

**THE INFLUENCE OF SOCIAL MEDIA ON CONSUMER PURCHASE DECISIONS  
WITHIN NAIROBI COUNTY, KENYA**

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## DECLARATION

I declare that this work has not been previously submitted and approved for the award of a degree by this or any other University. To the best of my knowledge and belief, the document contains no material previously published or written by another person except where due reference is made in the research concept itself.

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## **ABSTRACT**

This research assessed the impact of social media on consumer buying behavior within the context of Nairobi County, Kenya, focusing on how different elements of social media influence consumer decision-making. Using a practical realism approach, the study combined quantitative surveys and qualitative interviews to provide comprehensive insights. A sample of approximately 400 active social media users aged 18 and above was selected via stratified random sampling. Data collection tools included questionnaires measuring social media advertising, information flow, and influencer impact, alongside interviews exploring purchase motivations. Validity and reliability were ensured through expert reviews and Cronbach's Alpha testing. Data analysis utilized SPSS and STATA for statistical correlations and thematic interpretation of qualitative findings.

Key findings highlighted the significant role of platforms like Instagram and Facebook, with video ads, testimonials, and peer reviews as major influences. Younger consumers (18–29 years), particularly those educated and tech-savvy, were most responsive to visually appealing content and promotional offers. Authentic user-generated content and relatable influencers were pivotal in driving trust and purchase decisions.

The study concluded that social media marketing is crucial for businesses targeting younger audiences, emphasizing creative, authentic, and promotional content. Recommendations included optimizing social media ads, leveraging UGC, and collaborating with credible influencers. Future research directions proposed exploring regional and industry-specific social media impacts, long-term effects on brand loyalty, and evolving dynamics of consumer behavior in digital spaces.

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## **ABBREVIATIONS AND ACRONYMS**

**EAC:** East African Community

**U.S.:** United States

**UK:** United Kingdom

**GDP:** Gross Domestic Product

**ELM** - Elaboration Likelihood Model

**UGC** - User-Generated Content

**IVs:** Independent Variables

**DVs:** Dependent Variables

**EFA** - Exploratory Factor Analysis

## DEFINITION OF KEY TERMS

**Actual Purchase Behavior:** The documented actions of consumers regarding the buying of products or services, often measured by sales data and survey responses.

**Consumer Behavior:** The study of individuals and groups in selecting, purchasing, using, and disposing of goods, services, ideas, or experiences.

**Consumer Purchase Decisions:** The process through which a consumer decides whether to buy a product or service, influenced by various factors, including marketing strategies and peer recommendations.

**Engagement Rates:** Metrics used to measure the level of interaction (likes, shares, comments) that content receives on social media platforms.

**Influencer Marketing:** A strategy that leverages the influence of individuals who have a significant following on social media to promote products and services.

**Social Media Advertising:** Promotional content delivered through social media platforms aimed at increasing brand awareness and influencing consumer behavior.

**Social media:** Digital platforms that enable users to create, share, and exchange content in virtual communities and networks.

**User-Generated Content (UGC):** Content created and shared by consumers, often in the form of reviews, testimonials, or social media posts, that influences potential buyers' perceptions and purchasing decisions.

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background of the Study**

The rise of social media dramatically transformed consumer behavior and marketing strategies across the globe. Since social networks and other digital applications are gradually turning into an inalienable part of people's life, companies start to realize that it is necessary for them to change their interaction strategies in accordance with new requirements. Social media thus plays not only the social interaction tool but also an important role as the factor that influences consumers' perception and decision-making process. As such, marketers have observed changes in consumer-brand relationships and brand communication strategies from the usual 'categorization' or straight advertising techniques.

In Kenya, social media influences consumer behavior most. Today, there are many internet users, and the Great Britain has observed the growth of the penetration of the smartphone, which reflects the process of the digitalization comparable to world tendencies. With 11 million users in 2023, and this number is still increasing every day given the increased access to social media by many people (Karanja, 2023; Chege, 2024). This growth is however attributed not only in the technology aspect but also in the value aspect that is consumer culture that is embracing social media as an information tool and product recommendation and consumption. This is especially evident in Nairobi County where the populace continues to grow urban and social media user significantly.

This has forced most organizations into redefining their market strategies to adapt to new trends. With the global consumer audience more and more focusing their attention on social media, lies the opportunity for the targeted businesses to take a major competitive advantage over others.

##### **1.1.1 Social Media**

It has contributed to how people connect, communicate and even what products they buy. It has shaped consumers' minds on which products are the best and which ones they should avoid, social media has shaped the trends in fashion, technology and even music. Most businesses

around the world now heavily rely on social media advertising, digital influencers and user generated content to create engagement on their platforms from potential and existing customers and to increase brand trust and loyalty. (Kaplan & Haenlein, 2010).

Social media advertising allows brands to have easy access to their consumers and facilitates brand to consumer communication. Various platforms like Facebook, Instagram and TikTok help brands create targeted ads based on the users' interests, age, gender, online behavior and lifestyle. When you compare social media ads to traditional advertising, social media ads have a more personalized touch and often blend seamlessly into users' feeds, making them more engaging, interactive and effective (De Veirman, Cauberghe, & Hudders, 2017).

Digital influencers also play a major part in shaping customer taste and preferences. Influencers can be celebrities or people who have a strong following online. Influencers create a relationship with their audience by sharing product reviews or product recommendations as well as lifestyle content – allowing their audience into their lives. This makes them seem more relatable and authentic to their audience and make their endorsements feel more genuine. This is the reason why major brands have invested heavily in influencer marketing, their more persuasive and effective than traditional celebrity advertisements. (Freberg et al., 2011).

User Generated Content (UGC) is another key factor when it comes to influencing consumer purchasing behavior. Ultimately consumers will trust recommendations from real actual customers as compared to brand advertisements. UGC includes reviews, unboxing videos, and social media posts and so on. UGC showcases the functionality of the products and makes customers more confident in their choices. (Smith, Fischer, & Yongjian, 2012). This the main reason brands and service businesses always encourage customers to share their experiences and reviews online, they know the value of this to their business. It will help in increasing sales and enhancing the brand's credibility.

With the blend of targeted ads, influencer marketing, and user-generated content, social media has revolutionized how discover and determine which products to consume. The more these digital platforms grow, the more businesses are forced to adapt to these trends.

### **1.1.2 Consumer Purchase Decisions**

Consumer purchase decisions are influenced by a multitude of different factors, ranging from personal tastes and preferences to financial limitations to external factors such as effective marketing, current trends, and peer influences. In today's new media age, the purchase journey has become more complicated, this is due to the fact that customers have unlimited access to information before making a purchase (Kotler & Keller, 2016). The general trend of using social media for product information search, evaluating prices, and making purchase decisions based on the recommendations made by the opinion leaders on social media platforms has taken root in Nairobi County.

The rise of social media has made the process more dynamic, consumers with often going back to previous stages based on new information or social influences (Solomon, 2018). Buyers trust recommendations from others more than traditional advertising (Bright Local, 2022). With one viral post, an influencer endorsement or a positive customer review the perception of the buyer on the product can be heavily swayed. In the same way, any negative comment or feedback can affect and deter potential buyers.

Other factors that influence consumer buying decisions is psychological and emotional factors. Buyers tend to be swayed by brand loyalty, convenience, perceived value and the tendency to impulse buy products (Hoyer, MacInnis, & Pieters, 2016). Phrases such as limited offers, get one while stocks last or one product left in stock all tap into the human psychology to influence purchase decisions. In today's digital age consumers are overwhelmed with choices, therefore businesses must craft compelling and engaging advertisements in order to set themselves apart from the competition.

