforts is difficult, and engagement is a blanket metric that doesn't describe how many users end up purchasing (Chahine & Malhotra, 2018).
Arshad (2019) in his study on the influence of social media marketing on consumer behavior, he revealed that the three most popular social media sites today are Facebook, Instagram and Twitter. Each platform has its own mechanisms for users to express appreciation for individual posts and posters, which are measured differently across each platform, Twitter: Retweets and followers, Facebook, Shares, likes and followers, Instagram Likes and followers (Rosen, 2016). While shares and likes tell you about the popularity of a given post, follows indicate a higher level of investment, meaning users want to see more of your content on a regular basis. Follows are therefore a type of conversion, similar to getting a visitor to sign up for an e-mail list. Posts can be shared for many reasons, however, not all of them good. Social media engagement is only as positive as the reputation it generates: going viral over a poorly thought-out tweet can cause a tsunami of bad publicity that proves to be unshakeable (Campbell, Ferraro, & Sands, 2014).

In their study on social representation of marketing work, advertising workers and social media, (Cluley & Green, 2018), revealed that images greatly increase interaction rates for all social media platforms. Research has shown that Facebook posts with images have an 85 percent interaction rate, compared with just 4 percent for other post types. Engagement is a two-way street. Hear what people are saying about your brand and respond to critiques in a constructive and positive way. If users have valid complaints, don't just acknowledge them, address them. Then make sure everyone sees how responsive and generous your brand can be via follow-up posts (Chahine & Malhotra, 2018). There are several free social media marketing apps which track shares, re-tweets, likes and keywords associated with your brand. Like any metric, social media engagement should not be viewed in a vacuum. Balance engagement with content marketing and public relations efforts, and knowing how to use it for effective marketing means understanding the systems behind the most popular social media platforms, as well as the ways in which people use those systems (Jenyo & Soyoye, 2015).

2.3.2 Social Media Monitoring

Social media monitoring is a process of using social media channels to track, gather and mine the information and data of certain individuals or groups, usually companies or organizations, to assess their reputation and discern how they are perceived online (Campbell, Ferraro, & Sands,
Social media monitoring is also known as social media listening and social media measurement. Organizations use social media monitoring to reach out to customers and prospects for information gathering and front-end customer support. It is used to collect and mine data, especially by organizations seeking customer intelligence to determine current industry trends (Case & King, 2011). The process has become easier - yet more tedious - due to free and readily available outlets, like blogs, wikis, news sites, social networking sites, forums, video/photo sharing sites and message boards. There are a variety of social media monitoring tools, but most are customized data mining software and Web crawlers. Large enterprises use these tools to search for specific keywords on various websites and blogs. The monitoring software transfers the desired words and phrases from unstructured to structured database data for analysis with traditional data mining techniques (Scott, 2016).

Hoot suite is one of the best free social media listening tools available and covers multiple social networks, including Twitter, Instagram, Facebook, LinkedIn, Word Press, Foursquare and Google+. It is well known for its social media management functions. The weekly reports and the excellent team management facility (delegating tasks, sending private messages) can be very useful when there’s more than one person handling the social media accounts (Cluley & Green, 2018). Tweet Reach is a great monitoring tool for your business if you’re interested in checking how far your Tweets travel. Tweet Reach measures the actual impact and implications of social media discussions. It is a good way of finding out who are your most influential followers, implicitly guiding you towards the right people you should be targeting when aiming to share and promote online content (Chahine & Malhotra, 2018). Social media monitoring tool, Brand watch Analytics, has a huge range of features and applications. It can track everything from your own channels to hash tags to specific phrases and keywords you want to look at. With a customizable query builder, you can set it to track very specific topics or every broad ones. Then you can get data from Twitter, Reddit, forums, blogs, and various other sources. There’s then the ability to build custom dashboards and views, plus analytical components, such as looking at sentiment, emotions, and demographics. It’s one of the most powerful tools in the industry (Harris, 2015).

Osewe (2013) in his study the effectiveness of internet advertising on consumer behavior, he revealed that mention monitors millions of sources in 42 languages, helping you stay on top of
all your brand mentions on social networks, news sites, forums, blogs or any web page. The app lets you keep track of your team’s actions, share alerts and assign tasks. Generating reports and exporting mentions can help you get a snapshot of your mentions by source or language over a selected period of time.

### 2.3.3 Social Media Analytics

According to Ramadan, Farah and Dukennian (2018), social media analytics is the process of gathering and analyzing data from social networks such as Facebook, Instagram, and Twitter. It is commonly used by marketers to track online conversations about products and companies. Social media analytics is also regarded as the art and science of extracting valuable hidden insights from vast amounts of semi-structured and unstructured social media data to enable informed and insightful decision making (Case & King, 2011).

Information recognizable proof is the way toward distinguishing the subsets of accessible information to concentrate on for investigation (Sharma & Lambert, 2010). Crude information is valuable once it is translated. After information has been investigated, it can start to pass on a message. Any information that passes on an important message moves toward becoming data. On an abnormal state, natural information takes the accompanying structures to convert into careful message: boisterous information; significant and immaterial information, separated information; just pertinent information, data; information that passes on an unclear message, learning; information that passes on an exact message, intelligence; information that passes on accurate message and explanation for it (Tuten & Perotti, 2019).

To get intelligence from natural information, we have to begin handling it, refine the dataset by including information that we need to concentrate on, and compose information to recognize data. With regards to web based life investigation, information recognizable proof signifies "what" content is of premium (Helal, Ozuem, & Lancaster, 2018). Data analysis is the set of activities that assist in transforming raw data into insight, which in turn leads to a new base of knowledge and business value. In other words, data analysis is the phase that takes filtered data as input and transforms that into information of value to the analysts. Many different types of analysis can be performed with social media data, including analysis of posts, sentiment, sentiment drivers, geography and demographics (Cluley & Green, 2018). The data analysis step
begins once we know what problem we want to solve and know that we have sufficient data that is enough to generate a meaningful result. Developing a data model is a process or method that we use to organize data elements and standardize how the individual data elements relate to each other (Hamouda, 2018). This step is important because we want to run a computer program over the data; we need a way to tell the computer which words or themes are important and if certain words relate to the topic we are exploring.

2.4 Social Media Marketing Tools and Influence on Consumer Buying Behavior

(Kaplan & Haenlein, 2010), depict web-based social networking as a group of web put together applications that work with respect to the ideological and technological establishment of web and permit the creation and exchange of client produced content in this way, social media makes clients a platform to meet up on the web and exchange, talk about, impart and take an interest in any type of social association which can include messages, audio, pictures, recordings and other media exclusively or mix. Firms must be aware that social media tools such as user profiles, customer ratings and reviews are trending towards becoming the source of information for any customer when they are making an important purchase (Ngai, Moon, & Tao, 2012).

The Internet has forced almost every facet of our business and daily lives to change. The way customers and business come together is shifting away from the traditional model and this evolution is just beginning (Mishra & Ayatham, 2017). The rise of the Internet has an important impact on word-of-mouth communication. Instead of having just your neighbors (Enyinda, Ogbuehi, & Mbah, 2018) or friends to chat with you, you can now access the entire world with just a few clicks. In traditional word-of-mouth communication, we rely on people we know and trust. This familiarity is often not present on the Internet. Also, in an online environment sender and receiver of information are separated by both space and time, whereas in its offline equivalent, people need to be together to communicate (Baird & Parasnis, 2011).

The improvement of online networking has not gone unnoticed by the business circle. Numerous organizations keep up their own Facebook page and plan their commercials with the expectation that they will become a web sensation (Atkin, 2012). Making and observing one's own image discussion has been a training embraced by supervisors for quite a while. Bloggers are frequently sponsored in return for endorsements. According to Hosanagar (2013), Twitter has become an
increasingly important source of communication for many companies. Altogether, eMarketer.com evaluated 2010 overall informal organization publicizing spending at USD 3.3 billion, contrasted with USD 2.53 billion out of 2009. However for the tremendous totals of cash being spent via web-based networking media advertising, there is still a lot of weakness among experts about the best promoting practices in this new field. The encounters of Sony, Wall-Mart and Nestlé are saddening instances of that (Hoyer, 2010).

Duncan (2013) in his study on social media tool he revealed that marketing on Facebook influences consumer behavior and leads to increased purchases for the brands that leverage the social-networking site. Most brand exposures on Facebook occur through users’ news a feed, comScore said, rather than visit to dedicated brand pages on Facebook. Consumers who click a button that they like a certain brand or product tend to outspend others for that particular brand, comScore said, citing examples such as Amazon, Best Buy, and Target. Purchase data comes via information from loyalty clubs, credit card companies, and third-party collectors, with the permission of the study participant (Marino & Prestti, 2018).

