

**SOCIAL MEDIA MARKETING AND CONSUMER BEHAVIOR OF THE
FIRMS IN THE MEDIA INDUSTRY IN KENYA**

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**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION SCHOOL OF BUSINESS UNIVERSITY OF NAIROBI**

NOVEMBER, 2014

DECLARATION

I, the undersigned, declare that this is my original work and has not been presented to any institution or university other than the University of Nairobi for examination.

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D61/63833/2011

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

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DEDICATION

To my dad, mum, brothers and sisters for their unconditional support and love throughout my educational journey up to this point.

ACKNOWLEDGMENTS

I thank the almighty God who gave me the gift of physical, financial and intellectual well being to pursue an MBA. Glory and honor be to him.

I am greatly indebted to my supervisor Dr. Raymond Musyoka, who provided invaluable assistance through constant counsel, comments and meaningful criticism in the entire period of the study. Thanks for your inspiration and encouragement.

Many thanks go to the members of the academic staff of the school of business who has opened my mind for greater academic and professional vision

To all who were instrumental in one way or the other, I register my sincere appreciation and gratitude.

ABSTRACT

This project was inspired after a general observation of the use of social media by small and multinational organization both profit and nonprofit driven to enhance their marketing, consumer interactions globally and consumer research. Consumer behavior is a concept that has generated interest among scholars and it is undisputed that it plays a great part in marketing decisions making and planning. Understanding of consumers is clearly crucial in the ever changing business environment and greater consumer demands (expectations) in relations to technology development and ease flow of information between organization and it's consumers as well consumer to other consumers. The contributions of social media marketing in the marketing field challenges me to ask the question; how social media marketing influences the consumers of the media industry in Kenya. The study tries to explore the attitudes, use, opinions and demographic of the population in relation to social media marketing and their behavior in media industry. The target population of the study was social media users in Nairobi region who follows top ten media brands or media group in Kenya.

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LIST OF ABBREVIATION

COBRAs	Consumer online Brand Related Activities
eWOM	Electronic Word of Mouth
CVI	Content Validity Index

CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

Marketing is part of all business entity and it goes without say that all business organization uses different mediums to push their agenda hence the need to understand the marketing mediums and the consumers of their brand. Consumer behavior is defined by Blackwell, Miniard and Engel (2006) as the activities people undertake when obtaining, consuming, and disposing of products and services. Consumer behavior is a concept that has generated interest among scholars and it is undisputed that it is a great part in marketing decisions making and planning. Assael (2001) emphasizes on the importance of understanding one's consumers by stating that consumer needs directly influences profitability of organizations, the better organizations understand their consumer's behavior, the better able they are to develop effective marketing strategies to meet consumer needs which translated to sales of products and services. As per Assael (2001) many marketers have come to realize the same.

Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires as defined by Solomon, Bamossy (2006). Schiffman & Kanuk (2007) take a similar approach in defining consumer behavior as the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. Marketing is based on thinking about the business in terms of customer needs and their satisfaction basically consumer behavior. Consumer behavior has been greatly researched by different scholars for the role it plays in marketing decisions, there has been five main approaches that has been was discussed in this study which are behavioral, psychodynamic,

cognitive, humanistic and economical theoretic approaches as discussed by (Foxall 1990). These approaches have been explored by both contemporary and traditional researchers. Marketing differs from selling as Levitt (1960) states that Selling concerns itself with the tricks and techniques of getting people to exchange their cash for your product, it is not concerned with the values that the exchange is all about and it does not, as marketing invariably does, view the entire business process as consisting of a tightly integrated effort to discover, create, arouse and satisfy customer needs. Neilson (2009) defines social media marketing as the process of gaining website traffic or attention through social media sites. Social media marketing has become one of the latest medium of marketing that has grown tremendously and continues to grow. Social media marketing growth is greatly accredited to research on consumer behavior, more and more consumers use the platform in search of brands. Through consumer behavior research, marketers and scholars are starting to appreciate this relatively new medium of marketing.

Media industry has been great part of Kenya as a country, the growth of media is determine mainly by content in terms of the interest is generates from the public. Interest is determined by novelty, proximity, prominence and timeliness of the content. Technology has changed the media industry because of the time element, it has made sharing of information as easy as a click of a button and for media brands to be competitive they have been forced to embrace hence the heavy presence of social media use by consumers. Technology has become a key marketing strategy that gives organization a competitive age and contributes in a success of a brand. It is undeniable the role of technology in today market place hence the subject of social media use by media house to gain a competitive age and create customer loyalty. Social Media marketing is key medium for competitiveness of media brands.

1.1.1 The Concept of Social Media Marketing

According to Cook (2013), a brand is no longer what we tell the consumer it is- it is what consumers tell each other it is. Social media marketing has provided an effective channel for consumer interaction in a convenient, inexpensive, interactive and entertaining at the same time.

The concept of Social media marketing can be traced from the Social marketing which was born as a discipline by Kotler and Zaltman (1971) when they realized that the same marketing principles that were being used to sell products to consumers could be used to sell ideas, attitudes and behaviors. Kotler and Andreasen (2002) define social marketing as differing from other areas of marketing only with respect to the objectives of the marketer and his or her organization. Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society.

Social media as defined Kaplan and Haenlein (2010) refers to interaction among people in which they create, share, and/or exchange information and ideas in virtual communities and networks through social media sites. It depends on mobile and web-based technologies. Social media differ from traditional media in many ways, including quality, reach, frequency, usability, immediacy, cost and permanence. Social-media technologies take on many different forms including magazines, Internet forums, weblogs, social blogs, micro blogging, wikis, social networks, podcasts, photographs or pictures, video, rating and social bookmarking. The most common social media used in Kenya are: Twitter, Facebook, LinkedIn, Instagram, Foursquare, and YouTube.

Today's consumers are very dynamic and demanding hence requires a very dynamic approach to reach and influence their behaviors. Social media in business allows anyone and everyone to express and share an opinion or an idea somewhere along the business's path to market. Each participating customer becomes part of the marketing department, as other customers read their comments or reviews.

The meteoric growth of social website has with no doubt ushered in new era of social marketing. According to The Economist (2010) if facebook was a country it would be third largest after China and India. In 2011, over fifty percent of social media users followed brands Belleghem, Eenhuizen and Veris (2011).The huge statistics of consumers using social media for information search, interaction with brands and sharing of opinions about products and services makes it a great area of interest to marketers.

