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**THE EFFECT OF SOCIAL MEDIA INTERACTIONS ON TAX COMPLIANCE: A
CASE STUDY OF THE KENYA REVENUE AUTHORITY**

By
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33946

**A Dissertation Submitted in Partial Fulfilment of the requirement for the award of a
Master of Public Policy Management Degree at Strathmore University**

Business School
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ABSTRACT

The Kenya Revenue Authority adopted the use of social media as a communication tool in 2016 in a bid to target the middle class Kenyan and the youths who are active users of social media. However, three years after the adoption, the authority still missed its weighted tax compliance rate by six percent in 2015/2016 and 2016/2017. The purpose of the study is to study how KRA can use social media interactions to increase tax compliance rates. The specific objectives are to; determine the effect of social media interactions on the tax compliance rates, establish the effect of social media interactions on taxpayers' attitude on tax compliance and to determine the extent to which social media interactions send the correct message to the taxpayer on tax compliance. The study is anchored on the excellence theory and the theory of reasoned action. The study used a case study research design where a population of 24 KRA officers in the social media department and 137 taxpayers were sampled. Secondary data and primary data were used in the study. Primary data were collected using questionnaires, where secondary data were obtained from KRA social media pages. Data analysis was done using SPSS. A correlation analysis was done and findings was presented through basic descriptive statistics. The study found that KRA has accounts in all social media platforms. The study found that KRA uses its social media platforms to educate taxpayers on different obligations and; to inform taxpayers; and as an avenue of interaction with taxpayers. The study also found a positive effect of social media interaction on taxpayer attitude; knowledge on tax policies and laws; and a positive impact on tax compliance. The study concluded that KRA's brand presence on social media was important since it helps provide the correct information on tax and in a timely manner. Interactions and queries handled in a timely manner help improve taxpayers perception of the KRA brand and impact taxpayers perception on tax compliance positively. The study concluded that social media interaction affects taxpayers' attitude on taxation and positively affects taxpayers' knowledge on tax laws, which increases tax compliance rates and improves revenue collection.

Key words: Tax compliance, Taxpayers attitude, Social media interaction, knowledge on tax policies and laws

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LIST OF ABBREVIATION

KRA:	Kenya Revenue Authority
NACOSTI:	National Commission for Science, Technology and Innovation
SPSS	Statistical Package for the Social Sciences

DEFINATION OF TERMS

Social media interaction: The use of social media to enhance customer relationship management through engagement, partnerships and sharing of content (Maecker, Barrot, & Becker, 2016).

Social media: Social media platforms are online applications which facilitate engagement, partnerships and sharing of content. This is done through different applications, which include twitter, Facebook, Instagram, snapchat, WhatsApp, blogs and vlog (Kim & Ko, 2012).

Tax compliance: Fulfilling all tax obligations as specified by the law freely and completely, through filing of tax returns before due date and paying the tax due before the date stipulated by the tax law (KRA, 2018).

Taxpayer attitude: Taxpayers' willingness to be tax compliant.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

Organizations leveraging on the use of social media as a medium to interact with its customers has been on the increase in the 21st century. Social media marketing has been found to be effective in tackling consumer needs fast and efficiently (Ashley & Tuten, 2015). Exposing a business to social media was found to come with its benefits which include; improving brand image, increased customer base, continuous interaction with consumers and increased revenues (Kapoor, Tamilmani, Rana, Patil, Dwivedi & Nerur, 2018).

Universally, tax authorities have been advised to make use of social media channels to increase tax compliance among their population. Globally, 16 out of 26 tax authorities who participated in the OECD tax conference use a social media as a marketing and communication tool. However, tax authorities have had different experiences with using the different social media platforms on their customers (OECD, 2011). The use of social media by tax authorities has made it easy for taxpayers to discuss tax matters without incurring cost of visiting tax stations. Interactions on social media have been advocated as a medium that can change people's view on tax compliance as a punishment to a patriotic obligation to every citizen (PWC, 2018). This study seeks to determine the effect of social media on tax compliance in Kenya. This study is organized in different sections which include; Chapter 1- Introduction, Chapter 2-Literature Review, Chapter 3-Research methodology, Chapter 4-Presentation of research findings, Chapter 5-Discussions and Chapter 6-Conclusion and recommendations.

1.1 Background of the study

With the evolution of technology, businesses have improved how they conduct their business by leveraging on technology and innovation to enhance their competitive advantage in the market (Wabuo, 2017). Technology adoption has provided huge opportunities in ways in which companies operate, engage and serve their clients (Maecker, Barrot, & Becker, 2016). Technological innovations have led into reduction in physical engagement between organizations and their clients by introducing virtual engagement where organizations can freely interact with their clients without meeting. The need for virtual engagement was brought by increased competition in the market, and increased product choice and an up-to-date consumer base (Islam & Rahman, 2016). Virtual engagement gives organizations the opportunity to engage with its clients, collecting information, which it can use to direct its

marketing and brand development needs (Viglia, Pera, & Bigné, 2018). Virtual markets have increased the number of people a company can sell its product to, creating the need for companies to have dedicated staff to handle their online clients. Virtual engagements are done through companies' websites and the organizations social media platforms (Giannakis-Bompolis & Boutsouki, 2014).

