

**INFLUENCE OF SOCIAL MEDIA ON CONSUMER BEHAVIOR
AMONG UNIVERSITY STUDENTS IN NAIROBI CITY COUNTY,
KENYA**

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT
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DECLARATION

I declare that this is my original work and has not been presented in any other university or college.

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This research project has been submitted for examination with my permission as the university supervisor.

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DEDICATION

This project is dedicated to my dear wife and daughter Miriam and Patience respectively for their continuous commitment and sacrifices to see me through my graduate studies. I will love them always.

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ABBREVIATIONS

| | |
|---------------|--------------------------------------------------------|
| BAKE | Bloggers Association of Kenya |
| BRITAM | British American |
| CBD | Central Business District |
| CUE | Commission for University Education |
| IBM | International Business Machines |
| ICT | Information Communication Technology |
| JKUAT | Jomo Kenyatta University of Agriculture and Technology |
| KCB | Kenya Commercial Bank |
| KEMU | Kenya Methodist University |
| KNBS | Kenya National Bureau of Statistics |
| SMS | Short Message Service |
| SPSS | Statistical Packages for Social Sciences |
| TUK | Technical University of Kenya |

ABSTRACT

This study sought to establish the influence of social media on consumer behavior amongst university students in Nairobi city county. The general objective of the study was to establish the influence of social media on consumer behaviour amongst university students in Nairobi city county. Specific objectives were: To determine the influence of social media on various stages of consumer decision making process and To establish factors that contribute to usage of social media amongst university students. A cross sectional research design was used in this study. The sample frame consisted of university students within Nairobi city county. Convenience sampling technique was used and the sample size was arrived at using Krejcie and Morgan's Table of sample sizes. 384 questionnaires were printed and distributed to collect primary data. 307 respondents returned the questionnaires which were administered and collected physically. The data was interpreted with use of the Statistical Package for Social Sciences (SPSS). The results of the study were represented in the form of Tables only. The findings indicated that indeed social media has influence on consumer behaviour of the respondents. Both internal and external stimuli are key to recognize the need to purchase a product. Social media provides information on problems being faced by consumers. Friends and peers share, comments and likes towards product brands. It also provides an avenue for soliciting and relaying customer feedback. The study concluded that indeed social media has enormous influence on consumer behaviour amongst university students within Nairobi county.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Social media is a group of internet-based applications that are anchored on technological and ideological foundation of web 2.0 and as such allows creation and sharing of user-generated content, (Kaplan & Heinlein, 2010). This provides a forum for sharing user-generated content without necessarily coming in to contact between users as it is in YouTube rather than applications that widely focus on continuous and ongoing interaction between users like Facebook and linked-in. Modern businesses irrespective of their sizes have embraced social media as a channel to reach out to their widespread consumer base.

According to Castronovo and Huang, (2012) customer and prospect interaction with brands is continuous even if one is not directly speaking to their audience but through platforms like Facebook, WhatsApp, Twitter, Instagram and many more. Therefore, a greater part of marketing can be done on social media and can bring enormous success to one's business by creating committed brand ambassadors that at the end can lead to increased sales. Social media marketing can therefore be said to be an essential part of online world that provides consumers with a platform of conversation on a website.

Companies most of which have resorted to creation of forums and blogs through which information pertaining their products is relayed to the prospects, feedback solicited and reviewed as and when they come. It is a rapidly evolving media that is less costly and more efficient to many companies. Consumer behavior is the decision-making activity of an individual or group involving evaluating, acquisition, use and disposal of products, ideas or services in order to satisfy their needs and those of others, (Kotler & Keller, 2006). It basically tries to establish how individuals or groups make spending decisions over their scarce available resources like time and money towards consumption of related products. Consumers

behavior can therefore be said to be an in-depth study of what consumers buy, how, when, where they buy and the frequency of such purchases.

This study was anchored on two theories namely the theory of buyer behavior by Howard Sheth and the Black Box Model of consumer behaviour. The Howard Sheth model is built on psychological, social and marketing attributes that have effects on consumer choices with a defined sequence of information evaluation by consumer in order to aid in decision making. This theory explains both cognitive and empirical functions of consumer behavior, (Howard, 1977). It has three stages namely; extensive problem solving, limited problem solving and habitual response behavior. It is based on four major variables namely; perception, learning, inputs, outputs and exogenous factors.

According to CUE, (2016) report on university enrolments: Kenya has about 539,749 students in both public and private universities with at least 31% of them being in Nairobi county ie about 167,322 students. According to economic survey, (2016) the university student's population in Nairobi county alone exceeds 100,000 students while in the whole country it is estimated to be 443,782 students. However, it is worth noting also that there was no exact and up to date data on university student's population here in Nairobi and Kenya at large as at the time of the study.

Nairobi county plays host to over 30 universities with the major academic institutions being University of Nairobi, Kenyatta University, and United States International University among other reputable universities and colleges. The universities are either public, private, mission or international. The students in Nairobi have embraced social media as their main communication tool as opposed to traditional media. The advent of smart phones and low data rates led to increased usage of social media. This coupled with the above factors makes it ripe for one to ask if indeed social media has had any influence on consumer behavior amongst university and

as such this study sought to establish if there are any changes in consumer's decision making that emanate from using social media.

1.1.1 Social Media

According to Kaplan and Heinlein, (2010) social media is a group of internet-based applications that allows creation and interchange of user-made contents. There are more than a million new global users of the top social media platforms daily. The entire world has over three billion users of social media, (We are Social and Hoot suite, 2018). This represents 42% of the total world's population and an overall increase of 13% from the year 2017. This rising numbers seems impressive keeping in mind that social media is not as old as traditional media. According to Statista, (2018) people spend approximately six hours a day active on online sites – which translates to a quarter of their whole day.

The numbers were expected to increase with the rapid penetration of the internet and improvements due to use of smart phones especially amongst university students. The most active and visited sites includes Facebook having extended sites like messenger, WhatsApp, linked-in, Twitter and YouTube. The greatest contributor towards uptake of social media is technological advancement evident by emergence of smart phones and low data rates with high internet connectivity. Mobile providers have taken it as an initiative to provide accessible, affordable data charges and connectivity. Providers like Safaricom have gone a step higher to provide cloud connectivity whereas Telkom offers underground cable connectivity. This made it easier for users to access the internet even in their homes.

According to Masteler, (2012) the subscription of social media by Fortune Global 100 established that at least 87% of the companies subscribed to at least one of the major platforms thus posting a 10% increase annually. Facebook and Twitter accounts were on the increase and it was expected to rise with the coming years. According to Statista, (2018) the world's top five

social media platforms are: Facebook (2.06 billion users), YouTube (1.5billion users), WhatsApp (1.3billion users), WeChat (963million users), while others comprised of 850 million users. The Digital Report, (2018) noted that with the expected growth in penetration of the internet, this numbers were expected to rise worldwide and Nairobi notwithstanding. The social media usage in Kenya currently stands at: Facebook 66.16%, Pinterest 14.94%, Twitter 8.80%, YouTube 5.79%, Instagram 2.4% and Reddit 0.8% (Stat Counter Global Stat, 2018).

Social media has been described as the most impressive developments that has brought paradigm shift in economics of development (Madni, 2014). Al-Deen, (2013) noted that the introduction of social media necessitated firms to embrace its usage as part of their promotion strategy so as to cover a vast consumer base. Social media usage in Kenya and particularly Nairobi has been necessitated by availability of internet services and reduced prices of smartphone. Jumia, (2018) in its report noted that Kenya has had the highest level of smartphones penetration rate currently at 41 million which translated to 90.4% of Kenya's adult population. The increased mobile subscriptions and internet penetration revealed a growth of locally generated content that corresponded to proliferation of the social media communities and bloggers, (BAKE, 2017). Sochin, (2017) a research company revealed that 86% of Kenyans both Facebook and Twitter users were found in Nairobi while the remaining 14% is spread across the country.

1.1.2 Consumer Behavior

Consumer behavior can be viewed as a decision-making process where one acquires, evaluates, uses then dispose of products. It is also an evaluation of how individuals and groups determine their needs, how often, what, where, when they purchase and experience the process. Therefore, consumer behavior tries to investigate and develop methods of qualifying, quantifying and influencing the behavior of consumers. Schiifman and Kanuk, (1997) provided two versions of consumer behavior namely personal and organizational consumers. Personal consumers buy

goods and services for individuals, families use or as gifts to other people. They are in these manner final consumers. Organizational consumers purchase products and services with an intention to facilitate smooth running of the organization whether profitable or non-profitable, governments and institutions.

According to Mowen, (1993) consumer behavior is the study of buying units and the exchange process involved in acquiring, consuming and disposing products, experiences and ideas. By focusing on buying units therefore, this definition includes both groups and individuals involved in purchasing process. Several factors contributed to differences in consumer behavior. They include: Economic factors, Cultural factors, Social factors, Demographic factors and Psychological factors. Others includes: situational or occasional factors, Competition, technology, consumer economic resources, knowledge of an individual, involvement and reference groups (Anon, 2018).

The modern world has seen social media changing the way consumers behave because during old days' people used to wait for companies and organizations to push product messages towards them. Nowadays consumers are directly accessing information via social media. Once consumers recognized their needs, they go surfing and browsing on online sites like Facebook and Twitter. The likes and shares by friends is counted as votes for the products of good and likeable characteristics. The dislikes are shown by thumbs-down emoji's and other icons. Therefore, we can say that need recognition can be greatly fueled by social media.