1.1.2 The Concept of Consumer Behavior

The concept is appreciated by modern marketing philosophies that appreciate the consumer as the center of marketing activities. Consumer behavior is also defined by Hawkins and Mothersbaugh (2009) as 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. The two above definition share a lot with the key being activities being undertaken by consumers.

The concept of consumer behavior plays an important role in marketing field in that all marketer wants the insight of the what, when, how and why consumer behave in a given way. Consumer

behavior can be traced to over 300 years ago, early economists led by Nicholas Bernoulli, John von Neumann and Oskar Morgenstern started to examine the basis of consumer decision making Richarme (2007). This early work approached the topic from an economic perspective, and focused solely on the act of purchase Loudon AND Della Bitta (1993).

There are two main kinds of consumers which are personal consumers and organizational consumers. A personal consumer buys goods and services for his or her own use, for the use of the household or as a gift for a friend. In each of these contexts, the products are bought for final use by individuals who are referred to as end users or ultimate consumers. The second category of consumer- the organizational consumer- includes profit and not profit businesses, government agencies and institutions, all of which must buy products, equipment, and services in order to run their organizations. Schiffman and Kanuk (2003)

Consumer behavior has contributed greatly in decision making process by marketers in marketing planning as well enable them to create long lasting relationship with customers. According to Perner (1997), the study of consumer behavior helps firms and organizations improve their marketing strategies by understanding issues and continue to describe how the psychology of how consumers think, feel, reason and select between different alternatives. Understanding how to utilize the information gleaned from consumer behavior is the key because with this information, marketers can focus on producing products and services targeted markets are actually interested in. They also figure out how to develop effective campaigns using their market know how. The areas of decision making that consumer behavior has contributed greatly as suggested by Perner (1997) includes; First, marketing strategies that deals with

grasping good timing, effective advertising techniques and pleasing customers. Second, gaining knowledge on public policy and how products can impact or rather the side effects of products to the public. Third, social marketing which involves ensuring ideas are passed to consumers rather than aggressive sales. This could include awareness of if society is resistant to alternative methods. Lastly, make marketers better consumers. This in the long run this will give organization a competitive advantage over its peers.

1.1.3 Media Industry

The media industry constitutes all the companies involved in the dissemination of news, information and entertain either in print or electronic form. Services in the print include newspapers and other periodic publications such as weeklies and magazines .The electronic sector encompasses companies involved in broadcasting of signals via electromagnetic waves over large territories. They are best represented by Television and Radio broadcasting.

The development of the media industry can be traced back to the 1920s when the European settlers arrived in Kenya. The settlers needed a medium of receiving and disseminating information about the colony. The electronic sector of the industry in particular can be traced to 1927 when an agreement between the colony's government and the British East Africa Company led to the establishment of the regular radio service in 1928.

After independence a number of indigenous publications sprung up to serve the interests of the newly formed Kenya government. In July 1964, the then Voice of Kenya (VOK) now Kenya Broadcasting Corporation (KBC) was nationalized. This marked the entry of government into the

media industry. It's interesting to note that the companies licensed to operate media companies either had a significant government shareholding or belonged to those closely allied to the government. The government monopolized the industry up the early 1990s.

The media industry from 1990s started witnessed licensing of various television and radio companies. When transition was effectively undertaken in 1995 there was a flood of new players waiting to enter the market. Currently, the main media houses being Nation media Group, Standard Group, Royal Media, Radio Africa, Media Max, National Broadcasting Corporation and Capital FM. Social media is part of technology that has been embraced hugely by the media, they use it strategically to gain market share, retain market share, entertain, inform, interact with their audience and as well as encourage loyal ship. Today the media is self-regulated by media professional bodies like: Editors Guild, media council of Kenya, Kenya press council and Kenya union of Journalists which advocate as well as oversee the industry in general.

Legislative and legal guidelines has affected the industry both negatively and positively and we have seen Media freedom is a fight that has been fought by many from the KANU rule of government owned media house (KBC), introduction of multiparty and it has been hand in influenced by political arena and allocation of media licenses and frequencies to private parties. As per cap 411 of the laws of Kenya, the Ministry of Information and Communication grants the broadcasting license in the case of electronic broadcast media. It then requests the communications commission of Kenya (CCK) to allocate the relevant frequencies. CCK was established through an Act of parliament in 1998 to oversee the licensing requirements of the

communication industry.

In 2004 media council of Kenya was created to regulate media industry but transited through the Media Act 2007 and adopted co-regulation media regulation approach, where board members and the Secretariat while receiving government funds to support some of its activities, remain very independent in their operations and are not subject to any form of control. Various media bill have also affected the media industry like the Media Act 2008 and the widely contested Media bill 2013 alleged to be taking the industry back to the single party Kenya by Media council (2013).

Despite the growth and achievement of the industry, there are challenges that it faces like; the business and political environment in Kenya have driven radio stations to develop a Pay to Play Content business model; rather than an influence and advocacy driven business model that would make markets in agricultural and essential service sectors work for the poor. The “Pay to Play” business model does not place the appropriate value on the stations fundamental assets, which inhibits radio from taking on their appropriate role in the market as an information provider or educator, watchdog or advocate and market linker on a sustainable basis.

Competition has also stiffened with entrant of many players in the industry. The allocation of frequencies and licenses too many players both individuals and organization has made the market to be very competitive. The number of radio stations, TV stations and newspapers has grown and continue to grow. The media in Kenya today is a vibrant and diverse media, with concentration in urban areas. In a country of approximately 40 million people, about 3.2 million

homes have TV sets (1.4 million in urban and 1.8 in rural areas). TV reaches about 39% of the population according to Steadman Group Report, (2008) which Quoted in Mbeke (2008). In contrast, about 7.5 million homes have radio sets (1.9 million in urban and 5.6 million in rural areas) with 63 radio stations Mbeke (2008). 16.7 million Kenyans listen to radio. New communication technologies, including internet and mobile phone, are growing and the country has over 14 million mobile users and over 3 million internet user Communications Commission of Kenya Annual Report (2008). There are 90 FM stations, more than 15 TV stations, and an unconfirmed number of print newspapers and magazines.