Social media platforms allow consumer societal interactions and actively contribute to creating content that affects their buyer decisions (Smith et al., 2023; Anderson, 2024; Kamau & Wanjiru, 2022). This trust in social media content that has placed social media platforms as strategic avenues especially for businesses with popularity intention on shifting customer habits (Kombo & Masai, 2024; Ng'ang'a, 2023; Chhabra, 2024; Yego, 2022). With the help of influencers, customers' perceptions of brands' value propositions are shifting dramatically, so genuine

relationship building with consumers has become crucial for marketing departments (Oduanya, 2023; Mutuma, 2023; Kihumba, 2024; Abdi, 2023).

Consumers are more likely to remain loyal with the kind of brands that effectively communicate with them on the various social media platforms, answering their questions, explaining the various issues affecting the brands and recognizing the feedbacks from consumers (Omondi, 2022; Kamau, 2023; Juma, 2024). Such level of interaction gives them a feel that they are part of the consumers fraternity and hence are valued and understood (Gitau, 2023; Ndung'u, 2024; WAN YONYONI, 2022).

### **1.1.3 Overview of Nairobi County**

It is the country's technological, economic and commercial focal point with a population of 4.3 million people (Kenya National Bureau of Statistics [KNBS], 2019). This makes it one of the largest metropolitan areas in Eastern Africa. Nairobi is characterized by a multicultural diverse demographic which includes students, professional, informal workers, blue collar workers and entrepreneurs all of whom contribute to its dynamic consumer market. Due to Nairobi being a business hub it has gained attention from local and international brands alike which has consequently made Nairobi a fierce competitive market where brands adapt new and innovative strategies such as social media marketing which effectively increases customer engagement.

The digitalization of Nairobi has significantly influenced and transformed consumer behavior. The increase in internet access and penetration with a large number of residents through smartphones (Communications Authority of Kenya, 2023) has caused a widespread dependency on social media with platforms becoming standard tools for entertainment, commerce and communication. Businesses in Nairobi have opted to embrace social media advertising, influencer advertising, and user-generated content to influence purchase decisions (Nendo, 2023).

Nairobi has an evolving e-commerce sector, with major platforms such as Jumia, Kilimall, and Facebook Marketplace. There is an emergence of social media influencers in Nairobi especially in lifestyle, beauty, fashion and technology categories which have heavily shaped the consumer perceptions. Most consumers in Nairobi rely on peer reviews and influencer recommendations before making a purchase which highlights the role of social proof in consumer behavior (GeoPoll,

2022). In Nairobi the younger population is currently the most active online which has led brands and businesses to shift their focus to engaging content, targeted advertising, and interactive marketing strategies in order to remain competitive.

Given the city's high internet consumption, high level of the savvy population and an ever-evolving digital economy, Nairobi provides an ample basis for understanding how online interactions, advertisements, and recommendations play a role in consumer purchasing decisions.

## **1.2 Statement of the Problem**

At the micro-level consumer behavior has been altered through the existence of social media networks in Nairobi County yet empirical evidence in relation to how they affect consumer decisions is poor. What is more, despite the fact that consumers dedicate around 2.5 hours per day to social media usage, limited understanding regarding the influence of social media in general as well as its separate components, including advertising, influencer marketing, and user-generated content on consumers' decisions is present (We Are Social, 2023; Statista, 2024). This information gap is worrisome at the same time since it has been identified that seven out of ten Kenyan firms have raised their social marketing spending in the past one year (Karanja, 2023; Ochieng, 2024). Lacking scientific research data these investments can be unprofitable and companies be unable to reach their consumers efficiently.

Past research suggests that as many as 63% of customers rely on social media when making consumption choices; still, there is little evidence explaining which specific features of social media — the ad formats, the posts created by users, or the recommendations by opinion leaders— work best (Nielsen, 2022; Karanja & Mwangi, 2024). These gaps in information allow firms to greatly affect their approaches and interactions with consumers, especially in Nairobi, the cultural and economic consumption variations in which have strong influence.

The research investigated the innovative topic by examining key areas such as social media advertising, user-generated content, and influencers to provide empirical evidence that could help businesses implement effective marketing strategies and guide policymakers in adopting suitable regulations. Addressing these gaps contributed to strengthening the literature by enhancing

consumers' decision-making, enabling them to make better choices, and fostering a healthier information environment within the digital economy.

### **1.3 Main Objective of the Study**

#### **1.3.1 Main Objective**

The primary objective of this study was to determine the influence of social media on consumer purchase decisions within the specific context of Nairobi.

#### **1.3.2 Specific Objectives of the Study**

- i. To evaluate the influence of social media advertising campaigns on consumer purchase decisions within the Nairobi County market.
- ii. To determine the extent to which user-generated content influences consumer buying behavior in Nairobi County.
- iii. To determine the role of social media influencers in shaping consumer purchase decisions in Nairobi County.

### **1.4 Research Questions**

- i. How does social media advertising influence consumer purchase decisions in Nairobi County?
- ii. In what ways does user-generated content, such as reviews and peer recommendations, affect consumer purchase decisions in the context Nairobi County?
- iii. Determine role played by social media influencers in shaping consumer purchase decisions in Nairobi County?

### **1.5 Significance of the Study**

This study provides valuable insights for various stakeholders:

#### **1.5.1 Relevance to Decision-Makers**

This study's results assist policymakers and other stakeholders in understanding the dynamics of the online market and how social media influences consumer behavior. Based on these insights, it becomes possible to formulate policies to regulate digital marketing, ensuring ethical practices while simultaneously promoting business growth in Nairobi County.

### **1.5.2 Relevance to Business Organizations**

Entrepreneurs, particularly those operating in Nairobi County, benefit from an understanding of the effects social media platforms have on buyers' decision-making processes. This knowledge enables them to refine their strategies for targeting and engaging with consumers, ultimately leading to increased sales and a higher number of repeat customers.

### **1.5.3 Relevance to Researchers and Academicians**

The study builds on existing research and establishes a framework for subsequent studies on the effects of social media on consumer decision-making in marketing. It provides valuable insights that are applicable not only to Nairobi County but also to other regions, contributing to the broader academic discourse.

## **1.6 Scope of the Research**

This research targets consumers residing in Nairobi County, Kenya, it examines the ramifications of social media advertising, customer-generated content, and influencer marketing. The study is conducted exclusively within Nairobi County due to the region's high internet penetration and diverse consumer base, making it an ideal setting for assessing the influence of social media on consumer behavior.

## **1.7 Chapter Summary**

This chapter has outlined the background to the study by describing the general growth of social media in Kenya and its impact on consumers. The subsequent chapters progress from the current chapter to proffer specific empirical angles of social media's impact on consumer's purchasing behavior in Nairobi County.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter brings together available literature on the subject of the influences of social media on the consumer decision making in Nairobi County. The review is organized into theoretical and empirical parts with the goal to highlight the gaps in the literature and to present the conceptual framework for the research.

