USE OF STRATEGIC SOCIAL MEDIA FACTORS INFLUENCING PRODUCTS AWARENESS: A CASE STUDY OF JUMIA ONLINE SHOPPING IN NAIROBI.

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Use of Strategic Social Media Factors Influencing Products awareness: A Case Study of Jumia online Shopping in Nairobi.

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DECLARATION

This research project is my original work and has not been presented for a degree in any other university.

Signature ……. Date ……

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

Signature ……..... Date……

Dr. AGNES NJERU

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DEDICATION

I dedicate this project to my dear friends James and Tahillah for their love and support while I was undertaking this project.

ACKNOWLEDGEMENT

I thank the Lord for His grace to carry out this study, my teacher Mr. Juma, my dear classmates for their great support and Dr. Njeru who helped to refine the project to a workable document.

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LIST OF ACRONYMS AND ABBREVIATIONS

SMEs: Small Medium-sized Enterprise

CTRs: Click through Rates

E-WOM: Electronic Word of the Mouth

CRM: Customer Relationship Management

OTT: Over the Top Content

S.P.S.S: Statistical Package for Social Sciences

DEFINATION OF KEY TERMS

Social Media: Is a group of Internet-based applications that build on the ideological and technological foundations of web 2.0 that allow the creation and exchange of User Generated Content Kaplan and Haenlein, (2010).

Product awareness: Is the likelihood that consumers recognize the existence and availability of a company's product or service. The extent to which a product is recognized by potential customers and correctly associates with it Haven, (2007).

Factor: A circumstance, fact, or elements that contributes to a result (Oxford Dictionary)

ABSTRACT

Social media applications such as Twitter, Facebook, LinkedIn, and others are currently being used to assist businesses build visibility in the marketplace. This is a strategy that many innovative companies and SMEs are finding effective in addressing business marketing challenges and improving their interaction with customers, thus influencing their behavior. The study was a case study of the influence of social media factors on products awareness by Jumia online shopping in Nairobi among its Facebook and Twitter platform users. The study drew heavily from the marketing and consumer behavior theories that explain consumer behavior to purchase as being influenced by external and internal factors. The specific objectives of this study were: To find out whether cost of social media influences products awareness, to establish whether availability of network influences products awareness, to determine whether business exposure influences products awareness and to find out whether access to social media information influence products awareness. A sample of 70 respondents was selected from the 280 accessible users of the page using non-probability technique and 6 employees. A semi-structured questionnaire was used containing closed ended questions to collect data digitally. The data was analyzed using both descriptive and inferential statistics. It was clear from the research findings that mobile phones are used to access the clients to a great extent (3.6744). Further, the content posted by Jumia is tailor made to meet the local needs of their customers (3.6698). Majority of the respondents were also of the opinion that they are able to interact in social media as many were referred to by their friends (3.6512). The findings also indicated that there is a significant positive effect on products awareness as a result of adopting various strategic social media factors. The study recommends the business to employ social media monitoring tools to manage social media adequately to cater for online consumers. The researcher suggested that further research should focus on online social media business communities especially Facebook groups.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Kaplan and Haenlein (2010) defined Social Media as a collection of Internet-based applications that form ideological and technological fundamentals of web 2.0 that allow creation and interchange of User Generated Content (UGC). The adoption process of social media has been examined by Gunther *et al* (2009) using the Unified Theory of Acceptance. Social media entrepreneurship campaigns have emerged as a very important inbound internet marketing strategy. The key to using social media in a business is to understand how it can promote awareness of your products and promote sales.

Boyd and Ellison (2008), Ellison (2011), Kaplan and Haenlein (2010), Pouwelse (2008) and finally Trednnick (2006) documents the evolution of social media. Due to continuous evolution of the technology obviously the studies need to be rationalized in the dynamic bionetworks of social media. It has developed from isolated technology such as assimilation of email and chat by Google and currently video and voice chat, shaping photos by Flickr's, uploading videos by YouTube, and music networks. Due to this reverence Facebook can be termed as a hybrid social media platform offering its users capability to share photos and videos, link with friends, maintain groups, maintain and share links, browse through various services, planning holidays, seeking opinions and now a most simplified messaging service connecting users to their hand device the mobile Facebook.

Social media marketing aims at increasing website traffic or consideration through social media Trattner and Kappe (2013). The programs usually put effort into creating content that attracts attention from consumers which they share to their friends in

social networks. Any account that consumers share through the Internet, for instance, web sites, social networks, instant messages and news feeds are denoted to as electronic word of mouth, on which they share about an occurrence, service experience, product used, favorite brand or preferred company Kietzmann and Canhoto (2013). Once the message binges from consumer to consumer, it actually booms because it comes from a dependable third party source, as unlike to the brand or company itself Schivinski and Dabrowski (2013). Social media has developed to be the innovative platform, gears and technology for a business to become successful Evans (2012).

In a study on Intelligent Customer Complaint System, Fead (2003) noted that there existed no appropriate methodology which allows customers to voice their opinion. He suggested that company must provide a safe and trustworthy setting on which customers can have faith in, so that if they need to protest about a problem, they can lodge their complaint without fear. People also expect to get appropriate and swift feedback. Each social media page must have this ability to estimate the onset of customer grievances as complaints solving is a fundamental part of the customer service evaluation procedure. The benefit of social media advertising is about efficiently communicating with the customer. Customer feedback, challenges, merchandise information or advertisements can be found easily in their social media page. If the customer is satisfied with the services provided, it will lead to the word of mouth marketing which will bring positive effects to the brand image.

Moghaddam (2010) shows that, new economic system acts more in virtual space and slowly, more volume of economic interaction would migrate there. Social media has a key role in digital and online marketing. As billions of consumers continue to visit social networks and platforms, more and more people go to the Internet to look or ask for advice prior to a purchasing decision. Social media is now large enough to generate nearly twice the marketing leads when compared to direct mail, telemarketing, and

trade shows. In addition, its lead conversion rates are 13 percent more than the average conversion rate (Rey, 2013). Global and economic communication is an era in which space, habitant and geography is not important.

Go-Gulf (2005) a website design team based in Dubai has compiled data and designed an info-graph to show how social media is influencing businesses. It offers statistics on how to better understand the power of social media on online marketing promotions. With statistics from Sales force, Experian, and Hub spot graphic exposes that 27 percent of the entire online period is spent on social linkages, in which Facebook had 85 percent of Internet users and Twitter accounts for 49 percent of the same population. In order to show how powerful social media is to products awareness, the graphic shows that 84 percent of virtual customers are using the social platform to seek advice before they make a purchasing decision. When it comes to customer acquisition by industry, Facebook leads Consumer Goods with 73 percent of companies, Twitter is the leading Technology with 50 percent, and LinkedIn stood out in Marketing Agency with 58 percent of corporations and Professional Services with 56 percent, Technology (Software) with 50 percent, and Financial Services with 38 percent.

Hubspot (2014) has shown product awareness to be a useful intervening variable between advertising campaigns and trial for new products. Aided brand awareness is superior to unaided awareness as an intervening variable. Awareness is a series of many measures i.e. KPIs (key performance indicators) e.g. visits to the page, time spent on the page, number of shares and followers. Social media sites offer businesses the opportunity to utilize its volume economy, bestowing them with a fast increasing immense user base of potential clienteles and communications goals for free.

Ever since the introduction of social media, the marketing shaft has dramatically changed from the simple to a very complicated form Haven (2007). Refining the level

of product awareness is one of the dealers' challenges as shown in the complex funnel. Attaining the different levels of product awareness, recognition, recall, and dominancy, brands must mark a strong association with customers. Based on the existing researches, website traffic, customer engagement and content consumption are some measures of products awareness.

A study carried out in Nairobi, Kenya by Ambrose and Catherine (2013) on the Social Media and Entrepreneurship Growth found that social media tools have diverse roles to different SMEs and that the tools could be incorporated into different operational roles in the businesses. They found out that 23% of SME's in Nairobi use social media for customer relation management (CRM), 22% to sell their products, 21% to access new markets and 15% to collect data on customers. The respondents were requested to describe how the impacts they have cited resulted from social media. Some respondents said that firsthand clients had matured their trades hence leading to increased profits. The respondents noted that the customers are able to advertise products indirectly as they endorse products to their friends. They also evaluate and inspire usage of good products. The respondents also noted that social media have made communication cheaper and convenient both for the business and customers. The study established that most SMEs in Nairobi had not fully understood and adopted the prospective of social media for their businesses. Persons who use social media do not optimally apply social media tools as they utilize only a selection of few tools due to confines emanating from technical capabilities and infrastructure. Thus businesses in Nairobi have not profited adequately from technology and specifically social media despite its wide usage by potential customers.

Social media platform is so dynamic; features keep on being updated to make it even more effective. Due to this fact, studies carried out need to be updated more often to make it more relevant to entrepreneurs in order to increase their scope of business. Therefore this study will look into details how social medial can be used to influence

products awareness by managers. This study was carried out on Jumia, online shopping page; the business is located in Westland's Nairobi. It permits customers to shop the widest assortment of high quality products at affordable prices and delivers them to homes and offices anywhere in Kenya.

1.2 Statement of the problem

Business Wire (2012) illustrates that proper understanding of social media tools has yet to be fully achieved through a survey conducted by Constant Contact Inc. in the United Kingdom (UK) on 680 SMEs in October 2011. A number of SMEs reported that social media has a rapid effect on the growth of sales and employment rate in their enterprises. The study also sought to bridge the gap for SMEs to understand how social media are able to transform and grow them in terms of usage as marketing and communication tools, and how they can tap into the dynamism and potential social media presents.

Sarvanan, Gupta and Ghatak (2008) reveals that SMEs comprise of over 90 per cent of African business operations and contribute towards over 50 per cent of African employment and Gross Domestic Product (GDP). Additionally, they constitute 95 per cent of formal manufacturing activity in Nigeria, while in Morocco, 93 per cent of all industrial firms are SMEs and account for 38 per cent of production, 33 percent of investment, 30 percent of exports and 46 per cent of all jobs. Social networking allows for ease of collaborating, allowing people to easily meet, gather information and stay in touch with others at a very low cost. The web allows businesses to build on the assets that they already possess, like brand name recognition, operational infrastructure, and information and customer relationships in order to develop new markets and distribution channels. Meeting with new network locally and from other countries can be done anytime and anywhere.

