

**EFFECT OF SOCIAL MEDIA MARKETING ON THE CONSUMER PURCHASING
BEHAVIOR OF MILLENIALS IN NAIROBI CITY COUNTY**

**RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR AWARD OF MASTER OF BUSINESS ADMINISTRATION
DEGREE**

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DECLARATION

This research project is my original work and has not been submitted for examination in any other university.

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Dedication

I have dedicated this work to my family. I appreciate you for standing by my side

Acknowledgement

I thank my supervisor for the guidance that he has generously given me during this period. His help has been truly transformational. Much thanks to the entire staff of the University of Nairobi, particularly the library staff, for allowing me to access electronic books and journals. I also extend my appreciation to the management and staff of the Department. Finally, I acknowledge my family for the immense support during my project work.

Abstract

The study looked into the implications of social media marketing to millennial consumers' shopping behaviour in Nairobi City County, Kenya. To this end, a research objective of identifying the influence of social media marketing on millennials' consumer purchasing behaviors in Nairobi City County was sought out from literature. Theory of planned behaviors and social cognitive theory guided the study. This paper followed a descriptive cross-sectional design using the regressions. A total of 200 millennials dwellers of Nairobi were purposively sampled for this research. We used survey questionnaires to collect data. It utilized SPSS for analysis through descriptive, inferential, bivariate, and multivariate statistics. This regression had a p-value of 0.000 indicating it was significant. Consequently, the study proved that social media marketing is a positive indicator of consumer purchasing behavior among millennials with a strong influence on such buying actions on their part. There is therefore a highly substantial positive correlation between consumers purchasing behavior of millennials and that of social media marketing (the coefficient is 0.929). In addition, social media advertising, word-of-mouth advertising, customers' opinions, and recommendation by other consumers are key in making the choice to buy. Thus, companies must use millennial engagement in social media as an important form of advertising as well as to be aware that social media marketing shapes consumers' opinions about products and service providers to a great degree.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The way firms market themselves is no longer the same because of the transformations brought by social media. Social media marketing (SMM) is now a necessary part of many companies' marketing strategy. It helps to reach millions of people, make a brand popular, and create interaction with clients (Li, Larimo, & Leonidou, 2021). Millennial consumers, those born between 1981 and 1996, constitute the largest demographic groups and are known to be individuals actively engaging on social media platforms. Thus, understanding the effect of social media marketing on their purchasing behavior is of significant importance to businesses. Social media has emerged to a key aspect in everyone's daily existence, especially for millennials who grew up in the digital age. Social media platforms such as Facebook, Instagram, Twitter, and TikTok have emerged as key channels for millennials to engage in communication, entertainment, and the sharing of information. As a result, companies are turning to social media to market their goods and services and connect with prospective clients.

Two theoretical viewpoints can be used to inform investigations into the impact of social media marketing on millennials' purchasing habits. The Social Cognitive Theory and the Theory of Planned Behavior are two examples of such theories. They provide a clear structure for comprehending the connection or relationship between marketing on social media and the purchasing behavior of millennials. As stated by Social Cognitive Theory, people learn via seeing the actions of others and the outcomes of those actions (Beauchamp, Crawford, & Jackson, 2019). This theory can be applied to find out how social media advertising influences millennial consumers

The Theory of Planned Behavior posits that individual actions are impacted by their perspectives, subjective norms, and sense of control over their behaviors (Bosnjak, Ajzen, & Schmidt, 2020). According to Bosnjak, Ajzen, & Schmidt, (2020), this theory can be applied to investigate how millennials' points of view, perceived norms, and observed behavior affect their purchasing behavior on social media platforms. By using these theories to guide research questions and hypotheses, researchers can analyze data more effectively and gain an improved comprehension of the multifaceted dynamics at play between social media marketing and the millennial's purchasing habits. By using these theories to guide the study, researchers can develop more focused research questions and hypotheses, and analyze data more effectively.

The research's scope is Nairobi City County. Nairobi, Kenya's capital city, has a large population of millennials who are using social media platforms frequently. Additionally, the National government through Nairobi County has been actively promoting entrepreneurship, and marketing on social media is a key component of many Nairobi city's SMEs. Therefore, comprehending the effect of social media marketing on the purchasing behavior of millennials in Nairobi County is of significant importance to businesses operating in the region.

1.1.1 Social Media Marketing

Engaging various social networking platforms to advertise a product or service is commonly known as social media marketing. According to Jacobson, Gruzd, & Hernández-García, (2020), social media marketing entails creating and sharing content, customer engagement, and running targeted advertising campaigns. Integrating Facebook, Instagram, Twitter, and LinkedIn among other social media platforms provide businesses with a chance to reach a large audience and have a real-time customer engagement. Businesses can benefit from increased revenue, leads, and brand recognition through social media marketing. According to a finding by Jacobson, Gruzd, &

Hernández-Garca, (2020), connecting with consumers, raising brand awareness, and promoting goods and services are all goals of social media marketing. Marketing on social media has become a trendy approach for businesses to reach out to millennials who devote a great deal of their time to using social media. Marketing's reliance on social media has increased rapidly in the recent past, and it has been suggested that it poses a great influence on consumer purchasing behavior.

1.1.2 Consumer Purchasing Behavior

Consumer purchasing behavior involves the process that consumers undergo when deciding to purchase a product or service. Consumer purchasing behavior revolves around the consumer's behavior and choice when buying products or services. Process components include problem definition, data collection, alternative analysis, solution selection, and post-purchase evaluation (Carfora et al., 2019). Social media marketing can influence each of these stages by providing consumers with information, recommendations, and social proof. Cultural, social, psychological, and individual elements all play a part in shaping consumer behavior. There has been a recent uptick in attention paid to how social media advertising influences consumer choices to buy, particularly among millennials who are the largest demographic group using social media platforms.

1.1.3 Millennial Consumers in Nairobi City County

Millennials constitute the largest demographic group in the world, and they are known for their digital savviness and use of technology. Licsandru, & Cui, (2019) narrates how this group of consumers grew up in the era of the internet and social media and are accustomed to using these platforms to communicate, connect with others, and consume information. Thus, they are an essential group to study regarding social media marketing. Millennial consumers in Nairobi, Kenya are a rapidly growing demographic, with a population of over 2.5 million people ranging

between 18 and 34 years of age. This generation has grown up in a world that is more interconnected than ever before, and their relationship with technology and social media platforms is reshaping their behavior as consumers. In Nairobi, as in many other parts of the world, millennials are often early adopters of new technologies and platforms, and they are increasingly leveraging social media to research and purchase products and services.

A distinctive trait of millennial consumers in Nairobi is their high level of digital literacy. Many millennials in Nairobi are highly tech-savvy and are comfortable using a range of digital platforms and technologies. This includes social media platforms like Facebook, Instagram, and Twitter that are commonly used by millennials in Nairobi for their ability to connect them with friends, family, and brands. In addition, millennials in Nairobi are often highly educated and well-informed, with many having completed university degrees and holding professional jobs.

Another key characteristic of millennial consumers in Nairobi is their desire for convenience and speed. According to Rikel, (2020), this generation is used to having information and products available to them instantly, and they often prioritize convenience over other factors when making purchasing decisions. For this reason, e-commerce platforms and online delivery services are becoming increasingly popular among millennials in Nairobi. In terms of their purchasing behavior, millennials in Nairobi are often highly influenced by social media and online reviews. Millennials are likely to follow influencers and celebrities on social media platforms, and they are often influenced by the recommendations and reviews of their peers when making purchasing decisions (Rikel, 2020). As a result, social media marketing emerges as an important channel for enterprises looking to target millennial consumers in Nairobi.