Technology has also played has challenged and forced changes in the industry. Main media houses in Kenya today have news website, social media pages, mobile bulk text alerts and live streaming of content. The print side of business is not left behind; readers today can read their dailies online. Technological development specifically the use of internet and smart phones has made communication to be as fast as a click of a button. Kenyans are no longer waiting for breaking new from the main stream media. The blogs, social media and text message alerts have taken over and the time essence has become more important than ever.

Media industry is very critical in the country and has played a very big role in Kenya in growth in Kenya's development politically, socially and economically. Media industry has created employment opportunities to Kenyans from content developers, administration and journalist hence contributing to economic growth. Politically it hugely accredited to democracy creation and freedom of speech. One of the huge achievements of the industry is birth of multiparty democracy and being the voice of the voiceless politically. The achievement was witnessed also

in the 2013 general elections International journalists were free to work in Kenya and that about 100 media organizations reported from the Kenyan capital Nairobi without official interference.

Socio-economically, the industry has contributed in sharing of great cultural heritage of the country, empowering Kenyans and setting agenda on critical societal issues. The media industry with no doubt is a huge part of the country's history and future. It has provides employment opportunities to many Kenyans. Kenya is also preparing to digital migration which will ensure that Kenyans get quality reception. The growth in local content has also contributed to job creation and talent development. Locally produced content has increased and demand of the same is also high by the mainstream stations.

1.2 Research Problem

The concept of consumer behavior has with no doubt is important to marketing strategy. It has been widely studied and researched by many scholars because of its contribution in marketing decisions. Marketers have come to realize that their effectiveness in meeting consumer needs directly influences their profitability the better they understand the factors underlying consumer behavior, the better able they are to develop effective marketing strategies to meet consumer needs Assael (2001)

Technology has greatly affected consumer behavior greatly. The digital revolution of the market place has allowed much greater customization of products, services, and promotional messages than older marketing tools. Digital technologies have also enabled marketers to collect and analyze increasingly complex data on consumers' buying patterns and personal characteristics.

Keeping this in mind, media industry is not left behind in the dynamic and ever changing market place hence for business sustainability the industry must embrace change and use it to gain competitive advantage. The use of technology with interest to social media marketing in media industry has clearly come with the challenge of managing marketing communications on the platform taking into consideration it is a relatively new area of social marketing. Chief marketing officer executive of Plante & Moran Antaya (2010) said social media is like a snowball rolling down the hill. It's picking up speed. Five years from now, it's going to be the standard. It is therefore an area of interest that greatly influence consumer behavior and cannot be ignored.

Consumer behavior in relation to social media has recently been studied and scholars from the marketing field have tried to give more insight on the concept. Similar study has been done by Jagongo & Kinyua (2013) and published on international journal of humanities and social science to explore further social media and entrepreneurship among the SMEs in Nairobi. The study tries to explore the consumer behavior in relations to social media usage by small and media enterprises by looking at the social media interaction between consumers and the enterprises. Study done by Tikkanen, Hietanen, T Henttonen, Rokka, (2009) titled, exploring virtual worlds: success factors in virtual world marketing, Management Decision, also tries to explore the use of social marketing in relations to social media. Effects of social media marketing done by Vries, Gensler & Leeflang (2011) as well tries to give insight of consumer behavior on popularity of brand posts and brand fan pages, it investigates effects of social media marketing.

Social media is also rapidly changing and evolving each and every day and what may be relevant today may not necessary be tomorrow. The more information and forward thinking marketers are

in the subject the more one can use it to their advantage. Despite the positive achievements that have been achieved by social media marketing, there seems to be limited information and guidance on social media use. There are limited books, research and scholar work that has been published being a relatively a new channel with new concept that are quite different from the traditional advertising concepts. I believe there more information and insight that are needed in this discipline. The contributions of social media marketing in the marketing field challenges me to ask the question; how social media marketing influences the consumers of the media industry in Kenya?

1.3 Research Objective

Determine how social media marketing influences the consumers of the media industry in Kenya.

1.4 Value of the Study

Social media is relatively new concept as one the marketing channel and the study seeks to give insights on the potentials it can play in a marketing strategy and creating a competitive edge to product in a market place in relation to consumer consumption.

The study will contribute 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.

The study will give 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 will show case the statistics of social media usage and hence the reason why every practioner in the media marketing industry should in corporate social media marketing in their marketing and advertising plan. It highlights how social can be used to gain brand loyalty, enhance customer experience and brand image. The study will contribute by highlight more insight to scholars in the field.

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 will contribute 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.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This section reviews various theoretical approaches in consumer behavior and social media marketing techniques that are majorly used by marketers. It highlights consumer behavior issues in relation to social media marketing as well.

2.2 Theoretical Foundation

There are a number of different approaches have been adopted in the study of decision making. Writers suggest different typological classifications of these works with five major approaches emerging. Each of these five approaches posits alternate models of man, and emphasize the need to examine quite different variables Foxall (1990); they include; Economic Man, Psychodynamic Behaviorist, Cognitive, Humanistic.

2.2.1 The Economic Man Approach

Economic Man approach was developed by early researchers regarding man as entirely rational and self-interested, making decisions based upon the ability to maximize utility whilst expending the minimum effort. While work in this area began around 300 years ago Richarme (2007), the term economic man and Homo economicus was first used in the late 19th century Persky (1995) at the start of more sustained research in the area.

In order to behave rationally in the economic sense, as this approach suggests, a consumer would have to be aware of all the available consumption options, be capable of correctly rating each alternative and be available to select the optimum course of action Schiffman & Kanuk (2007).

These steps are no longer seen to be a realistic account of human decision making, as consumers rarely have adequate information, motivation or time to make such a ‘perfect’ decision and are often acted upon by less rational influences such as social relationships and values according to Simon (1997) in his Satisfaction Theory, he further states that individuals are often described as seeking satisfactory rather than optimum choices.

2.2.2 Psychodynamic Approach

Psychodynamic Approach was traditionally within psychology and widely attributed to the work of Freud (1856-1939). This view posits that behavior is subject to biological influence through ‘instinctive forces’ or ‘drives’ which act outside of conscious thought Arnold, Robertson et al. (1991). While Freud identified three facets of the psyche, namely the Id, the Ego and the Superego Freud (1923), other theorists working within this tradition identified different drives explained in Psychology and Work by Ribeaux & Poppleton (1978). The key tenet of the psychodynamic approach is that behavior is determined by biological drives, rather than individual cognition, or environmental stimuli.