Organizations have responsibilities to decide overall objectives, sub goals, and Key Performance Indicators (KPIs), and to make a decision on which specific channels should be used for which goals and which audiences (Pesonen, 2013). This process requires comprehensive user target group research. The marketer (organization or individual) needs to be knowledgeable which target group’s needs will be met by which corresponding channels and what these groups are in need of. Failure to do this may result in focusing on for example; Instagram channel while the target audience is on interest (Pongpaew, Speece, & Tiangsoongnern, 2017). The authors express those users an organization targets on social media may differ across channels, and even differ from the official corporate website. This aspect is affected (determined) by the organization’s business goals and where the target groups are. Many institutions are mainly concerned in integrating social media into the business structures of their organization structures but do not have the know-how of what social media entails. Such organizations may also not have tangible channels to ascertain the inherent gains (Hoyer, 2010).

2.4.1 Facebook

In the case of Target, Facebook and comScore studied two groups. One group, made up of fans of Target and their friends, saw “earned” messages about Target updates about Target that run in
news feeds and the like (Marino & Prestti, 2018). The second group was made up of Facebook users who weren’t fans of Target and saw no messages. Both groups had identical purchase behavior at Target prior to the study. After the four-week study, the fans who saw the messages were 19% more likely to buy goods at Target than the group that didn’t see the messages, and their friends were 27% more likely. To measure the impact of paid advertising, ComScore conducted a similar study involving a national retailer. It looked at groups of Facebook users who were exposed to a paid online Facebook campaign about that brand, and a test group that was not. Again, the two groups had identical purchase behavior before the study. By the fourth week of the study, the group that saw the messages was 16% more likely to buy goods at the retailer than the group that did not see the messages (Campbell, Ferraro, & Sands, 2014).

Separately, Facebook said it had conducted research on about 60 campaigns to measure their return on investment, or how many dollars in sales were generated by every dollar spent on Facebook advertising. About 70% of campaigns showed a return of three times or more on the money spent for the advertising, a spokeswoman said. About half of campaigns showed a return of five times or better (Helal, Ozuem, & Lancaster, 2018). Evaluating the effectiveness of advertising has proved challenging for Madison Avenue, no matter the media, brands have long said. They find it hard to gauge how many people saw a particular ad, and connecting the message with purchases is even more difficult (Marino & Prestti, 2018).

### 2.4.2 Twitter

Twitter being a social network and news enabling people to share and connect is perceived as a very different form of eWOM than any other social media platform. The research carried by UA Magazine shows that this is because of the unsolicited, tie strength and swiftness characteristics of the micro blog. Whereas most studies focused on consumers that were actually looking for information prior to a purchase, on Twitter consumers are exposed to an unsolicited form of eWOM (Enyinda, Ogbuehi, & Mbah, 2018). The user may just bump into a tweet about a product or brand. This means that the level of involvement is much lower than on a product review website. Also, the quality of the review may differ from a traditional review website. For
example, a high quality message is more logical and persuasive and therefore more effective. Considering a tweet can only contain 140 characters, they tweet have to be to the point to have any effect (Duncan, 2013). According to Ngai (2012), people are using such social media through the web, texting messages through mobile phones (with internet Connection), or external applications. Such social media have become very popular now days to connect with people at large or people of the country and communicate instantly and effectively. Such new ways of communication are distinguished from that of traditional media in terms of more consumer engagement, exchange of information through many ways, messaging and tracking.

2.4.3 Instagram

Research shows that Instagram is the most effective social marketing tool, outpacing Facebook, YouTube, Twitter and celebrities when it comes to influencing consumers according to Japanese App Takumi which connects people with brands (Balci & Cetin , 2017). The study, commissioned by Japanese app Takumi, finds Instagram delivers more sales and consumer actions than other social platform. Facebook placed second in terms of social contenders, followed by YouTube and finally blogs which were found to be the least influential medium overall(Gummerus, Liljiander, & Pihlström, 2012). Chahine and Malhotra (2018), carried out a study on Instagram, the findings indicated that Millennials were found to be the most responsive group, with 68 per cent of 18-24 years old claimed they are more likely to buy something after someone they follow on Instagram shared it. Just over a majority, 54 per cent of respondents said they bought products after spotting them on the channel.

2.4.4 YouTube

More than ever social media platforms are changing the way we live and do things. Social media has a strong impact and influence on customers. More importantly, brands are using up social platform to engage users as their customers. Brand advertising in social media is now the ground zero to build a bond between the customers and the brands (Hudson, 2013). In 2006 YouTube arrived at the spectacular video advertising platform for marketing brands. It not
only honed creativity, but if the ad is good enough, it is shared, commented on and popularized it. In the Q2 2014 report of YouTube Insights, the bottom line was, brands that are hell-bent on identifying customer’s passion are the ones who influenced more purchases than others who didn’t. The report states that 66% of beauty product buyers were influenced by YouTube advertising to make purchases as they felt they could relate it to their lifestyle. This comes naturally when beauty conscious people are on the lookout for make-up and hairdo how tips on accessorizing and beauty expert advice videos. Brand advertising of beauty products on such user base is definitely attractive. Also, 62% of Smartphone buyers were reported to have been influenced by the Smartphone review videos on YouTube (Hoyer, 2010).
2.4.1 Conceptual Framework

2.5 Chapter Summary

This chapter reviewed literature on the influence of social media advertising on consumer buying behavior. It focused on the research questions of this study: how reach in social media advertising influence consumer behavior, basing literature on target market, brand awareness and social media mix. Social media reach enables the firm to define its target audience as well as the target market in the industry in which it operates. Secondly, how frequency in social media advertising influence consumer behavior focusing on social media engagement, social media monitoring, and social media analysis. Social media frequency enhances awareness of the company’s products and services. Thirdly the literature on social media marketing tools was directly based on Facebook, Instagram, YouTube, and twitter. These are internet-based applications that build on the ideological and technological foundation of web and allow the creation and exchanges of user generated content thus, social media creates users a platform to come together online and exchange, discuss, communicate and participate in any form of social interaction which can encompass texts, audio, images, videos and other media individually or combination. The next chapter presented the research methodology that guided the study, focusing on data collection method used, data analysis and research procedure followed.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction
This chapter detailed the methodology adopted for the study. It clarified the research design, population and sampling design, data collection methods, research procedures and the data analysis methods which were utilized to take on the research. An outline of the methodology was given toward the end of the chapter.

3.2 Research Design
Research design is the comprehensive plan, structure or strategy of collecting data with an aim of finding answers to various research questions (Cooper & Schindler, 2014). This study used a descriptive research design to analyze the influence of social media advertising on consumer buying behavior in Hilton hotel Nairobi. The design was also concerned with the descriptions of characteristics such as who, what, when, where of a subject population. This study used descriptive survey design since it enables the researcher to describe a situation, subject, behavior, or phenomenon under investigation without influencing the study environment, hence, making it suitable for this study.

3.3 Population and Sampling Design

3.3.1 Population
According to Kang and Williamson (2016), population is the entire pool from which a statistical sample is drawn. The population for this study consisted of 200 employees working at Hilton Hotel Nairobi.
Table 3.1: Population

<table>
<thead>
<tr>
<th>Level</th>
<th>No. of employees</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top management</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td>Middle level management</td>
<td>65</td>
<td>33</td>
</tr>
<tr>
<td>Low level management</td>
<td>115</td>
<td>57</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

3.3.2 Sampling Design

According to Cooper and Schindler (2014), sampling is the process of selecting individuals for a study in a way that individuals selected represent a larger group from which they are selected. Sampling involves the researcher securing a representation from the larger population group.

3.3.2.1 Sampling Frame

As indicated by (Cooper & Schindler, 2014), sampling frame includes a rundown of the considerable number of things for population, that is, it comprises of a posting of all sampling units including the entire population or part of a population. The sample of this study comprised of all employees in the various selected departments in Hilton Hotel and this was obtained from the human resource office. The departments included marketing, front office, human resource and IT. Employees in these departments are tech-savvy and involved in the day to day operations of the hotel online activities. It therefore gave them sufficient knowledge on the topic of study.