Finally, Its crucial to highlight that millennials in Nairobi are a diverse group, and their behaviors and preferences can vary widely depending on a range of factors, including their socioeconomic

background, education level, and cultural identity. Findings by Golgeci et al. (2023), revealed that businesses looking to target this demographic need to take a nuanced and context-specific approach to their marketing strategies, and should seek to comprehend the unique behaviors and preferences of their target audience to remain successful.

1.2 Research Problem

Social media marketing has evolved into an indispensable instrument for enterprises endeavoring to advertise their products or services and connect with potential consumers in today's digital age. This platform allows businesses to engage their target audience at an individual level, creating opportunities for direct communication and brand exposure. Nevertheless, even with the increasing ubiquity of social media marketing, there remains a significant knowledge gap regarding its true influence on consumer purchasing behavior, particularly among millennials – a demographic that wields significant purchasing power. Examining the impact of social media marketing on the spending behavior of millennials holds significant importance for businesses aiming to refine their strategies. Exploring this subject provides important snapshots into the preferences, drivers, and decision-making mechanisms of this influential consumer demographic. These insights can serve as a foundation for developing targeted and compelling social media marketing campaigns that resonate with millennials.

Furthermore, the dynamic nature of social media platforms presents both adversities and prospects for businesses. On one hand, the constant influx of information and promotional content can make it difficult for businesses to capture and retain millennials' attention. On the other hand, it opens doors for creative and innovative marketing techniques that can leave a lasting impact. By comprehending the intricacies of how consumers react to advertising on social media platforms, businesses can adapt their strategies to effectively navigate this rapidly evolving landscape.

Consequently, comprehensive research of how advertising on social networking sites affects buyers' decisions among millennials is essential. Such research would not only facilitate to the existing literature but also equip businesses with valuable insights and data-driven strategies to enhance their marketing efforts. Bridging the gap in understanding would enable businesses to leverage social media marketing to its fullest potential, fostering meaningful connections with millennials and driving their purchasing decisions in a mutually beneficial manner.

Several investigations have been conducted on how advertising on social media affects buying decisions among millennials. For instance, Lim and Dubinsky (2004) investigated the effect of social media advertising on millennials' buying habits. They found that SMM had a beneficial effect on millennials' purchasing behaviors, and that social media advertising was more efficient than conventional marketing methods. Mangold and Faulds (2009) analyzed how brand equity is impacted by social media marketing and findings showed that advertising on social media positively affect brand loyalty among millennials. Huang et al. (2018) researched the influence of social media marketing on impulse buying behavior among millennials. Their research showed that social media advertising significantly affected impulse buying behavior among millennials, especially when the content was personalized and interactive.

Mwiti and Muthoni's (2018) investigation, on *The Influence of Social Media Advertising on Consumer Buying Habits amongst Kenyan Millennials*, set out to analyse the connection between advertising on social media and consumer spending of Kenyan millennials specifically within Nairobi City County. The research revealed that advertising on social media significantly influenced the purchasing pattern of Kenyan millennials. The results indicated that millennials in Nairobi City County were more likely to make purchasing decisions based on information and promotions encountered on social networking platforms. Another research by Nyaboke and

Kinyua (2019) on presented in the contribution of Social Media Advertising in shaping Millennial Consumer Behavior looked into how social media advertising affected the purchasing habits of millennials in Nairobi. The outcome of the investigations depicted a strong connection between advertisement on social media and millennials' buying habits in Nairobi. The study highlighted that millennial in Nairobi heavily relied on social media platforms for gathering product information, comparing prices, reading reviews, and making purchase decisions.

While these investigations offer useful insights into the influence of online advertising on millennial's spending habits, there are still research gaps that need to be addressed. For instance, most studies have focused on the effect of social media advertising on the buying habits of millennials without considering the moderating effect of individual differences, such as personality traits or cultural differences. Additionally, most studies have only emphasized on the social media advertising effect on specific purchasing patterns, such as impulse buying, without examining the overall purchasing behavior of millennials.

To tackle these research gaps, this study focuses on examining the effect of social media marketing on the consumer purchasing behavior of millennials. The following research question served as the basis for this investigation.

What is the effect of social media marketing on the consumer purchasing behavior of millennials in Nairobi City County?

1.3 Objectives of the Study

The primary objective of this research is to find out the main impact of social media marketing on the consumer purchasing behavior of millennials in Nairobi City County.

1.4 Value of the Study

The investigation into the impact of social media marketing on consumer purchasing behavior of millennials can contribute to theory, knowledge, policy, and practice in several ways: The study can facilitate the growth of theoretical frameworks and models that explain how social media marketing affects consumer behavior among millennials. By examining the factors that influence millennials' purchasing decisions and significance of social media advertising in this process, the study can help to develop new theories or refine existing ones. The study can offer insightful information into the behavior of millennials and their responses to advertising on social media. By identifying the most effective strategies of advertising on social media and tactics for targeting this demographic, the study can help businesses to develop more effective marketing campaigns. The study can inform policies related to social media marketing and consumer protection. For example, the study may identify areas where regulation is needed to ensure that social media marketing is not misleading or manipulative. The study can inform marketing practices, helping businesses to develop more effective marketing campaigns that target millennials. By identifying the most effective social media platforms and tactics for reaching this demographic, the study can help businesses to allocate their marketing resources more efficiently. This research added to the expanding literature about social media advertising's impact on buying habits. While several research have explored the impacts of social media advertising on purchasing decisions, there is no research focusing specifically on millennials. This research filled this gap in the literature and offered new understanding on the association or relationship between advertising on social media and the purchasing decisions of millennials.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Chapter two provides a comprehensive literature review on the effect of social media marketing on the consumer purchasing behavior of millennials in Nairobi city County. This chapter aims to provide a critical analysis of theories, and existing research, related to the topic, to prepare groundwork for the study and inform the research questions and hypotheses. First, the chapter looks at the many theoretical and methodological approaches that have been utilized to the study of social media marketing and consumer behavior. Finally, the chapter then provides a snapshot of the current state of research on the topic, including a review of recent studies and research trends.

2.2 Theoretical Underpinnings of the Study.

2.2.1 Social Cognitive Theory

The Social Cognitive Theory (SCT) is a psychological framework suggesting that individuals acquire knowledge and behaviors by observing, imitating, and modeling the actions of others., as well as through the reinforcement and consequences of their own actions (Bandura, 1986). SCT holds that people are not simply receptive targets of their surroundings, but instead actively process and interpret the information available to them in order to guide their actions. SCT suggests that individuals have the ability to regulate their own behavior and influence the behavior of others through their actions and observations (Bandura, 1986).

In relation to social media marketing, SCT suggests that individuals, particularly millennials, learn about products and services through observing the behavior of others on social media platforms. Bandura, (1986) argues that millennials are influenced by the consequences of those behaviors,

such as social approval or disapproval. SCT can be employed to help in analysing the effect of social media advertising on the purchasing behavior of millennials and how they learn about products or services. In Nairobi, Kenya, millennials are a significant consumer group, with high rates of social media usage. Social media platforms like Facebook, Instagram, and Twitter emerge as essential channels for marketers to reach and engage with this demographic. Duffett, (2015) suggests that SCT can be used to investigate the impact of social media marketing on the purchasing behavior of millennials in Nairobi. For example, the theory suggests that millennials might be affected by the behavior of social media personalities, who advertise goods and services on their social media handles. They may also be influenced by the behavior of their peers, who share their experiences and opinions about products or services on social media. By understanding how SCT applies to the purchasing behavior of millennials, marketers can develop more effective social media marketing strategies that target the specific behaviors and attitudes of this demographic.

In summary, the Social Cognitive Theory can provide a useful structure for investigating the impact of social media marketing on the purchasing behavior of millennials in Nairobi, Kenya. It highlights the significance of observing and modeling behavior, and the impact of social reinforcement and consequences on consumer behavior (Bandura, 1986). By using this theory to guide research, marketers can better understand the factors influencing the purchasing decisions of millennials on social media platforms, and develop strategies to effectively reach and engage with this demographic.