1.1.3 Relationship Between Social Media and Consumer Behaviour

According to Boyd and Ellison, (2007) social media is majorly said to mean social networks like Facebook, Twitter, WhatsApp among others where online activities by consumers are conducted. Castronovo and Huang, (2012) noted that social media is the best alternative marketing communication tool as opposed to traditional marketing. Most advertisements are

also preferred through social media and other customer interaction channels. Smart companies therefore have resorted to adopt this fast changing trends. Internet retailing and products on offer are majorly shared by selling companies via social media so as to reach a wider consumer base within a short time and less cost. Jumia for example notifies its consumers of products on offer during Black Fridays majorly via this media.

According to Chu and Kim, (2011) social media is the best tool through which consumers share and exchange product opinions and information. Consumers usually put more trust on personal user reviews and recommendations posted on social media instead of traditional media. Social media has greater influence to each and every stage of consumer behaviour, (Mangolds & Faulds, 2009). Therefore, social media can be said to be a one stop shop for consumer product information since they access, share and exchange information about various brands at their own comfort. In this regard, companies have to integrate informative social media programs that suits the needs of their target consumers. Therefore, social media has an influence on consumer behaviour.

1.1.4 University Students

University students are generally youths who prefer accessing and using social media sites especially WhatsApp, Twitter, Facebook and Instagram to find product information and services, (consumer lifestyle report in Kenya, 2017). The students are more enlightened and informed of their rights and obligations thus demand quality but affordable products and services. They have online applications through which they order cabs by few clicks of their phones. The mobile applications have interactive channels whereby customers seek for feedback on the services offered and even suggest better ways of improving in future.

The university students majorly comprise of the youths who are said to be the first generation after the arrival of the internet. According to Bernoff, (2008) this category raised a major

concern as to what evolving social media influence is doing to their consumption behaviour, possible impacts in case of further advancement and improvement in technology. They are so enthusiastic towards embracing use of internet and thus social media as a tool of enhancing connectedness and creating friendships. Despite the students being spread out across universities, they are said to possess similar or almost similar product characteristics.

Furthermore, university students are ever rushing to beat time and deadlines. As such they prefer fast products packed to be consumed while on transit. They are always looking for new and better products that will at least satisfy their desires. On the other hand, they possess little money to spend and such consume products that are not that expensive but served in better quantities to satisfy their needs. They are always on top of any emerging and trending technologies. Therefore, this group of consumers generated was necessary to be studied and understand why they behave the way they do in regards to products, services or ideas.

1.2 Research Problem

The emergence and continuous growth of social media has facilitated several internet based events for consumers such as gaming, chatting, blogging and sending messages, (Boyd & Ellison, 2007). This media emerged to be a revolutionary force through which a platform is created for consumers to access information and product advices from peers or producers alike. It became an area of networking and an avenue where marketers contact customers. Organizations have had to create social media departments as areas of communication, advertising, social networking to meet and engage their customers or prospects.

Despite organizations increasing their expenditures on establishing and using social media: it is not clear how well they can measure and establish the real return on such investments. Despite several researchers conducting related studies, this one sought to establish the influence social media has on consumer behaviour specifically amongst university students in Nairobi county. Sochin, (2017) noted that 86% of Kenyans using social media are found in Nairobi. This is

necessitated by increased and improved internet penetration, connections, availability and accessibility of smartphones. The ability to generate and share local contents or correspondences by bloggers and social media communities in Nairobi also contributed to increased acceptance and use of the same media. University students mostly used this media because of its perceived credibility, convenience and effectiveness, (Evans, Jamal & Foxall, 2009). They relied on social media reviews and or opinions to make purchase decisions. However, it was a bit difficult to measure experience of users before and after using this media in making buying decisions.

Past researchers attempted to unravel the mystery between social media and consumer behaviour. Jashari, (2017) researched on the impact of social media on consumer behaviour in Kosovo based on use of internet and social media. Majority of the respondent's agreed that increased internet connectivity contributed to high usage of social media and influences on customer purchases. However, this study focused on only two variables i.e. internet and social media. It did not even classify the modes of internet usage like cable connections and mobile data connectivity. Also, this study diverted from consumer behaviour to relationship between internet and social media. Other factors such as cost, availability, speed and immediacy of social media were also ignored.

Furthermore, Okinda, (2014) researched on influence of social media on KCB group limited strategic direct marketing among social media users in Nairobi focused majorly on customer interactions only through Facebook and Twitter. This study found out that frequent interactions and availability of free offers were significant on users on driving direct marketing agenda of the firm. However, this study only focused on Facebook and Twitter and as such ignored all other social media sites and only established that use of free gifts was what motivated consumers to visit their social pages.

Therefore, this research sought to gain knowledge and understanding of the behaviours exhibited and decisions made by university students due to use of social media. It also sought

to establish an analysis of how consumers behave and interact in online environment and factors that are likely to influence them use social media.

1.3 General Objective

The objective of this study was to establish the influence of social media on consumer behaviour amongst university students in Nairobi city county.

1.3.1 Specific Objectives

The specific objectives of this study was:

- I. To determine the influence of social media on various stages of consumer decision making process.
- II. To establish factors that contribute to usage of social media amongst university students.

1.4 Value of the Study

At the end of this entire study, its theory depicts the attributes of consumer behaviour as a result of using social media. It also sought to establish the extent in which social media has influence if any on people's consumption and expenditures patterns and why or who they relate to in making such decisions. It also provided a reference point for prospective investors intending to explore Nairobi as their target market by informing them the features of their possible target markets. Nairobi being a fast growing business hub attracts interest of investors both locally and internationally thus the findings here is of great importance in establishing future business communication and advertising strategies.

Furthermore, the study is also valuable to academicians and practitioners in their various disciplines. For academicians, it sets stage for future citations and further research on the same or related topics. For practitioners, it provides adequate information that will be used for

decision making during policy and strategy formulation. The findings can be used to set market strategies that will aid in managerial decision making of organizations. It's also key in formulation and revision of policies to be used in both public and private sectors.

The government can also use the findings in making relevant policies like the most recently launched "Ajira Digital" program. The focus of the current government is towards increased growth in ICT through online employment and businesses. It can also use the findings to establish the trends and challenges affecting use of social media in Kenya and as such aid in setting relevant laws and regulations for its citizens. It can also use the findings to make relevant laws to regulate and control use of e-commerce. Kenya is yet to establish sound laws that regulates use of social media and as such the findings can help conclude it.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter has an extensive explanation of various theories and models of this study based on the research objective. It covers several aspects of social media and consumer behaviour as discussed here in.

2.2 Theoretical Foundations

This study was built on Howard Sheath model and Black Box Model of consumer decision making.

2.2.1 Howard and Sheth Model

Howard and Sheth, (1969) put forward the Theory of Buyer Behaviour using a model called Howard Sheth model. This model was built on the logic that; there are inputs in form of stimuli, outputs resulting from given stimuli and ending with a purchase having variables in between them. It has three levels of decision making as discussed here in. It starts with extensive problem solving. Here, consumers have no any basic information or knowledge of available brands and as such lack preference for any. The consumers lack experience of the products they are searching and hence go to look for related brands before making a decision. This stage is said to be involving technical products that require high levels of know how like heavy machinery and equipment. The customers know little about them thus purchase less of the same.

It is then followed by limited problem solving stage. Here, customers have little knowledge over what they want to purchase. They conduct brand comparisons before arriving at a brand of preference. The consumer can be said to have discovered the criteria to use but they are still undecided though they possess partial knowledge about the available brands. This model has four attributes namely; inputs, perceptual learning and constructs, outputs and external

variables. The inputs contain three different types of stimuli or information sources found in a consumer's environment i.e. significance, symbolic and social stimuli.

The final stage is known as habitual response behaviour. The consumer is said to have a strong inclination towards a given product. These are ordinary consumer products used in everyday life like milk, bread, flour and so on. The consumer is said to have gathered lots of information and assessed available alternatives. They can strongly differentiate different brands before making a decision to purchase.

University students in Nairobi use social media to search basic or advanced information regarding what to buy or not. The social media posts with more likes and shares will most likely influence one to think of such a product as good and fit to use whereas those posts with little comments and more dislike icons are likely to be avoided. They possessed information at different levels and as such social media provided a forum through which they lay bare their thoughts about a product or company at large. The model is built on material attributes like quality and price. However, this stimulus is not applicable to every society or consumer segment.

2.2.2 Black Box Model of Consumer Behaviour

This model was first published by Phillip Kotler in 1967 where he noted it as the black box stimulus-response theory of consumer behaviour. The consumer's mind was termed as the black box and is not taken into much consideration but instead things that cause someone to think in favour of a product i.e. stimulate a process to achieve a desirable purchasing response. The buying response is here referred to as output. This model emphasizes that something external must trigger a consumer to consider making buying decisions. The external stimuli can include the entire marketing mix. Other external dynamics such as situation, economy, lifestyle, societal

status and demographic characteristics can also play a role to trigger a purchase. Methods of promotions, availability of products, advertising messages can also trigger purchase response.

After the stimuli have been identified, it undergoes a transformation process now in the black box or consumers mind. Personal influences like needs, motives, perception, attitude, beliefs, and lifestyle, learning and personal values are transformed or processed in one's mind. After ones thorough analysis of the above aspects, whatever was in mind will be used in making decisions. The decision making process will therefore involve solving a problem, just getting needed information, evaluate available alternatives, commit a purchase and then evaluate post purchase outcomes. All this transformative processes happens inside one's mind.

