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**Factors Influencing News Consumption Through Social Media Among
Kenya's Millennials: A Case Study of Safaricom Kenya Limited**



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MBA/82641/14

**A Research Dissertation Submitted in Partial Fulfilment for the Award
of Degree in Masters of Business Administration of Strathmore
University**

Strathmore Business School

Strathmore University

Nairobi, Kenya

JUNE 2019

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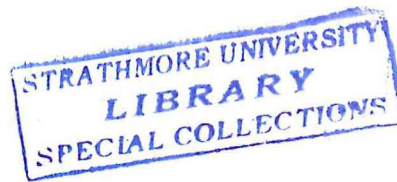
DECLARATION

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Symon Kipyegon Bargurei

June 2019



Approval

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ABSTRACT

The major aim of this research was to study factors affecting the use of news media among the millennials at Safaricom Kenya Limited. Four definite objectives guided the study: first was to find out the effect of cognitive needs on social media consumption among Millennials; identify the influence of affective needs on social media consumption among Millennials; highlight the impact of personal integrative needs on social media consumption among Millennials; and determine the influence of medium appeal needs on social media consumption among Millennials. The study adopted the descriptive research design. The study target population was 3,231 staff from Safaricom and the sample size was determined as 355 respondents. The process of data collection was achieved through the use of structured survey and analysed with SPSS. In order to summarize the data and observe data trends, descriptive statistics comprising of average, frequencies, standard deviation and percentages were used. The findings show that social media's medium appeal characteristic influenced social media consumption and cognitive characteristics most strongly. The affective and the personal integration attribute were found to be insignificant as a factor that influences news consumption over social media by the Millennials. However, all the four predictor variables had a positive correlation with respect to the news consumption by the Millennials at Safaricom. The use of social media was also found to influence positive attitudes and perceived utility in acquiring information, knowledge and understanding. There have been no significant differences in the age and gender of Millennials' social media usage intention. The research concludes that social media is no longer a competitor to the mainstream media houses as sources of news. The study recommends that marketers incorporate social media as a key marketing platform that requires adequate resource allocation.

Key words: Millennials, news consumption and social media

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ABBREVIATIONS AND ACRONYMS

ACM	-	Association of Computing Machinery
CAK	-	Communication Authority of Kenya
CMMC	-	Communication & Mass Media Complete
ICT	-	Information and Communication Technologies
U&GT	-	Uses and gratifications theory
SNS	-	Social Networking Sites
SPSS	-	Statistical Package for the Social Sciences
TAM	-	Technology Acceptance Model

DEDICATION

I devote this research dissertation to my late father Bernard Bargurei, a career civil servant and my two lovely children Ashley Bargurei and Aiden Bargurei, whom I draw my inspiration and the desire to achieve great heights in my career.

ACKNOWLEDGEMENTS

My first humble appreciation is directed to Almighty God who gave me strength and power throughout the entire period of my research project. Lots of thanks also goes to my supervisor Dr. Angela Ndunge who has been guiding me all through for many hours of positive comments, criticism and suggestions that have allowed me to complete this dissertation successfully. I also want to thank Strathmore Business School on this occasion for the opportunity to learn and participate in the Master of Business Administration (MBA) programme. I also thank Safaricom Kenya Limited staff and management who have worked with me throughout the entire time on the proposal for their understanding and support.

Last but not least, I sincerely thank my family, friends, classmates and colleagues for their moral support. Special gratitude to my wife Ceciliah Bargurei for being there for me during the early mornings and late nights that I have worked and compiled this dissertation. Despite all, working on this dissertation has been a great learning experience.

CHAPTER ONE : INTRODUCTION

1.1 Background of the Study

In the last three decades, innovation technology advancement has grown at a rate never witnessed before, particularly social media and other online platforms. Just as the rate in which social media has been changing over the period, the rate at which social media has been changing personal and commercial habits has equally been unprecedented (Moore, 2012). Social media has made conversations much easier since one can send different information in different formats, be it a picture, file, video or a general message with an immediate response in the real time no matter the distance between the recipient and the sender. People have begun using social media for accessing news as well as sourcing for goods and services, through a process of contributing or consuming the information that is shared in the various social media platforms (Shao, 2013). The social media behaviours and usage is more pronounced among the Millennials who happen to have a vast exposure into the technological world since every aspect of their live in the current situation is nothing without technology (Lenhart & Madden, 2012).

The Millennial cohort has no glimpse of the traditional days that technology was a dream to many but currently they are driven by diversification of technology that has led to universal homogeneity among Millennials, leading into an hypothetical world-wide cohort that allegedly displays corresponding behaviour and attitudes (Moore, 2012). This digital population, who happen to be either students or newly employed graduates, are popularly labelled as technology oriented and the most sophisticated of any group. The main driver for millennials to use social media is the need to interact with friends, colleagues and family members (Palfrey & Gasser, 2008). Similarly, this cohort appreciates others' opinions and wants to be popular through the responses and feedbacks they provide with regard to the products and brands of their choice (eMarketer, 2014). Millennials are also characterized with creativity, solution-focused, socially conscious and team-oriented.

The understanding of the reasons behind the millennial cohorts' attraction to the use of social media has gained promise in the last decade because of the fact that this population that currently is between 21 – 35 years of age constitute over 45% of the

population in the developed world and around 58% in the developing countries (Global Digital Media Report, 2019). Consequently, the capacity to understand the underlying reasons of their adoption of the social media will be able to bring on board a sizeable size of the world's population to the product market or service.

The motivating factors for social media adoption have been identified by different scholars to vary depending region and level of economic advancement to range from the increasingly universal access, flexibility, functionality and convenience of social technologies (Adesope & Ogan-Charles, 2016; Iffat & Yousaf, 2017; Baruah, 2012). It is thus important to establish the aspects that influence Millennials adoption of social media in developing country, as Kenya because it will be of benefit to marketers as well as news providers. Musa, Azmi, and Ismai (2016) state that people use social media to satisfy their needs which include cognitive needs, affective needs, personal integrative needs, social integrative needs, tension release needs, and medium appeal needs which is a mainstay of Uses and Gratifications Theory (U>). The study will measure the influence of these user needs as adopted by Musa, Azmi, and Ismai (2016) on news consumption through social media

1.1.1 Social Media

Kaplan and Haenlein (2010) assert that social media is a group of Internet-based applications built on Web 2.0's technological and ideological nitty-gritties that enable user generated content to be developed and distributed. In addition, Adesope and Ogan-Charles (2016) suggest that social media is a means that people use in interacting with each other through creation, sharing and commenting on contents available online hence creating virtual networks and communities. Social media uses web and mobile technology to create highly interactive platforms where communities and people modify, co-create, share and discuss user-generated content. The availability of social media has enabled consumers to receive up to date news and enabled them gain social experience. Social networking and social networks has been used technically to assess, filter and react to online news. New means for social media for instance Twitter, Facebook and

Smartphones have allowed news consumers to be informed electronically about most important topics and events of interest (Iffat & Yousaf, 2017).

Shao (2009) assert that social media broadly categorises activities of a consumer as either contributors of content i.e. posting or utilizing (observing or lurking) activities. He and Zha, (2014), however, point out that users use the social media platforms instead of contributing to its content. Social network users generate content when they post links, photos, commenting on photos and posts of their friends and update their status. Inviting friends and other people to join a network created by a social media user is however the main goal of interaction among the millennials (Mayfield, 2010). Therefore the perception of social media users to look for information on different online platforms implies a cohort that would positively receive a wide array of news, at even real time speed.

1.1.2 News Consumption

Consumption of news has gained popularity and become an emotional, cognitive, behavioral and attitudinal social phenomenon (McCombs, Kiouisis, Holber & Wanta, 2011). The traditional forms of media as a source of news are losing in popularity as the world continues to see more and more of technological advances and adoption of new media. Cauwenberge, d'Haenens and Beentjes (2010), agree that there is adequate evidence of online media and conventional platforms as a source of news consumption to the point that the conventional media are trailing in terms of popularity among the young segment of the population. The current society is migrating gradually from the traditional news systems that were moved by a body of professionals in the media industry to a relatively multifaceted cycle of information that integrates familiar people within the system (Bergström & Belfrage, 2018). There's a steady reduction in the consumption of traditional news media (e.g. radio, television and newspapers) on their traditional means of news delivery. Simultaneously, social network site (SNS) is gaining more popularity in terms of news perception among different people. Undeniably, SNSs generally, and particularly networks used in conversing for example Instagram, Twitter

and Facebook, are increasingly becoming significant source of news (Bergström & Belfrage, 2018).

Several factors are associated with changes in news consumption patterns and include the personal characteristics of the individual (Elvestad & Blekesaune, 2008); the content provided through the media whether television, print or radio, advances in technology, level of income and wealth status (Iffat & Yousaf, 2017), and demographic characteristics such as urban or rural resident (Mzungu, 2013). These migration from conventional to online media systems among millennial news consumers can be understood better particularly when recent changes in technology and lifestyles of the younger generation is put into context leading to emergence of the technological environment. However, the ability of the traditional news delivery system to provide up to date information which is consistent with the wish of the young generation is lacking because of the lack of a real time availability capability. The augmented application of digital platforms of news and information sharing exemplifies demand for custom-made, self-selected social media content, with every person deciding the kind of news that should be offered at a particular time (Huang, 2009).

1.1.3 Millennials

Millennials represent that part of the population that is associated with introduction of the fundamental change in ideology of society since the generation of Baby Boomer. There has been a slightly different definition of what cohorts represent Millennials. As at 2017, Pierre, Ding and Novellus (2017) suggested that Millennials is that group of employees between the ages of 20 – 35 years in the job place and that this group have unique characteristics and way of working with the other employees. Howe and Strauss (2000), define the Millennials generation as comprising those born in 1982 to 2004. Thus, the Kenya's Millennials can be categorized as those who were born into the changing political landscape from one which was dominated by one party to another which welcomed the democracy as from the year 2002.