2.2.2 Theory of Planned Behavior

Estimating and elucidating human behavior is the goal of the social psychology theory known as the theory of planned behavior (TPB). TPB was first suggested by Icek Ajzen in 1985, and it has

since become one of the broadly applied theories in the field of psychology, particularly to sectors of health, marketing, and communication. According to Ajzen (1985), the behavior of an individual is shaped by their own attitudes, social expectations, and sense of agency. The term "attitude" is applied to refer to a person's favorable or unfavorable assessment of some action. An individual's sense of the prevalence of social pressure to act in a certain way is called "subjective norm. The concept of "perceived behavioral control" pertains to an individual's belief in their capacity to execute a specific behavior.

In combination, these three factors shape the motivation of an individual to take part in a behavior, which subsequently results in the actual behavior. Thus, TPB underscores that attitudes, subjective norms, and perceived behavioral control all determine behavior directly or indirectly through intention. In terms of attitudes, social media marketing can shape a person's assessment of a given product or service. For instance, if a millennial sees a positive review of a product on social media, they may develop a positive attitude towards that product and become more likely to purchase it.

Subjective norms play a key part in the purchasing behavior of millennials. Social media platforms allow individuals to exchange their viewpoints and encounters with their peers, creating a sense of social pressure to conform to certain behaviors. If a millennial sees their peers buying a particular product, they may feel more pressure to also buy it, which can influence their purchasing behavior.

Finally, perceived behavioral control can influence whether a millennial chooses to purchase a product or not. Social media marketing can affect a person's perspective of their capability to buy a good or service by providing information about the product/service availability, pricing, and other relevant factors. If a millennial perceives that they have control over the purchasing process, they may be more likely to make a purchase.

2.3 Empirical Review

Kim and Ko (2012) in their study, explored how advertising on social media affects the buying behavior of young consumers. They surveyed 285 university students and the study findings showed that advertising on social media positively affect purchasing decisions. Specifically, they found that social media influenced consumers' attitudes towards products, as well as their perceptions of the brand and the quality of the product. The study is different from this proposed study as it focuses on young consumers in general, while this study is specifically on millennials.

Mangold and Faulds (2009) examined the impact of social media marketing on consumer attitudes and behaviors towards a brand. They conducted a survey of 350 consumers and findings indicated that advertising on social media had a significant impact on consumer attitudes towards the brand, leading to increased brand loyalty and purchase intentions. The study is different from this proposed study as it does not specifically focus on millennials, and it is not clear if the study participants were all millennials.

Kim and Sung (2018) carried out a study to explore how social media marketing impacts on consumers' purchase intentions in the garment sector. They surveyed 389 consumers and findings showed that advertising on social media is positively related to consumers' buying intentions, as well as their attitude towards the brand and their trust in the brand. The study is similar to this proposed study as it focuses on how the millennial's purchasing behaviour is impacted by social media marketing in a specific industry, but it differs in terms of the industry of focus.

Yoo and Kim (2017) carried out a study to examine how advertising on social media platforms affects buying decisions of millennials towards fashion products. They surveyed 356 millennial consumers and their findings showed that marketing on social media significantly affects millennial's purchase intention towards fashion products. Their study findings further revealed

that social media marketing had a greater impact on the purchasing intentions of consumers than traditional marketing methods. The study is similar to this proposed study as it specifically focuses on millennials and their purchasing behavior towards fashion products but it differs in terms of the demography of focus.

These studies demonstrate the significant effect of social media promotions on the attitudes of consumers and purchasing behavior. However, each study differs in terms of the focus, methodology, and sample size. This proposed study can contribute to the existing research by specifically focusing on the impact of social media marketing on the purchasing behavior of millennials in Nairobi, Kenya which can provide a more targeted and nuanced understanding of the phenomenon.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

In this chapter, the discussion was on the methodology of the study employed during the entire research. By furnishing a comprehensive overview, it establishes the credibility and accuracy of the research findings, affording readers insight into the systematic approach adopted to address the research questions.

3.2 Research Design

A descriptive cross-sectional research design was employed in this investigation. This approach provides a multifaceted and in-depth comprehension of how social media marketing influences consumer purchasing behavior of millennials in Nairobi City County. By employing quantitative research design, this research design ensures that various dimensions and nuances of the topic are explored.

By incorporating cross sectional quantitative methods, this research design enabling data triangulation, this approach improves the overall validity and reliability of the study's results. According to Stockemer, (2019), the quantitative data provides a broad perspective and generalizability which enables a comprehensive analysis that uncover the underlying reasons and meanings behind millennials' purchasing behavior within the realm of social media marketing.

3.3 Study Population

The research concentrated on millennials living in Nairobi City County, a term commonly used to describe individuals born from the early 1980s to the mid-1990s to early 2000s, commonly referred to as Generation Y. This age group is of particular interest in this study due to their profound

engagement with social media platforms and their considerable influence on consumer trends. Having matured in an era of remarkable technological advancements and the widespread embrace of social media, the millennial generation is recognized for its digital proficiency and extensive engagement across varied social media platforms including Instagram, Facebook, Twitter, and YouTube. According to Arora, and Agarwal, (2019), their reliance on social media for information, entertainment, and social interactions makes them an ideal target for investigating the influence of social media marketing on consumer purchasing behavior.

Sample Selection

In order to facilitate a manageable sample size and ensure convenience in data collection, this research employed a non-random convenient sampling technique. The target sample size for this study was 200 millennials from either gender. The specific locations for data collection included Archives, Kencom, the Bus Station, and the Central Business District (CBD). These locations are chosen for their high foot traffic and diverse representation of millennials in various activities within Nairobi City County.

3.5 Data Collection

Collection of data for this study employed a comprehensive approach, incorporating the primary. Structured questionnaires administered to the selected respondents were used to collect primary data. The questionnaires were meticulously crafted to collect precise information relevant to the research objectives including the respondents' social media usage patterns, preferences, and the extent to which social media marketing impacts their purchasing behavior. By utilizing structured questionnaires, the study would ensure standardized data collection, enabling easier comparison and analysis of the responses (Cheung, 2021). Data collection involved approaching potential respondents in these locations and requesting their participation in the study. To ensure the

respondents are millennials, a brief age verification process was conducted. Respondents who meet the millennial age criteria and are willing to participate were provided with the questionnaire to complete at their convenience.

3.6 Reliability and Validity of Data Collection Instruments

To guarantee that the tools of data collection are reliable and valid, several measures were implemented. Firstly, the questionnaires used in this study underwent a rigorous pre-testing process. A small sample of millennials were selected to complete the questionnaires, allowing for the identification of any ambiguities or issues with the clarity, relevance, or comprehensiveness of the questions. The feedback from the pre-testing phase was invaluable in refining the questionnaires and ensuring that they effectively capture the intended information.

3.7 Data Analysis

The collected data underwent a comprehensive analysis using appropriate statistical techniques to gain meaningful insights into the research objectives. For the quantitative data obtained from the surveys, descriptive statistics was calculated to have a summary of the data. This involved calculating frequencies and percentages to determine the prevalence of different responses, as well as calculating means and standard deviations to measure central tendencies and variations in the data. These descriptive statistics provided a clear snapshot of the participants' social media usage, purchasing behavior, and the impact of social media marketing on their buying decisions (Mishra et al. 2019). Amrhein, Trafimow, and Greenland, (2019) denote that employing these statistical techniques, the study can generate quantitative evidence to support the research findings and draw meaningful conclusions.

Furthermore, inferential statistics such as regression analysis was employed to assess the predictive capability of social media and explore the relationships between variables. marketing on consumer

buying decisions, considering potential confounding variables. Amrhein, Trafimow, and Greenland, (2019) denote that employing these statistical techniques, the study can generate quantitative evidence to support the research findings and draw meaningful conclusions.