The final stage is getting consumer responses. In this regard, two alternatives are expected i.e. purchase or no purchase. The purchase will be as a result of satisfaction arising from the product itself, the price quoted, the modes of payment, the availability and the source of product, approval of advertising messages by consumers and so on. No purchase is as a result of dissatisfaction of the consumer. The consumers' expectations will have not been met and as such the product or service got thumbs down note.

2.3 Empirical Review

Several researchers attempted to study the influence of social media on various aspects of consumer behaviour within and outside Nairobi. Chen, (2014) studied the influence of social media on consumer behaviour in China. The study was focused on factors affecting consumers purchasing intentions in online channels context. She noted that there's a greater relationship between sociability, dependence, speed and openness. However, this study only focused on specific attributes like sociability, dependence, speed and openness. The study can be said to be one way only and thus its findings cannot objectively suffice the influence of social media on buyer behaviour.

Aida and Wei, (2012) studied the impact of online social networks on consumer purchasing decisions: a case study of food retailers in Sweden. It majorly focused on the steps by consumers while doing online shopping and purchases. It revealed that the variables had a positive correlation because they are convenient, have interacting features and is where consumers spend most of their time especially on Facebook. However, this study did not reveal the extent which social networks have had towards influencing consumer behaviour and decision making processes.

Oyetunde, (2017) researched the influence of Facebooking and social media on academic performance among Nigerian students. He focused on three Nigerian universities and submitted his findings to the university of South Africa. He found out that there was a negative correlation between Facebook usage and academic performance. The time used by students in Facebook and other social media sites did not affect the academic performance. However, the study also revealed that 64% of students preferred WhatsApp rather than Facebook. This is because it saves their time, consumes less data bundles, promote both co-curricular and academic performance. Other emerging social sites are quickly overtaking Facebook and as such basing the study on only one site is insufficient to make overall conclusions about the same.

Pather, (2014) studied on the factors affecting consumer decision making process in Africa (Kenya, Uganda, Tanzania, Nigeria and Ghana). It was revealed that a positive macroeconomic environment in both east and west Africa that leads to low-end and high-end consumers. The factors cut across the countries to influence consumption were similar. However, she only focused on size of the countries and consumer products and as such the study cannot be said to be representative of the entire African continent. East and west African countries both within or along the equator and as such it is possible that they share similar population characteristics like culture, religion, traditions and economic status. However, north and south African

countries seem extreme on the characteristics of their populations. The geographical spread between west and east Africa also raises a concern on the research design used and sampling techniques employed to cover such vast spread population.

Mwaisaka, (2017) studied on the influence of social media on consumer decision making process in cosmetic industries in Nairobi found that there was a positive relationship between the variables. However, she only focused on female customers whereas nowadays even males use cosmetics. It was thus said to be gender discriminatory. It also focused only on frequency and exposure of social media users in the sites where as there are other variables like cost of media, availability, internet connectivity and reliability. It did not give much details and intentions as to why the women buy such cosmetics but instead only looked at the exposure of the very population to social media messages. The perceived intentions for using cosmetics and social media. Also the factors that influence men to start and continue using cosmetics needs to be revealed.

Mwangi, (2017) studied on the influence of social marketing on consumer behaviour in Nyeri town. She found out that there was a fair correlation between the variables and that consumption decisions were less influenced by brand recognition. However, this study omitted other consumer attributes like attitude, perception, motivation and only focused on a small cliché of residents in Nyeri town.

2.4 Summary of Knowledge Gaps

This chapter was built on two theories i.e. Howard Sheth and Black Box models. Both theories focused on aspects that make a consumer make a purchase decision. Howard Sheth did not satisfactorily explain the link between consumption decisions and behaviour. The Black Box majorly dwelt on externalities to influence one's mind without giving a myriad of options to make a purchase decision. It had only two options i.e. purchase or no purchase and as such

gives no room for other alternatives to come in between. Stimuli is the major factor that triggers other processes till a purchase is made.

The Chinese study by Chen. (2017) started broadly but later on narrowed down to specific and few attributes that leads to one's consumption of a products. Its findings therefore cannot be wholly relied upon but can be used as part of what makes consumers decide on what they buy or not. Aida and Wei, (2012) focused only on food retailers and the processes involved by consumers in social networking. It majorly dwelt on Facebook pages of companies but did not look at the extent to which other such social sites had on influencing their consumption decisions and behaviour.

Oyetunde, (2017) majorly dwelt on Facebook rather than all social media sites. It also focused on students' academic performance rather than the entire student life in the universities. WhatsApp has been found out to be the youth's favourite unlike Facebook. Other forms and sites of social media are quickly emerging and is being embraced globally. As such Facebook alone cannot be said to be conclusive about the influence of social media on consumer purchase and decision making processes. Pather, (2014) focused on east and west African countries that possesses similar or almost similar characteristics. It should have been maybe in northern or southern Sahara as such countries exhibit different features like culture and religion.

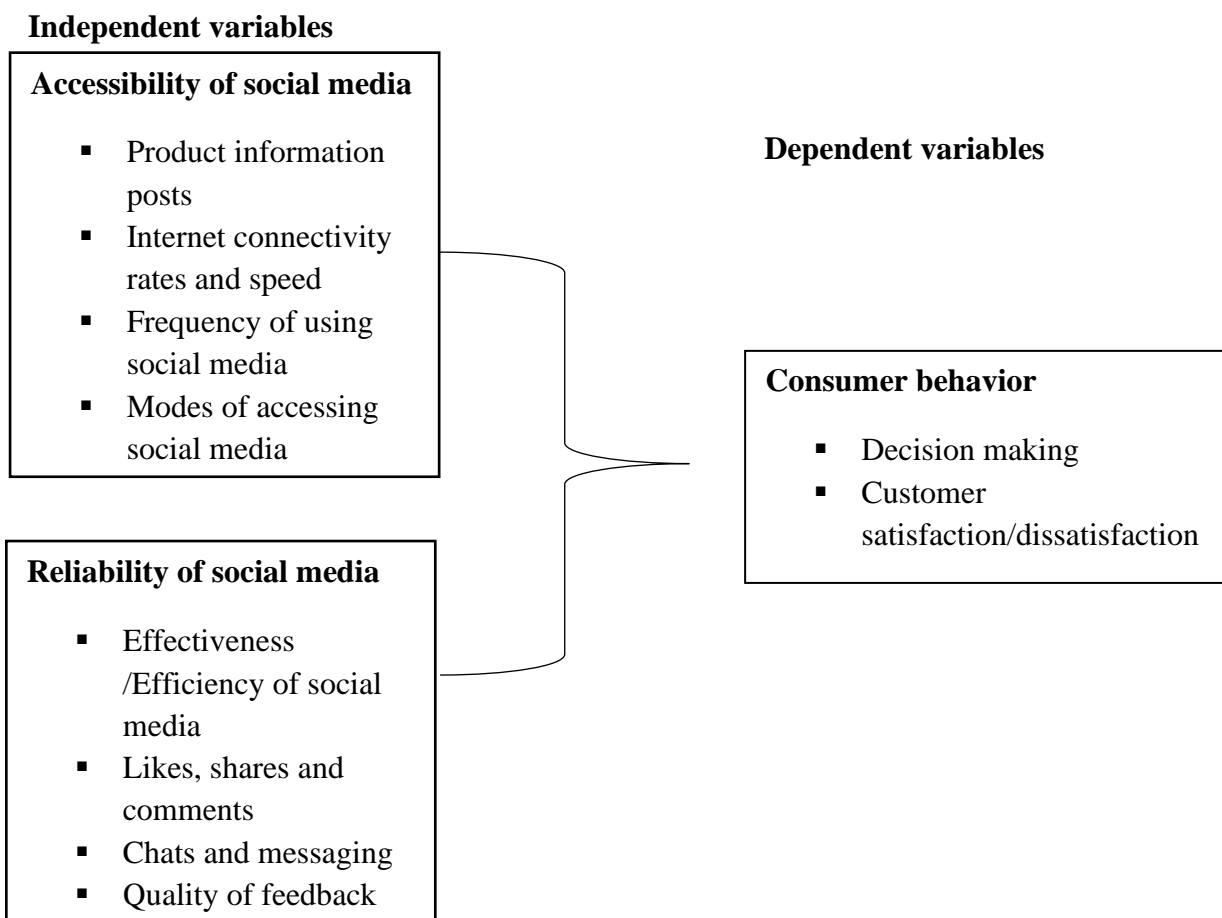
Mwaisaka, (2017) studied about cosmetic industry and found a positive correlation between the variables. It specifically focused on women not taking into consideration that nowadays men also use cosmetics. It may be viewed as gender discriminatory in the current world. Consumers have different attributes that makes them behave and make decisions differently. Mwangi, (2017) study could be said be narrow as it only focused on social marketing but ignored major attributes of consumer behaviour like attitude, motivation and perception. Nyeri can also be

considered as a rural town and as such social media penetration can be so minimal. The rural Kenya only has at least 14% of social media users as opposed to Nairobi.

2.5 Conceptual Framework

According to Mugenda and Mugenda, (2003) conceptual framework is a hypothesized model identifying the concepts under study and their relationships. It is a diagrammatic representation that shows the inter-relationships between various variables in the study as shown in Figure 2.1. The independent variable is social media having attributes like accessibility and reliability whereas dependent variable is customer satisfaction comprising of consumer decisions. Social media should be reliable that is it should be effective and efficient.