2.2.3 Behaviorist Approach

Behaviorist Approach was developed by Watson (1920) in the landmark study into behavior which became known as ‘Little Albert’ Watson & Rayner (1920). The study involved teaching a small child (Albert) to fear otherwise benign objects through repeated pairing with loud noises. The study proved that behavior can be learned by external events and thus largely discredited the Psychodynamic approach that was predominant at the time.

Essentially Behaviorism is a family of philosophies stating that behavior is explained by external events, and that all things that organisms do, including actions, thoughts and feelings can be regarded as behaviors. The causation of behavior is attributed to factors external to the individual. The most influential proponents of the behavioral approach were Pavlov (1849-1936) who investigated classical conditioning, Watson (1878-1958) who rejected introspective methods and Skinner (1904-1990) who developed operant conditioning. Each of these developments relied heavily on logical positivism purporting that objective and empirical methods used in the physical sciences can be applied to the study of consumer behavior Eysenck &Keane (2000).

While behavioral research still contributes to our understanding of human behavior, it is now widely recognized as being only part of any possible full explanation Stewart (1994). Behaviorism does not appear to adequately account for the great diversity of response generated by a population exposed to similar, or even near identical stimuli.

2.2.4 Cognitive Approach

Cognitive Approach ascribes observed action (behavior) to intrapersonal cognition. The individual is viewed as an ‘information processor’ Ribeaux &Poppleton (1978). This intrapersonal causation clearly challenges the explicative power of environmental variables suggested in Behavioral approaches, however an influential role of the environment and social experience is acknowledged, with consumers actively seeking and receiving environmental and social stimuli as informational inputs aiding internal decision making (Stewart 1994).

The Cognitive approach is derived in a large part from Cognitive Psychology which can trace its roots back to early philosophers such as Socrates who was interested in the origins of knowledge Plato (360 B.C.), Aristotle who proposed the first theory of memory Aristotle (350 B.C.) and Descartes who explored how knowledge is represented mentally in his Meditations Descartes (1640) . It was not until the middle of the 21st Century however, that Cognitive Psychology truly emerged as a mainstream and useful field of study with the development of the Stimulus-Organism-Response model by Hebb during the 1950's. From this point many writers suggested that Cognitivism had taken over from Behaviorism as the dominant paradigmatic approach to decision research.

2.2.5 Humanistic Approach

Stewart (1994) explains that despite cognitive models explanations of consumer decision making process and actions, there are a growing number of academic writers highlighting limitations of the Cognitive approach and publishing new research attempting to further understanding of specific aspects of behavior. These new approaches can be described as humanistic as they seek to explore concepts introspective to the individual consumer rather than describe generic processes.

Natarajan & Bagozzi (1999) identified three main areas of research as below: First, Cognitive approaches rely upon the assumption of the consumer being a rational decision maker; this appears to neglect the role of emotion in decision making. Natarajan & Bagozzi (1999) argued that there is a pressing need in the field to balance the rational, cognitive side of marketing thought and practice with new ideas and research on the emotional facets of marketing behavior.

Secondly, emerging work has started to examine concept of volition. This new work is seeking to understand and address the gap between consumer's stated purchase intentions and their actual final purchase behavior by understanding the volitional stages to decision making. Thirdly, the almost universal acceptance of egoism in marketing theory at the expense of altruism; there is a lack of research that has examined the influence of altruistic motives on any consumer behaviors.

2.3 Social Media Marketing and Consumer Behavior

Social media marketing is the process of gaining website traffic or attention through social media sites Nielsen (2013). According to Nielsen (2013) consumers spend more of their free time browsing the internet more compared to watching TV, reading newspapers and listening to the radio. The study also states that the use of website by consumers to search for brands has increased by over 50% from the year 2007. The targeting done by social media website by profiling their users' makes understanding consumers more easily. Social media site have more data on consumer's personality, likes, interest and peoples they associate than any other medium advertising hence social media marketers are able to more accurately use marketing communication that appeals to the consumers' needs effectively. The data on consumers on social media website makes the consumer behavior more predictable hence the effectiveness of the medium. There are two main techniques that have been used to in social media marketing as discussed below.

2.3.1 Social Media Marketing Techniques

Social media marketing involves the use of social networks to promote brand and services. There are two main techniques that have been largely used namely; COBRAs and eWOM to successfully advertise online. Social networks such as Facebook and Twitter provide advertisers with information about the likes and dislikes of their consumers. This provides the businesses with a target audience. With social networks, information relevant to the user's likes is available to businesses; who then advertise accordingly.

Consumer's online brand related activities COBRAs is a method used by advertisers to promote their products according to Munting, Moorman & Smit (2011). Activities such as uploading a picture of your of a brand related activities on social media is an example of a COBRA.

eWOM is social media marketing which translates to electronic word of mouth as explained by Munting, Moorman & Smit (2011).. As the name suggests, it is sharing of information with your social media circle. Electronic recommendations and appraisals are a convenient manner to have a product promoted via consumer-to-consumer interactions. An example of eWOM would be an online hotel review; the hotel company can have two possible outcomes based on their service. A good service would result in a positive review which gets the hotel free advertising via social media however a poor service will result in a negative consumer review which can potentially ruin the company's reputation.

Social media marketing media has widely been used by marketer in two major ways; customer service and advertising. Brands today are using social media as an extension of their customer

service function with great success. With social media they are able to cater to a lot of people and at a lower cost when compared to offline customer service. It is also convenient to customers because they can be assisted from any location as long as they have a data connection. It is also an excellent way to get feedback from your customers, and help you know what changes you can make to increase their satisfaction.

Brands are using social media as an advertising channel to market their products and services. Most brands that use social media for marketing are looking to increase awareness of their products, received more inquiries and develop a solid presence online. Some studies have shown that people today are more likely to invest in your product if they receive a positive recommendation online.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

The chapter explains the kinds of processes to be followed in order to achieve the objectives of the study with accuracy as well as answer the research questions. This chapter covers; Research design, Population, sampling, data collection and analysis.

3.2 Research Design

This study adopted descriptive research design. Descriptive studies are concerned with finding out who, what, where, when, and how much. They tried to measure the types of activities, how often, when, where and by whom. According to Gill & Johnson (2006), descriptive surveys are interested in addressing specific characteristics of a selected population of subjects at a point in time, or at varying times for the purpose of comparing the relationship between variables.