Ambrose and Catherine (2013) found that social media tools play different roles to different SMEs and that the tools could be incorporated into different operational roles in the businesses. They found out that 23% of SME's in Nairobi use social media for customer relation management (CRM), 22% to sell their products, 21% to access new markets and 15% to collect data on customers. The respondents were asked to explain how the impacts they have cited above had resulted from social media. Some respondents said that new customers had grown their sales hence increased their profits. The respondents noted that the customers are able to market products indirectly as they recommend products to their friends. They also review and encourage usage of good products. The respondents also noted that social media have made communication cheaper and convenient both for the business and customers. The study established that most SMEs in Nairobi had not fully understood and internalized the potential of social media for their businesses. Those who use social media do not optimally utilize social media tools as they use only selected few tools due to limitations emanating from technical capabilities and infrastructure. This means that businesses in Nairobi have not benefited adequately from technology and specifically social media despite its wide usage by potential customers.

Social media enables companies to network with customers in order to build relationships and achieve a better understanding of customer needs. Businesses want their message to reach as many people as possible. To maximize this reach, a business must have a presence where customers are hanging out. Increasingly, they are hanging out on social networking sites Halligan, Shah and Scott (2009). Social media provides multiple opportunities for small businesses to market to consumers and build closer and more profitable relationships. However, small businesses still struggle to reach customers.

The above studies did not show how managers can use the social media platform and take advantage of social media marketing to optimize products awareness in order to

increase customer portfolios. They also fail to describe how to engage with the audience on a personal level and did not provide a prediction method for future analysis. This study seeks to fill these gaps and help managers emphasize on the use of social media to help small businesses increase their products awareness to make more profits. If they don't utilize this platform fully, they might never be able to expand their market to the unknown customers. Also due to dynamics of ICT, there is need to update these studies more often as social media platform keep on improving with new features. The current generation has also gone high tech and everything is shifting to digital platform like customers ordering online and items being delivered to their door step Max and Sylvester (2000). A good example is Jumia. The study seeks to assess the use of social media factors on products awareness to small businesses in Kenya.

1.3 Objectives of the study

1.3.1 General Objective

The main objective of the study was to assess the use of strategic social media factors affecting products awareness.

1.3.2 Specific objectives

1. To establish influence of cost of media usage on products awareness.
2. To establish influence of availability of network on products awareness.
3. To determine influence of business exposure on products awareness.
4. To determine influence of access to information on products awareness.

1.4 Research question

The following research questions guided the study;

1. What is the influence of cost of media usage on products awareness?

2. What is the influence of availability of network on products awareness?
3. What influence does business exposure have on products awareness?
4. What influence does access to social media information have on products awareness?

1.5 Significance of the study

Starting a small business is a challenging feat for many entrepreneurs, as they focus on creating quality services and products that will add value to the lives of their target consumers. Just like the people who operate large businesses, small business owners have to devise creative ways to grow their market share. Developing advertising ideas for small businesses comes with both advantages and disadvantages. Small businesses have significantly lower budgets than large corporations, so they allocate less money to advertising activities, which limits their visibility. While large corporations opt for glossy advertisements in national publications to reach their market, small business owners place advertisements in local publications. Social media offers these businesses a host of benefit for an alternative form of advertising campaign. Small businesses use social media networks such as Twitter, Facebook, LinkedIn and YouTube to connect with their existing and potential customers. These social networks give businesses the opportunity to build relationships with their customers by sharing tips and blog content, soliciting feedback, engaging them in trivia, sharing pictures and videos, and driving visitors to their websites. This study will aid:

Businesses - New and small firms that lack a trading record or are otherwise unable to convince traditional (cash flow based) media that there is a solid business; in knowing that social media present an alternative source of cheap and effective form for advertising their products. It allows firms to tap the new market through friends, family and referrals. Social media provides new channels for brand's voice and

content. This is important because it simultaneously makes a business easier and more accessible for new customers, and makes you more familiar and recognizable for existing customers. For example, a frequent Twitter user could hear about your company for the first time only after stumbling upon it in a newsfeed. Or, an otherwise apathetic customer might become better acquainted with your brand after seeing your presence on multiple networks.

Entrepreneurs will be able to engage their products on social media channels to enjoy higher loyalty from their customers. Thus small businesses should take advantage of the tools social media marketing gives them when it comes to connecting with their audience. A strategic and open social media plan could prove influential in morphing consumers into being brand loyal. Social media marketing provides a good opportunity to convert. Every post you make on social media platform is an opportunity for customers to convert. When you build a following, you will simultaneously have access to new customers, recent customers, and old customers, and you will be able to interact with all of them.

Not only will the study benefit Kenyan new and small businesses in making their products known and cost effective from a financial point of view, it will also contribute to the body of knowledge on social media marketing in Kenya which is a relatively new area of business. In addition it will revamp the Kenyan economy with a significant rise in the number of small businesses.

1.6 Scope of the study

The focus of the study was individuals and small businesses in Kenya that use social media to market their products. However, due to constraints of privacy of information, the study was confined to Jumia online shopping in Kenya. They sell online and deliver to customers anywhere in Kenya to homes and offices. The focus was on their

Facebook, Twitter and LinkedIn adverts and their followers, this is because they are the most used by the biggest percentage and are easier to operate by many people.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This section presents analysis of the existing relevant theoretical and empirical literature to the study. The goal was to identify existing gaps of knowledge that the current study seeks to fill. To do this, the section is divided into parts. The first part looks into the relevant theoretical literatures review applicable in social media on products awareness. The review begins by looking at the historical overview of social media after which it will review theoretical literature on social media factors influencing products awareness. Secondly empirical literature will be reviewed starting with variables in the study such as cost, availability of networks, business exposure and finally quick access to information and its influence on products awareness. All these literature will inform this study on the effect of social media factors on products awareness. This section also contains conceptual framework on which the study will be based.

2.2 Theoretical Framework

Widespread consumer interest in and use of social media shows no signs of waning, and the explosive rise in Twitter usage and Facebook's rapid growth over the past years have made companies organize their outwardly communication activities Solis (2007). The following theories are used in explaining social media influence on products awareness.

2.2.1 Social media Integration theory model

Emile Durkheim, a French sociologist, is credited with introducing the theory of social integration in the late 19th century (1917). The model was improved by Isra (2011).

Social integration is the means through which people interact, connect and validate each other within a community. The theory proposes that people experience mental, emotional and physical benefits when they believe they are contributing and accepted.

To one-to-many integration models works well when examining communications channels or online marketing implementation. However, the interactive Social Media platforms (Facebook, LinkedIn, Del.ici.ous, Twitter, YouTube, Foursquare, Digg in…) have radically changed the communication paradigm. Due to the rapid adoption of Social Media Marketing as a major communication integration medium, it's necessary to consider how the social interaction has affected the communication process Isra (2011)

The exposure, feedback, engagement (connecting) and exchange (sharing) that Social Media platforms provides, creates a major change for the traditional communication understanding. Essentially, information flow is no longer considered "one-way street" in which audience received messages through the "I communicate – you receive" mantra. Rather, Social Media integration is seen as an interactive process that enables same-level information exchange among the audience and the brand, creating a long-lasting feedback communication process and giving to the brand a total engagement approach. Basically the process works as follows:

Social bookmarking sites place content (such as blogs or web pages) into an active eco-system that allows social media interaction such as Twitter or Facebook. This content is then shared and spread virally through the connections made from interaction on the social media eco-system. This refers to people being linked to people through common groups, associations, interests etc. Since this becomes the "six degrees" of separation this interaction causes the viral effect. This social media platform allows the interaction and the ability for the model to flow and become organic. Then, the social networking platforms enable the connection with the public

through the engagement approach caused by the “two-way street” interaction process, linked to the social bookmarking sharing perspective. At the same time, while the driving forces of one side are acting and creating communication. The driving forces of the other side, such as social recommendation/reviews, measure the impact of the information canalizing the conversation created by the outgoing network and turning it into a valuable feedback experience and exposure reach effect. This theory is relevant to the study because it presents social media as a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a non-traditional sense it enables customers to talk directly to one another.

2.2.2 Psychological Ownership Theory

This theory was authored by Pierce and Morgan (1991). Asatryan and Oh (2008) applied Psychological Ownership Theory in explaining why former guests are motivated to offer word of mouth feedbacks. The information communicated by friends and relatives is construed to be more credible, honest, and trustworthy than that generated from marketers, since the communicators are not compensated for the referral. On one level, some customers develop feelings of connections with firms they are loyal to that manifest into a sense of ownership, as evidenced by the ‘mine’, ‘my’, ‘our’ language they use in their reviews. In such circumstances, one would assume that a loyal guest would provide positive feedback to others, directing their negative feedback to management Mattila (2001). However, where no such loyalty exists, the motive to write either a negative or positive review may be a desire to control or influence the business indirectly by communicating with its future potential customers. Loyal consumers' motives in posting positive reviews on travel blogs are attempts to reward firms; the motives of non-loyal customers are based on the satisfaction of being helpful to other consumers. According to Pierce, Kostova and Dirks (2003), the desire by the consumer to control through such communications may result in feelings of efficacy, intrinsic pleasure, and extrinsic satisfaction in providing such advice to

others. Advancements in the Internet and Web 2.0 technologies now allow consumers to access personally meaningful critiques not only from friends and relatives but from strangers (e.g. travel blogs, which continue to grow in popularity). As an illustration, Trip Advisor currently purports over 40 million reviews attracting over 50 million unique users each month Depeches (2010).

This theory is relevant to strategies in which small businesses can leverage customer feedback in social media for a firm's strategic benefit. On one hand, firms should enhance the perception of psychological ownership and control among their customer base through loyalty and guest feedback and service recovery programs; they should keep more negative evaluations internal and positive feedback external. On the other hand, firms that do not emphasize customer loyalty or guest feedback should expect customers to both reward and punish their performance through social media.

2.2.3 Social Exchange Theory

Given that all social media are dependent on users providing content, an understanding of the motives of why individuals participate appears fundamental. Social exchange theory was originated from sociology studies exploring exchange between individuals or small groups Emerson (1976). It states that human beings form close relationships through self-disclosure. The theory mainly uses cost-benefit framework and comparison of alternatives to explain how human beings communicate with each other, how they form relationships and bonds, and how communities are formed through communication exchanges. The theory states that individuals engage in behaviors they find rewarding and avoid behaviors that have too high a cost. In other words, all social behavior is based on each actor's subjective assessment of the cost-benefit of contributing to a social exchange

Hence, the reasons why people engage in a social exchange have been posited as: an expected gain in reputation and influence on others; an anticipated reciprocity on the

part of others; altruism and direct reward. Given that participation in the social media is not compensated, the first three reasons appear to have particular relevance to why people participate in social media.