Figure 2.1: Conceptual Framework



From Figure 2.1 accessibility of social media is measured by product information posts, internet connectivity rates and speed, frequency and modes of accessing it. Reliability is measured by checking on the social media effectiveness and efficiency. Effectiveness implies achievement of desired outcomes whereas efficient implies being cost effective to both the company and their customers. It should also be accessible. Social media should be the next immediate channel through which customers and companies alike get responses through platforms like SMS, chats, shares. Follows and likes that are visible to all. Accessibility is majorly influenced by improvement in ICT and affordable data charges offered to consumers.

Furthermore, time taken to offer response to queries determines the level of customer satisfaction or dissatisfaction. They should be offered unlimited timelines of usage to convey or get messages as per their needs. The decision making process included pre-purchase, purchase and post purchase stages. After buying and using products consumers will either be satisfied or dissatisfied depending on their tastes, preferences, prices among other factors. Also response time could spark satisfaction or dissatisfaction of social media users.

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction

This chapter outlines research methods used to conduct this study. The research methods included research design, population and sampling design that led to a representative sample. It also presents the sampling technique, sample size, data collection methods, data analysis and presentation methods as applied here in.

3.1 Research Design

According to Churchill, Brown and Suter, (2009) research design is the plan that describes the what, where, when and how data are to be gathered and analysed. This study was pegged on cross-sectional research design. Cross sectional design entailed the use of differentiated groups of people or study sample but with different variables of interest although they share other similar features like educational levels, ethnicity and other socioeconomic status. It is cheap and quick to use as it allowed study of multiple variables at the same time. It enabled the researcher describe the “what aspects” of the phenomena under study.

3.2 Target Population

Cooper and Schindler, (2014) noted that target population is the overall collection of elements under study. Nairobi host more than thirty publics, private and mission universities whose population is estimated to be over 169,000 (CUE, 2016). According to Krejcie and Morgan, (1970) when the target population exceeds 100,000 (one hundred thousand) then the sample size is 384. Therefore, the sample size for this study was 384 students drawn from universities within Nairobi county.

3.3 Sampling Design and Sampling Frame

Mugenda and Mugenda, (2003) described sample design as a guiding framework which helps a researcher determine how to study a sample from the target population. A researcher carefully selects the subgroup whose characteristics that will be the representative of the whole population. This study was based on convenience sampling. The elements of the sample were picked depending on their proximity and convenience to the researcher. This method was essential due to time and cost constraints. Reliability is the overall measure of consistency, (Cooper & Schindler,2014). Self-administered questionnaires having both closed ended and open ended were circulated at the researcher’s convenience. The sample frame was the study of only universities students within Nairobi county. The sample size distribution is as shown in Table 3.1.

Table 3.1: Sample Size Distribution

| INSTITUTION | NUMBER OF RESPONDENTS |
|------------------------------------------|------------------------------|
| University of Nairobi | 45 |
| Kenyatta university (Town campus) | 45 |
| JKUAT (Town campus) | 45 |
| St. Pauls university (Town campus) | 34 |
| Africa Nazarene university (Town campus) | 34 |
| TUK | 45 |
| KCA university | 34 |
| KEMU (Town campus) | 34 |
| Mount Kenya University (Town campus) | 34 |
| Zetech university (Town campus) | 34 |
| Total | 384 |

3.4 Data Collection Methods

Questionnaires were designed according to the research objective so as to answer the research questions put forward based on the research problem. This method helped in collecting primary data. The questionnaire was arranged in various sections and subsections of questions so as to get the innate information about the research problem. A 5-point Likert scale was used to find out to what extent the respondents react to the said parameters. Malhotra and Birks, (2007) notes that Likert scale is the most used applied rating scale that allowed participants to indicate the extend of agreement or disagreement on the statement items. 384 questionnaires were provided only to students found at the respective universities at the time of study.

3.5 Data Analysis

Blumberg, Cooper and Schindler, (2014) noted that data analysis is the procedure whereby data is collected, sought, modelled and transformed into meaningful information that puts forward conclusion to be used in decision making. Primary data was collected using questionnaires. Descriptive statistics enabled summarization of the data set from the sample population. Measures of central tendency were used to describe the central points of the data set whereas variability was used to describe the spread of data. Measures of frequency described how often a variable affects the data set. Percentiles were used to describe positions of variables in respect to the data set. Regression analysis was used to determine the extent to which the variables related to one another in the study and also to show some predictions of the likely outcomes of such relationships.

CHAPTER FOUR: DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.0: Introduction

This chapter gives the research findings, data analysis and discussion. The data analysis was done in line with the objectives of the study since patterns were analysed, interpreted and conclusions drawn from each aspect.

4.1: Response Rate

The study targeted 384 respondents drawn from universities within Nairobi city county. 307 questionnaires returned were duly filled while 77 were not returned at all. Thus only 307 questionnaires were considered for analysis which was 80%. According to Mugenda and Mugenda, (2003) 50% of the response rate is considered adequate, 60% good while above 70% is very good. Therefore, this assertion implied that the 80% response rate achieved was considered very good.

4.2 Reliability Analysis

Reliability is the overall consistency of a measure, (Cooper & Schindler, 2014). It is also the ability of research instruments to produce consistent and stable measurements. Cronbach's alpha is the most commonly used measure of consistency as it determines how all items on a test relates to all other items and the total test. It is usually expressed as a coefficient between 0 and 1.00 and the higher the coefficient, the more reliable the test is. The results of the test showed pre-purchase stage having .730, purchase stage .721 while post purchase stage .573 respectively. Therefore, the study was found out to be reliable and hence can be used for further investigations in future as shown in Table 4.1.

Table 4.3: Age of Respondents

The table 4.3 below shows the age of respondents.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|------------|-----------|---------|---------------|--------------------|
| Valid | 18-24 | 143 | 46.1 | 46.7 | 46.7 |
| | 25-30 | 135 | 43.5 | 44.1 | 90.8 |
| | 31-35 | 24 | 7.7 | 7.8 | 98.7 |
| | 35 & Above | 4 | 1.3 | 1.3 | 100.0 |
| | Total | 306 | 98.7 | 100.0 | |
| Missing | 99 | 1 | .3 | | |
| | System | 3 | 1.0 | | |
| | Total | 4 | 1.3 | | |
| Total | | 310 | 100.0 | | |

4.3.3: Level of Education

The researcher required respondents to indicate their level of education by courses they were pursuing. It was revealed that majority of the students were pursuing Certificate and Diploma courses at a cumulative 84% as shown in Table 4.4

Table 4.4: Level of Education

Table 4.4 below shows the level of education of respondents.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid Certificate | 91 | 29.4 | 29.7 | 29.7 |
| Diploma | 164 | 52.9 | 53.6 | 83.3 |
| Degree | 44 | 14.2 | 14.4 | 97.7 |
| Postgraduate | 7 | 2.3 | 2.3 | 100.0 |
| Total | 306 | 98.7 | 100.0 | |
| Missing 99 | 1 | .3 | | |
| System | 3 | 1.0 | | |
| Total | 4 | 1.3 | | |
| Total | 310 | 100.0 | | |

4.4: Favourite Social Media Site(s)

The respondents were asked to indicate their favourite social media sites and were given an opportunity to choose even more than one sight. Facebook attracted 13%, Twitter had 12%, WhatsApp 11%, YouTube 11% and Instagram 13%. Messenger had 15%, Telegram 10% while others had 15%. This is shown in Table 4.5.

Table 4.5: Favourite Social Media Site(s)

Table 4.5 below shows the favourite social media sites for the respondents.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Valid | | | | |
| Facebook | 40 | 12.9 | 13.1 | 13.1 |
| Twitter | 36 | 11.6 | 11.8 | 24.9 |
| YouTube | 32 | 10.3 | 10.5 | 35.4 |
| WhatsApp | 32 | 10.3 | 10.5 | 45.9 |
| Messenger | 45 | 14.5 | 14.8 | 60.7 |
| Instagram | 41 | 13.2 | 13.4 | 74.1 |
| Telegram | 33 | 10.6 | 10.8 | 84.9 |
| Any Other | 46 | 14.8 | 15.1 | 100.0 |
| Total | 305 | 98.4 | 100.0 | |
| Missing | | | | |
| 99 | 2 | .6 | | |
| System | 3 | 1.0 | | |
| Total | 5 | 1.6 | | |
| Total | 310 | 100.0 | | |

The sites attractive to the respondents in almost equal measures and as such majority of them prefer using multiple sites depending on their needs and accessibility.

4.5: Approximate Time used in Social Media

The respondents were asked to indicate the average time they spent on social media in a day.

75% of them spend at least 3 hours a day active on social media whereas less than 3% spend more than 10 hours of their day on social media as shown in Table 4.6.

Table 4.6: Approximate Time Spend on Social Media Sites

Table 4.6 below shows the approximate time spend on social media by the respondents.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------|-----------|---------|---------------|--------------------|
| Valid 0-59 Minutes | 39 | 12.6 | 12.7 | 12.7 |
| 1-3 Hours | 192 | 61.9 | 62.7 | 75.5 |
| 4-6 Hours | 57 | 18.4 | 18.6 | 94.1 |
| 7-9 Hours | 10 | 3.2 | 3.3 | 97.4 |
| Over 10 Hours | 8 | 2.6 | 2.6 | 100.0 |
| Total | 306 | 98.7 | 100.0 | |
| Missing 99 | 1 | .3 | | |
| System | 3 | 1.0 | | |
| Total | 4 | 1.3 | | |
| Total | 310 | 100.0 | | |

It was also revealed that those who used more than 3 hours a day were either pursuing a Diploma or Certificate course on full time basis. They also relied on free Wi-Fi provided by their institutions rather than data bundles.