#### **2.2 Theoretical Review**

##### **2.2.1 Elaboration Likelihood Model (ELM) or the probability of elaboration.**

The Elaboration Likelihood Model (ELM), developed by Richard E. Petty and John Cacioppo in 1986, posits that individuals process persuasive messages through two distinct routes: the central and peripheral. This route occurs only when spectators are trying to decode the messages and can engage in a central manner, which means they reason about the message. In contrast, the peripheral route is characterized by heeding simplistic cues identified with the source of the message and occasionally the quantity of messages that are provided, and occurs when low effort or low knowledge is exerted toward the message. It is for this reason that we consider the differences between social media advertising and other forms of advertising in order to understand how it may influence consumer behavior in Nairobi County where consumers are always exposed to numerous advertisement creations.

A criticism of ELM, it is built on a premise that consumers always approach the information consistently and logically. Logically, in the area of social media, a consumer may be moved by anger, passion or stigmatization, or by simply wanting to follow the crowd to keep abreast with similar consumers. Responding to these criticisms can contribute to extending the knowledge about consumers in social media environments.

In the Nairobi County an important aspect to consider is that the target consumers are a diverse group with different levels of media education, hence use of ELM is quite appropriate. Interactions with advertisements may vary based on the consumer segments: the motivation and their experience affecting the depth of interaction with these advertisements. Therefore, identifying these engagement levels help the marketers to formulate unique marketing strategies depending of the level of engagement of the consumers, hence creating probability of compelling them into making the right purchases.

The contribution of ELM to this study is therefore enormous, since it creates a structure within which one can classify the sort of social media advertising that may influence consumer decision making. The research therefore seeks to understand the factors that would lead to effective advertising through the analysis of the effects of advertisements that consumers in Nairobi attend to through the central and peripheral routes.

### **2.2.2 Social Proof Theory**

Possibly one of the oldest 'rules' Social Proof Theory was proposed by Robert Cialdini in 2009, and the theory purports that when in doubt people rely on the actions and opinions of others. This expanded susceptibility to social cues is most apparent when people are uncertain about the right thing to do. For the domain of consumer behavior, the type of information product in the form of UGC, including reviews, and recommendations of similar consumers who have been satisfied with the product, can influence the decision of consumers. Other people's experiences allow consumers in Nairobi County collectively assess the reliability and quality of the products which in turn help them to make informed choices.

Different studies done by Cialdini lay much of his theories based on the fact that social proof plays an important role in dictating consumers' behavior. Goldstein et al. (2008) have proved that people tend to imitate the actions observed in others, and that directly relates to this concept of UGC's influence on purchasing. Nonetheless, an analysis of the shortcomings shows that not all UGC can be trusted, and fake reviews suffuse the net. This issue manifests itself in the following way: This is especially important in Nairobi since the consumer may come across vivid examples of both reliable and fake information when making their decision.

The phenomenon of Social Proof Theory is most applicable in Nairobi County due to increased use of social media where consumers participate and discuss products they come across. The role of online reviews on consumer behavior is emerging as a factor with increasing influence into consumers' decision-making processes since people tend to seek opinions of other consumers before making major purchases. This increase underlines the need to cultivate positive online engagements and to enable satisfied consumers give out good word to influence others to buy.

The Social Proof Theory offers relevant information for this research given its focus on the degree to which UGC affects the buying behavior of consumers in Nairobi County. Moreover, understanding possible threats connected with UGC help marketers to create better interconnection with the audience and eventually create stronger and more credible consumer relationships that lead to brand devotion.

### **2.3 Empirical Review**

This part of the research paper will look at the literature that relates to social media and consumer purchase decisions.

#### **2.3.1 Social Media Advertising and Consumer Purchase Decisions**

Social media advertising has turned out to be a powerful weapon in influencing the purchasing intention of consumers, based on several present-day studies. According to the study conducted by Awan & Hashmi (2021), it was realized that Facebook/Instagram marketing has the ability to enhance the buying decisions of users by exposing them to specific ads as the statistics of conversion rates showed to be higher by 35% as compared to regular ads. The Nairobi County research done by Karanja (2022) reveals the importance of cultural advertising messages that reach the hearts of the consumer or the close linkage between social media advertising activities and buying behavior. Mwangi and Wambui (2023) surveyed consumers' and 65% of them noted that engaging advertisements that depict cultural values affected them.

In Nairobi, use of local culture in ads enhances this emotionally appealing proposition. The ad with several local popular influencers had 45% engagement rate higher underlining that advertisers need both social media strategies and influencer marketing tactics. Moreover, it establishes of brand image and consumer retention through sustained and captivating ads over

time through, as mentioned in study of Ali and Parsa (2022) that consuming brands' presence on social media platforms influences consumer trust as a major factor thus influencing future purchases.

In Njuguna et al. (2023) a study was conducted that showed that video advertisement posed on social media would enhance the consumer interaction rates by a 60% showing that the dynamic content is vital in attracting people's attention. This implies that the marketers doing their business in Nairobi should ensure that they undertake effective strategies in formulating and establishing pleasing and appealing advertisements to enhance the influence they have on consumer buying behavior. Also, the application of ads that are tailored to consumer interests and their behaviors has been found to improve marketing communication relevance, and thus consumer conversion likelihood improving by 50 percent.

### **2.3.2 User Generated Content ( UGC ) and Consumer Purchase Decisions**

Consumers' contributions or what is commonly referred to as the user-generated content (UGC) is widely known for its massive impact on consumer buying behavior whereby several studies have confirmed this insight. According to Kamau and Gikandi (2021), a survey showed that 82% of the consumers in Nairobi trust word of mouth and testimonials than traditional methods of advertising, the above prove the impact of UGC. This relationship indicates that appealing reviews enhance the sales of products. Nonetheless, Akhtar et al. (2022) supports the previous idea and shows that negative remarks reduce sales, which proves the context specificity of UGC influence.

In Nairobi County, credibility and relevance strengthen consumer trust through UGC. According to Kilonzo and Muriuki (2023) this study also reiterated that consumer buying behavior is more inclined towards they hear from their peers, fraternity or other like minds than the business promoters convincing through other marketing communication instruments. This belief is further supported by Mwende & Ochieng (2023) who pointed out that, 70% of the respondents use internet recommendations while making buying decisions. Hence there is need for brands to undertake online reputation management by creating avenues for satisfied customers to post their experiences hence using UGC to influence the purchasing decisions.

Additionally, the category of UGC for instance video testimonials or photo review or even the general content of the UGC can factor the consumer's perception and purchasing behavior. Awan et al. (2023) discussed his findings that acknowledged video data have much more impact on consumers' engagement than the textual reviews. This research suggests that the brands should aspire to foster as many forms of UGC as is possible in order to achieve the greatest effect. Not only does the targeted application of UGC strengthen consumer trust, but it also makes consumers feel connected to a brand and therefore buys from that brand again. Thus, UGC becomes an independent variable determining consumer buying decisions in the study area, which is Nairobi County.

Additionally, UGC plays a role in decisions beyond mere repurchase, part of the long-term customer relationships a brand seeks to build. According to Gitonga & Mutua (2023), consumers who interact with UGC are 1.5 times likely to stick with the brand and, therefore, the necessity of being present and positive online. UGC is conversational in nature, in turn creating a communication channel between the brand and the consumers, a process that leads to a feedback loop that constantly seeks to perfect the offering. This two-way communication improves consumer satisfaction and drew positive link between UGC and brand recourse towards consumer purchase decision.