Travel blogs and social media sites have long recognized that there are far more people consuming information than generating Li (2010). On YouTube, for example, though subscribers have uploaded over 2 billion videos and audio tracks to the social media site since its founding in 2005, the same site is accessed by more than 10 million unique daily visitors indicating there are far more viewers than contributors. The Global Web Index (2009) (Trends Stream Limited, 2010; Li, 2010), which tracks this phenomena, suggests that users of social media can be segmented into four main groups. They are: watchers (79.8%ofthe US social media users), who consume content only to help with their decision making; sharers (61.2%), who upload and forward information to others in order to help others and demonstrate knowledge; commenters (36.2%), who both review and rate products and comment on those who do in an effort to participate and contribute; and producers (24.2%), who create their own content in an effort to express their identity and recognition. Framed in a social exchange theory, watchers take but do not reciprocate from the exchange suggesting they consider the cost of posting or commenting too high, or fear of offering their opinion or raising their profile.

Though obviously far more research is needed to test the validity of such groupings, segmenting users as to their exchange behaviors has a certain level of face validity. Given such a hierarchy of users based on their active exchanges, firms attempting to leverage social media to their advantage should attempt to engage consumers of all four segmentation levels. For watchers, the task is to first identify the specific social media they use, what information they seek, and what makes it engaging, in an effort to develop and position content that is relevant. The same strategy and content should be useful as well for sharers. However, the tendency of sharers should be facilitated by

marketers by simplifying the process of forwarding content (e.g. Retweet and Facebook forward links) as well as recognizing and rewarding the desired behavior. Facebook's Open Graph has allowed a user to "like" or "comment" on any content on the web (Zuckerberg, 2010). Firms may find advantages in getting ahead of this trend by proactively adding a commenting feature to each of their webpages. By doing so, they can directly manage the content of such comments which in effect will discourage spammers and trolls. Lastly, in regards to producers, attempts by firms to engage with their customers who create unique platforms for their customers may produce dividends at the brand or chain level. Publically recognizing such sites that are helpful to the firm and increasing their visibility through search engine marketing are good options.

Valos (2010) identifies that digital media has to help deliver a brand experience in a way that is true to the brand, engaging for the consumer and compelling for the Board. Nail (2009) thinks that in the future Companies will create communities, build feedback mechanisms on their brand Web sites, communicate the fact that they are present in social media and welcome their audiences into a conversation thus contributing to the internal marketing concept required in brand building activity. From company's perspective Nail (2009) predicts that the coming years could see a flood of businesses rushing headlong into social media and using it as a channel to push messages at consumers. In this respect businesses must choose the best marketing strategy to suit it depending on the market needs to grow its market share. This can be obtained by taking advantage of the digital market 'social media customers'.

2.3 Conceptual framework

A conceptual framework is a written or visual presentation that explains either graphically or in narrative form, the main things to be studied, the key factors, concepts or variables and the presumed relationship among them Miles and Huberman, (1994).

In this study, the independent variables were conceptualized components of social media entrepreneurship campaigns which include; low cost, availability of network, business exposure and quick access to information. The dependent variable was product awareness.

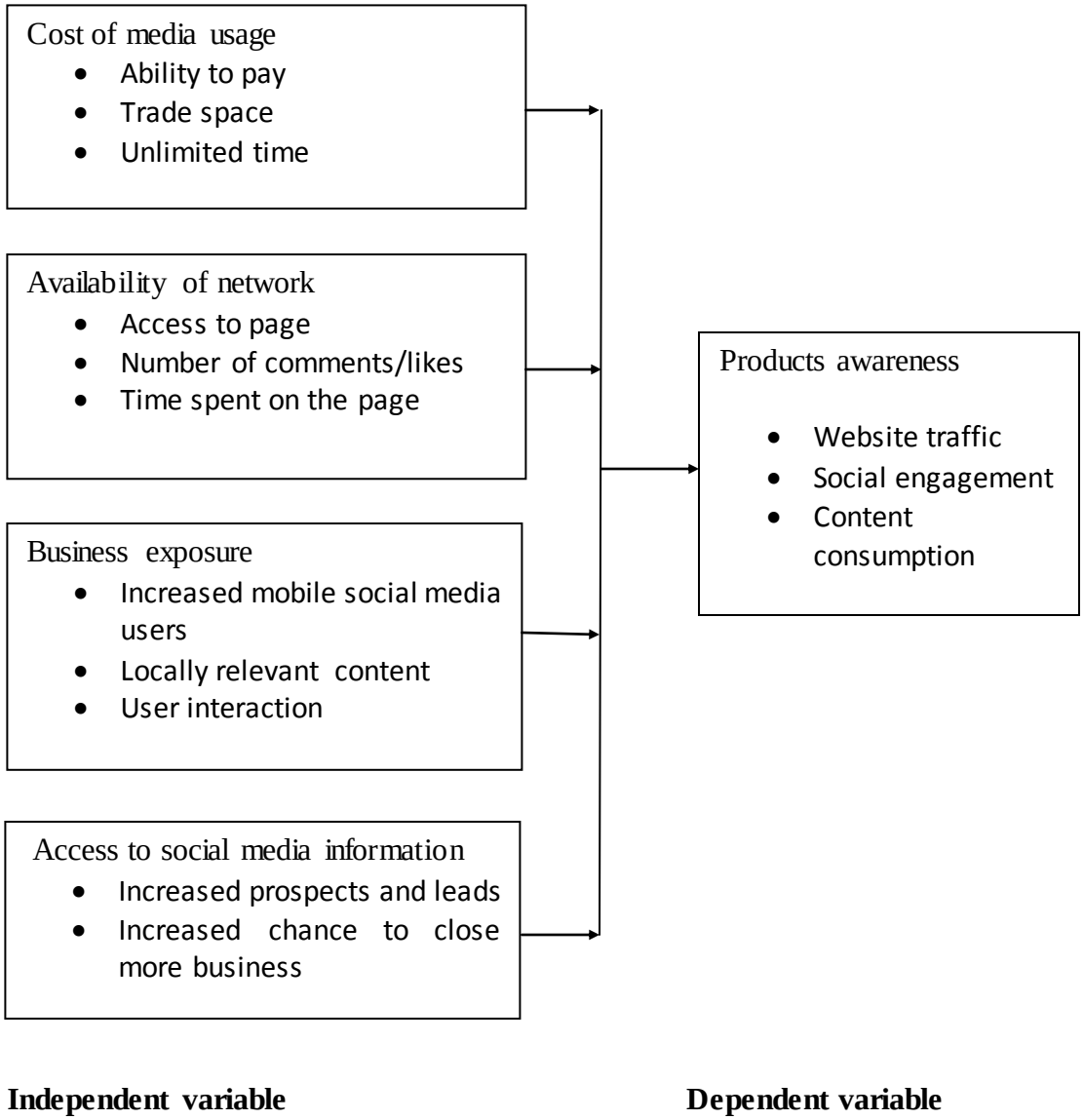

Figure 2.1: Conceptual Frame work

2.3.1 Cost of media Usage

Social media has many advantages as it helps connect businesses and consumers, develop relationships and foster those relationships in a timely manner and at a relatively low cost as Kaplan and Haenlein (2010) discovered. Marketing communication channels are the means for companies to notify, remind, and convince customers about their brands, products or services Kotler and Keller (2009), but choosing efficient means to carry the message is difficult. Potential losses are insignificant; you don't have anything to lose by getting involved in social media. The amount of time and money it takes to create your profiles and start posting is usually minimal, compared to other marketing channels. Just six hours a week or a few hundred dollars is all it takes to establish your presence. The advent of the Internet has created new avenues for finding customer; specially using social media channels to find and maintain customers are new challenge of marketers. Social media consists of various forums to meet with customers for unlimited time. Mangold and Faulds (2009) recognize that social media allows an enterprise to connect with both existing and potential customers, engage with them. Further, an information rich website can help a business to develop relationships with customers by providing more effective marketing, new communication and distribution channels, shorter time to market, customized products, 24hour online technical support and online interactive community.

Social media is playing an important role in people's daily life and also in businesses. Many businesses are now turning to social networks as a worthwhile communication tool and, if used adequately, they can significantly improve their online presence, in the form of effective promotion. To achieve success with the online marketing, the marketers need to have a presence in the environment that their customers inhabit. As there are low barriers to the use of social networking technologies, small businesses can make use of social media in the same ways that large corporate can, without the

need for extensive resources. Social media helps marketers to reduce their cost of advertising, because transferring a good experience is more effective than advertising. Fruhling and Digman (2000) set out that the adoption of the Internet can help a business increase its customer and market base and this makes a contribution towards the business' growth strategy. Jumia has adopted this method and is doing very well.

2.3.2 Availability of network

Availability is defined by oxford dictionary as readily obtainable or accessible. Nowadays; consumers access the internet to research and look up information on various products, so that online companies will, through social media marketing, promote the product in order to encourage the consumer to buy their product. Social media has been more effective in delivering information on a product to the consumer compared to the traditional marketing methods Hall (2000).

Social media sites provide a breeding ground for people who are influential and trusted enough to give their opinions and endorsements for businesses and their products. For example, Microsoft's LinkedIn page features behind the scenes information, Q&A posts, and blogs, providing invaluable information for small and large businesses alike. Social media can facilitate endorsement from within these groups, acting like a sort of trusted inner circle of friends Maymann (2008). There are many ways to track the reputation of your business and how you are performing on social media sites. A few examples include; CTRs (click through rate) measuring the number of users that click on your specific link/site. Statistical programs such as Google Analytics can tell you how many people are visiting your site, how they are using your site and where they were directed to your site from and also features that allow you to see exactly who is viewing your page such as that featured on LinkedIn. Opinion polls to gauge reaction to content can also clarify on how many people are engaged enough with your content to participate in the poll.

Social media is all about relationship building, and it tends to grow exponentially as your followers tell their friends, and their friends tell their friends, and so on. The sooner you start, the sooner you'll be able to start growing that audience. Viral product design involves incorporating specific characteristics and features into a product's design to generate peer-to-peer influence that encourages adoption. A product's viral characteristics are fundamentally about its content and the psychological effects content can have on a user's desire to share the product with peers Stephen and Berger (2009). A product's viral features on the other hand concern how the product is shared – how features enable and constrain a product's use in relation to other consumers.

Social media is effective in organization activity by overcoming geographical boundaries and allowing companies ease in collecting information on consumers, as well as improving customer service. Exchanging information, selling and buying, analyzing customer needs and monitoring competitors are easier to perform by using internet Olivia (2001).

2.3.3 Business exposure

According to oxford dictionary, exposure is publicizing of information or an event. In this case business exposure is making the business known to the public through social media marketing. Social media facilitate a business to expand its scope and extending its main business through market penetration and development or product development. Porter (2001) goes further to say that the relationships formed via the internet can boost sales and generate opportunities to come up with new products and services.