4.6: Accessibility of Social media

Here, the respondents were asked to indicate the modes of accessing social media and then rate their levels of agreement to access of those sites on a 5-point Likert scale.

4.6.1: Modes of Accessing Social Media

The respondents were allowed to tick more than one option if they accessed social media via specific modes or a variety of the available modes. The respondents had an almost equal means through which they access social media though using personal smartphones slightly

topped with 24.2% as shown in Table 4.7.

Table 4.7: Modes of Accessing Social Media

Table 4.7 below shows the modes of accessing social media by the respondents.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------------------|-----------|---------|---------------|--------------------|
| Valid Via smart phone | 74 | 23.9 | 24.2 | 24.2 |
| Via personal Laptop and Tablets | 62 | 20.0 | 20.3 | 44.4 |
| Via office computers | 49 | 15.8 | 16.0 | 60.5 |
| Via cybercafé | 59 | 19.0 | 19.3 | 79.7 |
| Any other | 62 | 20.0 | 20.3 | 100.0 |
| Total | 306 | 98.7 | 100.0 | |
| Missing 99 | 1 | .3 | | |
| System | 3 | 1.0 | | |
| Total | 4 | 1.3 | | |
| Total | 310 | 100.0 | | |

4.6.2: Extent of Agreement of Accessibility to Social Media and Influence on Consumer Behaviour

This study sought to find out to what extent accessibility of social media had any influence on consumer behaviour. On whether social media provides adequate information about products through user's post, a cumulative 81% agreed that ease of access of social media was likely to influence their consumption behaviour as shown in Table 4.8.

Table 4.8: Adequacy of Social Media Information

Table 4.8 below shows adequacy of social media information to the respondents.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid | | | | |
| Very large extend | 61 | 19.7 | 19.9 | 19.9 |
| Large extend | 52 | 16.8 | 16.9 | 36.8 |
| Medium extend | 65 | 21.0 | 21.2 | 58.0 |
| Small extend | 71 | 22.9 | 23.1 | 81.1 |
| No extend | 58 | 18.7 | 18.9 | 100.0 |
| Total | 307 | 99.0 | 100.0 | |
| Missing | | | | |
| System | 3 | 1.0 | | |
| Total | 310 | 100.0 | | |

The respondents were also asked to rate in a Likert scale of 1-5 with 1 being ‘Very Large Extent’ and 5 being ‘No Extent’ whether social media provides adequate information about products and services through user’s posts. A whopping 98.4% agreed from large to less extent with only 1.6% not agreeing to the same as shown in Table 4.9.

Table 4.9: Adequacy of Information Provided by Users Posts

Table 4.9 below shows adequacy of information provided by user's posts.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid | | | | |
| Very large extent | 180 | 58.1 | 59.0 | 59.0 |
| Large extent | 79 | 25.5 | 25.9 | 84.9 |
| Moderate extent | 35 | 11.3 | 11.5 | 96.4 |
| Less extent | 6 | 1.9 | 2.0 | 98.4 |
| No extent | 5 | 1.6 | 1.6 | 100.0 |
| Total | 305 | 98.4 | 100.0 | |
| Missing | | | | |
| 99 | 1 | .3 | | |
| System | 4 | 1.3 | | |
| Total | 5 | 1.6 | | |
| Total | 310 | 100.0 | | |

The respondents were also asked if the rate and speed of internet connectivity motivates frequent usage of social media influenced their consumer behaviour and rated their responses in a scale of 1-5. A cumulative 98% agreed from large extent to moderate extent with only 2% agreeing to no extent as shown in Table 4.10.

Table 4.10: Influence of Rates and Speed of Internet Connectivity.

Table 4.10 shows the influence of rates and speed of internet connectivity to the respondents.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid | | | | |
| Very large extent | 135 | 43.5 | 44.1 | 44.1 |
| Large extent | 115 | 37.1 | 37.6 | 81.7 |
| Moderate extent | 38 | 12.3 | 12.4 | 94.1 |
| Less extent | 12 | 3.9 | 3.9 | 98.0 |
| No extent | 6 | 1.9 | 2.0 | 100.0 |
| Total | 306 | 98.7 | 100.0 | |
| Missing | | | | |
| System | 4 | 1.3 | | |
| Total | 310 | 100.0 | | |

And lastly, respondents were also asked to rate whether availability of Smartphones and low data rates have increased the frequency of accessing social media. Their responses were also ranked in a scale of 1-5. A cumulative 97.7% agreed from large extent to moderate extent to this statement as shown in Table 4.11.

Table 4.11: Influence of Smartphones and Low Data Charges

Table 4.11 shows the influence of smartphones and low data charges

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Very large extent | 155 | 50.0 | 50.8 | 50.8 |
| | Large extent | 86 | 27.7 | 28.2 | 79.0 |
| | Moderate extent | 44 | 14.2 | 14.4 | 93.4 |
| | Less extent | 13 | 4.2 | 4.3 | 97.7 |
| | No extent | 7 | 2.3 | 2.3 | 100.0 |
| | Total | 305 | 98.4 | 100.0 | |
| Missing | 99 | 1 | .3 | | |
| | System | 4 | 1.3 | | |
| | Total | 5 | 1.6 | | |
| Total | | 310 | 100.0 | | |

4.7: Reliability of Social Media

The respondents were asked to rate in a scale of 1-5 the level of their agreement with the statements on whether reliability of social media influenced their consumption behaviour. When asked whether chats, SMS and live streams are essential in consumer information search of products, a cumulative 99.3% agreed from large extent to less extent as shown in the Table 4.12.

Table 4.12: Reliability of Chats and SMS on Consumer Information Search

Table 4.12 shows the reliability of chats and SMS on consumer information search

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Very large extent | 186 | 60.0 | 61.0 | 61.0 |
| | Large extent | 72 | 23.2 | 23.6 | 84.6 |
| | Moderate extent | 34 | 11.0 | 11.1 | 95.7 |
| | Less extent | 11 | 3.5 | 3.6 | 99.3 |
| | No extent | 2 | .6 | .7 | 100.0 |
| | Total | | 305 | 98.4 | 100.0 |
| Missing | 99 | 1 | .3 | | |
| | System | 4 | 1.3 | | |
| | Total | 5 | 1.6 | | |
| Total | | 310 | 100.0 | | |

On the other hand, respondents were also required to rate their levels of agreement whether Likes, shares and comments determine one's decision to buy or not buy a product. 97% agreed from large extent to less extent on the same as shown in the figure 4.13.

Table 4.13: Influence of Likes, Shares and Comments on Purchase Decisions

Table 4.13 shows the influence of likes, shares and comments on purchase decisions

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Very large extent | 120 | 38.7 | 39.5 | 39.5 |
| | Large extent | 114 | 36.8 | 37.5 | 77.0 |
| | Moderate extent | 43 | 13.9 | 14.1 | 91.1 |
| | Less extent | 18 | 5.8 | 5.9 | 97.0 |
| | No extent | 9 | 2.9 | 3.0 | 100.0 |
| | Total | | 304 | 98.1 | 100.0 |
| Missing | 99 | 2 | .6 | | |
| | System | 4 | 1.3 | | |
| | Total | 6 | 1.9 | | |
| Total | | 310 | 100.0 | | |

Finally, respondents were asked to rate their levels of agreement on whether Product information posted on social media is always true and factual. A cumulative 91.5% agreed from large extent to less extent as shown in Table 4.14.

Table 4.14: Truth and Facts of Posted Product Information

Table 4.14 shows the influence of truth and facts of posted product information

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid | | | | |
| Very large extent | 95 | 30.6 | 30.9 | 30.9 |
| Large extent | 76 | 24.5 | 24.8 | 55.7 |
| Moderate extent | 59 | 19.0 | 19.2 | 74.9 |
| Less extent | 51 | 16.5 | 16.6 | 91.5 |
| No extent | 26 | 8.4 | 8.5 | 100.0 |
| Total | 307 | 99.0 | 100.0 | |
| Missing | | | | |
| System | 3 | 1.0 | | |
| Total | 310 | 100.0 | | |

4.8: Activities Done While Accessing Social Media Sites

Several activities were listed and the respondents were asked to indicate what they normally do while using social media sites. Reviewing other peoples posts and comments was the most frequent act with 72.1% while looking for travelling and tourism sites was the least with 1.9% as shown in Table 4.15.

Table 4.15: Activities Done While on Social Media Sites

Table 4.15 shows the activities done while on social media sites

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------------------------------------------------|-----------|---------|---------------|--------------------|
| Valid | | | | |
| Looking for academic materials like notes, assignments | 16 | 5.2 | 5.2 | 5.2 |
| Looking for travel, tourism sites and hotels | 6 | 1.9 | 1.9 | 7.1 |
| Looking for products samples for home/industry use | 7 | 2.3 | 2.3 | 9.4 |
| Chatting, sharing and news live streaming | 56 | 18.1 | 18.2 | 27.6 |
| Reviewing others peoples posts and comments only | 222 | 71.6 | 72.1 | 99.7 |
| 16 | 1 | .3 | .3 | 100.0 |
| Total | 308 | 99.4 | 100.0 | |
| Missing System | 2 | .6 | | |
| Total | 310 | 100.0 | | |

4.9: Pre-Purchase Stage

This sub-section involved provision of several statements pertaining consumers pre-purchase stage activities. The respondents were required to rate their responses in a scale of 1-5 with 1 being Very large extent while 5 being No extent. On whether social media motivates you to desire a product through posted features before buying it: a cumulative 79.7% agreed on the same while only 20.3% agreed to no extent as shown in Table 4.16.