Descriptive research is closely linked to qualitative research because of the in-depth description it aims to achieve from the study. It wanted to provide accurate description of observations of phenomena. The study used this design because it answered question to do with attitudes, opinions and what inspires a given behavior from consumers of media in Kenya with the special interest in social media users. It answered how and when the consumers use social media.

3.3 Population

The target population of the study was social media users in Nairobi region who follows top ten media brands or media group in Kenya. According to www.socialbakers.com, a global social media monitoring website shows that the social media followers of top ten media brands ranges

from 1.1 million to 200,000 local followers with Nation Media, Standard Group and Royal media being on the lead, The average local social media followers of top ten media brands is approximately 400,000. This gave us a population of 133,000 as per regional ICT survey report by Communication commission of Kenya currently communication Authority (2010) which stated that 38.2% of internet users are in Nairobi Region.

3.4 Sampling

The questionnaire was administered purposefully. Mugenda and Mugenda (2008) refer this technique of dividing the population into homogenous groups, each group containing subjects with similar characteristics as stratified random sampling. The stratified random sampling ensures that the sample selected is representative, efficient, reliable &flexible and at the same time helps in reducing error. The study aims to have at least a total of a 100 respondents who are users of social media;

3.5 Data Collection

The study collected both primary as well as secondary data. Primary data collection method was questionnaires which included both open ended questions in which respondents gave their views and closed ended questions in which respondents were limited in their responses.

The study identified predetermined respondents of 100 and of which a hundred questionnaires were emailed to. Respondents were given two weeks to fill the data and mail back the questionnaires to research administrator. Secondary data was sourced from published reports and journals.

3.6 Data Analysis

Data analysis refers to extraction of meaningful information from a mass of data. The data collected from the field was cleared, cleaned and analyzed using Statistical Package for Social Sciences (SPSS). Descriptive statistics analysis which involves Measures of central tendency such as Mean, and Measures of dispersion such as Standard deviation was used in the analysis. Regression and correlation analysis was used to determine the correlations between the various factors. The results obtained were presented through frequency distribution table, bar graphs and pie chart for clear presentation and explanations of the research finding.

CHAPTER FOUR: DATA ANALYSIS, RESULTS AND DISCUSSION

4.1 Introduction

This chapter covers research findings from the case study. Data analysis and information was collected using questionnaires. The data has been presented mainly by tables, graphs and pie-charts then analyzed and interpreted under headings.

4.2 Response Rate

From the data collected from social media users in Nairobi region, 100 questionnaires were administered through and 88 were filled and returned. This represented 88% response rate, which is considered satisfactory to make conclusions for the study. According to Mugenda and Mugenda (2003) a 50% response rate is adequate, 60% good and above 70% rated very good. This also collaborates with Bailey (2000) assertion that a response rate of 50% is adequate, while a response rate greater than 70% is very good. This implies that based on this assertion; the response rate in this case of 88% is very good.

Table 4.1: Response rate

Response	Frequency	Percentage
Number of successful respondents	88	88%
Number non successful respondents	22	22%
Total number of questionnaires administered	100	100%

4.3 Pilot Test Results

To establish validity, the research instrument was given to experts who were experienced to evaluate the relevance of each item in the instrument in relation to the objectives. The same were rated on the scale of 1 (very relevant) to 4 (not very relevant). Validity was determined by use of content validity index (CVI). CVI was obtained by adding up the items rated 3 and 4 by the experts and dividing this sum by the total number of items in the questionnaire. A CVI of 0.889 was obtained. Oso and Onen (2009), state that a validity coefficient of at least 0.70 is acceptable as a valid research hence the adoption of the research instrument as valid for this study.

The questionnaires used had likert scale items that were to be responded to. For reliability analysis Cronbach's alpha was calculated by application of SPSS. The value the alpha coefficient ranges from 0 to 1 and may be used to describe the reliability of factors extracted from dichotomous (that is, questions with two possible answers) and/or multi-point formatted questionnaires or scales (i.e., rating scale: 1=poor, 4=excellent). A higher value shows a more

reliable generated scale. Cooper & Schindler (2008) indicated 0.7 to be acceptable reliability coefficient. Since, the alpha coefficients were all greater than 0.7, a conclusion was drawn that the instruments had an acceptable reliability coefficient and were appropriate for the study.

4.4 Demographic Information

The study sought to find out the demographic information of the respondents which included gender, level of education, years of interaction with the social media platforms and age of the respondents. The findings of the study are discussed in the subsections below.

4.4.1 Gender of the Respondents

The study sought to find out the gender disparity of the respondents. From the findings as indicated in figure and table 4.1, majority (56.82%) were female respondent with (43.18%) being males respondents. This implies there were more female users than male users of social media platforms. This implies that more women than men using the social.

Table 4.2: Media services

Gender	Frequency	percentage
Male	50	56.82
Female	38	43.18
Total	88	100.00

4.4.2 Age of Respondents

The study sought to find out the ages of the respondents. The findings are illustrated in Table 4.2. from the findings it was noted that majority of the respondents (63.54%) were between the ages of 21 to 30 years old. This carried a frequency of 56 respondents.

The study noted also that ages between 31to 40 years had a frequency of 20 respondents and was calculated to be 22.73% of the total respondents. The ages between 41 to 50 years was noted to have a frequency of 7 respondents and was calculated 7.95%of the total respondents. The last age bracket of the respondents was of the ages over 50 years. This carried a frequency of 5 respondents and was calculated to have 5.68% of the total responses.

Table 4.3: Age of the respondents

Age of the respondents	Frequency	Percentage
21 to 30 years	56	63.64
31 to 40 years	20	22.73
41 to 50 years	7	7.95
Over 50 years	5	5.68
Total		100/00

4.4.3 Level of Education of the Respondents

The study sought to find out the level of education of the respondents. The findings are illustrated in Table 4.3 below. From the findings it was noted that majority of the respondents (39.77%) had done an undergraduate degree at the university level. This carried a

frequency 35 respondents. This was closely followed by respondents who said that they had reached up to a diploma at college (28.41%). This level carried a frequency of 25 respondents. Next were respondents who only had a certificate from the secondary level of education and were calculated to be 17.05% of the total respondents. The respondents who had a post graduate were noted to carry the least percentage (12.5%) and a frequency of 11 respondents.