The brand should start to disclose itself by using some strategies; this act is called "Brand Exposure" (Gole, 2009). Exposing the brand assists customers to focus on small selected products or services which are in demand you are also able to put contents which is relevant to your customers. "Mere Exposure Theory" (Zajonc, 1968)

is a potential theory for describing brand exposure relationship with brand awareness. The effect of mere-exposure is a psychological phenomenon by which individuals who are given a stimulus would develop a priority for people or things that are more familiar to them. This theory is used to explain communication impacts in kind of low information circumstance Grimes, (2008), Matthes *et al.,* (2007). During a psychological and intellectual procedure the favorable impression is developed on people's minds due to the familiarity with the object created by the exposure. Brand exposure can shape non-consumer behavior through cognitive mechanisms, because it can shape non-conscious behavior Fitzsimon *et al.,* (2008). Based on this theory the unintentional participation procedures occur in most of the marketing communications tools to reveal a brand, such as advertising in social media Cianfrone *et al.,* (2008). Brand exposure enhances brand awareness Cornwell *et al.,* 2000, Pitts and Slattery (2004), purchasing intention and the brand attitude Laroche *et al.,* (1996).

In 2011, Microsoft Tag predicted mobile Internet use would surpass desktop Internet use by 2014. As at 2013 mobile Internet use was at an all-time high, with 63 percent of all cell phone owners admitting they use those devices to go online. The numbers of consumers who say they primarily use cell phones for Internet access is up to 21 percent. Even Google is recognizing that the world of search is changing. The site's new Hummingbird algorithm addresses the role mobile now plays in search today. Users are more likely to ask a question into a mobile device than type in keywords and Google is now prepared to deliver those answers O'Reilly (2005). For this reason, it's important each business take a step back and ask themselves what questions a consumer would ask that would lead them to their website. Site content should answer questions like, "Where do I find a good plumber?" or "What's the best restaurant near my house?" This can be done, in large part, through ensuring contact information, directions, and other frequently asked questions are addressed clearly and accurately.

Looking at the vast penetration of social media and the projected number of active users in the future, we can expect companies to be more and more involved in the use of social media Kichatov and Mihajlovski (2010).

2.3.4 Access to Social Media information

According to oxford's dictionaries, access is a process of obtaining or retrieving information, hence quick access to information is the quickness by which customers obtain or retrieve information in social media. Smartphones have codes that contain a call to action such as an invitation to download a mobile application, a link to view a video or an SMS message inviting the viewer to respond to a poll. The phone's owner can choose to act upon the call to action or click cancel and ignore the invitation. The Internet is a global network connecting millions of computers. More than 190 countries are linked into exchanges of data, news and opinions.

According to Internet Live Stats, December 30, 2014 there was an estimated 3,037,608,300 Internet users worldwide. The number of Internet users represents nearly 40 percent of the world's population. In September 2014, the total number of websites with a unique hostname online exceeded 1 billion. The audiences in social media are many and most of them are looking for information in order to choose from the available content.

When a person has strong intention to a brand or a product, social media allows him to communicate and transfer his thoughts from a few people to the whole world (broad spread) very quickly. Electronic word of mouth (E-WOM) can be a powerful tool to promote a product, which can be used as one of the advertising tools such as recommending a product from the fan page of a brand to others who may not be aware of the brand Weber (2009). Social media interactivity leads to the increase of the credibility of E-WOM because of high transparency of the information Bickart and Schindler (2001) which causes higher credibility of social media. E-WOM in

comparison to other types of marketing communication mix is faster, broader, and easier with exponential progress Thackeray *et al.,* (2008). E-WOM assists and encourages customers to pass the message of the marketers or products' information. A successful example of E-WOM is the Georgetown Cupcake. After only two weeks, it sold 800 cupcakes per day without any advertising only by posting review comments Nicholls (2008).

2.3.5 Products awareness

Product awareness is the likelihood that consumers recognize the existence and availability of a company's product or service. It is the extent to which a product is recognized by potential customers, and is correctly associated with a particular product. Creating brand awareness is one of the key steps in promoting a product Haven (2007). Brand awareness is an important way of promoting commodity-related products. This is because these products have few factors that differentiate one product from its competitors. Therefore, the product that maintains the highest brand awareness compared to its competitors will usually get the most sales. For example, in the soft drink industry, very little separates a generic soda from a brand-name soda, in terms of taste. However, consumers are very aware of the brands Pepsi and Coca Cola, in terms of their images and names. This higher rate of brand awareness equates to higher sales and also serves as an economic moat that prevents competitors from gaining more market share.

Social media allow quick response to customer service issues by having the chance to hear good or bad news quickly Brown (2010), facilitating interactions, and sharing of contents Palmer and Koenig-Lewis (2009) in a fast, wide spread, viral, and low-cost way (Miller *et al.,* 2009; Stokes, 2008). Since the advent of social media, the marketing funnel has been dramatically transformed from the simple to a highly complicated form Haven *et al.,* (2007). Improving the level of brand awareness is one

of the marketers' challenges as reflected in the complicated funnel. To achieve the different levels of product awareness, recognition, recall, top of the mind and dominant, brands need to make a strong association with customers. Based on the existing researches, website traffic, customer engagement and content consumption are some measures of products awareness.

Awareness is a series of many measures e.g. visits to the page, time spent on the page, number of shares and followers. People gravitate to social media sites for information and interaction, whether it is for entertainment or insight. Social media sites offer businesses the opportunity to utilize its volume economy, presenting them with a rapidly increasing vast user base of potential customers and communications targets for free Hubspot (2014).

Content consumption is a great way to measure both product awareness and brand awareness. Here are some key metrics to measure within that: Blog visits & Subscriptions which include monthly blog views, if an entrepreneur wants a realistic number you can increase to that which would lead to increased brand/product awareness e.g. the number of people who subscribe to your blog Calder *et al.*, (2009). Video views are a form of content now and are an important marketing asset. Striving to have an increased number of video views is great - especially if your videos showcase your products or give a "behind the scenes" look into your company. E-Book or Other Content Downloads is a very valuable asset in today's marketing world. Having a SMART goal to increase this is an outstanding way to measure brand and product awareness. Readers will begin to recognize your brand and services as experts in the industry.

Expert marketers also know to look beyond downloads and have methods to track whether downloaded content is actually read. A document that receives 1,000 documents, but experiences a 90% bounce rate should be treated differently than one

which gets only 100 downloads, but on average is read cover to cover. Understand which content downloads are most engaging and make sure to promote those pieces more prominently.

Social media marketing aims at increasing website traffic or consideration through social media Trattner and Kappe (2013). The programs normally put effort into creating content that will attract attention from user which they will share it to their social networks. Any statement consumers share via the Internet, for example, web sites, social networks, instant messages and news feeds are referred to as electronic word of mouth, on which they share about an incidence, service experience, product used, preference brand or favorite company Kietzmann and Canhoto (2013). When the message spreads from consumer to consumer, it actually resonates because it comes from a reliable third party source, as different to the brand or company itself Schivinski and Dabrowski (2013). Social media has become the new platform, tools and technology for an industry to become successful Evans (2012).

Customer engagement is a new complicated marketing way that provides capabilities for contributors to create product awareness. For instance, an individual customer, who may not buy a lot, but always rates and makes reviews, can influence many other potential or existing buyers Haven *et al.,* (2007). Hence, marketers require new perspective to the brand awareness characterized by social media, which is called engagement. Bond (2010) applied, the use-and-Gratification theory (U&G theory), to explain the precedents and outcomes of engagement in social media, which contribute to its credibility for investigating the behaviors in social media context. She found a model for customer engagement with brands toward social media and outcomes of engagement such as product awareness. Engaged users and brands become members of a community/group who share their interest with each other. Memorability of the brand which is maximized if the amounts of cognitive effort people spend during the processing are maximized. Consequently, the chance of remembering a brand later on

is maximized too, in the form of recall or recognition Plummer *et al.,* (2007). Hollebeek (2011) defines customer engagement with a brand as a mixture of intellectual and emotional interactions characterizing customer's contextual and brand-related state of mind. In fact, engagement contains four components an individual can experience with a product over time as the following involvement, interaction, intimacy, and influence Haven *et al.,* (2007). When an entrepreneur shares a picture, video or updating its status, the fans quickly think and talk about them, so brands can involve their customer easily and quickly Manning-Schaffel (2009). Engagement among customers and a brand has positive effects on service quality and customer satisfaction by getting customers' feedback Moorthi (2002). Also, this interactive media enhances message credibility and a sense of involvement Bhattacharya and Sen (2003).Statistics show high level social media engagement among people and brands. As an example, around 70% of U.S. online adults have been involved in at least one of the activities such as commenting on product reviews sites or blogs, attending online discussion boards/forums Plummer *et al.,* (2007). A research indicates that 37%of 18-26 year olds and 31% of 27-40 year olds like to view advertiser's profiles and share them with others Li (2007).

Social media marketing results in higher conversion rates in a few distinct ways. Perhaps the most significant is its humanization element; the fact that brands becomes more humanized by interacting in social media channels. Social media is a place where brands can act like people do, and this is important because people like doing business with other people; not with companies.

According to studies by Hubspot (2011) social media has a 100% higher lead-to-close rate than outbound marketing, and a higher number of social media followers tends to improve trust and credibility in your brand, representing social proof. As such, simply building your audience in social media can improve conversion rates on your existing traffic.

From the customer point of view, customer will feel satisfied if they can easily get information from social media, and they will feel highly engaged with the companies, therefore leading to customer loyalty. The advantage of social media marketing is about effectively communicating with the customer. Customer feedback, contests, product information or notices can be easily found in their social media. If the customer is satisfied with the services provided, it will lead to the word of mouth marketing which will bring positive effects to the brand image.

2.4 Empirical Review

A study by Leskovec, Adamic and Huberman (2006) examined effectiveness of word-of-mouth product recommendations, the study found that most recommendation chains terminate after one or two steps. However, authors noted sensitivity of recommendation to price and category of product, leaving open the question whether social networks are an effective tool for disseminating information, rather than purchasing products. Contrary to these studies, we find that information, such as news, reaches many individuals within a social network. Moreover, the reach of information spread does not seem to depend on similarity between users, at least when similarity is measured by number of edges between them.

A research by Christine (2012) examines the impact of Social Media as a tool of Marketing and Creating brand awareness. She used a scientific research methodology of case study research, this study was designed to explore whether social media is more effective than the traditional media on a brand management perspective and find the implementation challenges that make it a two face phenomenon. The findings presented in this study conclude that even though social media is more effective than some of the traditional advertising channels, it cannot be implemented in isolation without augmenting it with other forms of traditional advertising channels. The

implications are that social media alone cannot single handedly create brand awareness or even develop business.