CHAPTER FOUR

DATA ANALYSIS, RESULTS AND DISCUSSION

4.1 Introduction

This chapter discussed the research project's data analysis. This research sought the effect of social media marketing on the consumer purchasing behavior of millennials in Nairobi city county. Structure questionnaires was used in data collection whose results were analyzed through descriptive and inferential statistics with presentation of findings done via tables.

4.2 Response Rate

The study was carried out among 200 millennials conveniently making up the population within Nairobi County. In this research, there were 250 usable questionnaires submitted by respondents within time for collection of data. This constituted 80% of the total respondents. Therefore, a response rate of 80% was deemed adequately sufficient to support any claims relevant to the research objectives.

Table 4.1: Response Rate

Response Rate	Frequency (n)	Percentage (%)
Response	200	80
Non-Response	50	20
Total	250	100

4.3 Demographic Analysis

4.3.1 Age Distribution

The participants were requested to specify their age category. Table 4.2 below depicts the results.

Table 4:2 Age Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 years	10	5.0	5.0	5.0
	27-32 years (Millennials)	64	32.0	32.0	37.0
	33-38 years (Millennials)	70	35.0	35.0	72.0
	39-42 years (Millennials)	48	24.0	24.0	96.0
	43-49 years	4	2.0	2.0	98.0
	50+ years	4	2.0	2.0	100.0
	Total	200	100.0	100.0	

From the results in the table above, the largest age bracket is the “18-24 years” comprising 5.0% of the respondents. Thirty-two percent of the respondents belongs to a bracket of ‘27-32 years’ which is categorized as the millennial generation. This implies a significant young population within the dataset. Nevertheless, one should bear in mind the fact that it includes people who are at the beginning of the adulthood, mostly the college students or people who have just graduated recently. Their points of view are likely to differ considerably with the ones that belong to the older age groups. Thirty-five percent of the sample falls into the “33-38 years” age bracket, which is the highest number that forms part of the millennials. This implies that the dataset has had more millennials in their late 30s. Twenty-four percent of the sample was referred to as “39-42 years”. Two percent of the respondents belong to the ‘43-49 years’ and “50+ years” age groups.

4.3.2 Distribution of Employment Status

The participants were requested to specify their employment status. Table 4.3 below indicates the results.

Table 4.3: Distribution of Employment Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Employed	155	77.5	77.5	77.5.0
Unemployed	44	22.5	22.5	100.0
Total	200	100.0	100.0	

From the results in the table above, the majority of respondents (77.5%) are employed, while 22.0% are unemployed. The frequency distribution table of employment status in this sample of 200 respondents provides a lot of interesting information about the status of employment of the participants. This indicates that most respondents have employment, with quite some being jobless

at present. The data in hand provide valuable insights into the participants' employment patterns; their participation in the national labor force and socioeconomic position.

4.3.3 Distribution of Level of Education

The respondents were asked “What is your highest level of education?” The results are given in table 4.4 below:

Table 4.4: Distribution of Level of Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.5	.5	.5
Bachelor's Degree	153	76.5	76.5	77.0
High School	16	8.0	8.0	85.0
Master's Degree	24	12.0	12.0	97.0
Ph.D.	6	3.0	3.0	100.0
Total	200	100.0	100.0	

From the results in the table above, most of the respondents (76.5%) are holding a Bachelor's degree reflecting an enormous number of persons with an undergraduate level of education in this sample. Additionally, 8.0% of the interviewees indicated that they had attained “High School” as their highest educational level. It implies that the study sample comprises mostly of people whose education level is at the elementary level as such. Twelve (12.0%) belongs to the “Master's Degree” category. The percentage that falls in the category of ‘Ph.D.’ amounts to 3.0%. As such, it is important to know if the small, yet distinctive group is part of the sample under consideration, since it may have an impact in specific areas of specialization such as marketing.

4.4 Social Media Usage

A survey was conducted among respondents to cover comprehensively on their social media use and preferences. This survey aimed at understanding what social networking sites people engage in, how often they do so, the kind of information they look for and why they join social networks. Data collection was done through asking respondents for their perceptions, views, and attitudes regarding social media which are summarized in the following table. The main purpose underlying

this table is to highlight the major findings acquired from the gathered information from participants.

4.4.1 Social Media Platforms Used Regularly

The respondents were asked to indicate the social media platforms they use regularly. The results are given in table 4.5 below:

Table 5: Social Media Platforms Used Regularly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	108	54.0	54.0	54.0
	Instagram	38	19.0	19.0	73.0
	LinkedIn	14	7.0	7.0	80.0
	TikTok	24	12.0	12.0	92.0
	Twitter	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

The social media platforms which the research participants responded to the survey were social media platforms. From the table above, here is a breakdown of the key findings: Most often, Facebook is used on regular basis by 54% of the respondents. Nineteen percent of participants stated that they use Instagram regularly. The 7% of the research participants make use of LinkedIn, making it the third most social media platform in terms of usage. TikTok usage has about 12 percent of responses. The least utilized platform among the given options was twitter, which has an eight percent regular usage. The answers reveal how much the interviewees use some or all of the social media networks. Such data could provide valuable information when it comes to planning promotional campaigns or devising effective media relations outreaches programs targeting a particular audience.

4.4.2 Frequency in Checking Social Media Accounts in A Typical Day

The respondents were requested to specify the frequency with which they visit their social media handles in a single day. Table 4.6 below depicts the results.

Table 4.6: Checking Social Media Accounts in A Typical Day

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 times a day	40	20.0	20.0	20.0
	4-6 times a day	29	14.5	14.5	34.5
	Less than once a day	29	14.5	14.5	49.0
	More than 6 times a day	102	51.0	51.0	100.0
	Total	200	100.0	100.0	

The table above has response distribution indicating how many times people visit their social media accounts daily on ordinary days. Here is an analysis of the data: Only twenty percent of the respondents are known to access the social networks very rarely – no more than three times daily. The members of this cluster are more moderate with regards to social media use. The next category is those who check social media 4-6 times daily, accounting for approximately 14.5%. Remarkably the exact proportion of people- 14.5% do check their social media less than once a day. These people are probably a group who use it occasionally or periodically. Majority of the respondents, 51%, check their social media account more than six times a day. The most active part of this public relates to the increased engagement in the use of social media. The responses highlight varied ways that people use the social media. Knowing these patterns could benefit marketers and creators of social media platforms; helping them customize their campaigns to fit different users' behaviors and interests.

4.4.3 Types of Content People Engage with on Social-Media

The participants were requested to specify the types of content they primarily engage with on social media. Table 4.7 below depicts the response distribution.

Table 4.7: Types of Content People Engage with on Social-Media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Entertainment content (e.g., videos, memes)	23	11.5	11.5	11.5
	Influencer content	25	12.5	12.5	24.0
	News and current events	17	8.5	8.5	32.5
	Posts from friends and family	59	29.5	29.5	62.0
	Product or service advertisements	76	38.0	38.0	100.0
	Total	200	100.0	100.0	

These responses in Table 7 are interesting as they reveal what people mostly engage with within social media. Here is the analysis of the data: Only a fairly low proportion (11.5%) watch entertaining material composed mostly of videos and memes. Another 12.5% of the respondents look at influencer content. Such people are most probably tracking or actively participating in the activities of social media influencers who regularly advertise various products through their lifestyle content. The 8.5% of the respondents mostly follows up the news and current event updates through social media at. It seems that this team relies on them for news and updates of what is happening in society. About 29.5% of the respondents interact primarily with updates by friends and relatives. It implies that a considerable number of the audience taps off from media and rather draws in from personal networks to get up to speed on family happenings. Most of the respondents (38%) deal with product/service advertisements. Accordingly, this group responds well to social media –based advertising that is why marketing and promotion through this channel could be significant.