Table 4.16: Social Media Motivation to Desire Posted Products

Table 4.16 shows how social media motivation to desire posted products

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Very large extent | 54 | 17.4 | 17.7 | 17.7 |
| | Large extent | 58 | 18.7 | 19.0 | 36.7 |
| | Moderate extent | 71 | 22.9 | 23.3 | 60.0 |
| | Less extent | 60 | 19.4 | 19.7 | 79.7 |
| | No extent | 62 | 20.0 | 20.3 | 100.0 |
| | Total | | 305 | 98.4 | 100.0 |
| Missing | 99 | 1 | .3 | | |
| | System | 4 | 1.3 | | |
| | Total | 5 | 1.6 | | |
| Total | | 310 | 100.0 | | |

Furthermore, the respondents were asked to indicate whether social media advertisements are efficient thus triggers them to buy a product they had not thought of: a cumulative 77.4% agreed from very large to less extent. On the other hand, the respondents were asked whether social media icons trigger their desire towards new products and services, a cumulative 77.4% agreed from large extent to less extent as shown in Table 4.17.

Table 4.17: Influence of Social Media Icons Towards Product Desire

Table 4.17 shows the influence of social media icons towards product desire

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Very large extent | 66 | 21.3 | 21.6 | 21.6 |
| | Large extent | 61 | 19.7 | 20.0 | 41.6 |
| | Moderate extent | 45 | 14.5 | 14.8 | 56.4 |
| | Less extent | 64 | 20.6 | 21.0 | 77.4 |
| | No extent | 69 | 22.3 | 22.6 | 100.0 |
| | Total | | 305 | 98.4 | 100.0 |
| Missing | 99 | 1 | .3 | | |
| | System | 4 | 1.3 | | |
| | Total | 5 | 1.6 | | |
| Total | | 310 | 100.0 | | |

On whether Social media influences you to try new products based on peer/ friends reviews: 79.9% agreed from very large to less extent. The respondents were asked to indicate their levels of agreement on whether it is easier to search information through social media than traditional media, the findings showed cumulative 79.4% agreed from large extent to less extent as in the Table 4.18.

Table 4.18: Ease of Searching Information Via Social Media.

Table 4.18 shows the ease of searching information via social media.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Very large extent | 64 | 20.6 | 20.9 | 20.9 |
| | Large extent | 56 | 18.1 | 18.3 | 39.2 |
| | Moderate extent | 67 | 21.6 | 21.9 | 61.1 |
| | Less extent | 56 | 18.1 | 18.3 | 79.4 |
| | No extent | 63 | 20.3 | 20.6 | 100.0 |
| | Total | | 306 | 98.7 | 100.0 |
| Missing | 99 | 1 | .3 | | |
| | System | 3 | 1.0 | | |
| | Total | 4 | 1.3 | | |
| Total | | 310 | 100.0 | | |

The respondents also indicated whether a product is presumed best if it attracts more likes, shares and comments: a cumulative 82% agreed from very large extent to less extent as shown in the Table 4.19.

Table 4.19: Presumption of Best Products by More Like and Shares

Table 4.19 shows the presumption of best products by more like and shares

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid | | | | |
| Very large extent | 67 | 21.6 | 21.9 | 21.9 |
| Large extent | 59 | 19.0 | 19.3 | 41.2 |
| Moderate extent | 57 | 18.4 | 18.6 | 59.8 |
| Less extent | 68 | 21.9 | 22.2 | 82.0 |
| No extent | 55 | 17.7 | 18.0 | 100.0 |
| Total | 306 | 98.7 | 100.0 | |
| Missing | | | | |
| System | 4 | 1.3 | | |
| Total | 310 | 100.0 | | |

And lastly responded were asked to show if Chats, SMS and live streams are essential to assist in consumer information search of products. A cumulative 76.6% agreed from very large extent to less extent as shown in Table 4.19 below.

Table 4.19: Essentials of Chats, SMS and Livestreams to Product Information

Table 4.19 shows the essentials of chats, SMS and livestreams to product information

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Very large extent | 65 | 21.0 | 21.4 | 21.4 |
| | Large extent | 66 | 21.3 | 21.7 | 43.1 |
| | Moderate extent | 46 | 14.8 | 15.1 | 58.2 |
| | Less extent | 56 | 18.1 | 18.4 | 76.6 |
| | No extent | 71 | 22.9 | 23.4 | 100.0 |
| | Total | 304 | 98.1 | 100.0 | |
| Missing | 99 | 2 | .6 | | |
| | System | 4 | 1.3 | | |
| | Total | 6 | 1.9 | | |
| Total | | 310 | 100.0 | | |

Consumer decisions majorly depends from environmental stimuli, (Schiffman & Kanuk, 2004). The seven statement questions provided above by the researcher have been largely agreed upon. Hawkins et al. (2010), laments that there are different factors that affect problem recognition steps. They include culture, reference groups, income, social status among others. Motivation and well-choreographed social media advertisements gives one a reason to start thinking in line with the product features. It is no doubt therefore that social media has a great influence on the pre-purchase stage of consumers.

4.5 Purchase Stage

This subsection required respondents to indicate their levels of agreement on the statements provided by rating in a scale of 1-5 with 1 being Very Large Extent while 5 was No Extent. On whether Social media user's comments, likes and shares changes your attitude towards a brand, product or service: a cumulative 95.4% agreed from very large extent to less extent as shown in the Table 4.20.

Table 4.20: Influence of Social Media Likes and Shares on Brand Attitude

Table 4.20 shows the influence of social media likes and shares on brand attitude

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Very large extent | 165 | 53.2 | 53.9 | 53.9 |
| | Large extent | 72 | 23.2 | 23.5 | 77.5 |
| | Moderate extent | 44 | 14.2 | 14.4 | 91.8 |
| | Less extent | 11 | 3.5 | 3.6 | 95.4 |
| | No extent | 14 | 4.5 | 4.6 | 100.0 |
| | Total | 306 | 98.7 | 100.0 | |
| Missing | 99 | 1 | .3 | | |
| | System | 3 | 1.0 | | |
| | Total | 4 | 1.3 | | |
| Total | | 310 | 100.0 | | |

Furthermore, respondents were asked whether Pop up advertisements and messages are unpleasant and influences your attitude negatively towards a brand, product or service: a cumulative 95.8% agreed from very large extent to less extent as shown in Table 4.21.

Table 4.21: Negative Influence of Pop Up Advertisements Towards Products

Table 4.21 shows the negative influence of pop up advertisements towards products

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Very large extent | 104 | 33.5 | 34.0 | 34.0 |
| | Large extent | 115 | 37.1 | 37.6 | 71.6 |
| | Moderate extent | 52 | 16.8 | 17.0 | 88.6 |
| | Less extent | 22 | 7.1 | 7.2 | 95.8 |
| | No extent | 13 | 4.2 | 4.2 | 100.0 |
| | Total | 306 | 98.7 | 100.0 | |
| Missing | System | 4 | 1.3 | | |
| Total | | 310 | 100.0 | | |

On the other hand, respondents were also asked to illustrate whether ratings by friends of a product motivates you to buy the product or service: majority of the respondents at 96.1% agreed from very large extent to less extent as portrayed in the Table 4.22.

Table 4.22: Influence of Peer Ratings to Motivate Product Purchases

Table 4.22 shows the influence of peer ratings to motivate product purchases

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Very large extent | 126 | 40.6 | 41.3 | 41.3 |
| | Large extent | 95 | 30.6 | 31.1 | 72.5 |
| | Moderate extent | 54 | 17.4 | 17.7 | 90.2 |
| | Less extent | 18 | 5.8 | 5.9 | 96.1 |
| | No extent | 12 | 3.9 | 3.9 | 100.0 |
| | Total | 305 | 98.4 | 100.0 | |
| Missing | 99 | 1 | .3 | | |
| | System | 4 | 1.3 | | |
| | Total | 5 | 1.6 | | |
| Total | | 310 | 100.0 | | |

Furthermore, respondents were required to indicate whether product demonstrations, pictures and graphics are attractive thus triggers your product purchases: a cumulative 98.0% agreed from very large extent to less extent as shown in the Table 4.23.

Table 4.23: Attractiveness of Product Demonstrations, Pictures and Graphics Towards Purchases.

Table 4.23 shows the attractiveness of product demonstrations, pictures and graphics towards purchases.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Very large extent | 137 | 44.2 | 44.9 | 44.9 |
| | Large extent | 94 | 30.3 | 30.8 | 75.7 |
| | Moderate extent | 53 | 17.1 | 17.4 | 93.1 |
| | Less extent | 15 | 4.8 | 4.9 | 98.0 |
| | No extent | 6 | 1.9 | 2.0 | 100.0 |
| | Total | 305 | 98.4 | 100.0 | |
| Missing | 99 | 1 | .3 | | |
| | System | 4 | 1.3 | | |
| | Total | 5 | 1.6 | | |
| Total | | 310 | 100.0 | | |

And finally, the respondents were required to rate whether advertisements on social media are attractive and up to date thus motivates you to purchase products: 96.7% of the respondents agreed from very large extent to less extent to that statement as shown in the Table 4.24.