Mangold and Faulds (2009) recognize that social media marketing allows an enterprise to connect with both existing and potential customers, engage with them and reinforce a sense of community around the enterprise's offering(s). Further, an information rich website can help a business to develop relationships with customers by providing more effective marketing, new communication and distribution channels, shorter time to market, customized products, 24 hour online technical support and online interactive community. Social networking can be an excellent way to acquire new customers and retain existing ones. The real challenge lies in the way to engage with the audience on a personal level. Social networking sites can build online groups around various companies, where clients and prospective customers can interact with like-minded individuals. These groups provide valuable insights, plus useful feedback that help the marketers improve their products to suit the needs of their customers. This important feedback can assist in advancing their marketing efforts, and the general brand values their company projects.

Business Wire (2012) illustrates that proper understanding of social media tools has yet to be fully achieved through a survey conducted by Constant Contact Inc. in the United Kingdom (UK) on 680 SMEs in October 2011. A number of SMEs reported that social media has a rapid effect on the growth of sales and employment rate in their enterprises. The study also sought to bridge the gap for SMEs to understand how social media are able to transform and grow them in terms of usage as marketing and communication tools, and how they can tap into the dynamism and potential social media presents.

A study by Sarvanan, Gupta and Ghatak (2008) reveals that SMEs comprise of over 90 per cent of African business operations and contribute towards over 50 per cent of

African employment and Gross Domestic Product (GDP). Additionally, they constitute 95 per cent of formal manufacturing activity in Nigeria, while in Morocco, 93 per cent of all industrial firms are SMEs and account for 38 per cent of production, 33 percent of investment, 30 percent of exports and 46 per cent of all jobs. Social networking allows for ease of collaborating, allowing people to easily meet, gather information and stay in touch with others at a very low cost. The web allows businesses to build on the assets that they already possess, like brand name recognition, operational infrastructure, and information and customer relationships in order to develop new markets and distribution channels. Meeting with new network locally and from other countries can be done anytime and anywhere.

A study carried out in Nairobi, Kenya by Ambrose and Catherine (2013) on the Social Media and Entrepreneurship Growth found that social media tools play different roles to different SMEs and that the tools could be incorporated into different operational roles in the businesses. They found out that 23% of SME's in Nairobi use social media for customer relation management (CRM), 22% to sell their products, 21% to access new markets and 15% to collect data on customers. The respondents were asked to explain how the impacts they have cited above had resulted from social media. Some respondents said that new customers had grown their sales hence increased their profits. The respondents noted that the customers are able to market products indirectly as they recommend products to their friends. They also review and encourage usage of good products. The respondents also noted that social media have made communication cheaper and convenient both for the business and customers. The study established that most SMEs in Nairobi had not fully understood and internalized the potential of social media for their businesses. Those who use social media do not optimally utilize social media tools as they use only selected few tools due to limitations emanating from technical capabilities and infrastructure. This means that businesses in Nairobi have not benefited adequately from technology and specifically social media despite its wide usage by potential customers.

Based on the study's review of the evolving literature on strategic use of social media on products awareness, it can be argued that social media is an integral part of a business strategy. SMEs should seek to learn and adopt social media tools that provide an opportunity for growth of the business through business exposure, increased sales, profits and providing employment for Kenyans. This study describes how entrepreneurs can take advantage of social media marketing to optimize products and customer portfolios.

2.5 Critique of the Existing Literature Relevant to the Study

Mangold and Faulds (2009) conducted a study on Social Media Marketing in small businesses. The research used a qualitative approach and adopted the case study methodology. The purpose of the study was to understand how small businesses uses social media to engage consumers. A case study is presented, followed by an in-depth interview with the small business owners, and accompanied by an analysis of the business's Facebook and Twitter posts. The results of the study illustrated that networking and creating relationships with other businesses, increases brand exposure; focusing more on relationships than sales it also increases sales. Furthermore interesting content promotes interaction and one main barrier to entry is a learning curve. Although the author includes engaging customers' customer to create relationship through social media, she fails to address recommendations to improve it. Also there is no evidence to show whether the results can be generalized to all small businesses. While the author investigates the learning curve as the barrier to social media marketing, she does not propose how to overcome it. She also fails to discuss prediction in terms of future decision-making procedures regarding customer satisfaction and customer loyalty.

Ambrose and Catherine (2013) proposed that social media provides an opportunity for growth of the business through increased sales. To support this he conducted

descriptive research. The target population for this study was SMEs within Nairobi. A list 2,464 enterprises sourced from the City Council of Nairobi (CCN 2012) was used as the sampling frame. The result of this study illustrated that SMEs in Nairobi had not been able to use social media to be innovative in their product offerings or operations yet social media networks can enable generation and sharing of insights as well as ideas on new innovative ways of doing business in an effort to serve customers better. However the author fails to describe how to engage with the audience on a personal level. He also failed to provide a prediction method for future analysis.

2.6 Research gaps

Christine (2012) conducted a study on Social Media as a tool of marketing and creating brand awareness noted that Itronic should measure its social media marketing metrics, for example if they want to measure awareness, they would need to monitor growth, likes, subscribers and brand awareness. This study aims at bridging that gap by integrating Business to Customer and Customer to Business interactions which are central to all business processes. This will be through business exposure and availability of quick access to information which is well provided by strategic social media factors to create product awareness.

In a study on Intelligent Customer Complaint System, Fead (2003) noted that there existed no appropriate methodology which allows customers to voice their opinion. He suggested that company must provide a safe and trustworthy environment on which customers can rely, so that if they need to complain about a matter, they can lodge their complaint without fear. Individuals also expect to obtain appropriate and prompt feedback. Every social media page must have this ability to estimate the threshold of customer complaints as complaints sorting is a pivotal part of the customer service evaluation procedure. This study will bridge this gap by discussing how to measure products awareness by engaging customers through; CTRs (click through rate) -

measuring the number of users that click on your specific link/site. The number of comments, ‘likes’, ‘shares’, ‘retweets’, ‘favorite’s’ or mentions you receive on content on your social media page.

2.7 Summary

Social media has potential to assist managers attract their target audience, getting them to participate in the events and spreading awareness about their products. The use of Social Media Marketing is an upcoming and innovative method that could reap huge benefits of cost effectiveness and mass reach for the organizations in the future. Since the majority of people around the world is Tech Savvy and use Social Media networks for connecting to different parts of the world, entrepreneurs must focus more on such marketing technique. Social media marketing has become the key strategy to gain competitive advantages among the competitors. A brilliant manager could help the companies earn high profits by developing an innovative social media marketing strategy. Social media must be taken as an important marketing strategy to increase the profitability of the online business. Besides that, using social media as a platform to communicate with the customer provides a better understanding of what customers think and what they want. Social media marketing provides huge amounts of information about the market consumer, which allows the companies to analyze their own customer and potential customer and their brand awareness.

CHAPTER THREE

METHODOLOGY

This chapter describes the study area and detailed method followed to collect the data for the study. It deals with research design, research instruments, and data collection procedures and data analysis. This chapter contains the research design, population and sample, sampling procedure method of data collection and methods of data analysis.

3.1 Research Design

Research design has been defined as a process of creating an empirical test to support or refute a knowledge claim Borg and Gall, (2003). Ngechu (2001) defines research design as a plan of showing how the problem under investigation was solved. According to Cooper and Schindler (2003), a research design is the blueprint for fulfilling the objectives and answering research question. There are various types of research designs which include cross-sectional survey, longitudinal, case study, exploratory, explanatory, and experimental designs among others (Cooper & Schindler, 2003; Saunders, Lewis & Thornhill, 2007). The choice of a research design is determined by a number of factors including the scope of study and the extent to which the researcher can manipulate the data. This study adopted a case study approach because it provides in-depth information in addressing the objectives of the study of the selected social media page of Jumia online shopping in Kenya.

3.2 Target Population

Target population refers to all members of a real or hypothetical set of people, events or objects to which one wishes to generalize results of the research Borg and Gall (2003). It is also defined as a large population from which a small proportion of

population is selected for observation and analysis. The target population of this research was the users of social media pages for Jumia online shopping in Kenya, an online business selling wide assortment of high quality products in Kenya.

3.3 Sampling Frame

A sampling frame is the source material from which a sample is drawn. It is the list of those within which a population who can be sampled, and may include individuals, households or institutions. The accessible population was made up of 280 members as of 30th November 2015 according to details provided by the manager of the Jumia online shopping situated in Westlands, Nairobi. The study also targeted 6 employees involved in handling customers' orders.

3.4 Sample and Sampling Technique

A sample is a set of entities drawn from a population with the aim of estimating characteristic of the population Siegel (2003). It is a fraction or portion of a population selected such that the selected portion represents the population adequately. According to Mugenda and Mugenda (2003), 10% - 30% of the population is enough as it enables the researcher to gather sufficient details and enhance the reliability of the study. The study used 25% of the population size which is a sample of 70 respondents out of 280 accessible users, and 6 employees randomly selected. According to Mugenda and Mugenda (2003) the selection process of the respondents is called the sampling technique. This is where the respondents are selected from the total population so as to give insight to the study. This study used non probability method of sampling because the research picked users of the page whom she can get access to their accounts.

3.5 Data collection Instruments

According to Kothari (2012), while deciding about the data to be used for a study, the researcher should keep in mind both primary and secondary sources of data. Primary data was collected through structured questionnaire and mean rating used as the statistical tool. Data collection would mean simple interviews which will be recorded to explain product awareness, views and specific comments. These interviews were in the form of chats, google talks and mails.

The research mostly adopted the questionnaire method. A questionnaire is a set of questions for gathering information from individuals. It was a semi-structured type of questionnaire containing sections A and B. Section A contains demographic information while section B contains 16 items from all the variables. The items of the questionnaire were derived from both dependent variables and independent variable to get feedback from social media users of the business selected. The responses to the questionnaire was designed on 5- point scale of measurement of never, rarely, fairly often, nearly always, and always. Questionnaires are useful and helpful in gathering information that is unique to individuals, such as attitudes or knowledge also in maintaining participants' privacy, but on this study responses were anonymous. Secondary data was collected from various data sources including dissertations, journal articles, textbooks and professional books. Other sources of data included academic literatures, various reports and journals from different libraries.

3.6 Data Collection Procedure

To enhance cooperation from the respondents, the researcher introduced the intent and aim of the study to the respondents through Facebook chats and goggle chats. The researcher then asked the respondents to give their email address for sending the questionnaire. Then they were given two weeks to fill and send back filled questionnaire.