4.4.4 Frequency Advertisements on your Social Media Feeds

The participants were requested to indicate how often they come across advertisements on social media feeds. Table 4.8 below indicates the response distribution.

Table 4.8: Frequency Advertisements on Social Media Feeds

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Almost every time	92	46.0	46.0	46.0
	Frequently	47	23.5	23.5	69.5
	Occasionally	32	16.0	16.0	85.5
	Rarely	29	14.5	14.5	100.0
	Total	200	100.0	100.0	

Table 4.8 above helps explain how often people see advertisements on their social media pages. Here is the analysis of the data: Approximately 46% of respondents say they come across advertisements almost every time they log onto their social media accounts. It implies that many

participants encounter adverts virtually all the time while using social media. Twenty-three-point-five percent of the respondents encounter advertisement regularly. Approximately 16% of the sample of respondents reported that they encountered advertisement occasionally. These individuals view ads once in a while, however, they do it much less compared to the first two groups. Only a small share of them, 14.5%, say that advertisements do not usually appear in their social media feeds. Seemingly, this team is exposed to a small ad content.

4.5 Social Media Marketing Influence

This part investigated how social media marketing affects the consumer behavior and decision outcomes. This section aimed at establishing the significance of social media advertisements in consumer buying intentions, loyalty towards brands, person-to-person interactions on social media and product/service interactions. The respondents gave their opinions on how various companies and brands market themselves using social media platforms. The researchers had directed them to narrate if they were compelled by the Facebook contents or perhaps by some other form of social media such as advertorials, sponsored posts, or even celebrity endorsements. Below is a summary of important findings from critical results as part of the survey they conducted on social media and consumer behavior and preference.

4.5.1 Purchase Based on A Product or Service Advertised on Social Media

The participants were requested to indicate how often they come across advertisements on social media feeds. Table 4.8 below shows the results from respondents.

Table 4.9: Purchase Based on A Product or Service Advertised on Social Media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	10	5.0	5.0	5.0
	Yes	190	95.0	95.0	100.0
	Total	200	100.0	100.0	

This table above provides evidence of whether respondents bought any product or service as a result of receiving advertisement through social media. Here is the analysis of the data: Just 5% of participants made an acquisition as a result of a social media advert. Their exposure to appealing products and/or effective advertisement might be minimal, thus reducing their susceptibility to advertising content on social media. More than nine in every ten (95%) purchases are as a result of an advertisement that was previously seen on social media. Thus, many respondents are ready to accept and listen to the advertising through social media. These are all indications that there is something going on with regards to the effect of this type of advertisement approach. It demonstrates the necessity for successful advertising targeting and compelling content that will lead the user to become a customer.

4.5.2 Social Media Platform(s) Influencing Purchase Decision

The participants were requested to indicate which social media platform(s) influenced their purchase decision. The results are given in table 4.10 below:

Table 4.10: Social Media Platform(s) Influencing Purchase Decision

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10	5.0	5.0	5.0
Facebook	109	54.5	54.5	59.5
Instagram	38	19.0	19.0	78.5
LinkedIn	3	1.5	1.5	80.0
TikTok	24	12.0	12.0	92.0
Twitter	16	8.0	8.0	100.0
Total	200	100.0	100.0	

Table 4.10 indicates how different social media platforms influenced peoples' decision to buy after seeing a product or service advertised in social media. Here is the data analysis: Majority of the participants (54.5%) said that they were influenced by Facebook concerning their purchase decisions. This underscores how much Facebook's adverts affect consumer behavior. The data also recorded a significant percentage in influencing purchases, through adverts observed by 19%

of the participating in Instagram. Only 1.5% indicated that LinkedIn influenced their purchase decision. Twelve percent of the responders indicated that TikTok was responsible for their final buying decision. Thus, the use of TikTok’s short-form video clips as means of promoting goods and services is more effective than before. Meanwhile, eight percent of the study participants indicated that Twitter influenced its purchase. Real-time conversations and topical trends on Twitter often influence buying decisions.

4.5.3 Effectiveness of Social Media Advertising in Influencing Purchasing Decisions

The participants were requested to rate the effectiveness of social media advertising in influencing their purchasing decisions. Table 4.11 below depicts the survey results.

Table 4.11: Effectiveness of Social Media Advertising in Influencing Purchasing Decisions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Effective	56	28.0	28.0	28.0
	Highly Effective	96	48.0	48.0	76.0
	Neutral	13	6.5	6.5	82.5
	Not Effective	17	8.5	8.5	91.0
	Somewhat Effective	18	9.0	9.0	100.0
	Total	200	100.0	100.0	

The data contained in Table 11 indicate the perception that using social media for advertisement purposes is effective on people’s buying plans. Here is the analysis of the data: Some of the respondent (28%) found social media adverts effective to influence consumer buying at a notable rate. Forty eight percent (largest) of this the respondents believes that advertisements on social media can greatly impact on their buying behavior. Majority of respondents indicated that social media advertisements influence their shopping decisions substantially. Only a small proportion (6.5%) are not satisfied with the productivity of social media adverts. Eight-point five percent perceive that online ad are ineffective in persuading them to buy something. However, others may suggest that other decisions are what affect them most of the time. Nine percent of the respondents view social media advertising as somewhat affective towards their purchase decisions. The

responses portray different views about how helpful is the advertising through social media. While majority of the respondents believe it is strong; however, some respondents have mixed views as regards its influence or think it affects little on their purchasing decision.

4.5.4 Product Reviews and Ratings Influencing Purchase Decision

The participants were requested to rate the extent to which product reviews and ratings influenced their purchase decision when exposed to social media marketing content. Table 4.12 below gives the results of the study.

Table 4.12: Product Reviews and Ratings Influencing Purchase Decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Influential	123	61.5	61.5	61.5
	Influential	31	15.5	15.5	77.0
	Neutral	4	2.0	2.0	79.0
	Not influentials	17	8.5	8.5	87.5
	Somewhat influential	25	12.5	12.5	100.0
	Total	200	100.0	100.0	

Table 4.12 gives an insight into how much the product reviews and rates of a consumer affect purchasing decision when consumers are exposed to social media marketing content. Here is the analysis of the data: Most participants (61.5%) said that reviews and rating of products significantly influence their purchasing decisions. Therefore, many people depend highly on other's opinion and experience in the process of selecting products to buy. Fifteen-point-five percent of the respondents rely on reviews of products and ratings when making a purchase decision. Two percent of the respondents were neutral towards the impact of product reviews and ratings on purchasing decision. Eight-point-five percent stated that they do not rely on product reviews and ratings when making purchases. They might also count on various aspects or inputs in their decisions to buy. Lastly, some other considerable proportion of people (12.5%) regards the product reviews and ratings as somewhat influential. The responses indicate that product reviews and rating have an impactful influence on consumer behavior.

4.5.5 Recommendations from Friends or Influencers on Purchase Decision

The participants were requested to rate the extent to which recommendations from friends or influencers affect their purchase decision when exposed to social media marketing content. The response distribution is shown in the below table.

Table 4.13: Recommendations from Friends or Influencers on Purchase Decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly influential	128	64.0	64.0	64.0
	influential	32	16.0	16.0	80.0
	Neutral	3	1.5	1.5	81.5
	Not influential	15	7.5	7.5	89.0
	Somewhat influential	22	11.0	11.0	100.0
	Total	200	100.0	100.0	

Table 4.13 gives an insight into how much the recommendations from friends or influencers affect purchasing decision when consumers are exposed to social media marketing content. Here is the analysis of the data: Most participants (64.0%) said that the recommendations from friends or influencers significantly influence their purchasing decisions. Therefore, many people depend highly on recommendations from friends or influencers in the process of selecting products to buy. Sixteen percent of the respondents rely on recommendations from friends or influencers when making a purchase decision. One-point-five percent of the respondents were neutral towards the impact of recommendations from friends or influencers on purchasing decision. Seven-point five percent stated that they do not rely on recommendations from friends or influencers when making purchases. They might also count on various aspects or inputs in their decisions to buy. Lastly, some other considerable proportion of people (11%) regards the recommendations from friends or influencers as somewhat influential. The responses indicate that recommendations from friends or influencers have an impactful influence on consumer behavior.