3.3.2.2 Sampling Technique

Sampling technique is a process of selecting elements that was represented in the whole population and to which the findings was to be generalized. Sampling techniques can either be probability sampling or non-probability sampling (Creswell, 2014). This study used stratified sampling technique. Stratified sampling technique is defined as a sampling tactic through which population can be proportioned into subpopulations (Lanin & Hermanto, 2019). Stratified sampling technique was ideal for this study since the population is stratified in nature. The population was split into different strata that are top level management, middle level management and lower level management.
3.3.2.3 Sample size

Sample size is a subset of the population that. Sample size measures the number of individuals or elements used in a survey or experiment (Cooper & Schindler, 2014). This study used Yamane’s formula in determining the sample size to represent the entire population.

\[
\text{From } n = \frac{N}{(1+Ne^2)}
\]

Where, \( n \) = sample size

\( N \) = Study Population, \( =200 \)

\( e = \text{Alpha level of 0.05} \)

Substituting these values in the above equation, the sample size will be:

\[
n = \frac{200}{1 + 200(0.05^2)}
\]

\( n = 133 \)

The sample size of this study was 133 employees working at Hilton Hotel Nairobi

<table>
<thead>
<tr>
<th>Level</th>
<th>Population</th>
<th>Sample</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top management</td>
<td>20</td>
<td>13</td>
<td>10</td>
</tr>
<tr>
<td>Middle level management</td>
<td>65</td>
<td>44</td>
<td>33</td>
</tr>
<tr>
<td>Low level management</td>
<td>115</td>
<td>76</td>
<td>57</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>133</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

3.4 Data Collection Methods

Data collection is the process of collecting data information that the researcher requires in order to answer specific objectives as well as research questions (Wilson, 2016). The author further indicated that data collection is regarded as a systematic manner that is used in collecting
information that can be used in addressing the research questions under investigation. This
research utilized essential information which was accumulated using a questionnaire. A
questionnaire refers to a research instrument that is made up of a series of questions for the
purpose of gathering information from the respondents (Creswell, 2014). The questionnaire
enabled the researcher to save time by collecting a large amount of information within a short
period of time, hence, justification of its selection. The questionnaire used a Likert Scale with
five measurements (1-strongly disagree, 2-disagree, 3-neutral, 4-agree and 5-strongly agree). The
questionnaire had four sections, the first section contained demographic information of the
respondents, and second section had questions in regards to the first research question that is
reach in social media advertising and consumer behaviour. Third section had questions on the
second research question that is the influence of frequency in social media and consumer buying
behaviour. The last section had questions on social media marketing tools and consumer buying
behaviour.

3.5 Research Procedures
Research procedure is a detailed step by step framework that is used by the researcher in
conducting the study by allowing the researcher to accomplish the research process in a coherent
manner (Hamlin, 2016). Upon completion of this proposal, an approval was sought from the
supervisor. Once the approval was granted a letter was obtained from the institution research
office to allow application of the research permit from NACOSTI. Once the research permit is
granted, a letter of introduction was accompanied with the research permit to the human resource
manager at Hilton Hotel Nairobi requesting permission to conduct this study in their
organization. Once the permission was granted a pilot test was carried out using 10% of the
respondents in line with Cooper and Schindler (2014). The validity and the reliability of the
study instrument was tested using a cronbach alpha, a minimum value of 0.7 was accepted. This
is according to Taber (2017) in his article titled “The use of Cronbach’s alpha when developing
and reporting research instruments in Science Education” he indicates that when using cronbach
alpha, a minimum value of 0.7 should be accepted. The questionnaire was then distributed to the
target respondents in order to provide their responses to address the research questions.
3.6 Data Analysis Methods

Data analysis is the process of cleaning, transforming, analyzing, and modeling data gathered in a research (Cooper & Schindler, 2014). Data analysis involved both descriptive and inferential statistics. Frequencies and percentages were used to analyze descriptive statistics. Correlation and regression were used for inferential statistics in order to establish the influence among the study variables. For every objective, the correlation between the independent variable and the dependent variable was investigated from the data given by the respondents. The r and p values of reach, frequency and marketing tools were computed to validate the findings of the study. Data analysis was carried out with the aid of a Statistical Package for Social Sciences (SPSS) software version 24. Data was presented using tables and figures.

3.7 Chapter Summary

This chapter described the methodology and procedures used to carry out the study. It began with an introduction underlining the general methodology and structure of the chapter. The chapter adopted descriptive survey design to integrate various research components involved in the study, the population constituted 200 employees working at Hilton Hotel Nairobi, and a sample size of 133 respondents was drawn from the study population. The study also used stratified sampling technique. Data collection involved the use of a questionnaire in gathering primary data. Data analysis methods involved the use of descriptive and inferential statistics whereby frequencies and percentages were used for descriptive statistics and inferential statistics for correlation and regression analysis. A statistical Package Software for Social Sciences (SPSS) version 24 was used for analysis. Results were presented using tables and figures. The next chapter presented the results and findings of the study.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter presented results and findings of the study. The first section presented demographic information of the respondents. The second section presented the findings on social reach and consumer buying behavior. Third section covered the findings on frequency in social media and consumer buying behavior and fourth section presented social media marketing tools and consumer buying behavior.

4.2 Response Rate and Demographic Information

4.2.1 Response Rate of the Respondents

This study had a response rate of 63% obtained from the target respondents. This accounts for 84 filled questionnaires out of 133 while 37% did not respond accounting for 49 questionnaires that were not dully filled. According to Cooper and Schindler (2014), a response rate above 50% is sufficient for data analysis, therefore 63% response rate was sufficient for data analysis.

Figure 4.1: Response Rate
4.2.2 Demographic Information

The demographic information of the respondents had the following variables including; gender of the respondents, age range, and years in the organization, level of management and the highest level of education of the respondents.

4.2.2.1 Gender of the Respondents

This study sought to determine the gender of the respondents working in the organization. The findings revealed that 41% of the respondents were female and 59% were male as shown in Figure 4.2. This implies that the organization had a diverse gender representation.

![Gender of the Respondents](image)

Figure 4.2: Gender of the Respondents

4.2.2.2 Respondents’ Age

This study sought to determine the age of the respondents, 8% of the respondents were 50 years and above, 37% aged between 42-49 years, 35% aged between 34-41 years, 18% aged between 26-33 years and 2% aged between 18-25 years as shown in Figure 4.3. This implies that the organization had a diverse age representation among its employees.
4.2.2.3 Years in the Organization

The respondents were asked to indicate the number of years they have been working in the organization, 7% had worked for a period between 0-1 years, 38% for a period of 2-4 years, 27% for a period of 5-7 years, 20% between 8-10 years and 8% above 10 years. This means that the respondents had sufficient knowledge of the organization.
4.2.2.4 Level of Management

When the respondents were asked to indicate their level of management, 34% were in lower management, 23% in top level management and 43% in middle level management as shown in Figure 4.5. This implies that the respondents had sufficient knowledge as well as information about the organization.

![Pie chart showing the distribution of levels of management](image)

**Figure 4. 5: Level of Management**

4.2.2.5 Highest Level of Education

When the respondents were asked to indicate their highest level of education, 7% had a diploma, 31% had a master’s degree and 62% had a bachelor’s degree as shown in Figure 4.6 below. This implies that the respondents had the ability to read and interpret the information sought in this study.
4.3 Influence of Reach in Social Media Advertising on Consumer Buying Behavior

This study sought to determine the influence of reach in social media advertising on consumer buying behavior. The findings obtained from the respondents are presented as follows:

4.3.1 Social Media Reach and Target Market

On the question whether social media reach is essential in defining the target market, 0% were neutral, 2% disagreed, 2% strongly disagreed, 41% agreed and 55% strongly agreed as shown in Figure 4.7. This implies that social media reach is essential in defining the target market.
4.3.2 Social Media Reach Influence

On the question whether social media reach influences consumer buying behavior, 1% strongly disagreed, 4% disagreed, 2% were neutral, 46% agreed and 47% strongly agreed as shown in Table 4.1. This implies that social media reach influences consumer buying behavior.