The first attribute associated with Millennials is that they hold a worldwide perception on life and ought to establish significant roles on teams comprising of very motivated

and committed co-workers (Markovic, 2011). However, the young generation focuses on creativity which is more challenging as opposed to leadership positions in organizations. Millennials are innovative intellectuals who relish claim immediate feedback, responsibility have an immense expectation on recurrent sense of achievement, as well as engage and supports organization effectively. As a result of impenitent application of technology, Millennials are multitasking often between getting involved in social media, mobile devices, or surfing the Internet. As a result of technological advancement, information is accessed efficiently ranging from literature to science thus enabling the young cohort to filter and obtain the desirable information (Hershatter & Epstein, 2015).

1.1.4 Safaricom Kenya Limited

Safaricom is a leading provider of converged communication solutions that also operates on voice, video and data requests. The communication firm provides its customers with broadband high-speed data through its 3G and 4G network as well as engaging in community services for instance education, health, sports, culture and environment related projects (Kagendo, 2015). The organization has increasingly invested in technology and innovation by coming up with new products such as Mpesa, and Mkesho in collaboration with Equity bank, due to environment changes that firms had not expected and prepare for.

Safaricom aims to continuously provide high standard services that meet the expectations of customers with the purpose of retain existing clientele and attracting new ones (Chege & Gakobu, 2017). The study aims to target Millennials working at Safaricom Kenya Limited. As of 2018, Safaricom had a staff population of 5,566 with the clear majority its employees remain Kenyans in their 30s, based in Nairobi, with this age cohort still accounting for over 60 per cent of the workforce. There were marginal gains made in the 40s and 20s age groups, and slight decreases in the numbers of employees in the 50s and 60s age groups (Safaricom, 2018).

1.2 Statement of the Problem

Social media use has seen a tremendous increase in the past decade. More and more segment of the populations is using social media as an information and communication medium due to its perceived low cost or the marginal investment required to use, a situation that eliminate a possible obstacle to its implementation (Brown, 2010). The advent of social media has not only altered personal and commercial habits of individuals but also the form and nature of news consumed especially among the Millennials (Pew, 2011). The ability of the Millennials cohort to often multitask either in social media platforms, mobile devices, or surfing the Internet, has made them able to obtain and filter the content rapidly to get the anticipated information (Hershatter & Epstein, 2015).

The intersection of social media and Millennials has brought about the need to attract this group of a population to use a particular source of social media. The choice of a particular online platform by a person is determined by several factors, and this is the case of the choice of a preferred social media by the Millennials. Having a vast knowledge on the elements that determine the social media platform for news consumption will be of importance to both the marketers and the developers of the social media to adapt their products to the consumer's wishes. Kaplan and Haenlein (2010) assert that social media adoption for news consumption is influenced by factors that differs across countries because of the different cultural, economical and political climate that exist in the country.

This has seen media organisations adopt social media platforms to commensurate the print and mass media. In Kenya, media bodies such as Nation Group and Standard Group have adopted social media platforms to reach more youthful population who are the majority of the population using social media. There is need for media organisations to understand the factors influencing news consumption through social media so as to adopt and utilize social media in an effective approach that benefits the organisation. It the current market situation, rapid technological changes have made it difficult to understand consumer behavior as a result of social, modern technology, communication

and economic trends that determines the process of decision making on intention to use or purchase a given product.

In Kenya, for example, Mzungu, (2013) assert that there has been little evidence on the dynamics that impact consumption of news through social media usage in general, for media organisations and business units to understand the factors that influence Millennials to gravitate towards using social media as news sources. This is despite researchers that include Wangechi (2015) acknowledging the increased level of social media usage in Kenya Academic research on factors affecting consumption of news through social media is therefore necessary. The understanding of these factors will be useful to media bodies on the adoption and utilization of social media to their audiences.

1.3 General Objective

The aim of the study was to examine the factors influencing news consumption through social media among Kenya's Millennials at Safaricom Kenya Limited.

1.3.1 Specific Objectives

The following specific objectives guided the study;

- i. To establish the influence of cognitive needs on news consumption through social media among Millennials at Safaricom Kenya Limited
- ii. To establish the extent to which affective needs influence news consumption through social media among Millennials at Safaricom Kenya Limited
- iii. To establish the influence of personal integrative needs on news consumption through social media among Millennials at Safaricom Kenya Limited
- iv. To evaluate the influence of medium appeal needs on news consumption through social media among Millennials at Safaricom Kenya Limited

1.4 Research Questions

The purpose of the study was to answer the following questions;

- i. To what extent do cognitive needs influence news consumption through social media among Millennials at Safaricom Kenya Limited?

- ii. To what extent do affective needs influence news consumption through social media among Millennials at Safaricom Kenya Limited?
- iii. To what extent do personal integrative needs influence news consumption through social media among Millennials at Safaricom Kenya Limited?
- iv. To what extent do medium appeal needs influence news consumption through social media among Millennials at Safaricom Kenya Limited?

1.5 Scope of the Study

The research was restricted to the County of Nairobi. Second, the study was confined to the use of social media for news consumption among the millennial cohort. The targeted Millennials group were employees of Safaricom Kenya, working in Nairobi. The study limited the variables to the influence of social media on the Millennials cognitive needs, affective needs, personal integrative and medium appeal needs.

1.6 Significance of the Study

The study may be of benefit to different stakeholders; first, the study could benefit policy makers and regulatory bodies of the media sector in Kenya including Communication Authority of Kenya (CAK), Information Communication and Technology board (ICT) and Kenya Editor’s Guild as it might provide insight into the consumption patterns of news through social media, which might assist in designing policies that enhance the growth of the media sector in Kenya. Second, the study is of importance to the media sector by enlightening media service providers the expectation and needs of Kenyans using media, especially the social media for their news consumption. These factors might enable the media providers to develop content that meets and exceeds the expectation of Kenyans in news media thus raising their visits to the given news media outlet.

In addition, the study may be of benefit to the media audiences as it could provide an avenue for communication with the media service providers and this might provide an opportunity to share their input, opinion and perception on the media services and how to improve them. Lastly, the study purposes to be of importance to the academia and scholars, as it may add value to the body of knowledge on the factors that influence

consumption of news through social media in the region as there is little evidence of research on news consumption through social media and what determines these trends. The study also suggests areas of further study in the area of news consumption through social media.

CHAPTER TWO : LITERATURE REVIEW

2.1 Introduction

This chapter presents a review of literature on the various dimensions covered by the study. The areas discussed include a discussion on the theoretical positions relevant to the study, a review of various related studies the research variables, a representation of the conceptual framework and the operationalization of the variables; and ends with the study research gaps.

2.2 Theoretical Review

This section evaluates the theories that anchor the study. The discussion on the factors that influence news media consumption by the Millennials can be looked at using three theories, namely; Uses and Gratification Theory, Diffusion of Innovation Theory and Technology acceptance theory.

2.2.1 *Uses and Gratifications Theory (U>)*

The Uses and Gratifications Theory (U & GT) was advanced by Katz, Blumler, and Gurevitch (1974) and is regarded as mass media communication framework. This theory points out that the psychological and social conditions of people determine the nature and the need to satisfy ones need through communication and assert that the most significant role of the media is to satisfy the motivations and needs of the customers and that more satisfaction will be realized if these needs are met (Windahl, Signitzer, & Olson, 2008).

Raacke and Bonds-Raacke (2008) highlighted five rudimentary assumptions of the theory that need to prevail in order for the media to be considered important, namely: the audience need to be lively and its media application is goal centered; in identifying the choice of a particular media platform and customer satisfaction, the audience determines and choses the medium that provides satisfactory information prompting competition among the media channels. Furthermore, customers should assess and be able to identify the motive of their media interests, use and purposes in order to give investigators a

precise image of that use; since judgments on the value of content provided by the media source can only be evaluated by the media consumers (Kunczik & Zipfel, 2006).

One of the criticisms of the theory is the assumption that, Katz et al. (1974) highlighted which is that the audience in the media industry needs to be clear on their news required and hence they have the ability to study these needs and identify a media channel that will satisfy these needs appropriately. However, the assumption cannot cut through the entire recipients of the media content since not everyone is aware of their needs until when they approach it or lack some services that will perhaps be identified as needs. For example, a consumer may utilize a specific content in a given media platform in the name of satisfying and escape a specific need but in real sense, provide a contrary response (otherwise or consciously) when being sampled while conducting a research with regard to a specific media topic. Rather than providing the actual aim of consuming a given media content, he/she might give unrealistic reason behind the consumption of the media content (Tanta, Mihovilović, & Sablić, 2014).

The usefulness of this theory is the ability to explain the personal motivations for which an individual is likely to use social media. The dimensions of the theory explain the need for information, need for social interaction and acceptance, and need for entertainment as a motivation for a person to use social media. In this study, the theory is useful in explaining the reason why an individual would use social media as a news source which is reinforced by the entertainment, social acceptance, and social recognition factors proposes by the U&G theory.

2.2.3 Technology Acceptance Model (TAM)

TAM was advanced by Davis (1989). This theory is among the popular research theories that scholars have used in assessing the degree at which users have accepted and adopted a specific technology and information system. TAM is drawn from the theory of reasoned action (TRA) by Fishbein and Ajzen (1975) from the discipline of social psychology that describes a behavior of an individual over their intents. Intention on the other hand is determined by two concepts: the attitudes of an individual toward the social norms and behavior or the certainty that a particular group or person would

support or repudiate of the conduct. TAM has widely been looked into and substantiated by various studies that survey the behavior of an individual in accepting a particular technology in diverse constructs of an information system (Surendran, 2012).

TAM suggests that perceived convenience and utility function are significant aspects that forecasts behavioral intention of a person toward a particular IT (Chan-Olmsted et al., 2012). Davis (1989) outlines perceived usefulness of an innovation as the potential likelihood of a user that using a particular technology will improve his or her performance in job or in general life condition. Perceived ease of use (EOU) can be characterized as the level to which the potential user anticipates the target innovation to be free of effort. As stated by Rauniar, Jei, and Johnson (2014), TAM has gained popularity since it satisfies the theoretical feature of being supported by data (verifiability), simple (parsimony), and being relevant in predicting reception and adoption of new technologies in different sectors (generalizability). The TAM model elucidates social media promotion in society as a way of staying in touch with daily activities.