### **2.3.3 Social Media Influencers and Consumer Purchase Decisions**

Writing for the International Journal of Communication, Djafarova and Trofimenko (2019) asserted that influencer marketing can positively impact how a brand is viewed as well as the desire of consumers to engage in buying behaviors, and a current survey of Nairobi consumers Omari and Adhiambo (2022) found that 75% sought guidance from Kenyan social media influencers when purchasing goods. This discovery clearly shows how the influencers impact the Nairobi market by being more relatable than the conventional celebrities.

One of the major reasons for trust and increased brand loyalty is that influencers are similar to the followers. According to Freberg et al. (2019), such perception leads to the development of personal interest and this boosts the consumer's preparedness to take action on recommendations from influencers. This means that in Nairobi, this relationship is magnified; people have a propensity to

trust those more that are of a close resemblance to them. According to Mwende and Ochieng (2023) exposed that brands clicking with micro influencer get more engagement as compared to brands associating with more recognized but less approachable macro influencer.

The interaction approaches adopted by influencers when communicating with their audiences' words affect purchase decisions. Abubakar and Biliaminu (2023) opinioned that those touchpoints which include comments, live streaming and creating contents that are specific to the audience build loyal consumer base that makes the purchase. This engagement strengthens the argument of the paper that authenticity is crucial when it comes to influencer marketing for consumers to be compelled into action. In support of the hypothesis, the results show that social media influencers act as an independent variable that affects the consumer's purchase behavior in Nairobi County.

Influencers' content approaches, which include storytelling and integration of brand series into lifestyles, create deeper marketing communication with the target market hence increasing the overall efficacy of the marketing approaches used by brands.

In conclusion, the evidence strongly supports the idea that social media influencers are a powerful marketing tool that can effectively drive consumer behavior. As consumers increasingly rely on influencers for guidance and recommendations, brands must change their brand strategies to reflect this new trend.

## **2.4 Summary of Research Gaps**

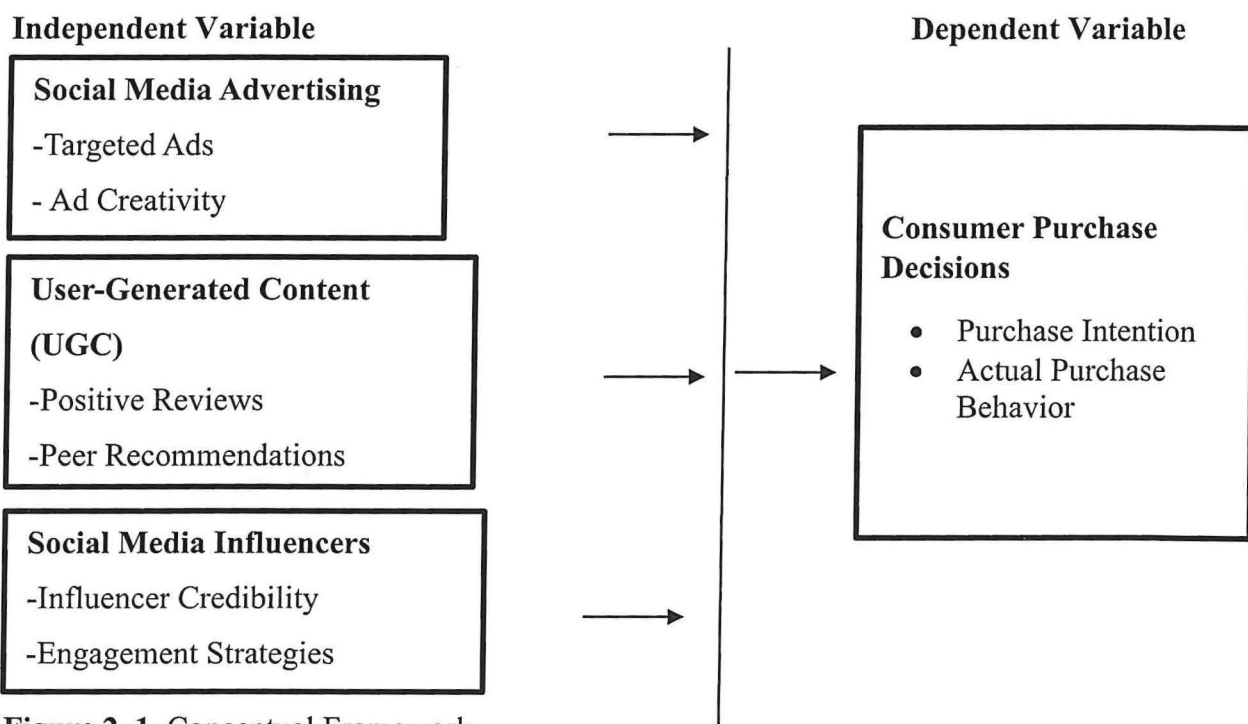
While studies establish the importance of cultural relevance and tailored advertising strategies, there is limited exploration of how cultural nuances specifically influence consumer responses in diverse markets like Nairobi. While Chevalier and Mayzlin (2006) and Kilonzo and Muriuki (2023) emphasize the crucial role of user-generated content (UGC) in influencing consumer buying behavior, existing research still lacks a full understanding of how the authenticity of UGC and the effectiveness of various UGC formats impact local consumers.

Additionally, research by Mwende and Ochieng (2023) and Abubakar and Biliaminu (2023) emphasizes the role of influencers in fostering engagement and community loyalty but lacks

focus on the specific engagement strategies and community dynamics unique to Nairobi. Finally, Juma and Mwangi (2023) point to the effectiveness of urgency-driven promotions but fall short of analyzing the psychological mechanisms behind this impact within the Nairobi market. These gaps underscore the need for more localized, demographic-specific, and nuanced investigations into consumer behavior in Nairobi.

## 2.5 Conceptual Framework

This study aims to understand how social media advertising, user-generated content, and social media influencers influence buyers’ buying behavior. The research framework will explore the relationships between these factors.



**Figure 2. 1.** Conceptual Framework

Source: (Author, 2024)

## 2.6 Chapter Summary

This section has outlined the theoretical and empirical foundations relevant to understanding how social media influences consumer purchase decisions in Nairobi County. Theories such as the Elaboration Likelihood Model, Social Proof Theory, and Influencer Marketing Theory provide

valuable insights into the mechanisms at play. The empirical review supports the proposed relationships between the independent variables and consumer behavior, highlighting the importance of social media advertising, UGC, and influencers. Additionally, the identification of research gaps underscores the need for localized studies to deepen our understanding of these dynamics in the unique context of Nairobi County.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This section presents the approach used in the study in the context of analyzing the impact of social media in consumer buying behavior in Nairobi County. It is the plan that was used in undertaking research whereby strategies applied in the development process of the research, data collection process and analysis of the results are adopted (Creswell, 2014). This current study endeavored to develop an integrated research framework that employs a myriad of methodological approaches to brainstorm out concrete and accurate insights on the part of consumers towards social media engagements.

#### **3.2 Research Philosophy**

Pragmatism is the philosophy used here. It basically entails the perception that a researcher or group of researchers have concerning reality and the creation of knowledge about reality (Saunders et al., 2016). Practical application of theories and the context of the importance of understanding the consequences of the application of theories in practice are central to pragmatism (Tashakkori & Teddlie, 2010). It aligns with the use of both quantitative and qualitative data collection and analysis procedures, and avails an opportunity to study the interconnections between social media factors and consumers effectively (Creswell & Plano Clark, 2018). The use of the pragmatic approach in the research recognizes the fact that people are not perfect while at the same time the research looks for realistic answers that can be utilized in marketing strategies.