Table 4.1: Social Media Reach Influence

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>1</td>
<td>1.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>3</td>
<td>4.0</td>
</tr>
<tr>
<td>Neutral</td>
<td>2</td>
<td>2.0</td>
</tr>
<tr>
<td>Agree</td>
<td>38</td>
<td>46.0</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>40</td>
<td>47.0</td>
</tr>
<tr>
<td>Total</td>
<td>84</td>
<td>100.0</td>
</tr>
</tbody>
</table>

4.3.3 Target Market and Consumer Needs

The respondents were asked to indicate whether target market allows them to craft their product and service in line with the wants and needs of customers, 2% were neutral, 3% disagreed, 0% strongly disagreed, 37% strongly agreed and 58% agreed as shown in Figure 4.8. It implies that whether target market allows them to craft their product and service in line with the wants and needs of customers.
4.3.4 Market Analysis

When the respondents were to indicate whether social media reach is essential for data analysis regarding the target market, 4% disagreed, 2% neutral, 0% strongly disagreed, 46% agreed and 48% strongly agreed as indicated in Figure 4.9. This implies that social media reach is essential for data analysis regarding the target market.
4.3.5 Consumer Insights

On the questions whether social media reach enhances consumer insights in the organization, 0% were neutral, 0% disagreed, 0% strongly disagreed, 45% agreed and 55% strongly agreed as shown in Figure 4.10. This means that social media reach is essential in enhancing consumer insights in the organization.

![Figure 4.10: Consumer Insights](image)

4.3.6 Consumer Engagement

When the respondents were asked to indicate whether social media reach enhances engagement among consumers, 0% were neutral, 0% strongly disagreed, 5% disagreed, 38% agreed and 57% strongly agreed as shown in Figure 4.11. This implies that social media reach enhances engagement among consumers.

![Figure 4.11: Consumer Engagement](image)
4.3.7 Content Creation

The respondents were asked to indicate whether social media reach allows consumer to create content in line with the products and services offered by the firm, 2% strongly disagreed, 2% disagreed, 0% were neutral, 41% strongly agreed, and 55% agreed as shown in Figure 4.12. This implies that social media reach allows consumers to create content in line with the products and services offered by the firm.

4.3.8 Demographic Information of Customers

The respondents were asked to indicate whether social media enables them to obtain demographic information from customers, 2% were neutral, 3% disagreed, 0% strongly disagreed, 43% agreed and 52% strongly agreed as shown in Figure 4.13. This implies that social media reach enables the organization to obtain demographic details of customers.
4.3.9 Brand Recognition

The respondents were asked to indicate whether social media reach enhances brand recognition among customers, 1% of the respondents were neutral, 0% strongly disagreed, 3% disagreed, 48% strongly agreed, and 48% agreed as shown in Figure 4.14. This implies that social media reach enhances brand recognition among customers.

4.3.10 Customer Preferences

On the question whether social media mix enhances customer preferences of goods and services as they interact with the services offered by the hotel in different social media platforms, 0%
were neutral, 0% disagreed, 0% strongly disagreed, 49% agreed and 51% strongly agreed. This implies that social media mix enhances customer preferences of goods and services.

Figure 4. 15: Customer Preferences

4.3.11 Combination of Communication Channels

When the respondents were asked to indicate whether social media mix allows combination of communication channels with the aim of targeting various market segments, 41% of the respondents agreed, 59% strongly agreed, 0% were neutral, 0% disagreed and 0% strongly disagreed as shown in Figure 4.16. This implies that social media mix allows combination of communication channels with the aim of targeting various market segments.
4.4 Influence of Frequency in Social Media Advertising on Consumer Buying Behavior

This study sought to determine the influence of frequency in social media advertising on consumer buying behavior. The findings are presented as follows;

4.4.1 Social Media Engagement

On the question whether social media engagement influences consumer buying behavior to a certain extent, 4% disagreed, 1% neutral, 0% strongly disagreed, 39% strongly agreed and 56% agreed as shown in Figure 4.17. This implies that social media engagement influences consumer buying behavior.

4.4.2 Awareness of Firm’s Products and Services

The respondents were asked to indicate whether social media engagement influences awareness of the firm’s products and services in the market, 6% disagreed, 0% neutral, 0% strongly disagreed, 28% strongly agree and 66% agreed as shown in Figure 4.18. This implies that social media engagement influences awareness of the firm’s products and services.
4.4.3 Familiarity of Firm’s Services

On the question whether social media engagement builds familiarity of firm’s products and services among customers, 0% were neutral, 0% disagreed, 0% strongly disagreed, 61% agreed and 39% strongly agreed. This implies that social media engagement builds familiarity of firm’s products and services among customers.

4.4.4 Trust and Interests

When the respondents were asked to indicate whether social media monitoring enhances trust and interests among customers, 3% strongly disagreed, 4% disagreed, 0% neutral, 44% agreed
and 49% strongly agreed as shown in Figure 4.20. This implies that social media monitoring enhances trust and interests among customers.

**Figure 4. 20: Trust and Interests**

**4.4.5 Customers’ Traffic**

When the respondents were asked to indicate whether social media monitoring enhances traffic of customers when interacting with firm’s products and services, 43% agreed, 0% were neutral, 0% disagreed, 0% strongly disagreed and 57% strongly agreed as shown in Figure 4.20. This implies that social media monitoring enhances customer traffic when interacting with the firm’s products and services online.

**Figure 4. 21: Customers’ Traffic**
4.4.6 Social Media Monitoring and Interacting Rates

The respondents were asked to indicate whether social media monitoring increases interacting rates among customers online, 5% disagreed, 0% were neutral, 0% strongly disagreed, 44% agreed and 51% strongly agreed as shown in Figure 4.22. This implies that social media monitoring increases interacting rates among customers online.

![Figure 4.22: Social Media Monitoring and Interacting Rates](image)

4.4.7 Market Intelligence

On the question whether social media analysis enhances market intelligence, 3% strongly disagreed, 3% disagreed, 1% neutral, 42% agreed and 51% strongly agreed as shown in Table 4.2. This implies that social media analysis enhances market intelligence. This implies that social media analysis enhances market intelligence.

Table 4.2: Market Intelligence

<table>
<thead>
<tr>
<th>Scale</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
<td>2</td>
<td>3.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
<td>3.0</td>
</tr>
<tr>
<td>Neutral</td>
<td>1</td>
<td>1.0</td>
</tr>
<tr>
<td>Agree</td>
<td>35</td>
<td>42.0</td>
</tr>
<tr>
<td>Strongly Agree</td>
<td>44</td>
<td>51.0</td>
</tr>
<tr>
<td>Total</td>
<td>84</td>
<td>100.0</td>
</tr>
</tbody>
</table>
4.4.8 Online Mentions

On the question whether social media analysis enhances mentions online through various social media platforms, 4% disagreed, 2% neutral, 0% strongly disagreed, 46% agreed and 48% strongly agreed as shown in Figure 4.23. This implies that social media analysis enhances mentions online through various social media platforms.

![Pie chart showing dis-agreement and agreement percentages for online mentions.]

Figure 4. 23: Online Mentions

4.4.9 Gathering of Market Information

The respondents were asked to indicate whether social media analysis enhances gathering of market information, 2% disagreed, 4% were neutral, 0% strongly disagreed, 48% agreed and 46% strongly agreed as shown in Figure 4.24. This implies that social media analysis enhances gathering of market information.
4.5 Social Media Marketing Tools and Influence on Consumer Buying Behavior

This study sought to determine social media marketing tools and influence on consumer buying behavior. The findings are presented as follows:

4.5.1 Targeting of Consumers Directly

When the respondents were asked whether Facebook is used in targeting consumers directly, 0% disagreed, 0% were neutral, 0% strongly disagreed, 46% agreed and 54% strongly agreed as shown in Figure 4.25. This implies that Facebook is a social media tool that can be used in targeting consumers directly.

Figure 4. 24: Gathering of Market Information

Figure 4. 25: Targeting of Consumers Directly
4.5.2 Creation and Exchange of User Generated Content

On the question whether Facebook enables creation and exchange of user generated content on company’s products and services, 0% were neutral, 0% disagreed, 0% strongly disagreed, 48% agreed, and 52% strongly agreed as shown in Figure 4.26. This implies that whether Facebook enables creation and exchange of user generated content on company’s products and services.

![Figure 4.26: Creation and Exchange of User Generated Content](image)

4.5.3 Purchase of Firm’s Products and Services

When the respondents were asked to indicate whether Facebook is essential in influencing consumer’s behavior in purchasing the firm’s products and services, 5% disagreed, 2% were neutral, 0% strongly disagreed, 42% strongly agreed and 51% agreed as shown in Figure 4.27. This implies that Facebook is essential in influencing consumer’s behavior in purchasing the firm’s products and services.
4.5.4 Brand Perception

When the respondents were asked to indicate whether Facebook enables consumers to express their perception of the brand reacting to posts by the firm, 0% disagreed, 0% strongly disagreed, 0% neutral, 40% agreed and 60% strongly agreed as shown in Figure 4. 28. This implies that whether Facebook enables consumers to express their perception of the brand reacting to posts by the firm.
4.5.5 Twitter and Interaction

When the respondents were asked to indicate whether Twitter is essential in driving interaction among consumers online, 1% were neutral, 4% disagreed, 0% strongly disagreed, 33% strongly agreed and 62% agreed as shown in Figure 4.29. This implies that Twitter is essential in driving interaction among consumers online.