The capacity of social media to facilitate news consumption at any given time and part of the country, so long as it is connected with the internet makes it convenient to the users as compared to the tradition means of media such as television and radio. In addition, the ease of use of social media platforms such as whatsapp and twitter, as well as the ability of the information posted to be verified makes it attractive to the Millenials as compared to the traditional mode of news consumption. Therefore, TAM framework can be used to explain the acceptance of social media as a source of news among the Millenials. The intention on the part of the Millenials is determined by the attitudes of an individual toward the social norms and behavior or the certainty that they would support the adoption of the social media as a source of news.

2.3 Empirical Review

This section discusses previous studies on the independent variables and how it influences news consumption. The scope of the studies and its key findings are discussed, while the researcher sought to identify the gap with the present study.

2.3.1 Cognitive Needs and News Consumption

Cognitive needs include acquiring information, knowledge, and understanding. Samuels (1984) proposed psychological and physiological needs for example cognitive needs (such as curiosity), self-actualization, expressive needs and aesthetic needs which are intrinsic in each individual and dominant to human experience. Cognitive needs comprise of obtaining knowledge, information, understanding our social background, exploration and curiosity.

Tenenboim and Cohen (2015) discovered that definite types of news triggered more user comments as compared to others, though this aspect was not associated with popularity of the news channel. Memorable topics were amongst the highly clicked, whereas controversial, social and political news were mostly responded with comments. Most people perceive news that triggers their inquisitiveness, but comments on the ones that creates controversy. People contributed more on the news that relates to political or social conflicts, provocative messages or social cleavages. Additionally, they pronounced themselves when they intended to criticize or influence others.

Boczkowski, Mitchelstein, and Matassi (2018) undertook a study in the United States on the state of news consumption among the young generation on social media platforms which discovered that consumption of incidental news on social media is significantly related to acquiring information frequently in a single day, in an unpredicted manner, spending very little time doing it, and partially reading the content. The study established that there exists a rise of an ideal-typical approach of news consumption which has been described as “incidental news” and that has gained dominance as the mode of acquiring information for this cohort of the population.

Boukes (2019) investigated how use of Facebook and Twitter influences acquisition of knowledge among the citizens, and whether this impact is conditional upon political interest of people in the Netherlands. While utilizing panel survey approach with repetitive measures of knowledge acquisition, this study has the ability to unravel causativeness and to exhibit that more regular usage of Twitter influences positively acquisition of knowledge and current affairs. The contrary is instituted for Facebook:

More recurrent Facebook usage leads to a reduction in acquisition of knowledge. This negative impact of Facebook usage happened principally for people with less interest on political matters.

2.3.2 Affective Needs and News Consumption

Markovic (2011) defines aesthetic experience as a psychological procedure in which other events, objects and daily activities are put aside while concentrating on the main object. In the same way, Ognjenovi'c (1997) highlight that aesthetic experience is a distinct sort of relationship involving subject and object in which a specific object intensely involves the mind of a subject, shadowing all other nearby events and objects. Consistent with Rimé (2009), the attention of people is drawn into emotional contents in the media, and also in novels, movies, plays and drama.

Sivek (2018) argued that today's news media function in an economy that is needs content to pull the attention audiences which is a critical aspect to attract more customers within a short time as possible – a high-speed movement outperforming the past journalism experience. Eyal (2014) detailed that online media strive to “manufacture” our behaviors, to play upon our daily practices and state of mind to retain customer base, if not hourly, for other periodic time. Berger and Milkman (2012) look into what makes some content much more viral than others, increasing views and impressions of advertising in the United States. In combination with a laboratory experiment, they find that emotionally exciting news articles tend to be shared online.

Kümpel, Karnowski, and Keyling (2015) conducted a peer-review of articles that examined the association between social media and news distribution in a span of 2004 to 2014 in Turkey, 461 articles in total were acquired as a result of thorough literature examination in two databases (Communication & Mass Media Complete [CMMC] and Association of Computing Machinery (ACM), out of which 109 were considered appropriate with regard to the inclusion principles of the study. The analysis discovered that the content of news that prompts pleasant or positive mental state is more prospective to spread than neutral and negative content.

2.3.3 Personal Integrative Needs and News Consumption

A study on the relationship between newspaper readership and social status was conducted by Chan and Goldthorpe (2007). The study investigated the social background of cultural consumption by examining the association in the United Kingdom between newspaper readership and social status. The social status of the father and best friend of the respondent also has substantial and significant effects on the newspaper preference. The goals for personal integrative needs, comprise of status, stability and credibility, according to Katz and Blumler (1974). A Digital News Report from the Reuters Institute revealed that online news participation varies significantly from one country to another. Analysis by Hoelig (2016) in Germany showed that differences in media performance can be explained at national level with regard to media performance and communications organizations having countries with low penetration of internet, as well as low confidence in radio, press and TV, home to people that contributes more.

Safari, Rahman, and Mohammed (2016) conducted a study on perspectives and attitudes on the credibility of news in Jordan on social networking sites suggested that credibility is key in news. Today, instead of being just a passive message recipient, audiences or readers can choose their channels of communication. If the public (news recipient) sees a medium as more credible than other media, they are also more prospective to have faith in that medium for searching and sharing information as opposed to other media. Reliability can therefore be recommended as one of the key factors that drive the public to utilize social media of particular organizations.

Mehrabi, Abu and Ali (2009) assessed press and television's credibility with a few questions regarding media credibility and have reached multiple concepts of credibility, specifically: impartiality, justice, accuracy, and respect for the minds of individuals, the public interest, public morality and realism as well as public interest and editorial effectiveness in ideas of totalitarianism. Mesole (2014) looked at how university students use social medias as alternative news sources, based on the theory of usage and gratification to investigate how well university students use Twitter and Facebook. The

study found that the link between personal integrative needs indicators for news consumption through social services has been positive and significant.

2.3.4 Medium Appeal Needs and News Consumption

Michailina, Masouras, Papademetriou (2015) investigated the uses and gratifications obtained from reading news online in News Media and Social Media in Greece. A comparison is done between these two (News Media and Social Media) related to what type of needs does each of these media fulfil. It also examines the trust and interactivity that participants illustrate in reading news online. A questionnaire was distributed and quantitative analysis was conducted in order to examine the above. A sample of 156 university students completed the questionnaire. The study found that social media is more about entertainment.

Huang (2009) has studied the causes of low news consumption among young people and strategies to make young people happy news consumers in America. The study involved a thorough investigation of the rationales of youth behind their behavior in news consumption among 28 high school and university students. The study found that there was an increase in podcasts, blogs and audio/video streaming as an incentive for visiting journals' websites. In combination with internet users' desire for up-to-date information, interactive features, and make news websites a more and more appealing choice for news.

In his study in the United States, Cox (2014) found that print and online readers favor various story types and subjects, leading news organizations to prioritize preferred topics in the news content. Day-to-date print companies must call on subscribers to generate profits and ensure the advertisers that clients will see their messages irrespective of the news content of that day. However, organizations, which publish mainly online, cannot call on a permanent subscriber base and instead need to publish content consistently that allows readers to click on their sites in order to make profit.

2.4 Conceptual Framework

From the review of literature, it is generally found that the social media use has an impact on the news consumption among Millennials. Hence, in order to understand the news consumption, it is important to understand the factors within the various forms in the social media that influences news consumption. The literature review depicts that the social media dimensions that influence news consumption include; cognitive needs, affective needs, personal integrative needs and social integrative needs. The diagram also suggests various ways of measuring social media news.

Independent Variable

Dependent variable

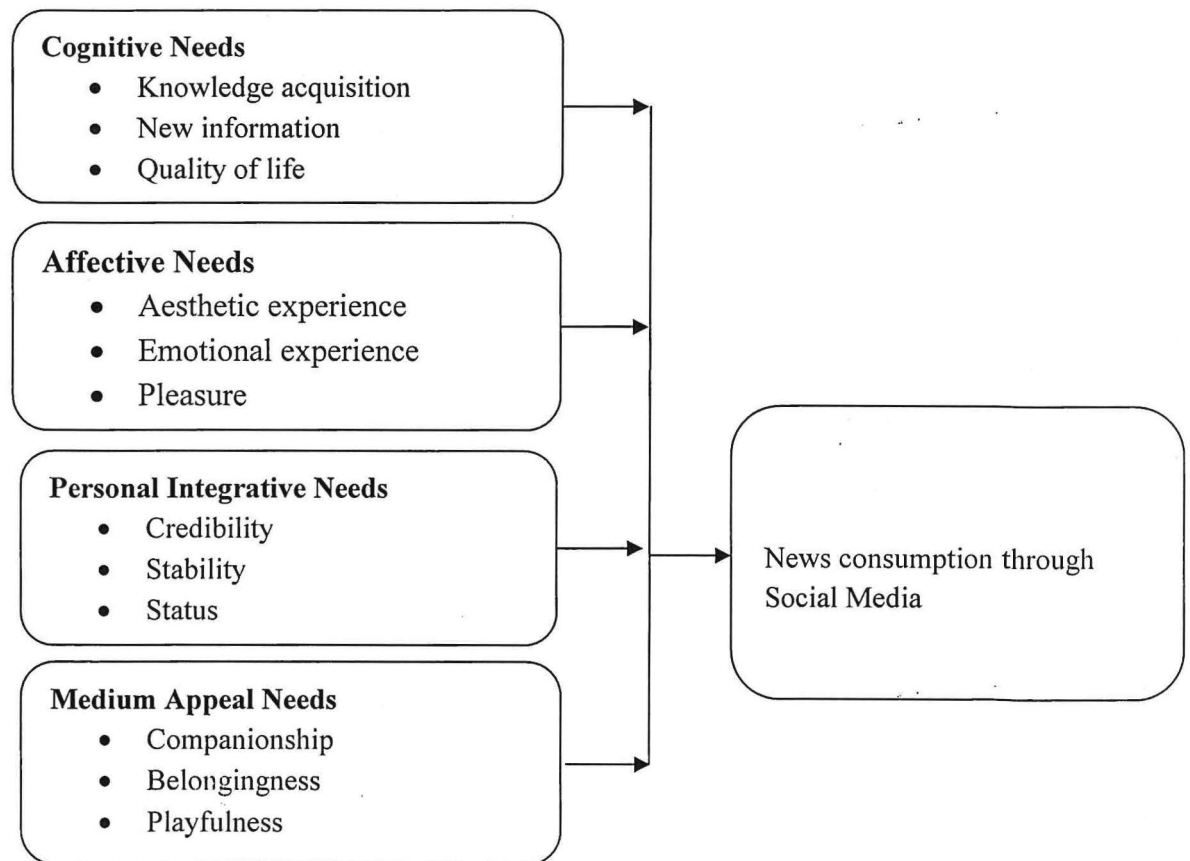


Figure 2.1: Conceptual Framework (Source: Author, 2019)