Table 4.24: Attractiveness and Up to Date of Social Media Advertisements

Table 4.24 shows the attractiveness and up to date of social media advertisements

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid | | | | |
| Very large extent | 134 | 43.2 | 43.8 | 43.8 |
| Large extent | 97 | 31.3 | 31.7 | 75.5 |
| Moderate extent | 48 | 15.5 | 15.7 | 91.2 |
| Less extent | 17 | 5.5 | 5.6 | 96.7 |
| No extent | 10 | 3.2 | 3.3 | 100.0 |
| Total | 306 | 98.7 | 100.0 | |
| Missing | | | | |
| System | 4 | 1.3 | | |
| Total | 310 | 100.0 | | |

The researcher provided five statement questions at this stage with an aim of establishing if indeed social media triggers product purchases. In all the statements, an over 90% agreement was recorded which strongly shows that social media has a great influence on consumer product purchases. Social media features and friends play a key role in influencing one to make a purchase decision. Friends reviews, shares and likes are likely to influence one to positively think of buying that product.

Kotler and Keller, (2009) notes that buyers conduct an active information search in order to learn about the product before making or not making a purchase. The advertisements are regarded to be of high credibility having detailed information of how, where and when to find the products as opposed to traditional broadcast media. The desire for new and better things

also causes the unending search for product information before making purchase decisions. Therefore, from this findings, social media can be said to be the most reliable and cost effective platform of passing and obtaining product information as opposed to common mass media channels. A consumer usually compares several products with their alternatives coupled with one's desires to make a purchase, (Blythe, 2008). The findings of this study is in agreement with all the above.

4.6: Post Purchase Stage

This subsection also provided statements that required respondents to rate their levels of agreement in a scale of 1-5 with 1 being very large extent whereas 5 being no extent. They were asked to indicate whether social media allowed them to deliver feedback directly to producers/manufacturers without need of intermediaries: a cumulative 97.1% agreed from very large extent to less extent as shown in Table 4.25.

Table 4.25: Delivery of Product Feedback Without Intermediaries

Table 4.25 shows the delivery of product feedback without intermediaries

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid | | | | |
| Very large extent | 183 | 59.0 | 59.8 | 59.8 |
| Large extent | 66 | 21.3 | 21.6 | 81.4 |
| Moderate extent | 37 | 11.9 | 12.1 | 93.5 |
| Less extent | 11 | 3.5 | 3.6 | 97.1 |
| No extent | 9 | 2.9 | 2.9 | 100.0 |
| Total | 306 | 98.7 | 100.0 | |
| Missing | | | | |
| 99 | 1 | .3 | | |
| System | 3 | 1.0 | | |
| Total | 4 | 1.3 | | |
| Total | 310 | 100.0 | | |

Furthermore, they were asked whether it is quick and easy to get response over product attributes from manufacturers via social media: a cumulative 98.4% agreed from very large to less extent as shown in Table 4.26.

Table 4.26: Ease of Access of Product Attributes Via Social Media

Table 4.26 shows the ease of access of product attributes via social media

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Very large extent | 117 | 37.7 | 38.5 | 38.5 |
| | Large extent | 116 | 37.4 | 38.2 | 76.6 |
| | Moderate extent | 50 | 16.1 | 16.4 | 93.1 |
| | Less extent | 16 | 5.2 | 5.3 | 98.4 |
| | No extent | 5 | 1.6 | 1.6 | 100.0 |
| | Total | | 304 | 98.1 | 100.0 |
| Missing | 99 | 2 | .6 | | |
| | System | 4 | 1.3 | | |
| | Total | 6 | 1.9 | | |
| Total | | 310 | 100.0 | | |

Additionally, the respondents were required to rate their levels of agreements whether product information posted on social media has higher credibility compared to traditional media: a cumulative 98% agreed from very large extent to less extent as shown in the Table 4.27.

Table 4.27: Credibility of Product Information Posted on Social Media

Table 4.27 shows the credibility of product information posted on social media

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid | | | | |
| Very large extent | 146 | 47.1 | 48.0 | 48.0 |
| Large extent | 91 | 29.4 | 29.9 | 78.0 |
| Moderate extent | 42 | 13.5 | 13.8 | 91.8 |
| Less extent | 19 | 6.1 | 6.3 | 98.0 |
| No extent | 6 | 1.9 | 2.0 | 100.0 |
| Total | 304 | 98.1 | 100.0 | |
| Missing | | | | |
| 99 | 2 | .6 | | |
| System | 4 | 1.3 | | |
| Total | 6 | 1.9 | | |
| Total | 310 | 100.0 | | |

On whether the next purchase of a product depends on recommendations/responses posted on social media: a cumulative 94.4% agreed from very large to less extent as shown in Table 4.28.

Table 4.28: Influence of Social Media Recommendation On Next Product Purchase.

Table 4.28 shows the influence of social media recommendation on next product purchase.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Very large extent | 103 | 33.2 | 33.9 | 33.9 |
| | Large extent | 99 | 31.9 | 32.6 | 66.4 |
| | Moderate extent | 57 | 18.4 | 18.8 | 85.2 |
| | Less extent | 28 | 9.0 | 9.2 | 94.4 |
| | No extent | 17 | 5.5 | 5.6 | 100.0 |
| | Total | 304 | 98.1 | 100.0 | |
| Missing | 99 | 2 | .6 | | |
| | System | 4 | 1.3 | | |
| | Total | 6 | 1.9 | | |
| Total | | 310 | 100.0 | | |

And finally the respondents were asked to rate whether their satisfaction or dissatisfaction of a product is well expressed by social media icons like emoji, stickers, animations etc: a whopping cumulative of 92.4% agreed from a very large extent to less extent as shown in Table 4.29.

Table 4.29: Emoji, Stickers and Animations Demonstrates Satisfaction/Dissatisfaction of Products

Table 4.29 shows how emoji, stickers and animations demonstrates satisfaction/dissatisfaction of products

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Very large extent | 121 | 39.0 | 39.9 | 39.9 |
| | Large extent | 76 | 24.5 | 25.1 | 65.0 |
| | Moderate extent | 27 | 8.7 | 8.9 | 73.9 |
| | Less extent | 56 | 18.1 | 18.5 | 92.4 |
| | No extent | 23 | 7.4 | 7.6 | 100.0 |
| | Total | 303 | 97.7 | 100.0 | |
| Missing | 99 | 3 | 1.0 | | |
| | System | 4 | 1.3 | | |
| | Total | 7 | 2.3 | | |
| Total | | 310 | 100.0 | | |

The five-point statement questions at this stage was intended to reveal if indeed social media has any impact after a consumer has already made a purchase. This period usually involves product ownership and usage which brings either satisfaction or dissatisfaction, (Wang, 2012). The context can be in sales complaints and word of mouth transmissions which translates to next time purchases. Satisfaction usually culminates to buyer loyalty. Furthermore, Goodstein, (2001) noted that social media tools provide one with a forum to voice their opinions after making a product purchase. All the statements above are in line with

the findings of this study as university students have expressed their agreements with various questions that meant to establish how they felt after making a product purchase.

4.7: Correlation Analysis of dependent and independent variables

When age, gender and educational status was analysed to see their effects on consumer behaviour, the results showed that there was less significant influence on one's consumption behaviour as shown in the Table below.

Table 4.30: Model Summary of Regression Analysis

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .320 ^a | .103 | .019 | .685 | 1.915 |

Adjusted R squared is the coefficient of determination which tells us the variation in the dependent variable due to changes in the independent variable.

R - The correlation coefficient which shows the relationship between the study variables.

The value of adjusted R square is .019 which can be said to be 1.9% which is an insignificant. However, when an analysis of the time spent on social media had any influence on consumer decisions and as a result of other factors affecting consumer behaviour: there was significant influence on the relationship between the variables and the results were as shown in the Table 4.31

Table 4.31: Analysis of Variance

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|------|-------------------|
| 1 | Regression | 15.058 | 25 | .602 | .946 | .542 ^b |
| | Residual | 170.061 | 267 | .637 | | |
| | Total | 185.119 | 292 | | | |

And lastly, a multivariate analysis on whether access to social media, time spent on social media and favourite social media sites revealed that there was significant influence on influencing consumer behaviour and decisions made as shown in Table 4.32.

Table 4.32: Case wise Analysis of Variables

| Case Number | Std. Residual | What is the approximate time you spent on social media site(s) per day? | Predicted Value | Residual |
|-------------|---------------|-------------------------------------------------------------------------|-----------------|----------|
| 6 | 3.184 | 4 | 1.46 | 2.541 |
| 7 | 3.073 | 4 | 1.55 | 2.452 |
| 12 | 3.012 | 4 | 1.60 | 2.404 |
| 26 | 3.291 | 4 | 1.37 | 2.626 |
| 35 | 3.631 | 4 | 1.10 | 2.898 |
| 36 | 3.570 | 4 | 1.15 | 2.849 |

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter gives a summary of the entire study, draw conclusions and offer recommendations on the likely implications of the findings in this study.

5.2: Summary

The main objective of this study was to establish the influence of social media on consumer behaviour amongst university students within Nairobi county. Other objectives were to establish the influence of social media on various stages of consumer decision making process to establish factors that contribute to usage of social media amongst university students. Nairobi county has a population of over 169,000 students. The sample size of the study was 384 derived from Krejcie and Morgan, (1970). Questionnaires were designed and circulated to collect primary data from respondents across universities found within Nairobi county which was then analysed using SPSS. The researcher majorly used descriptive statistics.