3.7 Pilot Study

According to Kothari (2004), a pilot test is the replica and rehearsal of the main study and it brings to the light the weaknesses (if any) of the questionnaires and also the sampling techniques. According to Gall and Borg, (1996) the total number of respondents for the pilot study should be between 9% - 10% of the sample population. In this study a total of 7 respondents were used since the sample population was 70. Randomly selected respondents were picked and questionnaires administered to them. The pilot data was analyzed and results were used to modify and improve the questionnaire before rolling out the instrument to the entire sample population.

3.8 Data Analysis and Presentation.

The data generated by questionnaires was checked, edited organized and coded by computer to reduce the mass of data obtained into a form suitable for analysis. The coded data was then analyzed using Statistical Package for Social Program (SPSS) version 20.

Both descriptive and inferential statistics were used in analyzing data. According to Krathwohl (1993), descriptive statistics is the analysis of data that helps describe, show or summarize data in a meaningful way which allows simpler interpretation of data. Inferential statistics enables precise and informed conclusions that can be generalized about a population. This will entail frequencies, percentages, means and standard deviations. Prior to data analysis the questionnaires were coded based on a five point likert scale used in the questionnaire. The research findings were presented in form of tables and graphs. The findings obtained were discussed and formed the basis for the research findings, conclusion and recommendations.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

The chapter represents the empirical findings and results of the application of the variables using techniques mentioned in chapter three. Specifically, the data analysis was in line with specific objectives where patterns were investigated, interpreted and implications drawn on them.

4.2 Response Rate

The study targeted 76 respondents but managed to obtain responses from 64 of them thus representing an 84.2% response rate as shown in figure 4.1. This response rate is considered satisfactory to make conclusions for the study. Mugenda and Mugenda (2003) observed that a 50% response rate is adequate, 60% good and above, while 70% rated very good. This collaborates with Bailey (2000) assertion that a response rate of 50% is adequate, while a response rate greater than 77% is very good. This implies that based on this assertion, the response rate in this case of 84.2% is therefore very good.

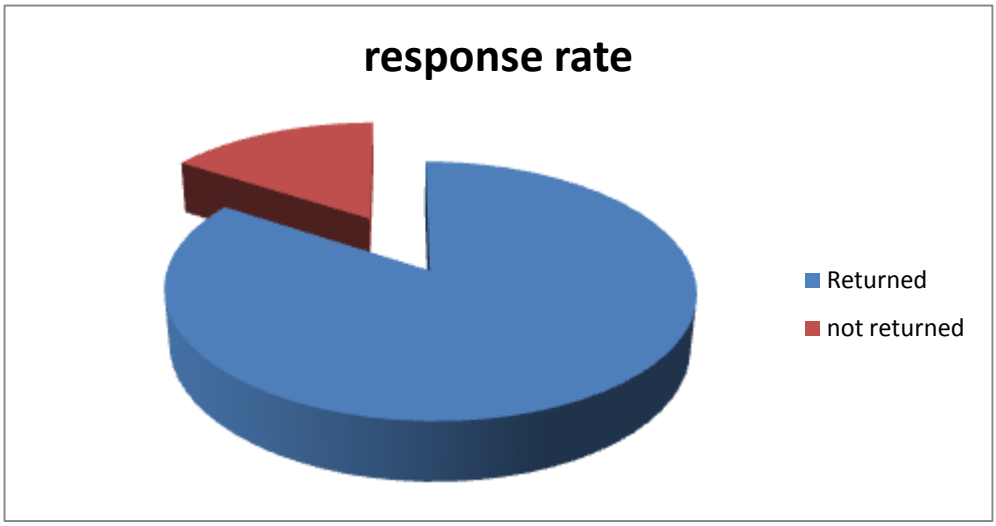

Figure 4.1 Response Rate

4.3 Reliability Analysis

The reliability of an instrument refers to its ability to produce consistent and stable measurements. Bagozzi (1994) explains that reliability can be seen from two sides: reliability (the extent of accuracy) and unreliability (the extent of inaccuracy). The most common reliability coefficient is the Cronbach's alpha which estimates internal consistency by determining how all items on a test relate to all other items and to the total test – internal coherence of data. The reliability is expressed as a coefficient between 0 and 1.00. The higher the coefficient, the more reliable the test is.

In this study to ensure the reliability of the instrument Cronbach's Alpha was used. Cronbach Alpha value is widely used to verify the reliability of the construct. Therefore, Cronbach Alpha was used to test the reliability of the proposed constructs. The findings indicated that cost of media usage had a coefficient of 0.747; availability of network had a coefficient of 0.751, Business exposure 0.781 and access to information 0.779. All constructs depicted that the value of Cronbach's Alpha are above the suggested value of 0.7 thus the study was reliable Nunnaly and Bernstein,

(1994). On the basis of reliability test it was supposed that the scales used in this study is reliable to capture the constructs as shown in the Table 4.1 below.

Table 4.1 Reliability Analysis

Independent Variables	Cronbach'sAlpha	Comments
Cost of media usage	.747	Accepted
Availability of Network	.751	Accepted
Business Exposure	.781	Accepted
Access to information	.779	Accepted

4.4 Demographic Data

The study sought to establish the demographic data of the respondents. The researcher conducted a general analysis on the demographic data from the respondents which included; age, gender and highest level of education.

4.4.1 Gender of Respondents

Respondents were required to indicate their gender. The descriptive statistics shown in figure 4.2 below revealed that majority 61% of the respondents were female and 39% of them were males. The findings therefore reveal that majority respondents were

females. Further, 60% of the female respondents were found to frequent the online page as compared to 25% of the male respondents.

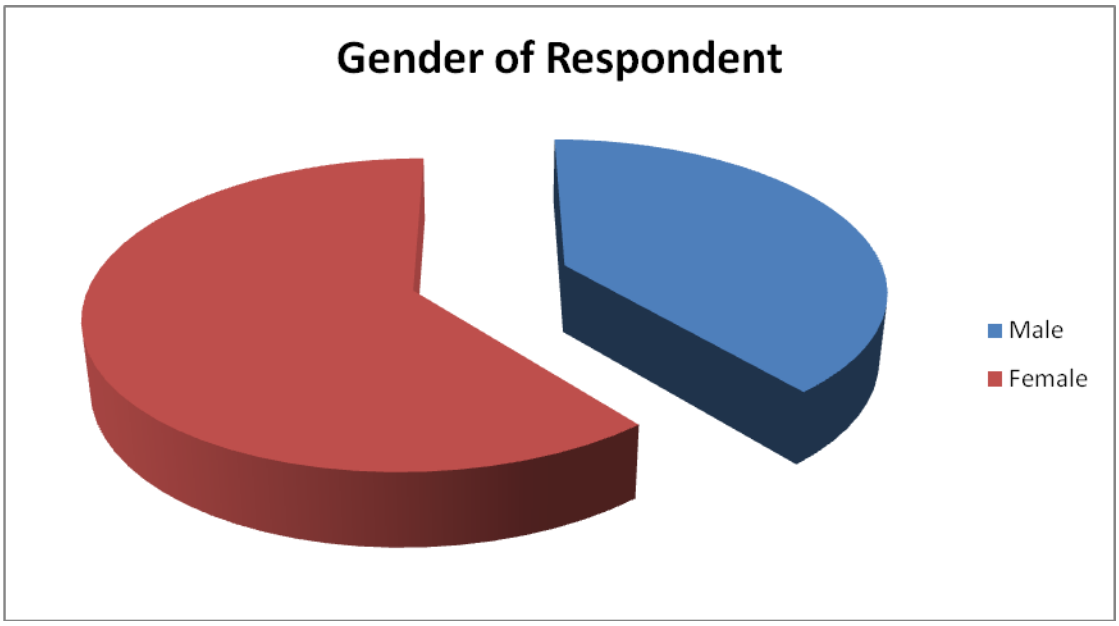

Figure 4.2 Gender of respondents

4.4.2 Age of Respondents

Majority (68%) of the respondents indicated that they were aged between 31 – 35 years at 35% and followed by those who were aged between 25 – 30 years as represented at 30%. Only 2% of the respondents indicated that they aged over 50 years as shown in Figure 4.3. Further, the findings revealed that the respondents aged over 50 years visit the page for specific orders only and don't engage much (70%) as compared to those below 25 years, 25-30 years, 31-35 years, 36-40 years, 41-45 years and 46- 50 years at 66%, 54%, 45%, 33%, 30% and 27% respectively.

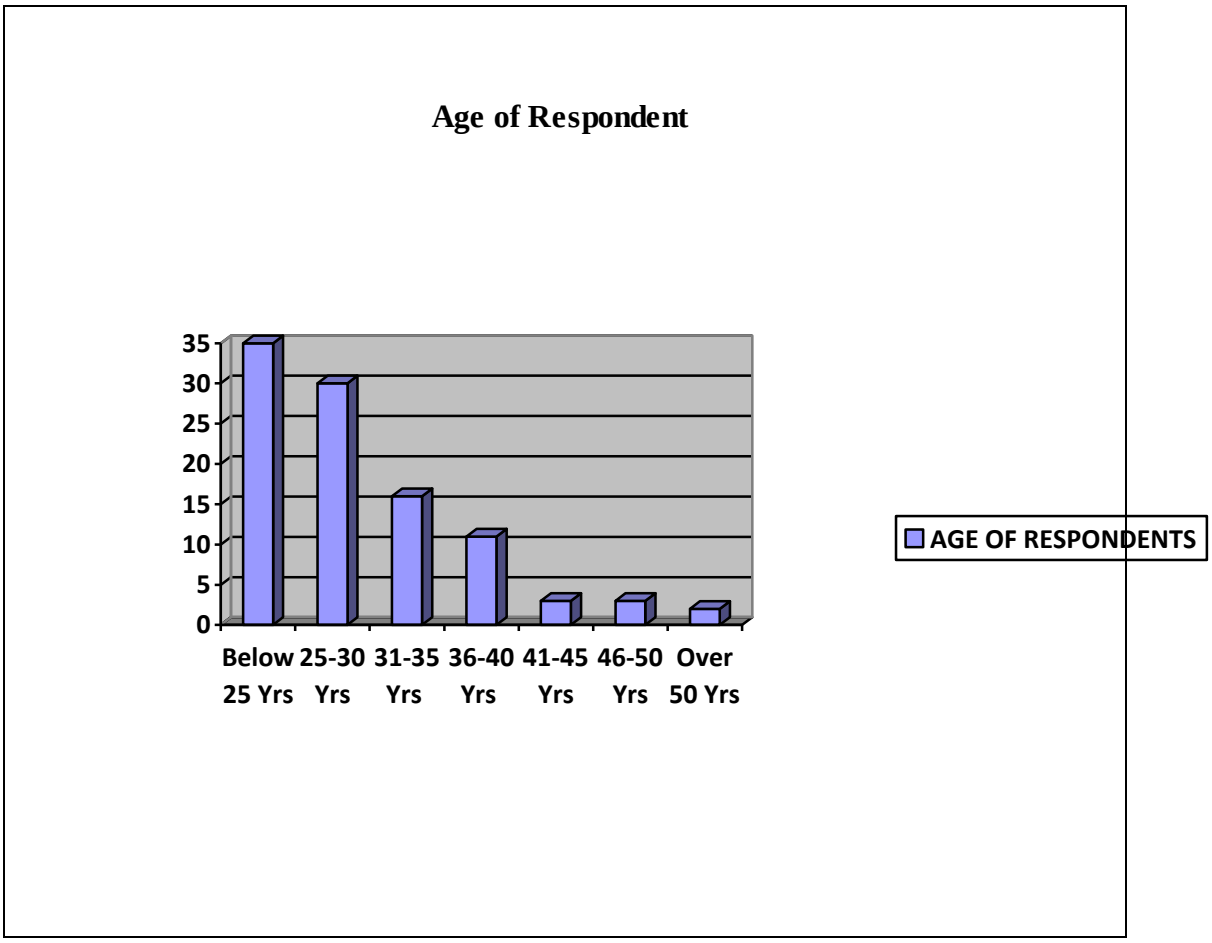

Figure 4.3 Age of respondents

4.4.3 Highest Level of Education

Respondents were further required to indicate the highest level of education they had attained.