#### **3.3 Research Design**

Specifically, the research design of this study involved a both quantitative and qualitative research methodology on account of the following reasons. This design was especially suitable for studying the complex connections between social media personalities and customers' behavior (Creswell & Plano Clark, 2018). The quantitative part includes pre-tested questions printed on questionnaires

administered to a convenient sample of consumers in Nairobi County, whereas the qualitative part entailed face-to-face interviews through the use of questions previously prepared and given either individually to participants, or grouped in focus group discussions. This sort of method was more effective because it gives a more complex method of analyzing the data both quantitatively and qualitatively.

### **3.4 Population of the Study**

It describes the entire sample of people to which the research seeks to draw conclusions about (Creswell, 2014). The target population includes the county of Nairobi where variety of studies show that there is a growing number of active social media users, currently the number of monthly active social media users in the Kenya is 3 million and 10% of the total number is in Nairobi (Statista, 2023). Target audience encompassed users of 18 years and above since this category is highly likely to be impacted by rating on social media before making purchase decisions (Kipkulei, 2021). Casting a wide net around this population assures the study a broader range of viewpoints on the impact of social media on consumer behavior. Concentrating on a group of active social media users only, the research seeks to identify results useful in contemporary markets.

### **3.5 Sampling Design**

Sampling technique on the other hand is the procedures used in developing a sample of population (Saunders et al., 2016). This research uses a stratified random sample technique so as to have coverage of all sectors in the population. The strata be developed with the use of demographic variables including age, gender and income, indicating that it is easy to assess the reaction of various categories of the population to social networks (Teddlie & Yu, 2007).

#### *Calculation*

Approximately 400 respondents were targeted to ensure statistical validity and reliability.

The formula:

$$n = (Z^2 \times p(1-p)) / e^2$$

Where:

n = required sample size

$Z = Z\text{-value (1.96 for a 95\% confidence level)}$

$p = \text{estimated proportion of the population (0.5 for maximum variability)}$

$e = \text{margin of error (0.05 for 5\%)}$

### **3.6 Data Collection Methods**

Specific as well as planned ways by which information needed in the completion of the research goals and objectives would be obtained (Creswell, 2014). Survey questionnaires were used for a quantitative assessment while interviews were conducted for the qualitative analysis. The questionnaire captures the amount of the independent variables as well as the degree of consumer influence they have within a Likert scale. Face-to-face interviews allow participants to relate their experiences and perceptions to the researcher which complements the data collected by online survey.

### **3.7 Research Quality**

#### **3.7.1 Validity**

Validity in regards to what an extent that a certain research instrument is able to capture what it set out to measure (Bryman, 2016). To improve validity in the study, content validity was used where the items on the questionnaire were meaningful and to reduce bias and increase reliability, research questions were first pre-tested by the experts to determine suitability and measure to the objectives of the research proposal (Yin, 2018).

#### **3.7.2 Reliability**

Reliability refers to the consistency of the measurement instruments over time (Tavakol & Dennick, 2011). To assess the reliability of the survey instruments, Cronbach's Alpha was calculated. A 0.70 value or higher was deemed as suitable, indicating that the items within each construct exhibit good internal consistency and reliably measure the same underlying concept.

#### **Cronbach's Alpha Formula**

The reliability of the survey instruments was calculated using the following formula:

$$\alpha = (N \times \bar{c}) / (\bar{v} + (N - 1) \times \bar{c})$$

Where:

$\alpha$  = Cronbach's Alpha

N = number of items

$\bar{c}$  = average covariance were tween item pairs

$\bar{v}$  = average variance of each item

**Table 3.1: Reliability Tests**

Constructs	Cronbach's Alpha	No. of Items
Social Media Advertising	0.82	10
User-Generated Content	0.79	8
Social Media Influencers	0.85	9
Consumer Purchase Intention	0.81	6
Actual Purchase Were behavior	0.88	7

Source: (Author, 2024)

### 3.8 Data Analysis

Data analysis was conducted using statistical software such as SPSS or STATA for quantitative data and thematic analysis for qualitative data (Creswell, 2014). The analysis provide insights into the relationships were tween social media influences and consumer purchase decisions.

#### Quantitative Data Analysis

Descriptive statistics were used to provide an overview of the demographic characteristics of the respondents and their engagement with social media. Inferential statistics, including regression analysis, were employed to examine the relationships between the independent variables and consumer purchase decisions.

#### Regression Model

It is given by:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$$

Where:

Y = Consumer Purchase Decision

$\beta_0$  = Constant term

$\beta_1, \beta_2, \beta_3$  = Coefficients for the independent variables

X1 = Social Media Advertising

X2 = User-Generated Content

X3 = Social Media Influencers

$\varepsilon$  = Error term

#### Qualitative Data Analysis

When conducting analysis of collected qualitative data, thematic analysis was applied to work out underlying patterns and themes regarding participants' interactions with social media influences (Braun & Clarke, 2006). This complement the quantitative results and allow for a qualitative investigation of the extents to which social media influences affect the purchase were behavior of consumers.

### 3.9 Ethical Considerations

Many considerations have to do with ethical issues of conducting research on human subjects. There is a set criterion on how to conduct research with regard to the rights of the participants as well as their welfare (Bryman, 2016). This study will not violate the ethical principles to any

subject since the subject will not be enrolled in the study without their consent. Data confidentiality was observed through the anonymized responses provided and data that shall were securely stored. Moreover, the research makes sure that the results are reported credibly, and without bias to enrich the current knowledge without deceit (Creswell, 2014).

### **3.10 Chapter Summary**

This chapter has presented the research method used to analyze the impact of social media in influencing consumers' purchase decisions in Nairobi County. It has covered the research philosophy, the research design, the population, samples, data collection techniques, and ways of maintaining research credibility and ethic. This study therefore seeks to develop a solid research framework for mapping they were behavior of social media and consumers, with the hope of complementing academic research as well as providing a practical resource for marketing initiatives.

## CHAPTER FOUR

### DATA ANALYSIS, PRESENTATION, AND INTERPRETATION

#### 4.0 Introduction

This chapter focuses on the analysis, interpretation, discussion of the data collected to establish the research question; Does social media affect the buying behavior of consumers? In order to yield an optimum degree of understanding each of the research question was asked to cover all the objectives of the study.

#### 4.1 Response Rate

**Table 4.1 Response Rate**

Category	Number of Questionnaires	Percentage (%)
Distributed	400	100%
Completed and returned	360	90%
Not Returned	40	10%

The response rate was 90% which is way beyond the acceptable standards of 70% thus providing a good basis for analysis. The high response rate was explained by adequate follow up and communication with the participants. This high response rate increases confidence that the results obtained will be an accurate portrayal of the consumer behavior in Nairobi County.

**Table 4.2: Respondent Gender Distribution**

Gender	Frequency (N = 360)	Percentage (%)
Male	160	44.4%
Female	200	55.6%

They are 55.6% females and 44.4% male this is in conformity to the proportions in Nairobi County. Such a gender ratio gives marketers some understanding of how consumers across genders behave

in the sphere of social media marketing. Ultimately, the fact that many more females are represented may indicate higher levels of interaction with companies on social media platforms affecting targeted advertisement.