The males comprised of 123 (one hundred and twenty-three only) while females were 184 (one hundred and eighty-four only). Majority of the respondents were pursuing certificate and diploma course. The study indicated that almost equal percentage of students accessed various and multiple social media sites as opposed to sticking to one site. 15% of the respondents accessed other social media sites apart from what was listed in the questionnaire. A cumulative 97.1% spend between 0-9 hours a day on social media. Majority of the respondents (81.1%) agreed that ease of access to social media has an influence to their consumption behaviour. Authenticity of information posted on social media and the rates of internet speed were also major factors

contributing to using social media at 98%. The information obtained via chats, comments and shares were reliable to enable one make a product decision.

On whether social media influences consumers at the pre-purchase stage, majority of the respondents agreed with over 95% overall. The product features posted, advertisements and ease of information search coupled with peer reviews were a real deal in motivating students to think and buy the products. However, pop up messages and advertisements emerged to negatively influence one's attitude towards a product as they were seen to be unpleasant and disturbing. Product demonstrations provided additional information of the characteristics and use of the product thus increased the possibility of buying them.

On post purchase stage, it was unanimously agreed that social media eliminated the need for intermediaries in relaying and delivering customer feedback, complaints and compliments. It also serves as a major basis of determining whether or not the consumer was willing to make the next purchase of similar product or even different ones. The icons like stickers and emoji were the best ways of consumers expressing their satisfaction or dissatisfaction. Mobile animations also were a great deal in ensuring customer expression.

5.3: Conclusion

On the general objective of establishing whether social media has any influence on consumer behaviour, the findings herein agree to a large extent. Both external and internal stimuli are responsible for making a university student rely on social media to make consumption decisions. External stimuli include: advertisements, economic factors, social factors, cultural factors among others. Internal stimuli include but not limited to perception, motivation, attitude, tastes, preference and desires.

On whether social media influences consumer decision process, the study has a positive correlation in both pre purchase, purchase and post purchase stages. At the beginning, social media acts as a key tool for information search in regards to products sought. During purchase, peer reviews and opinions determines what is to be bought and also pop up messages created a negative attitude towards a given product or brand. Friends and family can motivate you to desire or hate a product depending on their comments posted on social media sites. On post purchase, product feedback was seen as either satisfaction or dissatisfaction. When satisfied, the consumer will post it online either using text or other available icons thus becoming a brand or product ambassador. If not satisfied, the very consumer is at liberty to access the social media sites and air out the grievances either to the general public or the responsible firm for action.

And lastly on any other factors that might influence students to use social media to make consumption decisions: accessibility and reliability of social media were mentioned as key. The availability of smartphones, cost of internet and data, credibility of product information posted and the adequacy of social media made it easy for students to prefer social media as opposed to traditional and mass media. Therefore, social media has influence on consumer behaviour amongst students in Nairobi county.

5.4: Recommendations

The researcher recommends the following based on the findings. Organizations operating in Nairobi should establish sound social media departments and pages through which they can profile their customers and present targeted product advertisement to reach specified market niches. However, they should not rely on single sites but instead adopt several active sites to reach a wider customer base. Furthermore, businesses in Nairobi should find a way to regulate or totally block pop up

advertisements and messages of other companies from appearing in their sites since it is distasteful to their consumers. The government can as well help stop such advertisements through enactment of laws prescribing stiffer penalties for trespassing into other organizations social media sites or pages. Similar studies should be carried out in learning institutions outside Nairobi as other factors may be in play apart from those found in Nairobi.

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APPENDICES

QUESTIONNAIRE

SECTION A- GENERAL INFORMATION (Kindly tick where appropriate)

1. What is your gender?
Male [] Female []

2. What is your age?
18-24 [] 25-30 [] 31-35 [] above 35 []

3. What is your highest level of education?
Certificate [] Diploma [] Degree [] Postgraduate []

4. What is your favourite social media site? (*Tick more than one where applicable*)
Facebook [] Twitter [] YouTube [] WhatsApp [] Messenger []
Instagram [] Telegram [] any other (s).....

5. What is the approximate time you spent on social media site(s) per day?
0-59 minutes [] 1-3 hours [] 4-6 hours [] 7-9 hours []
Over 10 hours []

SECTION B- ACCESIBILITY OF SOCIAL MEDIA (Kindly tick where appropriate)

6. How do you access social media? (*Tick more than one where appropriate*)
Via smart phone [] via personal Laptop and Tablets []
Via office computers [] via cybercafé []
Any other (kindly specify)

7. Kindly indicate the extent to which you agree with the following regarding accessibility of social media and its influence on consumer behaviour (√) tick

appropriately on a scale of 1-5. 1-very large extend, 2-large extend, 3-medium extend, 4-small extend, 5-no extend

| Accessibility of social media | Very large extent | Large extent | Moderate extent | Less extent | No extent |
|-------------------------------------------------------------------------------------------------------|--------------------------|---------------------|------------------------|--------------------|------------------|
| | 1 | 2 | 3 | 4 | 5 |
| Social media provides adequate information about products and services through user's posts | | | | | |
| The rate and speed of internet connectivity motivates frequent usage of social media | | | | | |
| Availability of Smartphones and low data rates have increased the frequency of accessing social media | | | | | |

SECTION C: RELIABILITY OF SOCIAL MEDIA

8. Kindly indicate the extent to which you agree with the following regarding the

Reliability of social media influences during the pre-purchase stage (✓) tick appropriately on a scale of 1-5. 1-very large extend, 2-large extend, 3-medium extend, 4-small extend, 5-no extend

| Reliability of social media | Very large | Large extent | Moderate extent | Less extent | No extent |
|--------------------------------------------------------------------------------------|-------------------|---------------------|------------------------|--------------------|------------------|
| | 1 | 2 | 3 | 4 | 5 |
| Chats, SMS and live streams are essential in consumer information search of products | | | | | |
| Likes, shares and comments determine ones decision to buy or not buy a product | | | | | |
| Product information posted on social media is always true and factual | | | | | |

9. What do you usually do when on social media? (Tick more than one where appropriate)

- Looking for gaming, gambling and betting tips []

- Looking for academic materials like notes, assignments []
- Looking for travel, tourism sites and hotels []
- Looking for products samples for home/industry use []
- Chatting, sharing and news live streaming []
- Reviewing others peoples posts and comments only []
- Posting product attributes to groups and friends []
- Any other (kindly specify)

10. Pre-purchase stage

Kindly indicate the extent to which you agree with the following regarding the social media influences during the pre-purchase stage (√) tick appropriately on a scale of 1-5. 1-very large extend, 2-large extend, 3-medium extend, 4-small extend, 5-no extend

| Pre-Purchase Stage | Very large | Large extent | Moderate extent | Less extent | No extent |
|-----------------------------------------------------------------------------------------------------|-------------------|---------------------|------------------------|--------------------|------------------|
| | 1 | 2 | 3 | 4 | 5 |
| Social media motivates you to desire a product through posted features before buying it | | | | | |
| Social media advertisements are efficient thus triggers you to buy a product you had not thought of | | | | | |
| Social media icons triggers your desire towards new products and services | | | | | |
| Social media influences you to try new products based on peer/ friends reviews | | | | | |
| It is easier to search information through social media than traditional media | | | | | |
| A product is presumed best if it attracts more likes, shares and comments | | | | | |
| Chats, SMS and live streams are essential to assist in consumer information search of products | | | | | |

11. Purchase stage

Kindly indicate the extent to which you agree with the following regarding the social media influences during the pre-purchase stage (√) tick appropriately on a

scale of 1-5. 1-very large extend, 2-large extend, 3-medium extend, 4-small extend, 5-no extend

| Purchase stage | Very large extent | Large extent | Moderate extent | Less extent | No extent |
|---------------------------------------------------------------------------------------------------------------------------|--------------------------|---------------------|------------------------|--------------------|------------------|
| | 1 | 2 | 3 | 4 | 5 |
| Social media users comments, likes and shares changes your attitude towards a brand, product or service | | | | | |
| Pop up advertisements/messages are unpleasant and influences your attitude negatively towards a brand, product or service | | | | | |
| Ratings by friends of a product motivates you to buy the product or service | | | | | |
| Product demonstrations, pictures and graphics are attractive thus triggers your product purchases | | | | | |
| Advertisements on social media are attractive and up to date thus motivates you to purchase products | | | | | |

12. Post purchase stage

Kindly indicate the extent to which you agree with the following regarding the social media influence after purchasing a product. (√) tick appropriately on a scale of 1-5. 1-very large extend, 2-large extend, 3-medium extend, 4-small extend, 5-no extend

| Post purchase stage | Very large extent | Large extent | Moderate extent | Less extent | No extent |
|----------------------------------------------------------------------------------------------------------------|--------------------------|---------------------|------------------------|--------------------|------------------|
| | 1 | 2 | 3 | 4 | 5 |
| Social media allows you to deliver feedback directly to producers/manufacturers without need of intermediaries | | | | | |
| It is quick and easy to get response over product attributes from manufacturers via social media. | | | | | |
| Product information posted on social media has higher credibility compared to traditional media | | | | | |

| | | | | | |
|-----------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|
| Your next purchase of a product depends on recommendations/responses posted on social media | | | | | |
| Your satisfaction/dissatisfaction of a product is well expressed by social media icons like emoji, stickers, animations etc | | | | | |

Any other comment(s) on the above?

.....

.....

.....

Thank You!