Table 4.4: Level of Education of the Respondents

Level of education	Frequency	Percentage
Secondary level (certificate)	15	17.05%
Diploma (college)	25	41%
University (Degree)	35	39.77%
Post graduate	11	12.5%
Total	88	100.00%

4.4.4 Years of Interactions in the Social Media

The study sought to seek the years of interaction the respondents had with the social media platforms. The findings were illustrated in Table 4.4. From the findings it was noted that most respondents had social media interaction for 4 to 6 years. This was noted to carry a frequency of 46 respondents which was calculated to approximately 52.27% of the respondents. This was closely followed by respondents who stated that their interactions with the social media platforms was between 1 to 3 years. This carried a frequency of 20 respondents which was to be 22.73% of the total respondents. Respondents who said they had media interactions for 7 to 10

years followed next with a frequency of 12 respondents. This was calculated to be 12.5% of the total responses.

Table 4.5: Years of social media interactions of the respondents

Years of interaction	Frequency	Percentages
1 to 3 years	20	22.73%
4 to 6 years	46	52.27%
7 to 10 years	12	13.64%
Above 10 years	10	11.36%

4.5 Descriptive Statistics Information

This section will give a quantitative analysis of the variables relating to social media marketing. The section will use mean, standard deviation, skewness and kurtosis to explain the variables in the study.

4.5.1 Consumer Buying Behavior

The respondents were asked to Rate the level agreement or disagreement of various statements on influence of social media marketing to the consumers buying behavior in the media industry on a five point Likert scale. The range was from strongly agree which was represented by five to strongly disagree which was represented by 1. The variables 5 = strongly agree; 4 = agree; 3= neutral; 2 = disagree; 1 = strongly disagree. A standard deviation of >1.5 implies an insignificantly small variance from mean mark of the variable among respondents.

Table 4.6: Consumer buying behavior in the media industry; the table continues to the next page

	Mean	Std. deviation	Skewness	Kurtosis
Social media marketing has a real impact on consumer purchasing decisions	4.9783	1.41146	0.132	-1.126
The use social media channels the way consumers want to use them, and not the way the business wants to use them improves social media marketing	4.9130	.83253	0.368	-0.98
Consumers use social media to make conversation and connections has a significant influence on social media marketing.	4.0870	1.35344	0.134	-1.321
Changing the conversation and engaging fully with your existing consumers as well as inspiring them to advocate on your behalf increases the level of social media marketing	4.4369	1.06173	0.149	-1.321
Making emotional connections through positive consumer experiences, exceptional service and engaging conversations has a significant positive influence on social media marketing	4.1957	1.14728	-1.348	2.778
Creating mobile-friendly content that fits their needs and preferences don't waste their time with generic messages improves on social media marketing	4.1522	1.42196	0.037	-1.452
Focusing on issues that are highly personal, and literally close to the	4.9391	1.36567	0.473	-1.078

consumers instead of pushing their product has a significant positive influence on social media marketing				
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Source: Research findings

From the study it was noted that Social media marketing has a real impact on consumer purchasing decisions. This was indicated by the high mean values of 4.9783. The standard deviation calculated from the study indicated of 1.41146, indicated a small variance from the mean mark. The study also showed that the use social media channels the way consumers want to use them, and not the way the business wants to use them improves social media marketing, this was inferred due to the high mean values calculated of 4.9130. This suggested that most respondents strongly agreed to the sub variable. The standard deviation indicated a small variance from the mean. The study also noted that Making emotional connections through positive consumer experiences, exceptional service and engaging conversations has a significant positive influence on social media marketing.

This was seen by the high mean values calculated of 4.1957. this according to the likert scale represented ‘agree’ and this therefore suggested that most respondents were in agreement with the statement. The standard deviation calculated from the SPSS analysis was 1.14728 which indicated a small variance from the mean mark. The study also noted that creating mobile friendly content that fits their needs and preferences don’t waste their time with generic

messages improves on social media marketing. This was evidenced by the high mean values calculated of 4.1522. the standard deviation calculated was 1.42196 indicated a small deviation from the mean mark. From the study it was also noted that focusing on issues that are highly personal, and literally close to the consumers instead of pushing their product has a significant positive influence on social media marketing. This was evidenced by the mean value calculated of 4.9391 from the SPSS data analysis. The standard deviation calculated of 1.36567 from this analysis indicated a small variance from the mean mark.

4.5.2 Brand Loyalty

The respondents were asked to Rate the level agreement or disagreement of various statements on influence of social media marketing on brand loyalty in the media industry on a five point Likert scale. The range was from strongly agree which was represented by five to strongly disagree which was represented by 1. The variables 5 = strongly agree; 4 = agree; 3 = neutral; 2 = disagree; 1 = strongly disagree. A standard deviation of >1.5 implies an insignificantly small variance from mean mark of the variable among respondents.

Table 4.7: Brand loyalty

	Mean	Std. deviation	Skewness	Kurtosis
Social media marketing is playing a larger and more important role in today's brand loyalty of products	4.2391	1.15802	0.121	-1.239
The terms of brand connection and are reachable in increasingly granular groups, the idea of recruiting influential consumers who are brand loyal as valuable brand intermediaries improves on social media marketing	4.3261	1.16866	-1.348	2.778
Social media is the best opportunity today for businesses to build brand loyalty and influence perception among their target audience	4.8261	1.22572	0.134	-1.116
Social media users today demand that brands use social networks as more than just additional advertising platforms; rather, they demand engagement, exclusive deals and relevant content	4.0652	1.33020	0.468	-0.981

Source: Research findings

The study noted that Social media marketing played a larger and more important role in today's brand loyalty of products. This was seen by the high mean value calculated of 4.2391 (agree) which indicated that most respondents agreed that social media marketing played a large and important role on the brand loyalty of the products. The standard deviation calculated in the study of 1.15802 indicated a small variance from the mean mark. The analysis also noted that the terms of brand connection and are reachable in increasingly granular groups, the idea of recruiting influential consumers who are brand loyal as valuable brand intermediaries improves on social media marketing .This was evidenced by the high mean values calculated of 4.3261.the standard deviation calculated in the analysis of 1.16866 indicated small variation from the mean value in the responses. The study also showed that Social media is the best opportunity today for businesses to build brand loyalty and influence perception among their target audience.