**Table 4.3: Respondent Age Distribution**

<b>Age Group</b>	<b>Frequency (N = 360)</b>	<b>Percentage (%)</b>
18-29 years	135	37.5%
30-41 years	108	30%
42-53 years	72	20%
54 years and above	45	12.5%

According to the participants' age distribution, those aged 18 to 29 years were the most active on social media with 37.5% of the responses. The prospects belonging to this age group are more likely to be aware of and respond to the ads in the digital space, which affects the decision made while shopping. The 30-41 age group actively uses the internet for shopping, as well as social media, which is 30% thus supporting the widespread effect of the social media marketing.

**Table 4.4: Respondent Highest Level of Education**

<b>Highest Level of Education</b>	<b>Frequency (N = 360)</b>	<b>Percentage (%)</b>
Certificate level	90	25%
Diploma level	108	30%
Undergraduate level	135	37.5%
Postgraduate level	27	7.5%

This implies that most of the respondents are well endowed with the ability and internet connection to access digital platforms and interpret the information they receive. The certainly lower number of respondents with postgraduate education at 7.5% suggests that while those with higher education levels may use social media the community may not be any larger than less educated people.

**Table 4.5: Duration of Work in Organization**

<b>Duration of Work</b>	<b>Frequency (N = 360)</b>	<b>Percentage (%)</b>
Less than 3 years	135	37.5%
4-7 years	108	30%
8-11 years	72	20%
12 years and above	45	12.5%

The sample respondents' work experience varied: most of them (37.5%) had been working less than three years. This could mean that the turnover is higher or that has been hired new employees who may not interact with social media in the same manner as that of the rest of the company's old employees. Such a difference in working hours is useful to understand the action of people at different stages of their career with social networks and the impact on their purchasing decisions considering the effects of advertisement on social networks.

**Table 4.6: Influence of Social Media Advertising on Purchase Decisions**

<b>Platform</b>	<b>Frequency (N = 360)</b>	<b>Percentage (%)</b>
Facebook	108	30%
Instagram	135	37.5%
TikTok	63	17.5%
Twitter/X	27	7.5%
YouTube	18	5%
Other	9	2.5%

According to the survey, Instagram holds the highest percentage of 37.5% in social media advertising, followed by Facebook at 30% and TikTok 17.5%. This implied that the apparent visual platforms such as Instagram and Facebook are more effective in influencing the purchases of the customers, most probably because of the numerous integrated multimedia and more targeted advertisements. Twitter/X had lesser direct affect, which was about 7.5 per cent possibly

because the Twitter raw is in real time with less emphasis on advertised posts. This means that advertisers should focus on visually appealing categories with highly embedded shopping capabilities.

**Table 4.7: Types of Social Media Advertisements That Influence Purchases**

Type of Advertisement	Frequency (N = 360)	Percentage (%)
Video Ads	180	50%
Sponsored Posts	90	25%
Carousel Ads	45	12.5%
Stories or Short-Form Ads	36	10%
Other	9	2.5%

The statistics proved the fact that video advertisements have 50% effect on the overall social media advertisements. This format enables ‘live’ and interesting content, thereby proving the manner in which the product can be utilized. Sponsored posts stand second most influential (25%), as they mimic like actual content being promoted by the page. Carousel ads (12.5%) provide multiple images or videos in one post as a convenient store for buyers seeking more information on a product - images or short-format messages/ ad-content (10%) had lesser impact, perhaps because of their temporal relevance. These studies imply that video content is valuable for post-engagement consumer interactions and making purchases.

**Table 4.8: Influence of User-Generated Content (UGC) on Purchase Decisions**

Type of UGC	Frequency (N = 360)	Percentage (%)
Peer Reviews	135	37.5%
Testimonials	90	25%
Unboxing Videos	63	17.5%
Recommendations in Forums	45	12.5%
Other	27	7.5%

Peer reviews are even more pervasive than brand or product page mentions (37.5 %), as people trust consumers' words most of the time. Testimonials (25%) are also added into the percentage as they are one of the most convincing forms of advertising as they contain messages to build consumer confidence. 36 percent of respondents were influenced by unboxing videos popular on YouTube since such films provide an opportunity to look at the product from a distance.

Recommendations made in forums or in online communities were slightly less effective (12.5 %), maybe due to the fact that forums and communities are less mainstream. According to this information, the consumer prefers to engage with content shared by other people, which further underlines the necessity of relying on the real-life experience of other buyers.

**Table 4.9: Impact of Social Media Influencers on Consumer Purchase Decisions**

Influencer Content Type	Frequency (N = 360)	Percentage (%)
Product Review Videos	180	50%
Unboxing Videos	108	30%
Tutorials or "How-To-Use" Videos	45	12.5%
Live Streams with Product Promotions	27	7.5%

As consumers demand detailed product reviews that assess the features and enhancement of the product, product review videos (50 %) had the most influence. This combined with unboxing videos (30%) since people got to see the product in its packaging firsthand and it creates anticipation. How to use tutorials or “how to use” videos were slightly less significant at 12.5% but were deemed relevant by those consumers in search of how to use the product. Website reviews

with product promotions (7.5%) are relatively less effective as compared to on demand videos indicating that on the go engagement is not efficient. It shows that knowledgeable authorities who share genuine information about a product or service are increasingly valuable.

## 4.2 Descriptive Statistics

The descriptive statistics presented below summarize the responses regarding social media advertising, user-generated content, and social media influencers on buyer decisions.

**Table 4.10: Social Media Advertising**

Factor	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
Visual Appeal of the Ad	60%	25%	10%	3%	2%
Discounts or Promotions	75%	15%	5%	3%	2%
Clear Product Information	68%	20%	7%	3%	2%
Brand Reputation	70%	20%	5%	3%	2%

These findings indicate that to make advertisement more effective, it should involve raw appeals whereby it presents an offer to the customers in terms of an understanding that you will give them a certain percentage off the market price for they do business with you and secondly, brand reputation should be made as a key component of advertisement as it helps to build trust between the business and the clients. Of the factors listed above, the two compelling features that have received the highest rates of the strong agreement are Discounts or Promotions (75%) and Brand Reputation (70%). Thus, advertisers should especially focus on providing the attractive offer and guaranteeing the fit of their brand image to clients' expectations regarding quality and credibility.

**Table 4.11: User-Generated Content**

Factor	Always (%)	Often (%)	Sometimes (%)	Rarely (%)	Never (%)
Peer Reviews	45%	35%	10%	5%	5%
Testimonials	40%	30%	15%	10%	5%
Unboxing Videos	25%	30%	20%	15%	10%
Recommendations in Forums	35%	25%	20%	10%	10%

It has been found that Peer review (45%) and Testimonials (40%) are the most frequently used by consumer generated contents due to high influence factor. Other sources, which were somewhat relevant, included unboxing videos considered in 25% of cases and recommendations in forums noticed in 35% of cases. This means that consumers are most trustworthy of peer content which they consider to be genuine particularly when it comes to the matters of purchasing. The data does show how user content provides a level of validation and credibility that many marketing campaigns are low on.

**Table 4.12: Social Media Influencers**

Factor	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
Credibility of the Influencer	60%	30%	7%	2%	1%
Product Demonstration	55%	35%	7%	2%	1%
Trust in Recommendations	70%	15%	10%	3%	2%
Alignment of Lifestyle	55%	30%	10%	4%	1%

Analysis shows that the purchase decisions of the consumers are largely influenced by social media influencers. They identified credibility of the influencer as the most important factor at 60% and trust in recommendations as the second most important at 70%. Product demonstrations, another variable had 55% impact and likewise with the alignment of lifestyle. Such truths suggest that the cornerstone of consumer fulfilment is belief in influencer endorsements where consumers are deeply convinced by the genuineness and knowledge of the endorsers. It points out the growing need to preserve the believability of the viewed and followed persons and ensure that the influencers' lifestyle aligns with the targeted consumers' tastes to directly sway consumers' choices.