2.5 Operationalization of Variables

The relationship of variables is illustrated in Table 2.1 which shows their respective indicators;

Table 2.1: Operationalization of the Variables

Objectives	Variables	Indicators	Measurement Scale	Tools of Analysis
Influence of cognitive needs on news consumption through social media consumption	Independent Cognitive Needs	Gain Knowledge Share information Increase in quality of life	-Interval -Nominal -Ordinal	Descriptive statistics Inferential statistics
Effect of affective needs on the news consumption through the social media	Independent Affective needs	Connect with loved ones Family ties Self esteem	-Interval -Nominal -ordinal	Measure of Central tendency; Mean Inferential statistics
Effect of personal integrative needs on news consumption through social media	Independent Personal integrative needs	Ability to express opinions Stability among peers Better personalization	-Interval -Nominal -Ordinal	Descriptive statistics Inferential statistics
Effect of the medium appeal needs on news consumption using the social media	Independent Medium appeal needs	Stress reduction Cheers up oneself Easy to use medium	-Interval -Nominal -Ordinal	Measure of Central tendency; Mean Inferential statistics

2.6 Research Gap

The empirical literature review conducted indicates that there is a plethora of studies that have focused on the use of social media as a source of news information. The studies show that younger adults are more likely to use social media as source of news in contrast to using print media, televisions, or radio. Consequently, the Uses and Gratifications Theory has been used to investigate the change of news consumption patterns from more analog channels to digital channels.

Most of the evidence in the literature review from international studies from the western world with less evidence from a developing country context. This study aims to investigate the change in news consumption among the youth in Kenya by analyzing the uses and gratification model. The findings also do not show conclusive evidence on the personal factors that influence social media news consumption among Millennials. There is less evidence of studies on the use of social media for news consumption in the local context a research gap that this study aims to fill.

There is evidence of studies that have adopted the uses and gratification theory in explaining preference for using social media among younger users. However, there is less evidence of studies that have used the five U> constructs to determine the influence of personal gratifications on use of social media for news consumption among Millennials in Kenya a research gap that the study aims to fill.

2.7 Chapter Summary

This chapter presented the literature review for this study. The theoretical framework for the study is the Uses and Gratification Theory, Diffusion of Innovation, and technology theories of social media. The independent variables for the study are discussed in each sections with empirical evidence of past studies on these variables. The conceptual framework is also presented in this chapter and the indicators for each of the variables are extracted from the literature review.

CHAPTER THREE : RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents the research methods that were adopted in this research. The chapter is presented in sections that include: the research design, population and sampling, data collection methods, quality of research, data analysis, and ethical issues in research.

3.2 The Research Design

The research utilized a descriptive study design. Descriptive research is a qualitative design that allows the researcher to measure the relationship between variables of a phenomenon of interest qualitatively through perception ranking of the respondent. The descriptive study describes the present circumstances and attitudes and documents them in line with the current situation (Wimmer & Dominick, 2006, p. 179). The findings allow scientists to examine the links between variables and to draw explanatory conclusions.

The purpose of descriptive research is to explain observed trends and changes in a population with regard to specific subject. This design is suitable for the study as it pursues to investigate the subject of media consumption patterns among the public. Furthermore, survey study is ideal when scholars cannot influence the circumstances that the study objects will experience (Mathiyazhagan & Nandan, 2010). Descriptive studies can be distinguished between longitudinal and cross-sectional studies. Longitudinal studies involve collection of data over a period of time among the same target population whereas the cross-sectional survey design involves collecting data during a specific period of time. The cross sectional survey research is appropriate for this study as data was collected once.

3.3 Population and Sampling

3.3.1 Population of study

Mugenda and Mugenda (2003) define population as all the components meeting the inclusion criteria in a study. The target population is described as the population that meets specific criteria in which the researcher is interested in. The population of the study was employees at Safaricom Kenya aged 21-35 years. According to the Safaricom human resource department this cohorts' forms majority of the staff population and also falls within the millennial cohorts. The target population for the study was therefore 3,231 staff (Safaricom, 2018).

3.3.2 Sampling Technique

The study adopted a convenience sampling method among Safaricom employees in the customer service shops within and around the CBD as well as at their call Centre at Mlolongo. The researcher randomly sampled respondents in each of the customer service center shops and the call centre as they reported in the morning or as they left office within the work premises, some respondents opted for email feedback to the researcher.

3.3.3 Sample Size

The sample size refers to the number of units that were chosen from which data were gathered (Burmeister & Aitken, 2012). The study used the Yamane (1967) sampling formula to determine sample size of the study. The sample size for the study is 355 respondents.

$$n = \frac{N}{1+N(e^2)}$$

Given;

n = size of sample

N = population of study

e = error at the ideal confidence level

$\alpha = 0.05$ at 95% level of confidence.

$$\begin{aligned}n &= 3,231 / 1 + 3,231 (0.05)^2 \\ &= 3,231 / 9.0775 \\ &= 355\end{aligned}$$

In collecting the data, the researcher used convenience sampling in all 14 Safaricom customer service shops in Nairobi CBD as well as the Call centre at Mlolongo.

3.4 Data Collection Methods

The researcher used a questionnaire as the primary tool for data collection. Kothari (2004) describe a questionnaire as a tool in which all respondents receive questions in exactly the same format and order. The questionnaire consisted of three sections consisting of demographic information, factors influencing social media choice and the last section covered the questions on the social media choice. The questionnaire was self-administered to respondents through a process in which the researcher visited the customer service centers and conveniently administered the questionnaires to selected respondents.

The questionnaire comprised of three sections. Section A focused on the respondent and organization information, Section B sought information on the factors affecting social media news consumption and finally section C covered the forms of social media consumption by the Millennials. A questionnaire was deemed suitable because it enabled respondents to complete it conveniently before the specified deadline.

3.5 Quality of research

3.5.1 Validity

The extent to which an instrument measures what it asserts to measure is often defined as validity (Blumberg et al., 2005). The validity of a research instrument evaluates the degree of exactness of the measurement instrument (Robson, 2011). The validity of the instrument was established by designing the questionnaire from past empirical studies. The constructs used in the questionnaire were designed from past studies that have used the U&G Theory. The researcher also looked for opinions and ideas from the university

supervisor and defense panel on the suitability of the statements used in the questionnaire.

3.5.2 Reliability

Reliability means a measurement which provides consistent results with the same values and which measures consistency, accuracy, reproducibility and credibility of research (Chakrabartty, 2013). If consistent results have been achieved in same situations but under different circumstances, the instrument shall be considered reliable. A pilot study among 10 sample members determined the reliability of the instrument. The pilot data were analyzed with SPSS to determine the Cronbach's Alpha of the statements. Cronbach's Alpha is a coefficient value which is used to measure reliability of an instrument by checking the consistency of statements. The advantage of using this approach is that the researcher will only undertake one administration of the questionnaire. Alpha levels above 0.7 are generally regarded as satisfactory and acceptable, above 0.8 are generally considered fairly well and above 0.9 reflect an exceptional internal coherence in the social sciences and a satisfactory alpha range of estimates between 0.7 and 0.8 (Tavakol & Dennick 2011).

3.6 Data Analysis

All the questionnaires submitted to the respondents were collected, questionnaires were checked for detail, numerical coded information was entered into templates to calculate the response percentages, the mean and variance data, and errors. The analysis of data means that the searcher and reader are informed in a meaningful way of the raw information collected in the field. The data collected from the field were analyzed using the Statistical Package for Social Sciences (SPSS). The results of the study were organized and presented in line with the study objectives. In the data analysis process, the researcher used correlation and regression analysis. Correlation demonstrates the force of the relations between variables; the regression tools demonstrate the direction and strength of the relationship between study variables. Quantitative methods such as standard deviation, mean, frequencies and percentages have been used in data presentation.

The regression took the following form;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

Where,

Y = News Consumption through Social Media

β_0 = Constant (Co-efficient of intercept)

X_1 = Cognitive Needs; X_2 = Affective Needs; X_3 = Personal Integration; X_4 = Medium Appeal

ϵ = Error Term

$B_1 \dots B_4$ = Regression co-efficient of four variables

The researcher used F-test in order to establish the relevance of the regression, while the R^2 , determining the variance of Y, was explained by X. The F-test was used to determine the importance of the regression, using the coefficient of detection R^2 , to ascertain how much variation in Y is described by X. This was achieved with 95 per cent confidence and correlation analysis was carried out to determine the direction of the relation.

3.7 Ethical Issues in Research

Data from respondents is collected by the researcher. Every researcher seeking to collect information from individuals must address possible ethical issues. By issuing a letter of authorization, the researcher assured respondents of these three ethical requirements in the research. A cover letter was published with information from the researcher and the purpose of the study. Every questionnaire shared with the respondents was attached to this letter. These include anonymity, privacy, informed consent and volunteer participation in the entire research.

In this study, information was collected from participants, and participants needed to be able to know the implications, processes involved and the use of the information collected. In order to get participants informed consent, researchers explained the purpose of the study and the use of the information provided by respondents. A cover letter explaining the objective of the study and guaranteeing anonymity and confidentiality of the research was shared. All the necessary approvals and permits were sought to enable the study to be conducted: (Research authorization letter from SBS

(Appendix 3), Research Permit from (National Commission for Science, Technology and Innovation (NACOSTI) (Appendix 4) & Ethical Considerations approval from Strathmore Research Ethics Committee (Appendix 5).