![Pie chart showing survey results](image)

**Figure 4.29: Twitter and Interaction**

4.5.6 Online Engagement

When the respondents were asked to indicate whether Twitter can be used in influencing engagement among customers online, 0% neutral, 0% disagreed, 0% strongly disagreed, 42% agreed and 58% strongly agreed as shown in Figure 4.29. This implies that Twitter can be used in influencing engagement among customers online.
4.5.7 Targeting Corporate Clients

On the question whether Twitter is essential in targeting corporate clients to interact with the firm’s products and services, 0% were neutral, 0% strongly disagreed, 4% disagreed, 33% agreed and 63% strongly agreed as shown in Figure 4.31. This implies that Twitter is essential in targeting corporate clients to interact with the firm’s products and services.
4.5.8 Instagram

On the question whether Instagram is one of the most effective social media marketing tools among consumers, 0% disagreed, 0% neutral, 0% strongly disagreed, 55% agreed and 45% strongly agreed as shown in Figure 4.31. This implies that Instagram is one of the most effective social media marketing tools among consumers.

![Pie chart showing percentage of agreement](image)

**Figure 4.32: Instagram**

4.5.9 Offers and Packages on Instagram

When the respondents were asked to indicate whether Instagram enables the company to post various offers and packages offered by the firm, 3% strongly disagree, 2% disagree, 0% neutral, 45% strongly agreed and 50% agreed as shown in Figure 4.33. This implies that Instagram enables the company post various packages offered by the firm.
4.5.10 Consumer Likes

When the respondents were asked to indicate whether Instagram enables the firm to determine the extent to which consumers like the offerings of the organization, 0% disagreed, 0% neutral, 0% strongly disagreed, 43% strongly agreed and 57% strongly agreed as shown in Figure 4.34. This implies that Instagram enables the firm to determine the extent to which consumers like the offerings of the organization.

4.5.11 YouTube Advertising and Purchase
The respondents were also asked to indicate whether YouTube Advertising influences purchase of the company’s products and services, 0% were neutral, 0% strongly disagreed, 5% disagreed, 49% agreed and 46% strongly agreed as shown in Figure 4.34. This implies that YouTube Advertising influences purchase of the company’s products and services.

![Figure 4.35: YouTube Advertising and Purchase](image)

4.5.12 Awareness of Company’s Offerings

When the respondents were asked to indicate whether YouTube advertising enhances familiarity of company’s offerings among consumers, 3% disagreed, 0% strongly disagreed, 0% were neutral, 49% agreed and 48% strongly agreed as shown in Figure 4.36. This implies that YouTube advertising enhances familiarity of company’s offerings among consumers.
Correlation Analysis

Correlation analysis was carried out to establish the relationship that exists between the independent variables and dependent variables under investigation to effectively address the research problem.

The findings in Table 4.3 revealed that there exists a significant relationship between social media reach and consumer buying behavior, $r (0.663); p\text{-value} < 0.01$. Since the $p\text{-value} < 0.05$ it implies that the relationship that exists between social media reach (independent variable) and consumer buying behavior (dependent variable) is statistically significant.

This study conducted a correlation analysis to establish the relationship that exists between social media frequency and consumer buying behavior. The findings revealed that there exists a significant relationship between social media frequency and consumer buying behavior, $r (0.502), p\text{-value} < 0.01$. Since $p\text{-value} < 0.05$ it implies that the relationship that exists between social media frequency and consumer buying behavior.

This study sought to determine social media tools and influence on consumer buying behavior, the findings revealed that there exists a significant relationship between social media tools influence and consumer buying behavior, $r (0.521), p\text{-value} < 0.01$. Since $p\text{-value} < 0.05$ it implies that there is a significant relationship between the independent variable social media tools and dependent variable consumer buying behavior.
### Table 4.3: Correlation Analysis

<table>
<thead>
<tr>
<th>Variables</th>
<th>Correlations</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Consumer Buying Behavior</strong></td>
<td>Pearson Correlation</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
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<td></td>
<td></td>
<td></td>
</tr>
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<td></td>
<td>N</td>
<td>84</td>
<td>84</td>
<td>84</td>
<td>84</td>
</tr>
<tr>
<td><strong>Social Media Reach</strong></td>
<td>Pearson Correlation</td>
<td>.663**</td>
<td></td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.00</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>84</td>
<td>84</td>
<td>84</td>
<td>84</td>
</tr>
<tr>
<td><strong>Social Media Frequency</strong></td>
<td>Pearson Correlation</td>
<td>.502**</td>
<td>.224*</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.00</td>
<td>.041</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>84</td>
<td>84</td>
<td>84</td>
<td>84</td>
</tr>
<tr>
<td><strong>Social Media Tools</strong></td>
<td>Pearson Correlation</td>
<td>.521**</td>
<td>.682**</td>
<td>.296**</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.00</td>
<td>.00</td>
<td>.006</td>
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<td>N</td>
<td>84</td>
<td>84</td>
<td>84</td>
<td>84</td>
</tr>
</tbody>
</table>

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

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

### Multiple Regression

A regression test was carried out to determine the underlying relationship between the independent variable and dependent variable. Table 4.4 shows the model summary derived from the regression test of the study variables. A multiple regression analysis was carried out to establish the relationship that exists between independent and dependent variable. For the study, a multiple regression was carried out and revealed that when all the variables were combined, the study had an $R$ adjusted $R$ square value of (0.556), implying that (55.6%) variation in consumer buying behavior was attributed to social media reach, social media frequency and social media tools.
The Analysis of Variance (ANOVA) was used in determining whether there existed between the means of the study variables. The findings revealed the analysis of variance as follows: $F_{(3, 80)} = 35.631$; $P$ value was $= (0.00)$, meaning that the means for the study variables were statistically significant as indicated in Table 4.5.

Table 4.4: Multiple Regression Model

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.756$^a$</td>
<td>.572</td>
<td>.556</td>
<td>.14622</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Social Media Tools, Social Media Frequency, Social Media Reach

Table 4.5: ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>2.285</td>
<td>3</td>
<td>.762</td>
<td>35.631</td>
<td>.000$^b$</td>
</tr>
<tr>
<td>Residual</td>
<td>1.710</td>
<td>80</td>
<td>.021</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>3.996</td>
<td>83</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer Buying Behavior
b. Predictors: (Constant), Social Media Tools, Social Media Frequency, Social Media Reach

This study also revealed that social media reach had a Beta coefficient $\beta$ (0.465); $p$-value $= 0.000$; social media frequency has a Beta coefficient $\beta$ (0.407); $p$-value $= 0.000$ and finally, social media tools with a Beta coefficient $\beta$ (0.026); $p$-value $= 0.001$ as shown in Table 4.6 below.

Table 4.6: Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Coefficients$^a$</th>
<th>Standardize</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unstandardized</td>
<td>d Coefficients</td>
</tr>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
</tbody>
</table>

65
### a. Dependent Variable: Consumer Buying Behavior

The relationship regression model for this study was established as follows:

\[
\text{Consumer Buying Behavior (Y) = 0.463Bo + 0.465 Social Media Reach + 0.407 Social Media Frequency + 0.026 Social Media Tools}
\]

**4.6 Chapter Summary**

This chapter presented results and findings obtained from the respondents. The findings revealed a significant relationship between social media reach and consumer buying behavior. The findings also showed that there is a significant relationship that exists between social media frequency and consumer buying behavior. Finally, the study revealed a significant relationship between social media tools and consumer buying behavior. The next chapter presented the discussion, conclusion and recommendation.
CHAPTER FIVE

5.0 DISCUSSION, CONCLUSION AND RECOMMENDATION

5.1 Introduction
This chapter provided the discussion, conclusion and recommendations based on the study findings. The first section of the chapter presented the summary of the study followed by the discussion. The third chapter presented the conclusion and finally fourth section presents the recommendations of the study in line with the research questions guiding the study.