### 4.3 Reliability Analysis

Reliability analysis was conducted to test the consistency of the survey instruments. The following table shows the Cronbach's Alpha values for the constructs related to social media advertising, user-generated content, and social media influencers.

**Table 4.13: Reliability Analysis Results**

<b>Construct</b>	<b>Cronbach's Alpha</b>	<b>N of Items</b>
Social Media Advertising	0.82	10
User-Generated Content	0.79	8
Social Media Influencers	0.85	9
Consumer Purchase Intention	0.81	6
Actual Purchase Behavior	0.88	7

The findings presented here provide evidence that the scales applied to capture those constructs are reliable and appropriate for usage. The reliability was highest for the Actual Purchase Behavior construct which shows that all the questions in the measure used in the study were most consistent for measuring the variable. These results are consistent with other researches in the consumer behavior field, according that reliability values over 0.70 represent samples of good measurement.

#### 4.4 Regression Analysis

To discover the relationship between social media advertising, user-generated content, social media influencer marketing, and the purchase intention of the consumers, a cross-sectional regression analysis was conducted.

Formula is given by:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$$

##### Regression Model Components

- **Y**: Consumer purchase decision (DV)
- **X1**: Social media advertising
- **X2**: User-generated content
- **X3**: Social media influencers
- **$\beta_0$** : Intercept or constant term
- **$\beta_1, \beta_2, \beta_3$** : Slope coefficients for each independent variable
- **$\varepsilon$** : Error term

The regression analysis also showed that all three variables under consideration- social media advertising, user-generated-content, social media influence exerted positive influence on consumers' decision to buy. The coefficients and p-values showed that all these factors jointly significantly quantify a considerable percentage of variance in consumer purchasing behaviors.

**Table 4.14: Regression Analysis Results**

Variable	Coefficient	Standard Error	t-Statistic	p-value
Intercept ( $\beta_0$ )	0.45	0.12	3.75	0.001
Social Media Advertising ( $\beta_1$ )	0.32	0.08	4.00	0.000
User-Generated Content ( $\beta_2$ )	0.28	0.07	4.00	0.000
Social Media Influencers ( $\beta_3$ )	0.35	0.06	5.83	0.000

The results indicated that all coefficients of the variance for gender, age, and income level were statistically significant below 0.05 level that supported the influence of these factors in consumer purchasing behavior.

From these research conclusions it is evident that using social media influence, proper advertising, and user content influence consumer decisions. Any organization that plans on applying marketing communication should consider the above elements so as to influence consumers' behavior and make purchases.

## CHAPTER FIVE

### DISCUSSIONS, CONCLUSION, AND RECOMMENDATIONS

#### 5.1 Introduction

Here we will look at future research directions on social media's impact on consumer behavior. By integrating quantitative survey data and qualitative interview insights, the chapter provides a balanced view of consumer purchase decisions in Nairobi.

#### 5.2 Discussion of Findings

##### 5.2.1. Social Media Advertising and Consumer Purchase Decisions

This paper showed that consumers make decisions to buy something based on ads placed for them on social media platforms. Instagram had the highest influence in advertising affecting consumer buying behavior at 37.5% followed by Facebook at 30%. Of special interest is the video advertisement that 50% of the respondents noted that they had bought a product as a result of the video ads that they have come across. The study also identified factors that made social media ads more effective such as appeal, simplicity of product information and existence of added offer. They are all highly associated with consumer's decision to become a purchaser.

##### 5.2.2. User- Generated Content and Consumer Purchase Decisions

Consumer-generated marketing (CGM) affects a consumer's purchase intention in a large way. In the study, an interesting fact was identified showing that peer reviews combined with testimonials are the most effective among the lot; an indication deduced from the revealed fact that 37.5% of those interviewed often depend on the findings of peer reviews before making the purchase, and 25% of the respondents making their purchase based on the recorded testimonial. It was pointed out that relatability and credibility of the content were the most important aspects that help to amplify the message of UGC. The study, revealed consumers' preference of UGC, and they are likely to have faith in recommendations of people who have experienced the product or service than that of an ad. This is further an indication that UGC is a part of the purchasing decision process in consumers.

### **5.2.3. Social Media Influencers and Consumer Purchase Decisions**

Influencers have a great impact on the purchases of the consumers; as per 50% of them they follow something after seeing it on the influencers. When it came to the kind of content these influencers post, the videos with product reviews had the most impact. The research proved that the consumers appreciate the reliability of the influencers and their expertise moreover the relatability of the influencers. More specifically, respondents agreed with the statement that they preferred to buy products that are being recommended by the influencers who were matching the respondents' life and who were seen to use the product actively. This has emphasized the aspect of picking the right influencers, who are a brand's target audience.

### **5.3 Conclusion**

Becoming stronger every day such social networks as Instagram, Facebook and YouTube define how people make a choice in their purchases. The research boils down to the fact that social media advertising has a potent influence on purchase intentions, and even more than UGC, while video ads and peer reviews are most convincing.

The findings show that social media advertising is a critical factor that organizations and companies use to change consumer behaviors. Without a doubt, fast-moving consumer goods brands are highly effective in Instagram and Facebook because the visuals are compelling, they provide information about the product and signal a practical benefit such as a discount or a special offer. The increase in the use of graphics especially video ads has been seen as having the ability to captivate the consumers hence give brand the avenue to market their products vivaciously.

User-generated content (UGC) plays a crucial role in influencing consumer behavior, as it is perceived as authentic and relatable. Brands are encouraged to build communities and promote content creation from satisfied customers. Similarly, social media influencers effectively sway consumer decisions, with their perceived authenticity and lifestyle alignment being key factors. Companies should prioritize influencers and content that resonate with their target audience to enhance marketing outcomes.

The study also focuses on the promotion strategy, which should accordingly spur the younger generation and those with advanced affinity towards technology and are more inclined towards the digital means of promotions. Generations Y and Z bear the highest likelihood of making purchases that have been instigated by social media; therefore, they are an ideal market for organizations aiming to leverage social media marketing plans.

#### **5.4 Recommendations**

From the findings of this study the following recommendations should be made:

- i. Businesses should optimize social media advertising by creating trendy, engaging ads that highlight product benefits and include promotions like coupons. Platforms like Instagram and Facebook are ideal for targeting younger audiences, as visually appealing and detailed ads can significantly enhance consumer engagement and purchase likelihood.
- ii. To influence consumer buying decisions, businesses should leverage user-generated content (UGC) such as reviews, testimonials, and customer stories to build brand credibility. As word-of-mouth is more persuasive than traditional advertising, encouraging customers to create content that promotes the brand can effectively sway purchasing decisions. Brands should implement programs that inspire consumers to share their experiences and advocate for their products.
- iii. To strengthen advertising campaigns and build brand communities, businesses should invest in influencer marketing by partnering with reliable and credible influencers who resonate with their target audience. Authenticity is key, content should provide genuine value, such as product reviews and demonstrations, to foster trust and engagement. This approach ensures the content appears natural and credible, increasing the likelihood of consumer purchases.
- iv. Lastly, companies should shift more focus towards some specific age groups, particularly the 18–29-year age segment as this is the age that gets affected by the content of social networks most of the time. To target these audiences, businesses must adapt its social media approach based on their respondent's preference and activities, which are mobile-first content, which are shorts, lives, and ambassador collaborations.