The researcher remained truthful, and at all times mindful of accuracy while maintaining ethical standards throughout the stages of research from seeking access, data collection, data analysis until reporting of actual findings.

CHAPTER FOUR : PRESENTATION OF RESEARCH FINDINGS

4.1 Introduction

The main goal of the current study was to establish the aspects that influence consumption of news through social media among Kenya's millennial at Safaricom Kenya limited. This section therefore expounds on data analysis, discoveries and the discussion consistent with the study objective. Furthermore, the analysis outcome is presented in tables using means and standard deviation.

4.2 Response Rate

The researcher was able to collect 275 duly filled questionnaires from 355 questionnaires distributed implying a response rate of 77.5%. As stated by Mugenda & Mugenda (2003), a 50% of rate response is sufficient, 60% is regarded as good, whereas 70% is rated very well. Similarly, Bailey (2000) mentioned that a response rate of 50% is deemed sufficient, whilst a response rate greater than 70% is considered very well. With regard to the recommendations above, the response rate of 100% is very good. Consequently, the response rate achieved in the study is regarded as good enough to draw inferences and make conclusions on the study topic

4.3 Demographic Profile

The respondents' demographic data that was accounted for in this study included the age, gender and highest education level. In addition, the study ought to establish whether the respondents use social media for news consumption, the platform of accessing social media, frequency and duration of accessing social media. These findings helped the researcher in understanding better the respondents' characteristics the with regard to the study objective. The results are presented in Table 4.1.

Table 4.1: Background Information

Gender	Frequency	Percent	Cumulative Percent
Male	155	56.4	56.4
Female	120	43.6	100.0
Total	275	100.0	
Age bracket			
21-25 years	72	26.2	26.2
26-30 years	156	56.7	82.9
31-35 years	47	17.1	100.0
Total	275	100.0	
Level of Education			
Diploma	79	28.7	28.7
Under Graduate	128	46.5	75.2
Post-Graduate	68	24.8	100.0
Total	275	100.0	
Social media news consumption			
Yes	263	95.6	95.6
No	12	4.4	100.0
Total	275	100.0	
Type of social media			
Facebook	45	16.4	16.4
Twitter	48	17.5	33.9
Instagram	15	5.5	39.4
WhatsApp	161	58.5	97.9
YouTube	06	2.1	100.0
Total	275	100	
Log on frequency			
Less often	54	19.6	19.6
Weekly	8	2.9	22.5
Daily	78	28.4	50.9
Several times a day	135	49.1	100
Total	275	100	
Log on duration			
Less than 1 hour	165	60.0	60.0
2 hours	71	25.8	85.8
3 hours	30	10.9	96.7
More than three hours	9	3.3	100
Total	275	100	
Means of access			
Smartphone	189	68.7	68.7
Tablet	31	11.3	80.0
Laptop	41	14.9	94.9
Desktop	14	5.1	100.0
Total	275	100.0	

The study findings as shown in Table 4.1, it is apparent that slightly over half of the study subjects were male as compared to female respondents who constituted 43.4%. In

regard to the age of the said respondents, close to four-fifth of the respondents (82.9 %) fell below 30 years and only a fifth were above 30 years. From this finding, it can be concluded that majority of Safaricom employees, if this sample is taken as representative, has a relatively young workforce of less than 35 years and therefore falls into the millennial cohorts. In terms of the respondent's educational qualification, close to three-quarters of the respondents had achieved university education level. Similarly, the findings suggest that almost all of the respondents obtain news via social media.

Among the five platforms of social media that the present study considered, majority of the study subjects specified that they more conversant with WhatsApp followed by, twitter,facebook, Instagram and YouTube. With regard to the log frequency of the respondents slightly more than three-quarters of the respondent's log in on daily basis with nearly half of the study respondents indicated that they log several times in a day. In terms of the logon duration close to two-thirds of the respondents logged on less than one hour cumulatively through the use of their smart phones followed by the use of the laptops. Based on the above discoveries the study resolved that the respondents were believed to be well-informed on the research topic and the realisation of the objectives.

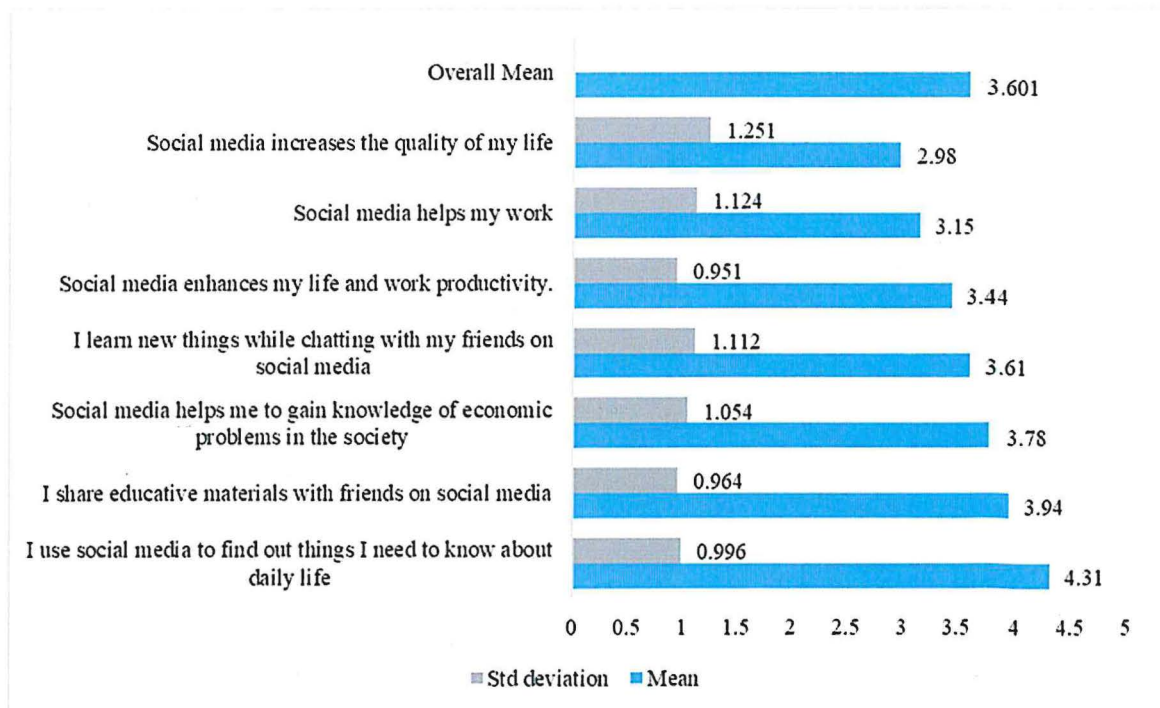
4.4 Factors Influencing News Consumption through Social Media

There are a number of aspects that may determine the rate at which social media is used as a medium for news consumption. However, the present study identified and applied four factors which are; affective needs, cognitive needs, personal integrated needs and medium appeal needs. The researcher sought to determine the composite ranking of the factors. The variables were measured in a range represented by 'Very small extent' (1) to 'very large extent' (5). The scores of disagreement were assumed to be represented by a variable with the mean score of between 0 and 2.5 on the incessant Likert scale; ($0 \leq S.D < 2.4$). In addition, the researcher assumed that the 'Neutral' took the variable with a mean point of 2.5 to 3.4 on the incessant Likert scale: ($2.5 \leq M.E. < 3.4$) whereas the score of both strongly agree and agree represented the variables whose mean score were between 3.5 and 5.0 on a continuous Likert scale; ($3.5 \leq S.A. < 5.0$). A standard deviation of > 1.0 indicates a significant change on the effect of the questionnaire item among respondents.

4.4.1 Cognitive Needs

The first objective was to determine the effect of cognitive needs on the social media consumption. Cognitive needs consist of acquisition of information, understanding knowledge, our social background, exploration and curiosity. These cognitive needs may vary from one individual to another. However, the study discovered the following findings with regard to the study objective. These findings are presented in Figure 4.1.

Figure 4.1: Cognitive Needs



Key: 5 = to a very large extent, 4 = Large extent, 3 = Moderate extent, 2 = Small extent, 1 = Very small extent

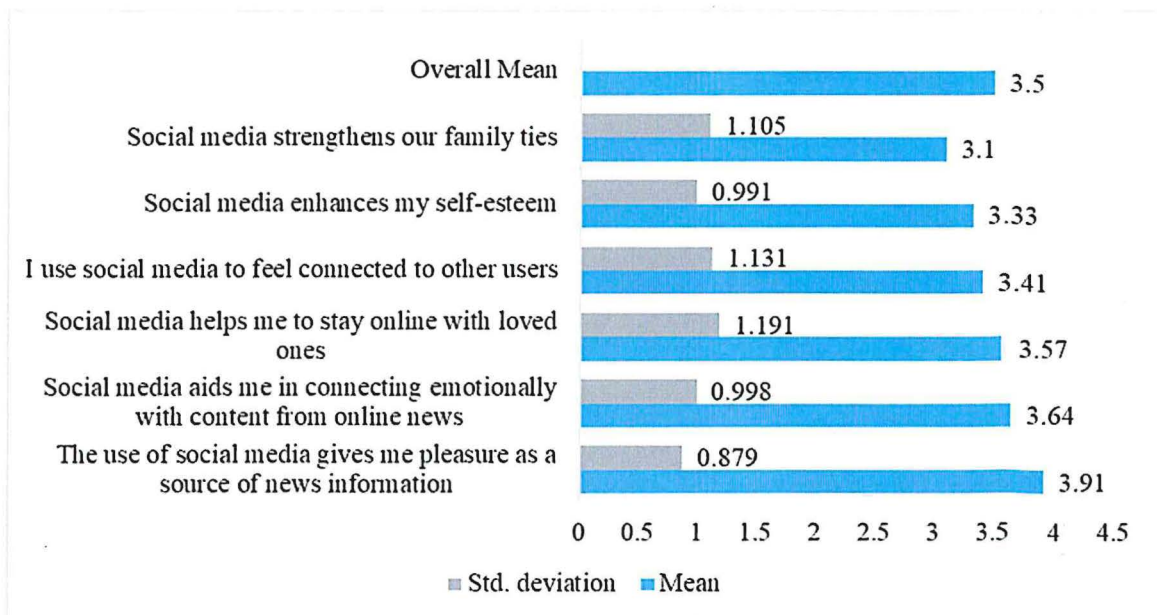
From the results in figure 4.1, majority of the respondents reach into an agreement strongly that they use social media to discover prerequisite things for daily life (Mean =4.31 SD=.996) as well as share educative materials with friends on social. In addition, a portion of respondents enormously agreed that social media helps them to gain knowledge of economic problems in the society (Mean = 3.78 SD=1.054) and also learn new things while chatting with my friends on social media (Mean =3.61 SD=1.112). However, a standard deviation that is greater 1.0 implies that there was less concurrence

among the respondents. This therefore imply that millennial have varied cognitive needs with regard to news consumption through social media.