4.5.6 Extent to Which Limited-Time Offers and Discounts Influenced Purchase Decision

The participants were requested to rate the extent to which limited-time offers and discounts influenced their purchase decision when exposed to social media marketing content. The below table depicts the results of the study.

Table 4.14: Effect of Limited-Time Offers and Discounts on Purchase Decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly influential	128	64.0	64.0	64.0
	influential	33	16.5	16.5	80.5
	Neutral	5	2.5	2.5	83.0
	Not influential	14	7.0	7.0	90.0
	Somewhat influential	20	10.0	10.0	100.0
	Total	200	100.0	100.0	

Table 4.14 gives an insight into how much the limited-time offers and discounts affect purchasing decision when consumers are exposed to social media marketing content. Here is the analysis of the data: Most participants (64%) said that limited-time offers and discounts significantly influence their purchasing decisions. Therefore, many people depend highly on limited-time offers and discounts in the process of selecting products to buy. Sixteen-point-five percent of the respondents rely on limited-time offers and discounts when making a purchase decision. Two-point-five percent of the respondents were neutral towards the impact of limited-time offers and discounts on purchasing decision. Seven percent stated that they do not rely on limited-time offers and discounts when making purchases. Lastly, some other considerable proportion of people (10%) regards the limited-time offers and discounts as somewhat influential. The responses indicate that limited-time offers and discounts have an impactful influence on consumer behavior.

4.5.6 Extent to Which Engaging and Interactive Content Influenced Purchase Decision

The participants were requested to rate the extent to which engaging and interactive content influenced their purchase decision when exposed to social media marketing content. Table 4.15 below shows results of the survey.

Table 4.15: Extent to Which Engaging and Interactive Content Influenced Purchase Decision

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.5	.5	.5
Highly influential	122	61.0	61.0	61.5
influential	31	15.5	15.5	77.0
Neutral	5	2.5	2.5	79.5
Not influential	22	11.0	11.0	90.5
Somewhat influential	19	9.5	9.5	100.0
Total	200	100.0	100.0	

Table 4.15 gives an insight into how much the engaging and interactive content affect purchasing decision when consumers are exposed to social media marketing content. Here is the analysis of the data: Most participants (61%) said that engaging and interactive content significantly influence their purchasing decisions. Therefore, many people depend highly on engaging and interactive content in the process of selecting products to buy. Fifteen-point-five percent of the respondents rely on engaging and interactive content when making a purchase decision. Two-point-five percent of the respondents were neutral towards the impact of engaging and interactive content on purchasing decision. Eleven percent stated that they do not rely on engaging and interactive content when making purchases. Lastly, some other considerable proportion of people (9.5%) regards the engaging and interactive content as somewhat influential. The responses indicate that engaging and interactive content have an impactful influence on consumer behavior.

4.6 Purchasing Behavior

This survey section aimed at finding out how social media marketing affects the consumer's buying decisions, loyalty towards a brand, and its interaction with any product or service. Participants were required to express their views about the social media campaigns done by different firms and brands. The participants gave insights on the kind of social media content which influenced their buying decision -whether online advertisement, sponsored post, celebrity

endorsement, and others. The tables generated by SPSS show key findings and statistics about how social media marketing is shaping consumer behavior and preferences.

4.6.1 Frequency of Making Online Purchases in a Month

The participants were requested to indicate how often do they make online purchases in a month averagely. The response distribution is shown in table 4.16.

Table 4.16: Frequency of Making Online Purchases in a Month

On average, how often do you make online purchases in a month?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 times	40	20.0	20.0	20.0
	3-5 times	34	17.0	17.0	37.0
	More than 5 times	115	57.5	57.5	94.5
	Rarely or never	11	5.5	5.5	100.0
	Total	200	100.0	100.0	

The results in table 4.16 indicate how often people make online purchases per one month in their experience. Here is the analysis of the data: Twenty percent of respondents buy online once or twice every one or two months. The online shopping of this group is quite rare. Only seventeen percents make online purchases three to five times a month. They are heavy internet shoppers, but on average once or twice a week. Most of these individuals (57.5%) buy products via the Internet more than five times in month. This group shops online regularly, often on a weekly basis each month. Only 5.5 percent say they occasionally or never make an online purchase. They may opt for traditional form of shopping like physical stores. The responses indicate different habits of shopping online by the group that had responded to the survey. E-commerce continues to grow as most people prefer making their purchases over the internet. Knowledge of some of these habits can help businesses and e-commerce platforms market and sell their products directly to the right customers.

4.6.2 Types of Products or Services Frequently Purchased Online

The participants were requested “to indicate how often do they make online purchases in a month averagely. The results are given in table 4.17 below:

Table 4.17: Types of Products or Services Frequently Purchased Online

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Beauty and skincare	15	7.5	7.5	7.5
	Clothing and fashion	53	26.5	26.5	34.0
	Electronics	93	46.5	46.5	80.5
	Entertainment (e.g., movies, music)	21	10.5	10.5	91.0
	Food and groceries	18	9.0	9.0	100.0
	Total	200	100.0	100.0	

Table 4.17 presents data about what products/services people mostly buy on-line. Here is the analysis of the data: Less than one in every ten respondents (7.5%) buy beauty and skincare products online. Usually, these are cosmetic and hygiene products like makeup, skincare etc. Twenty-six-point-five percent of the respondents make purchases online for clothing and fashion most of the time. They are mostly apparels, footwears, accessories and other related fashions. Most of respondents (46.5%) often buy electronics online, which is around 46.5%. Such goods involve smart-phones and laptops to tablets and various other electric stuff. While this segment is significantly smaller, it constitutes 10.5% of cases who make frequent purchase of video, music and other Internet-enabled entertainments. Nine percent of people often buy food and groceries online. The responses here suggest a variety of commodities and services people buy most often on-line. It can be seen that the electric goods became very popular and e-commerce in the field of fashion and beauty significantly grew. By identifying consumer preferences, companies and e-commerce platforms will be able to focus on supplying products that fit into evolving customer demands and tastes.

4.6.3 Reading Online Reviews Recommendations on Social-Media Before Purchase

The respondents were asked to indicate how often they read online reviews or seek recommendations on social media before making a purchase.” The findings are depicted in table 4.18 below:

Table 4.18: Reading Online Reviews Recommendations on Social-Media Before Purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	111	55.5	55.5	55.5
	Frequently	55	27.5	27.5	83.0
	Occasionally	18	9.0	9.0	92.0
	Rarely or never	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

The answers from the table above give information about how many times people read online reviews or look for suggestions on social networks prior buying something. Here is the analysis of the data: Most respondents (55.5%) usually read online review before purchasing a product as well as referrals from social sites before purchasing. Members of this collective, have great respect for people’s opinions and experiences and they use such as a basis when deciding to buy goods. Some other proportion- 27.5% frequently read comments or consult with one another on the social network. Only nine percent of the respondents occasionally read online review and seek recommendation through social media. Only 8% of the respondents rarely or do not read reviews online nor look for advice in social media before sealing the deal. These individuals might rely upon other information sources and make their decisions on some other premises. Knowledge about these habits may help companies and marketers recognize that it is crucial to have a positive virtual presence and be interactive enough through social media, building trust and credibility among the customers.

4.6.4 Online Reviews and Recommendations Influence Purchasing Decisions

The participants were requested to specify how often they read online reviews or seek recommendations on social media before making a purchase. Table 4.19 below shows the response of the survey.