5.2 Summary
The purpose of this study was to determine the influence of social media advertising on consumer buying behavior: a case study of Hilton Hotel Nairobi. The study was guided by the following research questions: How does reach in social media advertising influence consumer buying behavior at Hilton Hotel Nairobi? What influence does frequency in social media advertising have on consumer buying behavior at Hilton Hotel Nairobi? And which tools in social media marketing directly influence consumer buying behavior at Hilton Hotel Nairobi?

The study adopted a descriptive research design as it was appropriate for the researcher to obtain pertinent and precise information. The population of this study consisted of 200 employees working at Hilton Hotel Nairobi. A sample size of 133 employees was drawn from the population. Stratified sampling technique was used for this study. The study involved primary data. A closed-ended questionnaire was used in gathering the information from the respondents. Data analysis involved both descriptive and inferential statistics. Frequencies and percentages were used for Descriptive statistics. Correlation and regression was used for inferential statistics in order to establish the influence among the study variables. A statistical Package for Social Sciences (SPSS) software version 24 was used for data analysis. The information obtained from the respondents was highlighted using tables and figures.
This study sought to determine reach in social media advertising influence consumer buying behavior. The findings revealed that there exists a significant relationship between social media reach and consumer buying behavior, $r (0.663)$; $p$-value < 0.01.

This study also sought to determine the influence of frequency in social media advertising on consumer buying behavior. The findings revealed that there exists a significant relationship between social media frequency and consumer buying behavior, $r (0.502)$, $p$-value < 0.01.

Finally, the study sought to determine the influence of social media tools on consumer buying behavior. The findings revealed that there exists a significant relationship between social media tools influence and consumer buying behavior, $r (0.521)$, $p$-value < 0.01.

5.3 Discussion

5.3.1 Influence of Reach in Social Media Advertising on Consumer Buying Behavior

This study sought to determine the influence of reach in social media advertising on consumer buying behavior. The findings revealed that there exists a significant relationship between social media reach and consumer buying behavior. The findings were in accordance with the line of intuition by (Harris, 2015), who contends that social media reach enables the business to influence their purchasing behavior since it allows the business to create their products or services to the wants and needs of customers, in order to maximize sales and therefore revenue. A successful advertising effort links with purchasers on an individual level, which will assist the business with developing long haul associations with clients (Ismail, 2017). Not all buyers are equivalent, along these lines deciding the expected interest group is basic to arriving at the steadfast and high-advantage clients, so as to guarantee a return on investment. To sufficiently choose the brand's intended interest group, marketing directors ought to consider the three primary general parts of target audience grouping: socioeconomics, psychographics and buyer lifestyle (Cluley & Green, 2018).

The findings revealed that social media reach empowers the firm to characterize its target audience as well as the objective market in the industry in which it works. According to (Jenyo & Seyoye, 2015), social media reach is basic in characterizing the objective market which a select group of potential or current buyers, which a business chooses to point its marketing and promoting procedure at in order to sell a product or service. They further demonstrate that
characterizing a 'market advertisement' is the primary stage in the social media advertising procedure of a business, and is a procedure of market division. (Hamouda, 2018), argues that market division can be considered as the division of a market into its select groups, in view of factors, for example, needs, qualities and behaviors, with the goal that the use of the promoting mix can be appropriate to the person. Division of the market enables a business to characterize its target market for its product or service, and apply the marketing mix to achieve the ideal outcomes.

What's more, (Lagrosen & Grundén, 2014), argues that a target market is a typical instrument used by numerous publicists and business to choose the set of clients they plan to focus on and serve their marketing messages to. A target market is chosen and clarified by the objectives set out in the promoting plan. From the promoting plan the promoter can develop the target audience to effectively finish effective advertising communications. Perceiving the target market is a key decision for any organizations as it is the group of people whom the promoting is made for. When the business has decided their target market an offering can be intended to fulfill the particular needs and wants of the specific audience (Nashombe, 2015). The intended consumers are mostly distinguished by variables like psychographic and demographic differences. The customers in explicit target groups frequently have varied in regional, ethnic, way of life, and financial and religious requirement. Providing customer-tailored solutions allows the business to meet the specific demands from the target group. (Mbiti, 2015).

The results of the research additionally uncovered that social media reach permits shoppers to make content in accordance with the business's products. (Hamouda, 2018), demonstrates that online marketing reach is a media examination metric that alludes to the quantity of consumers who have run over a specific product on a social sites, for example, Facebook, Instagram or Twitter. In contrast, an impression is the absolute number of occurrences where your product has been featured on a social sites, whereas, engagement is how individuals communicate with the product that they see on a social sites, for example, like, share or retweet (Duffett, 2014) Social media sites including Facebook, Twitter, YouTube, Instagram and a lot more have their own individual methods of following, breaking down and revealing the traffic on each of the individual platforms (Harris, 2015). These social sites permit users, the citizenry, celebrities and organizations alike to interact and actively engage with their audience. From the analytics of
these platforms, data such as reach of posts, enable companies better visualize their content engagement with their consumers.

The study showed that social media mix lets the integration of various communication channels in targeting different market divisions. As put by (Campbell, 2014), media mix refers to the combination different communications channels for the purpose of advertising particular goods by any particular businesses. The main objective of the media mix is to help the businesses in meeting up with the various marketing objectives. The media mix is basically a combination of different advertising channels which are chosen in such a way that it reaches a maximum number of people. Here these channels are used for the purpose of advertising their goods or services so that maximum number of people can get aware of it and then buy it. If chosen wisely this media mix proves out to be quite a smart move in the marketing industry. It can also be defined as that media planning strategy which can create quite an impact on the sales and growth of a particular business entity (Sharma & Lambert, 2010). This media sum is the total summation of every single advertising agency commission as well as one of those media houses that contribute to the advertising camping of any particular goods or services under a specific media plan. Now the main aspect for a media mix to become successful is the ability to choose the right kind of communication channels.

When these advertising channels are chosen in such a way that it is able to influence people that when you know; the media mix has become successful. Now there are many factors which are included in the media mix which can be for example television, radio, billboards, online websites, social media platforms like email, Facebook, and Twitter. These are some of the most effective platforms that are considered to be combined together to form a powerful media mix (Case & King, 2011). All of these platforms have the ability to reach broader areas and also reaches to people who belong to different geographical location, belong to different age groups, and gender.

5.3.2 Influence of Frequency in Social Media Advertising on Consumer Buying Behavior

This study sought to determine the influence of frequency in social media advertising on consumer buying behavior. The findings revealed the existence of a significant relationship between frequency in social media and consumer buying behavior. (Urumsah, 2015), states frequency as using a media platform a certain number of times long enough for the selected
consumers to interact with the intended message. On average, the consumers need to be exposed to a message three times or more before they can make a move. Therefore when carrying out media planning, frequency is not to be overlooked. Most companies end up wasting money when they just test with a message without adhering to enough exposure. According to (Mishra & Ayatham, 2017), businesses assume that consumers will start trickling to their shops after just one advertisement which is a colossal mistake. The findings on their research on market segmentation, (Balci & Cetin, 2017) gathers that there are five different phases for buying cycle a consumer experiences before actually making an order. The following are the phases: Awareness, interest, need, Comparison and purchase. The importance of Frequency is that it pushes a customer to the point of buying. Understanding this purchasing cycle is key to appreciating how essential Frequency is to Media planning. At first, the concept of reach is there to expand the awareness and exposure but consumers are forgetful; within a day, 80% of consumers don’t remember an advertisement they saw (Razaei & Ismail, 2018). Frequency is therefore important for creating awareness and lowering the rate of forgetfulness.

The findings of the study revealed that social media engagement builds familiarity of the firm’s products and service among consumers. These findings are in line with (Balci & Cetin, 2017), frequency builds familiarity, familiarity builds trust which is the importance of frequency and trust builds interest (Balci & Cetin, 2017). It is key that the consumer knows the organization and have trust/intrigue. Once more, frequency is important for trust, intrigue and remembrance. More frequency rate also aids in minimizing competition. With the help of rapid advertisements, the buyer is on the final buying staying on the purchase cycle (Duffett, 2014). It is highly unlikely for a consumer to get to this stage without adequate frequency. Therefore, frequency- sustained frequency- strengthens top of mind brand awareness, brand favorability and brand loyalty among the present and future buyers. Calm waiting and well –thought out frequency are essential factors in any business's long term success (Amine & Smith, 2017).