4.4.2 Affective Needs

The second object of the present research was to find out the affective needs on the social media consumption by the Millennials. Sivek (2018) argues that the news medium operates in a focus economy, whereby a fraction of a second – a fast handle which outstrips journalism from the past, is critical in capturing audiences ' thoughts and emotions. The findings with regard to the affective needs factor component of social are presented in Figure 4.2.

Figure 4.2: Affective Needs



Key: 5 = to a very large extent, 4 = Large extent, 3 = Moderate extent, 2 = Small extent, 1 = Very small extent

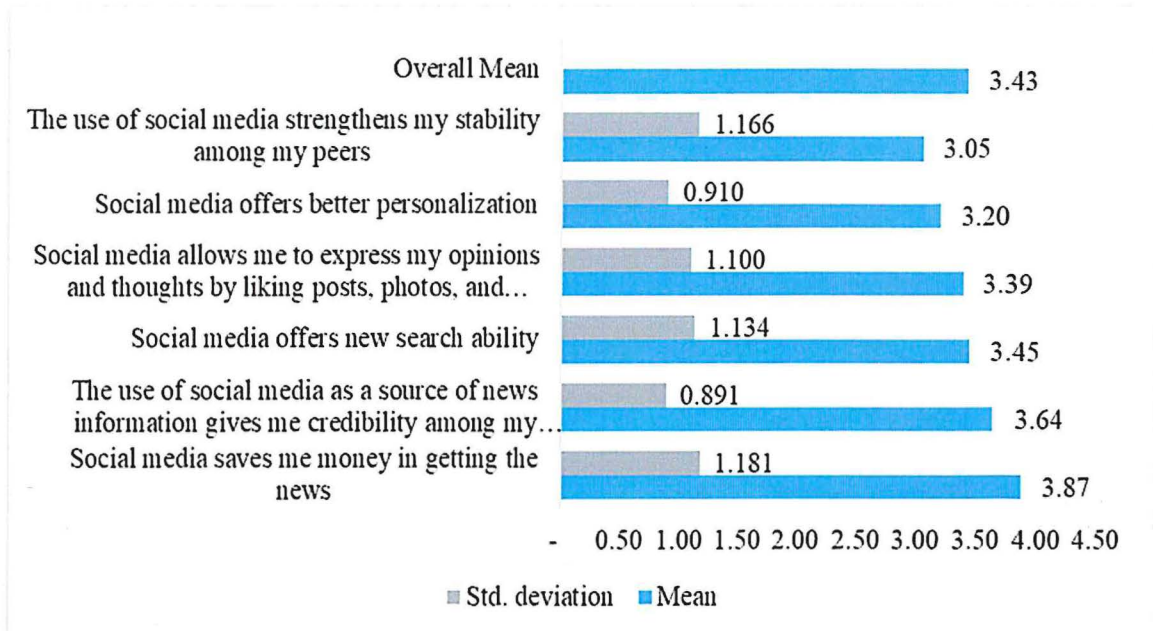
The findings show that millennial use social media to give them pleasure as a source of news information (Mean =3.91 SD=.879) as well as enabling them to connect emotionally with content from online news, as well as facilitating staying in touch with loved ones. To a moderate extent, the study established that millennial use social media to feel connected to other users though majority of them were undecided and as a result

of social media, they have enhanced their self-esteem. These discoveries advocate that social media has impacted the lives of the youths emotionally.

4.4.3 Personal Integrated Needs

The third study object was to establish the personal integrative needs of the Millennials in influencing the social media consumption. The discoveries are shown in Figure 4.3.

Figure 4.3: Personal integrated Needs



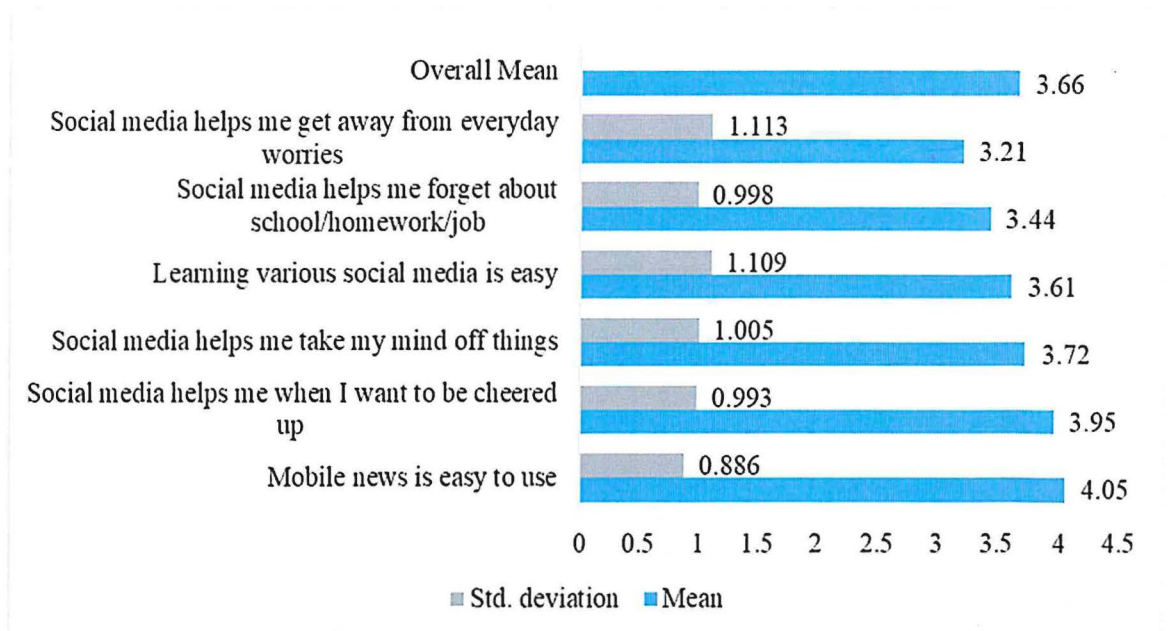
Key: 5 = to a very large extent, 4 = Large extent, 3 = Moderate extent, 2 = Small extent, 1 = Very small extent

The findings in Figure 4.3 discloses that to a greater degree, it was agreed that social media saves money in getting the news while others agreed that social media gives them credibility among their peers when it is taken as news source on what they share and their level of being up to date with matters (Mean =3.64 SD=.891). Similarly, the study also found that social media offers new search as well as allows them to share their sentiments and opinions by liking photos, comments and posts (Mean =3.39 SD=1.100). To a moderate extent, the findings show that to a moderate extent, social media offers better personalization and that the use of social media strengthens the stability among peers (Mean =3.05 SD=1.166).

4.4.4 Medium Appeal Needs

The last factor that the researcher investigated was the capacity of the social media to meet the medium appeal needs of the Millennials. The findings are presented in Figure 4.4.

Figure 4.4: Medium Appeal Needs



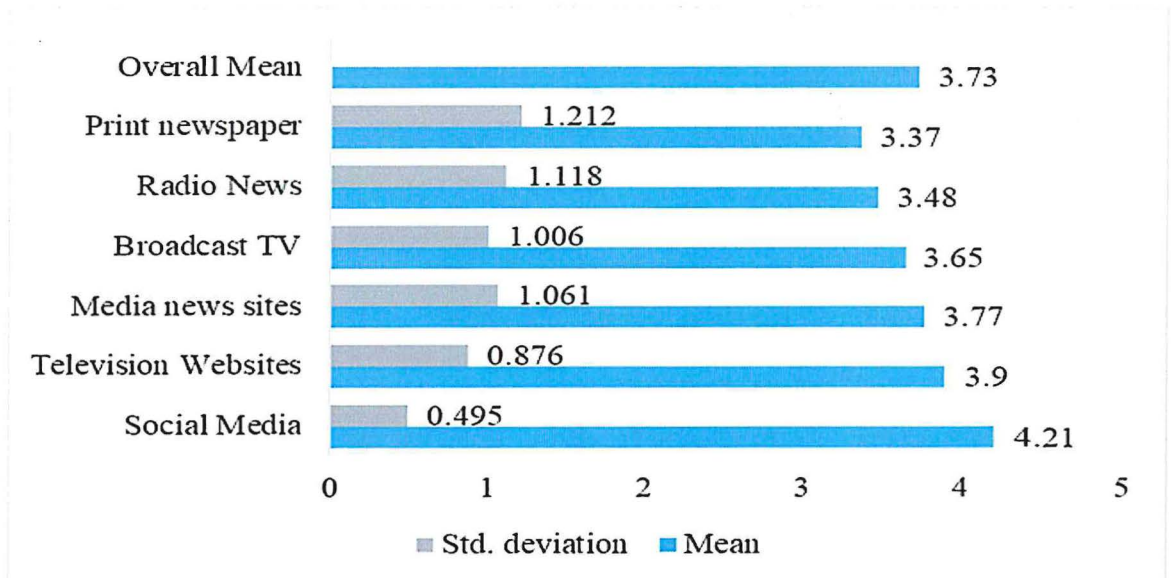
Key: 5 = to a very large extent, 4 = Large extent, 3 = Moderate extent, 2 = Small extent, 1 = Very small extent

The study findings in Figure 4.4 shows that to a greater degree, the respondents agreed that online news is user-friendly and also helps them when they want to be cheered up. Similarly, the study also established that social media helps take mind off things and to a moderate extent, social media helps in getting away from the day- to – day worries while some respondents agreed that learning various social media is easy. This was further supported by the findings that social media make one forget about school/homework/job. Thus social media was found to be beneficial to the respondents.