Table 4.19: Online Reviews and Recommendations Influence Purchasing Decisions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately	64	32.0	32.0	32.0
	Not at all	19	9.5	9.5	41.5
	Significantly	101	50.5	50.5	92.0
	Slightly	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

The above table shows some of the responses, providing insights on the extent to which online reviews and recommendations affect customers' purchase choices. Here is the analysis of the data: Approximately 32% of the respondents say that online reviews and recommendations have some impact on their buying decisions. In this case, they use these reports as their guidelines in choosing but others too could be used. Only 9.5% responded that they are not influenced by online reviews and recommendations at all while purchasing. Such a group may value other things and rely on different information for their purchasing decision. Majority (50.5%) say that online reviews and recommendations are very significant when it comes to making purchase decisions. The members do not make purchases based on personal judgment alone but rely extensively upon other people's opinions. Only 8% of people slightly feel that online reviews and recommendations have any effect on their buying habits. The replies show how far online reviews play in determining the consumers' buying behavior to various extents. Many view them as quite significant pointing out the need for business and brand's great online reporters or rating.

4.6.5 Social Media Marketing Content When Making Purchasing Decisions

The participants were requested to specify whether they consider social media marketing content when researching or making purchasing decisions. The below table 4.20 shows the results of the survey.

Table 4.20: Social Media Marketing Content When Making Purchasing Decisions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	28	14.0	14.0	14.0
	Yes	172	86.0	86.0	100.0
	Total	200	100.0	100.0	

Table 4.20 shows that people have different views on whether they take social media marketing content into consideration while carrying out or making a buying decision. Here is the analysis of the data: In terms of research and purchase decision-making, only a small percentage (14%) of respondents do not rely on social media marketing content. Hence, this group may take decisions based on different factors or other sources of information. On the other hand, 9 out of 10 (86%) say they look at content while considering products/services. Therefore, this implies that many people recognize the importance of social media marketing as far its effect is involved while making purchasing decisions. Such responses show why social media marketing is critical for consumer behavior change, which implies, conversely, that companies and marketers must fashion smart tactics that appeal to consumers using these platforms. It is imperative to understand how social media content influences buying habits in order to make effective marketing and advertisement.

4.7 Regression analysis

4.7.1 Model Summary for Regression Analysis

The model summary from a linear regression is designed to capture the relation between predictor variable (Effect of Social Media Marketing) and the outcome variable (Consumer Purchasing Behavior of Millennials).

Table 4.21: Model Summary for Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.929 ^a	.863	.863	.357

a. Predictors: (Constant), Effect of Social Media Marketing

From the table above, R-value is a measure of how much of Purchasing Behavior of Millennials variable is accounted for by the Effect of Social Media Marketing variable. For this model, R square is 0.863, which means that approximately 86.3% of variance in the Consumer Purchasing Behavior of Millennials variable can be explained by the Effect of Social Media Marketing variable. Therefore, the model appears to correspond well with the data, having a large R square number, which suggests that the independent variable “Effect of Social Media Marketing” predicts the dependent variable “Consumer Purchasing Behavior of Millennials.”

4.7.2 Analysis of Variance for Regression Analysis

ANOVA is used in determining if a regression model is statistically significant. Here is an interpretation of the values in the table below:

Table 4.22: Analysis of Variance for Regression Analysis

ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	159.680	1	159.680	1250.901	.000 ^b
	Residual	25.275	198	.128		
	Total	184.955	199			

a. Dependent Variable: Consumer Purchasing Behavior of Millennials

b. Predictors: (Constant), Effect of Social Media Marketing

From the ANOVA output above, F-statistic (1250.901) is employed in testing the significance of the regression model, while the Significance (0.00) is typically the probability value for the F statistic. Therefore, the p-value in this model is 0.000, meaning that the regression model is significant.

4.7.3 Analysis of Variance for Coefficients

The Analysis of Variance (ANOVA) for coefficients plays a crucial role in assessing the statistical significance of individual coefficients within a model. This section provides a concise

interpretation of the significance of the coefficients, contributing to a comprehensive understanding of the regression analysis results

Table 4.23: Analysis of Variance for Coefficients

		Coefficients ^a		Standardized		
Model		Unstandardized Coefficients		Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.562	.106		-5.327	.000
	Consumer Purchasing Behaviour of Millennials	1.097	.031	.929	35.368	.000

a. Dependent Variable: Effect of Social Media Marketing

The table shows the coefficients for a linear regression model, and it assesses the relationship between the "Consumer Purchasing Behaviour of Millennials" and the "Effect of Social Media Marketing." The p-value in this case is smaller than 0.001 indicating the coefficient is highly statistically significant. Moreover, standardized coefficients are valuable for measuring the relative weight or strength of different predictors in a particular model. The Beta coefficient in this instance stands at 0.929, meaning that there is a significant positive correlation between "Consumer Purchasing Behaviour of Millennials" and "The Effect on Social Media Marketing."

In summary, the study reveals a considerable and significant positive relationship (beta = 0.929) between "Consumer purchasing behaviour amongst millennials" and "impact of social media marketing on consumer purchase".

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

Considering the Social Media Usage, analyzing the social media usage data gave important information about what people usually do on different social media; often, they check their accounts on social media, the preferred type of content that they mainly enjoy consuming, and how ads appear in social media feeds. This can be linked to the literature review on social media marketing concerning consumers' behavior in the garment industry and fashion items among millennials. In line with the research of Kim and Sung (2018), whereby these authors examined the effect of social media marketing on consumers' purchase decision-making, this observation is supported. Therefore, it means that Facebook could be a good place where marketers can launch campaigns for millennials. Consequently, it was discovered that millennial's purchasing intent is impacted by social media marketing. The analysis data confirms the position of Yoo and Kim, showing that social networks are a very significant tool for advertisement among youth. In the analysis, this discussion focused on the items that respondents mainly interact with using social media. 38% only interact with ads related to products or services. This corresponds with the literature review, which stresses how social media marketing influences purchase intention. Therefore, the case that millennials are open to advertisement in the form of products or services promos on social websites becomes justified. With this responsiveness, the information from the analysis provides another backing for the belief that social media may, in fact, significantly influence customer behavior, which is also supported by the above literature review.

With regard to Social Media Marketing Influence, this study gives insight into the behavior and preference of respondents' purchase decisions towards online ads in social media. This is

consistent with the literature review that examines marketing influence in different settings due to social media advertising. These analyses indicate that customer evaluations and grades influence buying choices following the investigation by Kim and Ko (2012) and Mangold and Faulds (2009). According to the literature review, it should be noted that friends' or other influential people's recommendations influence consumers' attitudes toward products and behavioral decision-making processes. These findings further reinforce that these recommendations are crucial in driving buying decisions.

With regard to Purchasing Behavior, analyzing such information regarding purchasing behavior for this type of customer is very helpful to know how millennials shop online and decide on any item. These findings unite with the existing perspective as it considers different elements like product reviews, internet advertising, and internet buying. This indicates a high correlation between the frequency of online shopping and the effects on purchasing habits through social media marketing. In line with findings in the literature review by Mangold and Faulds (2009), social media marketing influences consumers' attitudes to the brand and their intentions of purchasing and loyalty. Social media marketing seems prevalent, whereby electronics and fashion are mostly bought through internet platforms, supporting the literature in this field. In addition, the research provided information on how much consumers base their purchase decisions on online reviews and recommendations. Most of the respondents considered them highly influential, and others considered them moderately influential. This affirms that online reviews and recommendations influence consumers' purchase decisions. In particular, the literature review, including the study by Kim & Ko (2012), shows how social media impacts consumer's perception of products and brands. This is essential for revealing why online reviews and recommendations

are crucial during shopping. Lastly, the regression analysis revealed that Social Media Marketing has a significant effect on the Consumer Purchasing Behavior of Millennial.