The research findings revealed that 69% of the respondents in this study were diploma holders, 20% certificate holders and remaining 11% were degree holders. Further, the

findings indicated no significant variations in age and the study variables. The findings are as shown in figure 4.4.

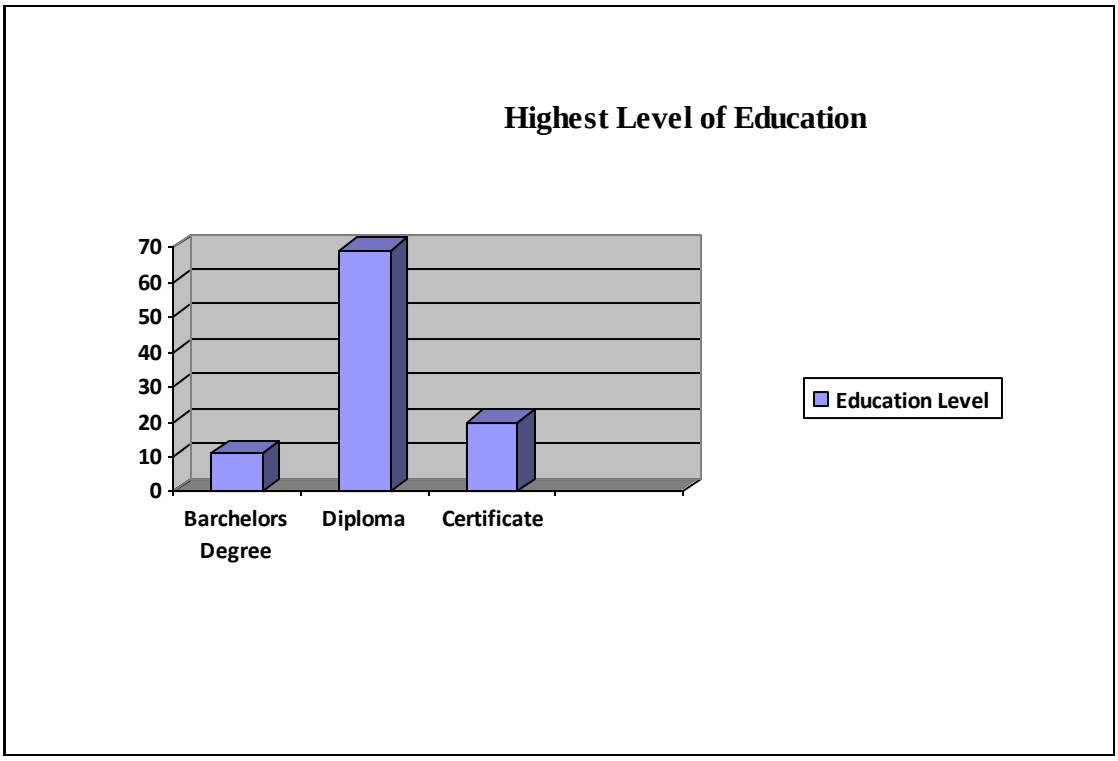

Figure 4.4 Highest Level of education

4.5 Study Variables

The study sought to investigate the effect of strategic social media factors on products awareness. Four major strategic social media factors were considered ranging from: Cost of media usage, availability of network, business exposure and access to information.

4.5.1 Cost of media usage

Respondents were required to indicate their level of agreement with various aspects of social media usage cost. Items were measured on a five point Likert- Type scale.

Means of between 2.6729 – 3.9953 and standard deviations of between 0.82313-0.94525 were registered. It was clear from the study findings that social media is very affordable (3.9953). However, majority of the respondents indicated that Jumia online shopping had implemented different loyalty programs to provide reward for loyal customers in their page. The findings compliment the findings of Kaplan & Haenlein (2010) and Barnes (2010) who argues that using social media can be low cost and have higher levels of efficiency than using traditional communication methods.

Table 4.2 Descriptive Statistics on Cost of Media usage

	Mean	**Std. Deviation**
Regular visitors to the page	3.9953	.82313
Receive notifications on new products.	3.3256	.94525
They access the page any time provided they have data bundles	3.6698	.47139

4.5.2 Availability of network

Respondents were further required to indicate their level of agreement with various aspects of availability of network. Items were measured on a five point Likert- Type scale ranging from1 being “strongly Disagree’’ to 5 “Strongly Agree’’. Means of

between 2.9907 – 3.9907 and standard deviations of between 0.24655- 0.41748 were registered. The research findings therefore revealed that Jumia online shopping customers access the posted products anytime they want (3.9907) and they give comments and click to like the products posted on the page (3.6558). However, time spent on the page was to a moderate extent (2.9907). The findings are as shown in Table 4.3.

Table 4.3 Descriptive Statistics on Availability of network

	Mean	Std. Deviation
Access to posted products anytime	3.6558	.24655
Comments and likes to the products posted on the page.	3.990	.41748
Spending time shopping through social media	2.9907	.41748

4.5.3 Business exposure

Respondents were further required to indicate their level of agreement with various aspects of business exposure. Items were measured on a five point Likert- Type scale ranging from1 being "strongly Disagree'' to 5 "Strongly Agree''. Means of between 2.9953 – 3.6744 and standard deviations of between 0.24712- 0.94610 were registered. It was clear from the research findings those mobile phones are used to access the

clients to a great extent (3.6744). Further, the content posted by Jumia is tailor made to meet the local needs of their customers (3.6698). Majority of the respondents were also of the opinion that they are able to interact in social media as many were referred by their friends (3.6512). The findings compliment the work of Olivia (2001) who contends that exchanging information, selling and buying, analyzing customer needs and monitoring competitors are easier to perform by using internet. The findings compliment the work of Olivia (2001) who contends that exchanging information, selling and buying, analyzing customer needs and monitoring competitors are easier to perform by using internet. The findings are as shown in Table 4.4.

Table 4.4 Descriptive Statistics on Business exposure

	Mean	Std. Deviation
Use of mobile phone to access the clients.	3.6744	.94525
The content posted on the page is relevant to members.	3.6698	.94610
User interaction.	3.6512	.24712

4.5.4 Access to social media information

Respondents were further required to indicate their level of agreement with various aspects of access to information. Items were measured on a five point Likert- Type scale ranging from1 being "strongly Disagree'' to 5 "Strongly Agree''. Means of between 3.3256 – 4.3116 and standard deviations of between 0.52115- 0.94525 were registered. It was clear from the research findings that Jumia has increased prospects and leads in their effort to create products awareness as revealed by the high means of 4.3116. On the same note, the findings revealed that online business has increased chances of closing more business to a great extent (4.3116). The findings are supported by the findings of Berthon et al., (2012) who argued that customers now demand immediate responses with no international boundaries or consideration of time zones. Also Weber, (2009) found that Electronic word of mouth (E-WOM) can be a powerful tool to promote a product, which can be used as one of the advertising tools such as recommending a product from the fan page of a brand to others who may not be aware of the brand. The findings are shown in Table 4.5.

Table 4.5 Descriptive Statistics on Access to information

	Mean	**Std. Deviation**
Increased prospects and leads	4.3116	.52115
Increased chance to cross more business	4.3116	.52115

4.6 Correlation Analysis

Correlation analysis models the relationship between the dependent variable which was products awareness of Jumia online shopping page and the independent variables which were cost of media usage, availability of network, business exposure and access to information.

The correlation analysis results presented in Table 4.6 reveal that there is considerably a strong positive correlation between the variables. Specifically, it is noted that there is a strong positive relationship between access to information at Jumia online shopping ($n=64$, $r=.78$, $p <.05$).

Further the research findings also revealed that there was also a strong positive relationship between cost of media usage ($n=64$, $r=.655$, $p < .05$) and availability of network ($n=68$, $r = .655$, $p < .05$) and products awareness at Jumia online shopping business. However, there was moderate positive relationship between business exposure and products awareness ($n=64$, $r = .525$, $p < 0.05$). These results were all positive and statistically significant, hence supporting the fact that adoption of various strategic social media factors significantly influenced products awareness. The statistical significance is indicated by the low p values i.e. p values of less than 0.05. The findings therefore revealed that cost of media usage, availability of network, business exposure and access to information respectively influenced products awareness at Jumia online shop. These findings are consistent with the findings of Vijayudurai (2008).

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The chapter considers the findings of the study done with specific reference to the objectives and research questions being used as units of analysis. Data was interpreted and the results of the findings were correlated with both empirical and theoretical literature available. The conclusion relates directly to the specific objectives/ research questions. The recommendations were deduced from conclusion and discussion of the findings.

5.2 Summary

The study sought to establish the influence of strategic social media factors on products awareness. Specifically, the study considered strategic social media factors adopted by Jumia online shop. The specific objectives of the study were: To establish influence of cost of media usage on products awareness, to establish influence of availability of network on products awareness, to determine influence of business exposure on products awareness and to determine influence of access to information on products awareness.

The study was a case study of Jumia online shopping page in Kenya where employees and members were targeted. This research relied on primary data which was collected using a semi-structured questionnaire which contained open ended and close ended questions. The questionnaires were self-administered by the researcher and two research assistants through mails

With regards to cost of media usage, the research findings revealed that social media is very affordable. However, majority of the respondents indicated that Jumia online

shopping had implemented different loyalties to provide reward for loyal customers in their page this is triggered by the low cost of operating the business using social media. The findings compliment the findings of Kaplan and Haenlein (2010) and Barnes (2010) who argues that that using social media can be low cost and have higher levels of efficiency than using traditional communication methods.