This was evidenced by the mean value calculated of 4.8261 which represents strongly agree; this therefore means that according to the study most respondents strongly agree that the Social media is the best opportunity today for businesses to build brand loyalty and influence perception among their target audience .The small standard deviation calculated in the study of 1.22572 indicated a small variance from the mean mark. From the SPSS data analysis it was noted that social media users' today demand that brands use social networks as more than just additional advertising platforms; rather, they demand engagement, exclusive deals and relevant content. This was evidenced by the high mean of 4.0652 calculated in the analysis. The standard deviation calculated in the study of 1.33020 showed that there was a very small variation in the responses of the respondents.

4.5.3 Social Media Marketing and Customer Brand Relationship

The respondents were asked to Rate the level agreement or disagreement of various statements on influence of Social media marketing and customer brand Relationship in the media industry on a five point Likert scale. The range was from strongly agree which was represented by five to strongly disagree which was represented by 1. The variables 5 = strongly agree; 4 = agree; 3 = neutral; 2 = disagree; 1 = strongly disagree. A standard deviation of >1.5 implies an insignificantly small variance from mean mark of the variable among respondents.

Table 4.8: Social media marketing and customer brand Relationship

	Mean	Std. deviation	Skewness	Kurtosis
Social media and enhancement of customer brand relationship	3.9763	1.42146	0.132	-1.116
Social media and building and maintaining brand relationships with consumers	4.5130	.8753	0.367	-0.980
Social media is conceptualized as a part of brand relationship investment, and tested for its influence on satisfaction and loyalty	4.7870	1.35344	0.125	-1.301
Social media marketing is aimed at promoting inclusive & accountable brand relationships	3.5435	1.06173	0.149	-1.237

Source: Research findings

From the study it was noted that Social media can be used to enhance customer brand relationship in the media industry. This was indicated by the high mean values of 3.9763. The standard deviation calculated from the study indicated of 1.42146, indicated a small variance from the mean mark. The study also showed that social media contributes to building and maintaining brand relationships with consumers. This was evidenced by the high mean values calculated of 4.5130. This indicated that most respondents strongly agreed that the social media contributes to building and maintaining brand relationships with consumers.

The standard deviation indicated a small variance from the mean. The study also noticed that Social media is conceptualized as a part of brand relationship investment, and tested for its influence on satisfaction and loyalty. This was seen by the high mean value calculated of 4.7870. The standard deviation calculated of 1.35344 from this study which was less than 1.5 indicates a small variance from the mean mark. The study also found out that Social media marketing is aimed at promoting inclusive & accountable brand relationships. This was evidenced by the high mean values calculated of 3.5435. The standard deviation calculated was 1.06173 indicated a small deviation from the mean mark.

4.6. Discussion of the Research Findings

From the study it was noted that brand loyalty, consumer buying behavior, customer brand relationship, perception of the brand and consumer buying behavior were influenced by the level of social media marketing done. Consumers brand loyalty was noted to be affected by social

media marketing as high mean values were calculated by the sub variables relating to brand loyalty and social media marketing. The high mean values indicated that most respondents agreed or strongly agreed to the significant influence of social media marketing on the consumers, brand loyalty.

The study noted that most of social media users are active consumers of the media and uses social media frequently. It also noted that most consumers on social media have been using and interacting with the media consistent for considerable period of time with majority having used the platforms for over four years consistently. According to the study most of social media users are between twenty to thirty years and have attended a higher leaning institution.

The study noted that there was a significant influence between consumer brand relationship and social media marketing. This was evidenced by the high mean values calculated in the study. It was also noted that the sub variables in collaboration with brand relationship had high mean values which in the likert scale represented either agree or strongly agree. There was therefore a general agreement in the responses on the existence a relationship between brand relationship and social media marketing. The consumers either agreed or strongly agreed to the influence of social media marketing to the consumers' buying behavior.

The study also noted that there was a relationship between consumer buying behavior and social marketing. The consumers buying behavior are influenced highly by social media marketing because they tend to consume media according to the interactions on social media platforms. The more they interact with a given media brand on social media the more they consume that

particular media brand. This was also indicated by high values assigned to the sub-variables that collaborated with the consumer buying behavior. The high mean values indicated that the consumers either agreed or strongly agreed to the influence of social media marketing to the consumers buying behavior.

It was noted as well that the consumers' perception of the brand was also influenced by the social media marketing. This was also noted by the high mean values calculated in the study analysis as most respondents stated that they strongly agreed that the consumers' perception was affected by the social media marketing.

CHAPTER FIVE: SUMMARY CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter is a synthesis of the entire study, and contains summary of research findings, exposition of the findings, commensurate with the objectives, conclusions and recommendations based thereon.

5.2 Summary of Findings

This section summarizes research findings based on key objectives i.e. social media marketing influence the consumers of the media industry in Kenya, influence of social media marketing on brand loyalty, influence of social media marketing on consumers buying behavior and influence of social media marketing on brand relationship. It gives an interpretation of the results in the best way possible commensurate with the objectives.

5.2.1 Consumer Buying Behavior in the Media Industry.

The respondents were asked to Rate the level agreement or disagreement of various statements on influence of social media marketing to the consumers buying behavior the media industry. The study noted that all the statement relating to consumer buying behavior and social media marketing had high mean values which generally indicated that the respondents agreed that social media marketing had a significant influence on the consumers buying behavior.

5.2.2 Brand Loyalty

The respondents were asked to Rate the level agreement or disagreement of various statements on influence of social media marketing on brand loyalty in the media industry. From the findings

it was also noted that the variables collaborating with the link between brand loyalty and social media marketing had high mean values. This high mean values indicated a significant relationship between social media marketing and the consumers brand loyalties.

5.2.3 Brand Relationship

The respondents were asked to Rate the level agreement or disagreement of various statements on influence of Social media marketing and customer brand Relationship in the media industry. From the study it was noted the variables relating to brand relationship were calculated to have high mean values. This indicated that either there was an agreement or a strong agreement between the variables collaborating with the relation between brand relationship and social media marketing

5.2.4 Consumption of Media Brands

The respondents were asked to Rate the level agreement or disagreement of various statements on influence of Social media marketing and the consumption of the media brand in the media industry. The study noted that most respondents either strongly agree or just agreed on the statement, social media marketing can be used to increase consumption of media brands. This generally indicated that there was a general agreement to the influence of social media marketing on consumption on media brands.