The findings of the study show that frequency in social media enhances consumer engagement online. According to (Gvili & Levy, 2018), social media engagement measures the public shares, likes and comments for an online business' social media efforts. Engagement has historically been a common metric for evaluating social media performance but doesn't necessarily translate to sales. With over 1.5 billion monthly users, a Facebook presence has become a necessity for both online and offline businesses. But return on investment for social media marketing efforts is
difficult, and engagement is a blanket metric that doesn't describe how many users end up purchasing (Chahine & Malhotra, 2018).

The findings of the study revealed that social media analysis enhances mentions online, (Osewe, 2013) in his study the effectiveness of internet advertising on consumer behavior, he revealed that mention monitors millions of sources in 42 languages, helping you stay on top of all your brand mentions on social networks, news sites, forums, blogs or any web page. The app lets you keep track of your team’s actions, share alerts and assign tasks. Generating reports and exporting mentions can help you get a snapshot of your mentions by source or language over a selected period of time. According to (Ramadan, Farah & Dukenjian, 2018), social media analytics is the process of gathering and analyzing data from social networks such as Facebook, Instagram, and Twitter. It is commonly used by marketers to track online conversations about products and companies. Social media analytics is also regarded as the art and science of extracting valuable hidden insights from vast amounts of semi-structured and unstructured social media data to enable informed and insightful decision making (Case & King, 2011).

5.3.3 Social Media Marketing Tools and Influence on Consumer Buying Behavior

This study sought to determine the influence of social media marketing tools on consumer buying behavior. The findings revealed that there exists a statistical significant relationship between social media marketing tools and consumer buying behavior. According to (Pesonen, 2013), organizations have responsibilities to decide overall objectives, sub goals, and Key Performance Indicators (KPIs), and to make a decision on which specific channels should be used for which goals and which audiences. This process requires comprehensive user target group research. The marketer (organization or individual) needs to be knowledgeable which target group’s needs will be met by which corresponding channels and what these groups are in need of. Failure to do this may result in focusing on for example; Instagram channel while the target audience is on interest (Pongpaew, Speece, & Tiangsoongnern, 2017). The authors express those users an organization targets on social media may differ across channels, and even differ from the official corporate website. This aspect is affected (determined) by the organization’s business goals and where the target groups are. Many institutions are mainly concerned in integrating social media into the business structures of their organization structures but do not
have the know-how of what social media entails. Such organizations may also not have tangible channels to ascertain the inherent gains (Hoyer, 2010).

(Kaplan and Haenlein, 2010), social media as a group of web put together applications that work with respect to the ideological and technological establishment of web and permit the creation and exchange of client produced content in this way, social media makes clients a stage to meet up on the web and exchange, talk about, impart and take part in any type of social connection which can include messages, audio, pictures, recordings and other media independently or mix. Firms must be aware that social media tools such as user profiles, customer ratings and reviews are trending towards becoming the source of information for any customer when they are making an important purchase (Ngai, Moon& Tao, 2012).

The findings of this study revealed that Facebook is essential in influencing consumer buying behavior to purchase the firm’s products and services. These findings are in accordance with (Atkin, 2012), who contends that the advancement of social media has not gone unnoticed by the business circle. Numerous organizations keep up their own Facebook page and plan their commercials with the expectation that they will circulate around the web. Making and observing one's own brand forum has been a training embraced by directors for quite a while. Bloggers are frequently sponsored in return for endorsements. According to (Hosanagar, 2013), Twitter has become an increasingly important source of communication for many companies. Altogether, eMarketer.com evaluated 2010 overall informal organization publicizing spending at USD 3.3 billion, contrasted with USD 2.53 billion out of 2009. However for the tremendous wholes of cash being spent via web-based networking media marketing, there is still a lot of weakness among experts about the best advertising practices in this new field. The encounters of Sony, Wall-Mart and Nestlé are impactful instances of that (Hoyer, 2010).

In addition to that, (Duncan, 2013), in his study on social media tool he revealed that marketing on Facebook influences consumer behavior and leads to increased purchases for the brands that leverage the social-networking site. Most brand exposures on Facebook occur through users’ news feeds, ComScore said, rather than visit to dedicated brand pages on Facebook. Consumers who click a button that they like a certain brand or product tend to outspend others for that particular brand, ComScore said, citing examples such as Amazon, Best Buy, and Target.
Purchase data comes via information from loyalty clubs, credit card companies, and third-party collectors, with the permission of the study participant (Marino & Prestti, 2018).

The findings of the study further revealed that Twitter is essential in driving interaction among consumers online. These findings are in line with (Enyinda, Ogbuehi & Mbah, 2018), who indicates that Twitter being a social network and news enabling people to share and connect is perceived as a very different form of eWOM than any other social media platform. The research carried by UA Magazine shows that this is because of the unsolicited, tie strength and swiftness characteristics of the micro blog. Whereas most studies focused on consumers that were actually looking for information prior to a purchase, on Twitter consumers are exposed to an unsolicited form of eWOM. The user may just bump into a tweet about a product or brand. This means that the level of involvement is much lower than on a product review website. Also, the quality of the review may differ from a traditional review website. For example, a high quality message is more logical and persuasive and therefore more effective. Considering a tweet can only contain 140 characters, they tweet have to be to the point to have any effect (Duncan, 2013).

The findings of the study revealed that Instagram is one of the most effective social media marketing tools among consumers. (Balci & Cetin, 2017) argues that research indicates that Instagram is regarded as one of the most effective social marketing tool as opposed to Facebook, YouTube, Twitter and celebrity endorsements when it comes to influencing consumers according to Japanese App Takumi which connects people with brands. The study, commissioned by Japanese app Takumi, finds Instagram delivers more sales and consumer actions than other social platform. Facebook placed second in terms of social contenders, followed by YouTube and finally blogs which were found to be the least influential medium overall (Gummerus, Liljiander & Pihlström, 2012). (Chahine & Malhotra, 2018), carried out a study on Instagram, the findings indicated that Millennial were found to be the most responsive group, with 68 per cent of 18-24 years old claimed they are more likely to buy something after someone they follow on Instagram shared it. Just over a majority, 54 per cent of respondents said they bought products after spotting them on the channel.
5.4 Conclusion

5.4.1 Influence of Reach in Social Media Advertising on Consumer Buying Behavior

This study concluded that there is an existence of a significant relationship between social media reach and consumer buying behavior. Social media reach empowers the business to impact their buying behavior since it permits the business to create their products and services to the needs and wants of clients, so as to amplify sales and in this way income. An effective promoting effort associates with purchasers on an individual level, which will assist the business with developing long haul associations with clients. This study also concludes that social media reach enables the firm to define its target audience as well as the target market in the industry in which it operates.

This study concluded that social media reach allows consumers to create content in line with the firm’s products and services. This study concludes that social media mix allows the firm to use a combination of various communication channels in targeting different market segments and its main objective is to help the businesses in meeting up with the various marketing objectives.

5.4.2 Influence of Frequency in Social Media Advertising on Consumer Buying Behavior

This study concluded that there is a significant relationship between social media frequency and consumer buying behavior. Social media frequency builds familiarity as well trust among customers as they interact with the firm’s products and services online. This study also concluded that social media frequency enhances awareness of the company’s products and services. Without adequate frequency, a buyer would be probably not going to get to the buying step. In this manner, frequency is significant in line of the fact that consistence promotion fortifies top of mind brand awareness, brand favor-capacity and brand loyalty among the current and expected buyers. This study also concluded that social media frequency enhances customer engagement. Social media engagement measures the public shares, likes and comments for an online business' social media efforts.

5.4.3 Social Media Marketing Tools and Influence on Consumer Buying Behavior

This study concluded that social media marketing tools influence consumer buying behavior since the findings revealed an existence of a significant relationship between social media marketing tools and consumer buying behavior. This study concluded that Facebook is essential
in influencing consumer buying behavior to purchase the firm’s products and services. Numerous organizations keep up their own Facebook page and plan their commercials with the expectation that they will circulate around the web making it essential for influencing consumer purchase power. Facebook influences consumer behavior and leads to increased purchases for the brands that leverage the social-networking site.

This study also concluded that Twitter is essential in driving interaction among consumers online. Twitter being a social network and news enabling people to share and connect is perceived as a very different form of marketing than any other social media platform. This study concludes that Instagram is one of the most effective social media marketing tools among consumers. Instagram is the most effective social marketing tool, outpacing Facebook, YouTube, Twitter and celebrities when it comes to influencing consumers.