4.5 News Consumption by Millennial

The goal of the research was to establish the aspects impelling social media news consumption among the Millennials at Safaricom. To determine the social media news outlet, the researcher sought to determine the preferred form of social media. The results are presented in Figure 4.5.

Figure 4.5: News consumption by Millennial



Key: 5 = to a very large extent, 4 = Large extent, 3 = Moderate extent, 2 = Small extent, 1 = Very small extent

Based on the news consumption perspective, the study established that large number of the respondents, to a large magnitude, agreed that they use Social Media to access news (Mean =4.21 SD=.495) followed by Television Websites (Mean =3.90 SD=.876), is the medium of news accessibility. In addition, the study established that some millennial use Media news sites (Mean =3.77 SD=1.061), Broadcast TV (Mean =3.65 SD=1.006), Radio News (Mean = 3.48SD=1.118) and Print newspaper (Mean =3.37 SD=1.212) in accessing news. With this regard, it is therefore evident that there are multiple media news consumption sources towards social media. The high standard deviations imply high level of variance on the opinions of the respondents.

4.6 Regression analysis

A linear regression has been done to establish the association between the factors influencing social media news consumption and news consumption. The relationship between each of the factors covered under section 4.4 and the resulting composite average of news media measurement in section 4.5 was regressed to determine the same. The researchers used the social sciences statistics package (SPSS V 21.0) to provide data and carry out the study measurements from their overall methods of each factor.

The determination coefficient assesses to what extent variables in the independent variables explain variations in the dependent variable or the variation proportion in the dependent variable (news consumption) that is described by all the four explanatory variables (affective needs, cognitive needs, medium appeal and personal integrated needs needs).

4.6.1 Model Summary

Table 4.2: Model Summary

Model R	R Square	Adjusted R Square	Std. Error of the Estimate
.677 ^a	.458	.450	.863

a. Predictors: (Constant), Medium appeal, Affective, Personal integrated, Cognitive

The regressed study variables are presented in Table 4.2. The coefficient of correlation (R) value is the degree and strength of the association between the variables predictor and outcome. The correlation factor in this model is 0.677, indicating a positive correlation between outcome and explanatory factors. The R squared is the determination coefficient that indicates the total variable variation. The analysis above shows the model's goodness of fit, showing the approximation of the actual data points by the regression model. This R-square model is 0.458, that is, that the four predictor variables in the model explain 45.8 percent of the social media choice in the model. This means that 54.2 percent of the other variables are not explained in the model. The coefficient of 0.677 means that the factors identified are closely correlated with the choice of social media news for the millennia.

4.6.2 ANOVA

Table 4.3 : ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	170.258	4	42.564	57.093	.000 ^a
	Residual	201.291	270	.746		
	Total	371.549	274			

a. Predictors: (Constant), Medium Appeal, Affective, Personal integration, Cognitive

b. Dependent Variable: News consumption through social media

From the model summary, it is shown that the outcome variable is statistically predicted by the regression model. The statistical importance of the model of regression analysis that was computed is shown by the F test. The P=0.000, which is less than 0.05 implying that, generally the regression model statistically and significantly forecasts the trend of the dependent variable that is appropriate for the data.

4.6.3 Coefficients of Regression

Table 4.4: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	.698	.397		1.759	.080
	Cognitive	.291	.076	.231	3.804	.000
	Affective	.006	.072	.004	.090	.929
	Personal integrated	.032	.059	.027	.551	.582
	Medium Appeal	.523	.068	.510	7.661	.000

a. Dependent Variable: News consumption through social media

The regression equation obtained for the variable coefficients will take the following format.

$$Y = .698 + .291 X_1 + 0.006 X_2 + .032 X_3 + .523 X_4$$

This implies from the model that at any given point, news consumption will be .698 units when values of independent factors are zero. The model demonstrates that when cognitive needs changes by one-unit news consumption will increase by .291 units. In addition, when affective needs changes by one unit, news consumption will increase by 0.006 units. Similarly, when personal integrated needs changes by one-unit news consumption through social media reduces by .032 units. In the same scenario, when medium appeal needs are altered by one unit, news consumption through social media will go up by .523 units. This therefore imply that all the explanatory factors considered in this study except personal integrated and the affective needs have a substantial impact on the choice of social media by the Millennials at Safaricom. Thus, at 5% level of significance, medium appeal and cognitive needs are significant since the significance value is less than 5%.

CHAPTER FIVE : DISCUSSION

5.1 Summary of the Discussion

The study aimed at analysing the aspects that affects news consumption through social media among Kenya's Millennials at Safaricom Kenya limited. The study used four concepts of news consumption factors through social media. The four dimensions considered in the study were cognitive needs, affective needs, personal integrated and medium appeal needs.

The findings disclose that the Millenials utilize different forms of social media in their quest for news on daily basis. WhatsApp was discovered to be the most effective mode of social media among the Millenials followed by Twitter as a networking site. This verdict is consistent with the American millennial group in which according to Pew Research (2016) that found that 55% of the US adults consume news on WhatsApp followed by Twitter at 26%. This was attributed to the easy manoeuvrability of the WhatsApp social media tool.

The first aim of the present study was to evaluate the impact of cognitive needs on consumer social media consumption behaviour. The analysis shows that cognitive needs have aa appealing influence on intent to utilize social media for news consumption by Kenya's Millennials. Positive attitudes in acquiring information, knowledge and understanding and perceived utility of social media influences the use of social media. Although on a marginal level, the findings agree with a number of earlier findings that the cognitive nature of the social media leads to a favourable attitude towards the social media platform, which increases consumer intent for news consumption and other related uses. From the regression, the results suggest that the cognitive factor had a positive impact on the choice of social media news and was important as a predictor as well. The study found that larger number of the Kenya's Millennials use social media mainly for news purposes while a few of them indicated that social media is used mainly for other personal integrated purposes. These findings are in line with that of Mitchell, Kiley, Gottfried, & Guskin,(2017) who found that among the Millennials, the social media platform was majorly used by the Millennials for sharing entertainment news.

The second object of the research was to establish the magnitude to which affective needs affect social media consumption among Millennials. The study established that affective needs have a positive relationship with social media consumption among Millennials. This was attributed to the fact that social media enhances social ties among individual, family members and friends. This study confirmed that affective needs attribute attracts social media users due to the fact that it offers moral lesson to the society. This position is different with the findings of Mzungu (2013) that suggest that among Kenyans with 40 years and above, the popular media is the facebook but this can be attributed to the study timings whereby the WhatsApp had not taken ground when the study was carried out.

The third object of this investigation was to discover the power of personal integrative needs on social media consumption among Millennials. The study found that personal interactive needs had a positive effect on social media as a channel for news consumption among the Millennials. The survey shows that the personally integrated needs of publication are more important than knowledge acquisition, news and social media information, which in turn reduces the impact on social media. With regard to use length, frequency of logging in, and access to social media, there were no significant differences. From the findings obtained, it was also discovered that cognitive needs, affective needs and medium appeal needs have a constructive effect on consumption of news through social media by Kenya's Millennials.

The fourth object of the present study was to evaluate the resulting influence of medium appeal needs on social media consumption among Millennials. The study discovered that there exists a noteworthy relationship between medium appeal needs and social media consumption. It was found that social media through mobile phones is easily accessible and one can learn faster. The regression coefficients reveal that the medium appeal of the social media had the greatest impact on the news consumption followed by the cognitive needs. The capacity of a social media to be easily used and also the capacity to cheer up the user during periods of low concentration and high stress level were identified as a major media appeal characteristic of a social media platform and determine the news consumption. WhatsApp was found to have more capacity to excite

the respondents. The study follows on from Huang's (2009) findings that an increase in blogs, podcasts and video-audio streaming which can be relayed on the WhatsApp platform has been among those incentives for visited newspaper sites. This position is also consistent with the proposal of the TAM that utility and perceived convenience are important factors predicting one's conduct towards a particular information technology. As the news consumption is a common process and exploration, Margherita (2014) argues that the current patterns of news consumption and preferences probably illustrate how a new Information Platform could be adopted. Hence as the research findings suggest, the Millennials appeal to a social media with more audience and therefore content sharing, will be more attractive to this cohort.

This study confirmed the increase of positive behavioral attitudes among the members of millennial cohort who have updated their social media profiles more prolifically. This is a reasonable idea because increased social media activity should lead to a more active use of other elements for example news consumption. Furthermore, the study revealed that out of the social media platforms considered in this study, WhatsApp had the majority number of users particularly in mobile phones.

CHAPTER SIX : CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

This chapter presents the conclusion, recommendation for policy and limitation of the study. In addition, suggestions for a further research is presented.

6.2 Conclusion

Several factors may influence the use of social media by the Millennials and the young generation. However, the present study established that Millennials are attracted to social media due to varied reasons. Majority of the millennial group look for knowledge and information on social media. The study found that Millennials have solution to economic problems from the social media platforms. Similarly, it can be concluded that social media has impacted the lives of Millennials in that they have been able to share useful information and important materials online. In terms of age and gender, no significant differences in the social media usage intention among Millennials were found. It is therefore clear that in the Kenyan millennial cohort, apart from ethnic origin, there are insignificant differences.

It can also be concluded that the purchasing strength and influence of millennial consumers in other cohorts are enormous, thus media use and media behaviors are important to organisations and their brands. Complete understanding of the cohort will make marketing communications more efficient, which requires companies to incorporate social media into their marketing communication. At the same time, they must understand the social media factors that attract the Millennials to social media news.