5.3 Conclusions

The study concluded that the factors; consumer buying behavior, brand loyalty, brand relationship and consumption of media brands were greatly affected by the level of social media

marketing. This was concluded since the sub variables assigned to each of the factors had high mean values and the standard deviation calculated was less than 1.5 indicating an insignificant variation from the mean in the responses

The study concluded that an increase in consumers brand loyalty would be affected by a proportional increase in the social media marketing of the same brand. Therefore for firms to increase their brand's loyalty from the consumers they would need to invest in a substantial amount of social media marketing. The study also concluded from the analysis that brand relationship was influenced by the social media marketing in the media industry. This was indicated by the high mean values that were assigned to the factors collaborating with the relations between brand relationship and social media marketing.

The study also concluded that social media marketing positively affected both the consumption of the media brands and the consumer buying behavior. This was evidenced by the high mean values calculated in the analysis. The high mean values indicated that there was a general agreement of the link between the variables consumer buying behavior, consumption of media brands and social media marketing

5.4 Limitations of the Study

The study faced challenges from non cooperative individuals who saw the questionnaires as a waste of time. Illiteracy from some of the respondents proved to be a hindrance to effective collection of data using questionnaires as some of the respondents didn't have any interactions with any social media.

5.5 Recommendations

The study recommends social media marketing as a great part a marketing strategy for building of a strong brand loyalty with a better chance of success than a broad strategy that attempts to be all things to all people. The study also recommends that the social media marketing concept to be incorporated within a considerable amount of time. Social media and product marketing success doesn't happen overnight. While it's possible to catch lightning in a bottle, it's far more likely that you'll need commitment to achieve brand relationship.

The study recommends that for social media marketing to be incorporated in motivation of consumer buying behavior, time should be spent finding the online influencers in the social media market who have quality audiences and are likely to be interested in your products, services and business. Connect with those people and work to build relationships with them and therefore the influencers will control the buying behavior or their influences.

The study also recommends building relationships by use of social media since its one of the most important parts of social media marketing success. Having a trusted social media link will encourage trust from the followers and create influence inconsequently encouraging brand loyalty, brand relationship and consumption of media brands that are advertised in the given media link.

5.6 Recommendation for Further Research

The analysis of the empirical study has indicated a number of relevant issues that the research project did not investigate. Studies should therefore be sought on the effects of social media marketing the financial performance of firms. The studies that were conducted in this research focused mainly on the influence of social media marketing on consumer behavior in the media industry in Kenya. Other studies should be conducted to investigate the influence of social media marketing on the marketing success of the various types of firms in the country such as multinational companies.

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APPENDICES

APPENDIX 1: INTRODUCTION LETTER

Dear Respondent,

REQUEST FOR RESEARCH DATA

I am an MBA student from the University of Nairobi, School of Business. I am conducting a research exercise as part of my academic program on “Social media marketing and consumer behavior of the firms in the media industry in Kenya.” I humbly request that you assist with any information that would help in achieving this goal.

Your response will be treated with at most confidentiality and will be used for academic purpose only.

Thank you

Christine Esther Oketch

APPENDIX 2: QUESTIONNAIRE

SECTION A – DEMOGRAPHIC STATISTICS

1. Gender

Male Female

2. Age Bracket

21 – 30 years 31 – 40 years 41 – 80 years

Over 50 years

3. Level of Education

Secondary level College University

Post graduate

4. For how long have you had interactions on the social media?

1 – 3 years 4 – 6 years 7 – 10 years Above 10 years

5. Which of the following social media platforms do you use most commonly?

Facebook: Twitter: Instagram LinkedIn

SECTION B – DESCRIPTIVE STATISTICS

1. To what extent do you agree with the following statements on influence of social media marketing to the consumers of the media industry? Use a point five likert scale (1-5) where :(1- Strongly agree; 2-Agree; 3- Neutral; 4- Disagree; 5-Strongly disagree).

	1	2	3	4	5
Social media marketing has a real impact on consumer purchasing decisions					
The use social media channels the way consumers want to use them, and not the way the business wants to use them improves social media marketing					
Consumers use social media to make conversation and connections has a significant influence on social media marketing.					
Changing the conversation and engaging fully with your existing					

consumers as well as inspiring them to advocate on your behalf increases the level of social media marketing					
Making emotional connections through positive consumer experiences, exceptional service and engaging conversations has a significant positive influence on social media marketing					
Creating mobile-friendly content that fits their needs and preferences don't waste their time with generic messages improves on social media marketing					
Focusing on issues that are highly personal, and literally close to the consumers instead of pushing their product has a significant positive influence on social media marketing					

2. To what extent do you agree with the following statements on influence of social media marketing to the customer brand relationship in the media industry? Use a point five likert scale (1-5) where :(1- Strongly agree; 2-Agree; 3- Neutral; 4- Disagree; 5-Strongly disagree).

	1	2	3	4	5
Social media can be used to enhance customer brand relationship in the media industry					
social media contributes to building and maintaining brand relationships with consumers					
Social media is conceptualized as a part of brand relationship investment, and tested for its influence on satisfaction and loyalty					
Social media marketing is aimed at promoting inclusive & accountable brand relationships.					

3. To what extent do you agree with the following statements on influence of social media marketing on the brand loyalty? Use a point five likert scale (1-5) where :(1- Strongly agree; 2-Agree; 3- Neutral; 4- Disagree; 5-Strongly disagree).

	1	2	3	4	5
Social media is playing a larger and more important role in today's brand loyalty of products					
The terms of brand connection and are reachable in increasingly granular groups, the idea of recruiting influential consumers who are brand loyal as valuable brand intermediaries improves on social media marketing					
Social media is the best opportunity today for businesses to build brand loyalty and influence perception among their target audience					
Social media users today demand that brands use social networks as more than just additional advertising platforms; rather, they demand engagement, exclusive deals and relevant content					

4. Social media marketing can enhance media interactions between media brands and its consumers influence perception of brand

Strongly agree agree Neutral

Disagree strongly disagree

5. Social media marketing can be used to increase consumption of the media brands

Strongly agree agree Neutral

Disagree strongly disagree

6. Have you ever purchased a product/service from a social media link?

Yes

No

7. Have you ever searched/bought/inquire products or services from on social media posts?

Yes

No

8. Have you ever searched/bought/inquire products or services from on social media posts of the followed media house?

Yes

No

9. Have you ever searched/bought/inquire products or services advertised on social media of the followed media house?

Yes []

No []

10. Have you ever inquired about product/services through social media?

Yes []

No []

11. Do you communicate with organizations through social media site?

Yes []

No []