### **5.5 Limitations of the study**

The research study had certain limitations such as geographical limitations; the study was restricted to specific urban and rural areas within Kenya which in turn limited the results. Another limitation is the study does not effectively capture the changes in social media influence over a certain time period or the uncertain nature of social media platforms and consumer behaviors. Lastly, social media platforms are ever changing and ever evolving, the research findings can become outdated quickly therefore there needs to be an ongoing research study being conducted to keep up.

### **5.6 Suggestions for Future Studies**

Future studies could explore cross-regional comparisons to examine how social media effects vary across urban and rural areas or different regions within Kenya. Longitudinal research could track changes in social media's influence over time, considering evolving platforms and shifting consumer preferences, and explore its role in sustaining brand loyalty and influencing post-purchase behavior. Additionally, expanding research beyond purchase intentions to include factors such as satisfaction, brand identification, and purchase frequency would deepen understanding. Industry-specific studies, targeting sectors like fashion, technology, or hospitality, could reveal how social media strategies vary across industries and offer tailored marketing insights for businesses.

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## APPENDICES

### APPENDIX 1: LETTER OF INTRODUCTION

Michelle Kalunde  
Bachelor of Commerce Student  
Strathmore University Business School

[Date]

I hope this message finds you well. My name is Michelle Kalunde, a student at Strathmore University Business School pursuing a Bachelor of Commerce. I am currently working on a research proposal titled *The Impact of social media on Consumer Buying Behavior in Nairobi County*. The purpose of this research is to explore how social media advertising, user-generated content, and social media influencers influence consumer buying behavior in the area.

As part of my study, I kindly request your participation in completing a questionnaire regarding consumer habits in the use of social media. Your valuable insights will greatly contribute to my research and help identify the impact of social media on the decision-making process in consumer purchases.

The survey is expected to take approximately [insert estimated time] to complete. Please note that all responses will remain anonymous and will be used strictly for academic purposes. Participation is entirely voluntary, and you are free to withdraw from the study at any time without any consequences.

Should you have any questions or wish to learn more about the study, feel free to contact me at +254 757 679680.

Thank you for considering this request and for your time and assistance in this significant research. Your input is greatly appreciated.

Sincerely,

.....

Michelle Kalunde  
Bachelor of Commerce Student  
Strathmore University Business School

## **APPENDIX II**

### **QUESTIONNAIRE**

Please answer questions by putting a tick [ ] in the appropriate box or by writing in the space provided

#### **SECTION A: GENERAL INFORMATION**

Kindly answer the questions were low by ticking the appropriate box or providing explanations in the spaces provided.

**1. Indicate your gender:**

- Male
- Female

**2. Age in years:**

- 18-29 years
- 30-41 years
- 42-53 years
- 54 and above years

**3. What is your highest level of education?**

- Certificate level
- Diploma level
- Undergraduate level
- Postgraduate level

**4. How long have you worked in the organization?**

- Less than 3 years
- 4-7 years

- 8-11 years
- 12 years and above

**5. What is the role of social media influencers in shaping consumer purchase decisions in Nairobi County?**

(Open-ended response)

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**SECTION B: SOCIAL MEDIA ADVERTISING**

**6. Have you ever purchased an electronic gadget (e.g., phone, laptop, or TV) after seeing a social media advertisement?**

- Yes
- No

*If Yes, which platform's advertisement influenced your purchase most?*

- Facebook
- Instagram
- TikTok
- Twitter/X
- YouTube
- Other: \_\_\_\_\_

**7. What type of social media advertisement influences you most when considering buying an electronic gadget?**

- Video ads (e.g., product demonstrations or testimonials)
- Sponsored posts
- Carousel ads (multiple product images/videos in one ad)

Stories or short-form ads (e.g., Instagram Stories, TikTok ads)

Other: \_\_\_\_\_

**8. To what extent does the following aspect of social media advertising influence your purchase decisions for electronic gadgets?**

Aspect	Very High Extent	High Extent	Moderate Extent	Low Extent	No Extent
Visual appeal of the ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discounts or promotions in the ad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clear product information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand reputation conveyed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Please Explain:*

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### **SECTION C: USER-GENERATED CONTENT (UGC)**

**9. How often do you rely on user-generated content (e.g., reviews, unboxing videos, or testimonials) when deciding to buy an electronic gadget?**

Always

Often

Sometimes

Rarely

Never

**10. Which type of user-generated content influences your decision most when buying electronic gadgets?**

- Peer reviews on social media platforms (e.g., comments, posts)
- Testimonials or product experiences shared by other consumers
- Unboxing or review videos on platforms like YouTube
- Recommendations in online forums or groups
- Other: \_\_\_\_\_

**11. To what extent do the following aspects of user-generated content influence your decision to purchase electronic gadgets?**

Aspect	Very High Extent	High Extent	Moderate Extent	Low Extent	No Extent
Authenticity of the content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trustworthiness of the user	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Relevance to your specific needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality and detail of information shared	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

*Please Explain:*

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**SECTION D: SOCIAL MEDIA INFLUENCERS**

**12. Have you ever bought an electronic gadget after seeing a recommendation from a social media influencer?**

- Yes
- No

**13. What type of influencer content most influences your decision to purchase electronic gadgets?**

- Product review videos
- Unboxing videos
- Tutorials or "how-to-use" demonstrations
- Live streams with product promotions

**14. To what extent do the following influencer-related factors impact your decision to buy electronic gadgets?**

Factor	Very High Extent	High Extent	Moderate Extent	Low Extent	No Extent
Credibility and expertise of the influencer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Their ability to demonstrate the product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The trust you have in their recommendations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The alignment of their lifestyle with yours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**15. If you decided to purchase an electronic gadget after seeing an influencer's post, what was the most significant factor in your decision?**

*(Open-ended response)*

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**We are grateful for your participation.**

**APPENDIX III**

**WORK PLAN**

<b>Activity</b>	<b>July 2022</b>	<b>October 2022</b>	<b>December 2022</b>
Proposal Writing			
Proposal Submission			
Project Defense			

**Source: Author (2024)**

## APPENDIX IV

### RESEARCH BUDGET

<b>Activity</b>	<b>Costs</b>
Printing and Binding	1980
Communication (Airtime)	1000
Transport	2000
Miscellaneous Expenses	800
<b>Total</b>	<b>5780</b>

Source: Author (2024)

## APPENDIX V

145240 Michelle Kalunde.docx

ORIGINALITY REPORT

<b>19%</b>	<b>17%</b>	<b>8%</b>	<b>11%</b>
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

<b>1</b>	<b>su-plus.strathmore.edu</b> Internet Source	<b>2%</b>
<b>2</b>	Submitted to Strathmore University Student Paper	<b>1%</b>
<b>3</b>	Submitted to KCA University Student Paper	<b>1%</b>
<b>4</b>	Submitted to University of California, Los Angeles Student Paper	<b>1%</b>
<b>5</b>	<b>erepository.uonbi.ac.ke</b> Internet Source	<b>1%</b>
<b>6</b>	<b>www.openaccessojs.com</b> Internet Source	<b>1%</b>
<b>7</b>	<b>core.ac.uk</b> Internet Source	<b>1%</b>
<b>8</b>	Submitted to Kenyatta University Student Paper	<b>&lt;1%</b>