5.2 Conclusion

This study was able to explore how Social Media Usage has influenced consumer's behaviors towards millennial individuals. These findings show just how potent social media is, particularly Facebook as a platform, millennials' keenness on using social media, responsive to ads, social ads common. Together with the existing literature, these insights form strong basis for comprehension of pervasive impact of social media on consumer behavior among the millennials. On Social Media Marketing Influence, our findings and those of the reviewed literature are consistent to show that social media marketing exerts great impact on consumer behavior. Respondents' preferences and behavior as we intend to investigate in this study is congruent with the study we propose as regards social media marketing. This underlines the importance of social networks, ad performance, review scores, and word of mouth reviews (peer to peer/celebrity). The combination of literature reviews and data processing makes it easier to understand how social media marketing deeply influences consumer behavior including millennials.

Therefore, the analysis and literature review conform around a common theme: social media marketing have a profound effect on consumer purchasing habit. This entails identifying how frequently one engages in online shopping, preferred product categories as well as the influence attached to online reviews/recommendations. This study matches with the ones carried out by Kim & Ko (2012), and Mangold & Fauld (2009), highlighting the utility of social network marketing in creation consumer-attitudes and customer-decisions. This brings out its alignment with the literature review as far as considering the significance of social media marketing and its influences in changing purchasing habits among millennial are concerned.

In line with Kim & Ko's (2012) research that asserted that advertising in social media increased purchasing decisions. In researching their study, they focused on how social media affects buyers' opinions about goods and brand perception. This analysis also corresponds with the results of the literature review, including one of Mangold Faulds (2009). In their research, they found that social media advertising effectively influences consumers' attitudes toward the brand, leading to enhanced brand loyalty and purchase intentions. Further support of the idea that social media sites play a significant role in consumer decision-making, and in this case, Facebook, is offered by the data obtained from the analysis.

5.3 Recommendations

The Social Media Usage part of the analysis pinpointed issues related to the use of social media among millennials. The survey report noted that Facebook has become quite common for the respondents. Therefore, these companies should focus on Facebook as the primary means of connecting with this population.

Moreover, the results revealed that respondents checked their social media accounts over five times daily. The extent of engagement reflects what Yoo and Kim (2018) established in their literature review that social media has a considerable influence on decision-making among young people. This emphasizes the critical role of social media in shaping millennials' purchase behavior. As such, it should be encouraged that business endeavors have robust activities on social networks to fully catch up on the attention of this specific cohort.

Most of the millennials interact with advertisements about products and services on social media. This reflects the literature, which focuses on how social media marketing affects purchase intention as well. Therefore, businesses should design captivating and relevant ads for products and services millennials accept via social network providers.

Furthermore, most of the respondents indicated that they witnessed such ads on the scroll bars of their timelines. Social media advertising has a wide-reaching effect on millennials' experiences when they use the internet due to extremely high levels of exposure to such ads. Therefore, businesses should consider investing in social media advertisement as this is a sure way of reaching and making an impression on the millennials.

Most of the respondents believed traditional advertisements on social media to be very effective. This underpins the importance placed on social-media marketing's influence on the attitude and behavior of a customer. It is therefore recommended that firms should undertake quality yet captivating internet adverts for them to maintain this impressive level of performance.

5.4 Suggestions for Further Research

With regard to the future research, many other areas of exploration may be pursued, informed by what has been discovered and noted in this study regarding the influence of social media marketing on purchasing behavior among millennials. Foremost, the study followed a cross sectional design, it therefore recommended that longitudinal study be done to follow up any behavioral modification among millennials. Thus, such can be an indication of how they are evolving in influencing consumer purchase behavior owing to changes that are continuously evolving in social media platforms and social media marketing strategies. Secondly, this study concentrated on the link between social media marketing and purchasing behavior. It is therefore recommended that future studies could focus on the effect of cultural factors on the link between social media marketing and purchasing behavior among consumers. Exploring if the influence of social media marketing differs between millennials from diverse culture. Finally, the study recommends future studies to focus on determining which social media strategy works effectively on millennials' purchase intention.

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Appendix

Questionnaire

Survey Questionnaire: Understanding the Effect of Social Media Marketing on the Consumer Purchasing Behavior of Millennials

Section 1: Demographic Information

1.1 Gender:

Male

Female

1.2 Age:

18-24 years

27-32 years (Millennials)

33-38 years (Millennials)

39-42 years (Millennials)

43-49 years

50+ years

1.3 Educational Level (tick highest level of education):

High School

Bachelor's Degree

Master's Degree

Ph.D. or Higher

1.4 Employment Status:

Employed

Unemployed

Other (please specify): _____

Section 2: Social Media Usage

2.1 Which social media platforms do you use regularly? (Select all that apply)

Facebook

Instagram

Twitter

TikTok

LinkedIn

Other (please specify): _____

2.2 How often do you check your social media accounts in a typical day?

Less than once a day

1-3 times a day

4-6 times a day

More than 6 times a day

2.3 What types of content do you primarily engage with on social media? (Select all that apply)

Posts from friends and family

Product or service advertisements

News and current events

Entertainment content (e.g., videos, memes)

Influencer content

None

2.4 How often do you come across advertisements on your social media feeds?

- Rarely
- Occasionally
- Frequently
- Almost every time

Section 3: Social Media Marketing Influence

3.1 Have you ever made a purchase based on a product or service advertised on social media?

- Yes
- No

3.2 If yes, which social media platform(s) influenced your purchase decision? (Select all that apply)

- Facebook
- Instagram
- Twitter
- TikTok
- LinkedIn
- Other (please specify): _____

3.3 Please rate the effectiveness of social media advertising in influencing your purchasing decisions:

- Not Effective
- Somewhat Effective
- Neutral
- Effective

Highly Effective

3.4 Please rate the extent to which the following factors influenced your purchase decision when exposed to social media marketing content (1 = Not Influential, 5 = Highly

Influential):

	1	2	3	4	5
Product reviews and ratings					
Recommendations from friends or influencers					
Limited-time offers and discounts					
Engaging and interactive content					

Section 4: Purchasing Behavior

4.1 On average, how often do you make online purchases in a month?

Rarely or never

1-2 times

3-5 times

More than 5 times

4.2 What types of products or services do you most frequently purchase online? (Select all that apply)

Electronics

Clothing and fashion

Food and groceries

Beauty and skincare

Entertainment (e.g., movies, music)

Other (please specify): _____

4.3 How often do you read online reviews or seek recommendations on social media before making a purchase?

Rarely or never

Occasionally

Frequently

Always

4.4 To what extent do online reviews and recommendations influence your purchasing decisions?

Not at all

Slightly

Moderately

Significantly

4.5 Do you consider social media marketing content when researching or making purchasing decisions?

Yes

No

Section 5: Additional Comments Please provide any additional insights or comments related to the impact of social media marketing on your purchasing behavior.

5.1 Additional Comments: _____

5.2 Is there anything else you would like to add? _____

Thank you for participating in this survey! Your input is valuable to our research

Data Collection Letter



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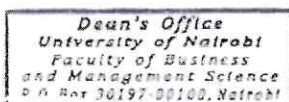
RE: INTRODUCTION LETTER: JERUSHA WANJIKU

The above named is a registered Masters of Business Administration candidate at the University of Nairobi, Faculty of Business and Management Sciences. She is conducting research on "***Effect of Social Media Marketing on the Consumer Purchasing Behaviour of Millenials in Nairobi City County***"

The purpose of this letter is to kindly request you to assist and facilitate the student with necessary data which forms an integral part of the Project.

The information and data required is needed for academic purposes only and will be treated in **Strict-Confidence**.

Your co-operation will be highly appreciated.



PROF. JAMES NJIHIA
DEAN, FACULTY OF BUSINESS AND MANAGEMENT SCIENCES

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