The research findings revealed that Jumia network is widely available in social media and the page is easily accessible. The findings compliment the work of Olivia (2001) who contends that exchanging information, selling and buying, analyzing customer needs and monitoring competitors are easier to perform by using internet.

Further, the findings revealed that the content posted by Jumia is tailor made to meet the local needs of their customers and mobile phones are used to access the products to a great extent. The findings are supported by the findings of Berthon *et al.* (2012) who argued that customers now demand immediate responses with no international boundaries or consideration of time zones. Also Weber (2009) found that Electronic word of mouth (E-WOM) can be a powerful tool to promote a product, which can be used as one of the advertising tools such as recommending a product from the fan page of a brand to others who may not be aware of the brand.

Majority of the respondents also indicated that Jumia has increased prospects, leads and chances of closing more business to a great extent in their effort to create products awareness. E- Marketing in comparison to other types of marketing communication mix is faster, broader, and easier with exponential progress Thackeray (2008).

5.3 Conclusion

The objective of this study was to assess the use of strategic social media factors affecting products awareness at Jumia online shopping page. Based on previous studies, the variables under study were expected to have a positive effect on products

awareness. The study findings indicate that there is a significant positive effect on products awareness as a result of adopting various strategic social media factors namely: cost of media usage, availability of network, business exposure and access to social media information.

This concurs with the findings of Cheung (2008) who argues that more and more consumers use Web 2.0 tools such as online discussion forums, consumer review sites, weblogs, and social network sites to exchange product information.

Elsewhere Pitta and Fowler (2005) argues that online advertisement works very quickly given the fact that the day that one gets started is the same day that results manifest. There is basically neither waiting period nor long startup process. Once an entrepreneur is ready to get started, he/she can very easily launch a successful marketing promotion on a number of social media channels. It can therefore be concluded that adoption of strategic social media factors under study significantly affects products awareness of a business.

5.4 Recommendations

This study is a justification that social media platform have a significant positive effect on products awareness of business. With due regard to the ever increasing desire to have high customer satisfaction in the businesses in Kenya today, Technology has significantly improved the ways of communication systems. Social media has made it more convenient and cost effective. Businesses have been impacted due to this phenomenon and marketers are keenly monitoring and exploring means to gain benefits through these innovative communications. Specifically the study recommends the following:

(a) Managers of the business to employ social media monitoring tools to manage social media adequately to cater for social media consumers. This will go a long way in enhancing customers' access to information as indicated in the findings that reveal a very strong relationship between access to social media information and products awareness.

(b) The management of Jumia to consider scheduling their posts at the right time in order to have captive audience, when they are likely to be available in the network especially the busy professionals as indicated in the positive relationship between availability of networks and products awareness.

(c) Take advantage of the cost effective platform of social media to invite their audience to share their thoughts and engage with the brand as found out in the study.

(d) Consider concentrating on improving their mobile apps to expose the business more to different customer segments in order to address the rising demands for their products as indicated by the positive relationship between business exposure and products awareness.

(e) Increase brand awareness by interacting and knowing their audience on their terms and making engagement easy and attractive, this will drive more sales and revenue as found out in the study.

5.5 Areas for Further Research

This study is a milestone for future research in the strategic social media marketing which is quite a new and advancing area due to advancement of ICT. First, this study focused on strategic social media factors at Jumia online shopping and therefore, generalization can extend to other players in the market especially upcoming small scale traders. It is recommended that a broad based study covering all players in the online business be done to find out the effect of strategic social media factors on products awareness. It is also suggested that further research should focus on online social media business communities especially Facebook groups.

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APPENDICES

TABLE 2.1: SOCIAL MEDIA APPLICATION

Type	Service	Information
Blog	WordPress	Popular blog application, open source version is free to install and update
	BlogSpot	Owned by Google, popular blog application, free to use.
	Posterous	Simplistic microblogging platform, has automatic posting feature using email
Social Network	Facebook	Currently most popular social network
	My space	Music based social network, acquired by Rupert Murdoch's News Corporation in 2005
	LinkedIn	Business oriented social network
News Aggregators	Digg	Social news website, anyone can submit link for others to vote on
	Stumble Upon	Recommendation engine
	Del.i.cio.us	Social bookmarking service, acquired by Yahoo in 2005
Micro-Blogging	Twitter	Send tweets not longer than 140 characters, currently most popular social media service
	Plurk	Similar to Twitter, but allows messages to be viewed by timeline
Media	YouTube	Popular video sharing service, now owned by Google

APPENDIX 1: USERS QUESTIONNAIRE

Dear Respondent

The purpose of this survey is to obtain your opinion on the use of social media factors on products awareness.

This questionnaire is divided into two parts **A** and **B,** where **A** requires your demographic information while part **B** is further broken down to various sections related to the topic of study.

PART A: DEMOGRAPHIC INFORMATION

The following questions concern your demographics'. Completion of this information is voluntary and confidentiality is assured.

Please tick ( ) the appropriate responses in the box provided.

1. Gender Male ☐

   Female ☐

2. Age group below 25 Years ☐

   25 – 30 Years ☐

   31 – 35 Years ☐

   36 – 40 Years ☐

   Above 50 Years ☐

2. Highest Level of education

Degree ☐

Diploma ☐

Certificate ☐

PART B: USE OF SOCIAL MEDIA FACTORS ON PRODUCT AWARENESS.

The following statements concern the social media activities of Jumia online shopping page. Please indicate the extent of your agreement or disagreement with each statement by ticking ( ) in the box corresponding to a number from 1 to 5 representing different possible answer choices presented in random order.

Key

1. Never

2. Rarely

3. Fairly often

4. Nearly Always

5. Always

SECTION 1: COST OF SOCIAL MEDIA AND PRODUCTS AWARENESS

1. I am a regular visitor to the page

1	2	3	4	5

2. I receive notifications on new products.

1	2	3	4	5

3. I access the page any time provided I have data Bundles

1	2	3	4	5

SECTION 2: AVAILABILITY OF NETWORK AND PRODUCT AWARENESS

<u>Key</u>

1. Never

2. Rarely

3. Fairly often

4. Nearly Always

5. Always

4. I access the posted products anytime I want

1	2	3	4	5

5. I give my comments and click to like the products posted on the page.

1	2	3	4	5

6. I spend time shopping through social media

1	2	3	4	5

SECTION 3: BUSINESS EXPOSURE AND PRODUCT AWARENESS

<u>Key</u>

1. Never

2. Rarely

3. Fairly often

4. Nearly Always

5. Always

7. I use my mobile phone to access the page

1	2	3	4	5

8. The contents posted on the page are relevant to me.

1	2	3	4	5

9. I interact with the owner of the business and other Users of the page.

1	2	3	4	5

SECTION 4: QUICK ACCESS TO INFORMATION AND PRODUCTS AWARENESS

Key

1. Never

2. Rarely

3. Fairly often

4. Nearly Always

5. Always

10. I learn about other online pages through

Users of this page.

1	2	3	4	5

11. I direct other users to other sites where they can

Find other products.

1	2	3	4	5

12. I see the new products whenever they are posted.

1	2	3	4	5

SECTION 5: PRODUCTS AWARENESS

Key

1. Never

2. Rarely

3. Fairly often

4. Nearly Always

5. Always

13. I have an intention to remain a member of this page.

1	2	3	4	5

14. I find new friends in this page.

1	2	3	4	5

15. I recommend others to visit the page

1	2	3	4	5

16. I am able to download pictures and contents

Of this page and share with my friends.

1	2	3	4	5

APPENDIX II: MANAGERS QUESTIONNAIRE

Dear Respondent

The purpose of this survey is to obtain your opinion on the use of social media factors on products awareness.

This questionnaire is divided into two parts **A** and **B**, where A requires your demographic information while part **B** is further broken down to various sections related to the topic of study.

PART A: DEMOGRAPHIC INFORMATION

The following questions concern your demographics'. Completion of this information is voluntary and confidentiality is assured.

Please tick ( ) the appropriate responses in the box provided.

1. Gender

   Male ☐

   Female ☐

2. Age group

   Below 25 Years ☐

   25 – 30 Years ☐

   ☐

31 – 35 Years

36 – 40 Years

Above 50 Years

2. Highest Level of education

Degree

Diploma

Certificate

PART B: USE OF SOCIAL MEDIA FACTORS ON PRODUCT AWARENESS.

The following statements concern the social media activities of Jumia online shopping page. Please indicate the extent of your agreement or disagreement with each statement by ticking ( ) in the box corresponding to a number from 1 to 5 representing different possible answer choices presented in random order.

Key

1. Never

2. Rarely

3. Fairly often

4. Nearly Always

5. Always

SECTION 1: COST OF SOCIAL MEDIA AND PRODUCTS AWARENESS

1. Do you pay to market your products on your page?

1	2	3	4	5

2. I notify my friends whenever I post new products on the page.

1	2	3	4	5

3. I am in touch with my online customers

1	2	3	4	5

SECTION 2: AVAILABILITY OF NETWORK AND PRODUCT AWARENESS

Key

1. Never

2. Rarely

3. Fairly often

4. Nearly Always

5. Always

4. I update members on new stock.

1	2	3	4	5

5. I read and respond to customers comments.

1	2	3	4	5

6. I spend time checking on customers' orders on my page.

1	2	3	4	5

SECTION 3: BUSINESS EXPOSURE AND PRODUCT AWARENESS

Key

1. Never

2. Rarely

3. Fairly often

4. Nearly Always

5. Always

7. I use my mobile phone to access the clients.

1	2	3	4	5

8. The contents I post on the page are relevant to members.

1	2	3	4	5

9. I interact with users of my page.

1	2	3	4	5

SECTION 4: QUICK ACCESS TO INFORMATION AND PRODUCTS AWARENESS

Key

1. Never

2. Rarely

3. Fairly often

4. Nearly Always

5. Always

10. I get referrals from other entrepreneurship pages and friends.

1	2	3	4	5

11. I direct users to other sites where they can get other products.

1	2	3	4	5

12. I alert friends whenever I post new products.

1	2	3	4	5

SECTION 5: PRODUCTS AWARENESS

<u>Key</u>

1. Never

2. Rarely

3. Fairly often

4. Nearly Always

5. Always

13. Members have an intention to remain users of this page

1	2	3	4	5

14. Members find new social friends on the page.

1	2	3	4	5

15. Members refer their friends to visit the page.

1	2	3	4	5

16. Users are able to download pictures and contents of this page and share with their friends.

1	2	3	4	5