The study also concludes that a social tie among Millennials has improved significantly through the intervention of social media. WhatsApp groups have made it easy for Millennials to communicate and share information countrywide and internationally. In the context of the second and fourth research questions, this study found that the influence of Facebook advertising on behavioral attitudes on millennial-long social media has increased greatly. However, this survey confirmed that almost six in ten

Millennials spent an hour or less on Facebook per login, which is dangerous to marketing efforts.

6.3 Recommendation for Policy Implications

Regarding the first research question, Whatsapp has shown that its impact on intent to look for information, knowledge and understanding among Kenyan millennials was marginal, but significantly positive. Marketers should therefore seek to promote interactivity and word of mouth by actively supporting marketing content sharing between whatsapp users by linking it to events, discounts, gifts and other promotions in order to stimulate behavior and social media consumption. The marketers should take into account the use of pre-roll video that is included in flash banner ads which increase their purchasing intent compared with simple, rich, static banner, and video ads. Therefore, the above results should be taken into account by Kenya's organizations and managers in an effort to improve buying intentions among the millennials.

In connection with the second question of research, the findings reveal that news and the provision of information on Facebook has had little but significant impact on social media use among the millennials. Organizations and Institutions should take account of the important factors that affect the affective effects of millennials, such as quick service, low cost, experience and high quality. It should be pointed out, however, that as a student or unemployed person with limited resources Millennials generally haven't established and frequently invest in sustainable consumer behavior and 45% agree that they will use social media freely in contrast to their preferred website or social media platform. This finding reinforces Kenyan organizations ' decision to spend significant portions of their publicity budgets on the marketing of social media.

6.4 Limitations of the Study

This study was centred on one organization employees working in the same geographic region, Nairobi. This therefore implies that the study outcome cannot take the general assumption. In addition, it adopted a descriptive study design calls for implementation of distinctive inferential approaches to further validate the findings. Furthermore, this study was limited by integrity concerns from the respondents. For enhanced consistency and

competency of the study items, it could have been more precise if the respondents would have been more to give opinions that may be used to characterize the entire population of study with much precision. Though, notwithstanding the mentioned restrictions, the study findings demonstrated in this research have significant contribution and impact on policy implementation.

6.5 Suggestion for Further Research

The present study concentrated on four factors of social media that might influence news consumption. Future research can expand to include various kinds of social media dimensions as social content in the list of relevant attributes. It is also interesting to see how various consumer segments differ when mobile news is used and whether the predictors of adoption change from the demographics of adopters.

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APPENDICES

APPENDIX 1: LETTER OF INTRODUCTION

Symon Bargurei
P. O. Box 5670-00200
Nairobi

Dear Respondent,

REF: Request to Participate in Research Project Data Collection

I'm the Strathmore Business School's graduate student. I am undertaking a research project in order to partially satisfy the requirement for my Master's Degree from Strathmore University Business School on **“factors influencing news consumption through social media among Kenya’s Millennials at Safaricom Kenya limited”**

You were chosen to participate in the study. So I kindly ask that you help me complete the questionnaire attached. The supplied information is exclusively used for these research purposes and is strictly treated with confidence. You will be provided with a copy of the final report on request.

Your co-operation will be highly appreciated. Please contact the researcher in case of any query.

Yours sincerely,

Symon Bargurei
Email: skipyegon@gmail.com
Tel No: 0721 419310

APPENDIX 2: QUESTIONNAIRE

Section A: Demographic Information

1. What is your gender?
a) Male () b) Female ()
2. What age group do you belong to?
a) 21 - 25 years () b) 26-30 years ()
c) 31 – 35 ()
3. What is your education level?
a) Diploma () b) Undergraduate ()
c) Postgraduate ()
4. Do you use social media for news consumption?
a) Yes () b) No ()
5. What social media do you often use to get news from? (*tick most popular*)
a) Facebook () b) Twitter ()
c) Instagram () d) WhatsApp ()
e) YouTube () f) Other (*Specify*)
.....
6. What is your log on frequency to the social media?
a) Less often () b) Weekly ()
c) Daily () c) Several times a day ()
7. What is your log on duration in a day?
a) Less than 1 hour () b) 2 Hours ()
c) 3 hours () c) More than 3 hours ()
8. How do you access your social media?
a) Smartphone () b) Tablet ()
c) Laptop desktop () d) Desktop ()
e) Other (*Specify*)

Section B: Factors affecting News Consumption over Social Media

9. Below are factors that are considered to influence news consumption through the Social Media. Please indicate the extent to which you concur with the following statements relating to each factor.

Using the following rating; 5 = to a very large extent, 4 = Large extent, 3 = Moderate extent, 2 = Small extent, 1 = Very small extent

a) Cognitive Needs

Statement	5	4	3	2	1
Social media helps me to gain knowledge of economic problems in the society					
I share educative materials with friends on social media					
I learn new things while chatting with my friends on social media					
Social media enhances productivity of my life and work					
Social media increases the quality of my life					
Social media helps my work					
I use social media to find out things I need to know about daily life					

How else does the social media help you achieve your cognitive needs?

.....

.....

b) Affective Needs

Statement	5	4	3	2	1
Social media helps me to stay online with loved ones					
Social media aids me in connecting emotionally with content from online news					
The use of social media gives me pleasure as a source of news information					

Social media strengthens our family ties					
Social media has enhanced my self-esteem					
I use social media to feel connected to other users					

How else has the social media enhanced your affective needs?

.....

c) Personal Integrative Needs

Statement	5	4	3	2	1
Social media allows me to express my opinions and thoughts by liking posts, photos, and comments					
The use of social media as a source of news information gives me credibility among my peers					
The use of social media strengthens my stability among my peers					
Social media saves money in getting the news I want					
Social media offers better personalization					
Social media offers new search ability					

What additional information not captured above relating to how the social media improves your personal integrative needs ?

.....

d) Medium Appeal Needs

Statement	5	4	3	2	1
Social media helps me get away from everyday worries					
Social media helps me when I want to be cheered up					
Social media helps me take my mind off things					
Social media helps me forget about school/homework/job					

Mobile news is easy to use					
Learning various social media is easy for					

What additional information not captured above relating to how the medium appeal need can you share ?

.....

Section C: News Consumption by Millennials

10. How would you rate the factors below in influencing your news consumptions through social media?

Key: 5 = to a very large extent, 4 = Large extent, 3 = Moderate extent, 2 = Small extent, 1 = Very small extent

Statement	5	4	3	2	1
Print newspaper					
Radio News					
Media news sites					
Broadcast TV					
Social Media					
Television Websites					

THANK YOU FOR YOU TIME

APPENDIX 3: RESEARCH PERMISSION LETTER - SBS



Strathmore Business School

24th April 2019

To Whom It May Concern.

Dear Sir/ Madam.

RE: FACILITATION OF RESEARCH – FREDRICK KIRUI KURGAT

This is to introduce Fredrick Kurgat who is a Master of Business Administration student at Strathmore Business School, admission number MBA/79955/14. As part of our MBA Program, Fredrick is expected to do applied research and undertake a project. This is in partial fulfilment of the requirements of the MBA course. To this effect, he would like to request for appropriate data from your organisation.

Fredrick is undertaking a research paper on “**Effect of Change Management on the Organizational Performance of Media Companies in Kenya**”. The information obtained from your organization shall be treated confidentially and shall be used for academic purposes only.

Our MBA seeks to establish links with industry, and one of these ways is by directing our research to areas that would be of direct use to industry. We would be glad to share our findings with you after the research, and we trust that you will find them of great interest and of practical value to your organization.

We appreciate your support and shall be willing to provide any further information if required.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Caroline Tiara'.

Caroline Tiara.
Manager – MBA Programs.



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Twitter: @SBSKenya

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APPENDIX 4: RESEARCH PERMIT (NACOSTI)

THIS IS TO CERTIFY THAT:
MR. SYMON KIPYEGON BARGUREI
of **STRATHMORE BUSINESS SCHOOL ,**
5670-200 Nairobi, has been permitted to
conduct research in **Nairobi County**

Permit No : NACOSTI/P/19/52214/30229
Date Of Issue : 21st May,2019
Fee Recieved :Ksh 1000

on the topic: **FACTORS INFLUENCING**
NEWS CONSUMPTION THROUGH SOCIAL
MEDIA AMONG KENYA'S MILLENNIALS:
AT SAFARICOM KENYA LIMITED

for the period ending:
21st May,2020



.....
Applicant's
Signature



.....
Director General
National Commission for Science,
Technology & Innovation

APPENDIX 5: RESEARCH ETHICAL CONSIDERTIONS

APPROVAL



13th May 2019

Mr. Bargurei, Symon
skipyegon@gmail.com

Dear Mr. Bargurei,

REF Protocol ID: SU-IERC0453/19

FACTORS INFLUENCING NEWS CONSUMPTION THROUGH SOCIAL MEDIA AMONG KENYA'S MILLENNIALS: AT SAFARICOM KENYA LIMITED

We acknowledge receipt of your application documents to the Strathmore University Institutional Ethics Review Committee (SU-IERC) which includes:

1. Study Protocol submitted 4th May 2019
2. Cover letter listing all submitted documents 4th May 2019
3. Proposal declaration Page signed by supervisors 4th May 2019

The committee has reviewed your application, and your study "*Factors Influencing News Consumption through Social Media among Kenya's Millennials: at Safaricom Kenya Limited*" has been granted approval.

This approval is valid for one year beginning 13th May 2019 until 13th May 2020

In case the study extends beyond one year, you are required to seek an extension of the Ethics approval prior to its expiry. You are required to submit any proposed changes to this proposal to SU-IERC for review and approval prior to implementation of any change.

SU-IERC should be notified when your study is complete.

Thank you

Sincerely,

RF 

Prof. Florence Oloo
Secretary

Strathmore University Institutional Ethics Review Committee



APPENDIX 6: SAFARICOM CUSTOMER SERVICE CENTRES IN NAIROBI

1. Moi Avenue
2. I & M Building
3. Kimathi Street
4. Garden City Mall
5. Thika Road Mall
6. West gate Mall
7. Kahawa Wendani
8. Sarit Centre
9. Junction Mall
10. Buru Buru
11. Eastleigh
12. Safaricom House
13. Galleria Mall
14. Sarin Park Mlolongo

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