5.5 Recommendation

5.5.1 Recommendations for Practice

5.5.1.1 Influence of Reach in Social Media Advertising on Consumer Buying Behavior

Since this study has revealed that there is a significant relationship between social media reach and consumer buying behavior, this study recommended that hotels should embrace the use of social media reach in targeting different market segments to effectively influence consumer buying behavior. This study recommended that they create a social media mix that allows the use of a combination of various communication channels in targeting different market segments with the purpose of helping the businesses in meeting up with the various marketing objectives.

5.5.1.2 Influence of Frequency in Social Media Advertising on Consumer Buying Behavior

Since this study found an existence of a significant relationship between social media frequency and consumer buying behavior, this study recommended that hotels should embrace social media frequency by using different media channels because this is essential in building familiarity as well trust among customers as they interact with the firm’s products and services online. This study recommended that hotels should be frequent with their advertisements in order to enhance customer engagement. Social media engagement measures the public shares, likes and comments for an online business’ social media efforts.
5.5.1.3 Social Media Marketing Tools and Influence on Consumer Buying Behavior

This study recommended that hoteliers should embrace the use of various social media marketing tools in influencing consumer buying behavior. It is recommended they should develop content on Facebook that is in line with their products’ offerings to drive traffic on the site. This study also recommended that hotels should use their Twitter to tap into corporate clients by driving interaction of their products as well as services that is offered in the hotel. By posting various images and pictures of their products and services on Instagram, they influence consumers to initiate purchase.

5.2 Recommendation for Future Studies

Since this study investigated the influence of social media advertising on consumer buying behavior in the hospitality industry, future studies should investigate the influence of social media advertising on consumer buying behavior in other industries such as health and fitness, education, transport, tourism, manufacturing and real estate industry.
REFERENCES


Duffett, R. G. (2014). *Facebook advertising’s influence on Intention to Purchase and Purchase amongst Millennials*. Cape Town: Department of Marketing, Cape Peninsula University of Technology.


Mubiri, J. (2016). *Customer satisfaction in hotel service: JAMK university of applied sciences*


APPENDICES
APPENDIX 1: INTRODUCTION LETTER

United States International University – Africa
P.O BOX 14634-00800
Nairobi, Kenya
August 2019

Dear Respondent

RE: REQUEST FOR RESEARCH DATA

I am a graduate student at the United States International University - Africa pursuing Master’s Degree in Business Administration program. I am currently conducting a research on “The Influence of Social Media Advertising on Consumer Buying Behavior: A case Study of Hilton hotel Nairobi”; in partial fulfillment of the program.

The results of the survey will be instrumental in understanding the extent of use of social media advertising among hotels in Kenya. This is an academic research and confidentiality will be strictly adhered to. Kindly spare your time and fill in the questionnaire attached.

Yours’s sincerely

Penrose Mwiti
APPENDIX II: NACOSTI

This is to Certify that Ms. Precious Mwikali of United States International University Africa, has been licensed to conduct research in Nairobi on the topic: influence of social media advertising on consumer buying behavior, case study at Hilton hotel, Nairobi for the period ending 16 January 2021.

License No: NACOSTI/20/3496

Ref No: 34946

Date of Issue: 16 January 2021

Applicant Identification Number

Director General

NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

Verification QR Code

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Land line: 020 4007000, 020 2241349, 020 3310571, 020 8001077
Mobile: 0713 788 787 / 0735 404 245
E-mail: dg@nacosti.go.ke /
registry@nacosti.go.ke Website:
www.nacosti.go.ke
APPENDIX III: STUDY QUESTIONNAIRE

SECTION I: GENERAL INFORMATION

This section contains general questions. Kindly answer to the best of your knowledge

1. Kindly indicate your gender.
   Male ☐ Female ☐

2. Kindly indicate your age range

   18-25 Years ☐
   26-33 Years ☐
   34-41 Years ☐
   42-49 Years ☐
   50 and Above ☐

3. Kindly indicate the number of years you have worked at your organization

   0-1 Years ☐
   2-4 Years ☐
   5-7 Years ☐
   8-10 Years ☐
   Above 10 years ☐

4. Kindly indicate your level of management within the organization.

   Top Management ☐
   Middle Level Management ☐
   Lower Level Management ☐

5. Kindly indicate your highest level of education.

   Certificate ☐
   Diploma ☐
Bachelor’s Degree
Master’s Degree
Doctorate Degree

**SECTION II: Influence of Reach in Social Media Advertising on Consumer Buying Behavior**

Kindly answer the following questions to the best of your knowledge using the following Likert scale. Strongly disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, strongly agree = 5.

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<thead>
<tr>
<th>No</th>
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<tr>
<td>6.</td>
<td>Social media reach enables the organization to define the target market.</td>
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<td>7.</td>
<td>Social media reach is essential in influencing consumer buying behavior to purchase the firm’s products and services.</td>
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<td>8.</td>
<td>Target market allows the business to craft their products or services to the wants and needs of customers.</td>
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<td>9.</td>
<td>Social media reach is essential for data analysis regarding the target market.</td>
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<td>10.</td>
<td>Social media reach enhances consumer insights in the organization.</td>
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<td>12.</td>
<td>Social media reach allows consumers to create content in line with firm’s products and services.</td>
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<td>13.</td>
<td>Social media reach enables the organization to obtain demographic information of their customers.</td>
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<td>14.</td>
<td>Social media reach influences brand recognition among</td>
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consumers.

Social Media Mix

15. Social media reach enables the organization to obtain demographic information of their customers.

16. Social media mix enhances customer preferences of goods and services as they interact with company’s products and services on different social media platforms.

17. Social media mix allows combination of communications channels which is used for the purpose of targeting various market segments.

SECTION III: Influence of Frequency in Social Media Advertising on Consumer Buying Behavior

Kindly answer the following questions to the best of your knowledge using the following Likert scale. Strongly disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, strongly agree = 5.

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<td></td>
<td><strong>Social Media Engagement</strong></td>
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<td>18</td>
<td>Social media engagement influences consumer buying behavior to a certain extent.</td>
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<td>19</td>
<td>Social media engagement influences awareness of firm’s products and services.</td>
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<td>20</td>
<td>Social media engagement builds familiarity of the firm’s products and service among consumers.</td>
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<td><strong>Social Media Monitoring</strong></td>
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<td>21</td>
<td>Social media monitoring enhances trust and interests among consumers.</td>
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<td>22</td>
<td>Social media monitoring enhances traffic of customers interacting with the company’s products and services online.</td>
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<td>23</td>
<td>Social media monitoring increases interaction rates among</td>
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consumers online.

**Social Media Analysis**

24. Social media analysis enhances market intelligence in the organization.

25. Social media analysis enhances mentions online through various social media platforms.

26. Social media analysis enhances gathering of market information in the organization.

### SECTION IV: Social Media Marketing Tools and Influence on Consumer Buying Behavior

Kindly answer the following questions to the best of your knowledge using the following Likert scale. Strongly disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, strongly agree = 5

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<td><strong>Facebook</strong></td>
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<td>27</td>
<td>Facebook is a social media marketing tools that is essential in targeting consumers directly.</td>
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<td>28</td>
<td>Facebook enables creation and exchange of user generated content on company’s products and services.</td>
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<td>29</td>
<td>Facebook is essential in influencing consumer buying behavior to purchase the firm’s products and services.</td>
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<td>30</td>
<td>Facebook enables consumers to express their perception of the brand by reacting to posts by the organization.</td>
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<td><strong>Twitter</strong></td>
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<td>31</td>
<td>Twitter is essential in driving interaction among consumers online.</td>
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<td>32</td>
<td>Twitter can be used in influencing engagement of company products and services.</td>
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<tr>
<td>33</td>
<td>Twitter is essential in targeting corporate clients to interact</td>
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</table>
with the firm’s goods and services.

### Instagram

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<thead>
<tr>
<th>34.</th>
<th>Instagram is one of the most effective social media marketing tools among consumers.</th>
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<tbody>
<tr>
<td>35.</td>
<td>Instagram enables the company to post various offers and packages using images that are attractive to the customers.</td>
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<tr>
<td>36.</td>
<td>Instagram enables the firm to determine the extent to which consumers like the offerings of the organization.</td>
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### YouTube

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<th>37.</th>
<th>YouTube</th>
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<tbody>
<tr>
<td>38.</td>
<td>YouTube Advertising influence purchase of the company’s products and services.</td>
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<tr>
<td>39.</td>
<td>YouTube enhances familiarity of the company offerings among consumers.</td>
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</table>

40. Is there any other social media tool that the firms uses apart from the one mentioned above

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Thank you for your participation