According to Kim & Koe, (2012), social media platforms are online applications, which facilitate engagement, partnerships and sharing of content. This is done through different applications, which include twitter, Facebook, Instagram, snapchat, WhatsApp, blogs and vlogs. Social media has been in existence for the past two decades with a wide reach and usage majorly among young people. As of 2017, the main social media platforms, which registered the highest number of users, were Facebook, twitter and LinkedIn with over 1.2 billion, 140 million and 161 million users respectively (Ogbuji, 2018). According to Whiting and Williams (2013), people use social media for social engagement, seeking information, passing time, as a communication tool, for relaxation and as a mode of communication. The main users of social media around the world tend to be individuals so as to keep up with friends and businesses as they look for new markets and connecting and interacting with their customers (Mbwana, 2018). Social media users create a large amount of data each day, which include over 4.3 billion posts, over 300million tweets, 3 billion Instagram likes, over 4 million hours content uploaded on Facebook (Dolan, 2015).

1.1.1 Social media use

According to Ogbuji, (2018) exposing a business to social media platforms comes with different advantages which include increase in the customer base and increased interaction with customers which lead to brand loyalty and increased knowledge about the brand and the organization. These interactions help companies gather market intelligence by understanding their customers' needs and tuning the marketing message in a bid to maintaining the brand presence on social media platforms (Ashley & Tuten, 2015). Maecker, et al (2016) describe Social media interactions are exchanges between an organization and its customers on issues concerning the products or services being offered by the company on its social media channels. This is done by organizations opening their own company pages and engaging with their clients. putting up company notices and advertisements. Organizations consider online marketing through social media as a cost effective strategy since the target market is easily accessible and the information and ideas are relayed on the different social media platforms (Mbwana, 2018).

Organizations may use social media together with other marketing approaches as their official communication tool for digital exposure (Ashley & Tuten, 2015). Social media's interactions affect and influence customer's perceptions, attitudes and end behaviour (Vinerean, Cetina, Dumitrescu, & Tichindelean, 2013). Social media platforms give companies a chance to interact with their clients, to build brand loyalty, and meaningful connections with its customers (Ashley & Tuten, 2015). The use social media to enhance customer relationship management makes organizations be customer centric, impacting customers' uptake of the company's products and service, increasing sales and revenues (Rodriguez, Peterson, & Ajjan, 2015) . According to Kapoor, et al., (2018) for social media to be an effective marketing tool the content should be user generated since it encourages questions and guides decision making. However, social media interactions between organizations and clients should be instantaneous with online users known to be an impatient, requiring fast replies to the queries. A slow rate of reply gives a negative brand impression to customers, which affect the clients' attitude towards an organization and its products (Kamau, 2018).

Accorrding to Kamau, (2018) Organizations are using social media as a marketing and advertising, public relations and customer service tool. Social media has an impact on the brand identity, reputation and an organizations survival (Rutter, Roper, & Lettice, 2016). Comments on social media platforms veiw how customers embrace a companies brand which may affect the consumption of their products and services. Organizations enable notifications from social media platforms to rightly determine how social media users veiw their brand. Karoney & Kalu, (2016) while analysing the effect of advesre information on social media on the banking sector found that 72% of the sampled respondents believe in information on social media ,while 28 percent believed social media information with certainty. The study noted that negative comments on social media spread very fast and might lead to the collapse of an oraganisation. The creation of organizations social media pages in different platforms helps in giving the true information, killing propaganda that may arise from distisfied clients (Olang, 2014). Roshan, Warren, & Carr, (2016) advocated for the use of social media to commuicate during a crisis since its impact is immediete and effective. The use of Social media protects an organizations reputation by stopping wrong information from spreading.

An increase in the number of company operated social media accounts over the past decade has been noted. A study conducted in America in 2015 showed that among the fortune 500 companies, 73 percent of them own a twitter account while 66 percent have a corporate Facebook account. Companies have accounts in all social media platforms increasing their

online footprint and engaging the different clients in the different platforms (Oyoo, 2016). In the Indian stock market, a study conducted by Kaushik, Hemani, & Ilavarasan, (2017) observed that the Nifty 51 companies listed in the Indian stock exchange used social media differently. The financial sector used social media interactions to show they are trustworthy and dependable. The IT sector technically assist other firms and individuals hence need to market themselves as effective and efficient. The automotive and consumer goods sectors used social media for release of new products and customer engagement sector studying the different use of social media by different sectors in the stock exchange. Organizations joined social media to enjoy the huge markets offered by social Media's global reach. However, organizations later came to find out it is a cheap marketing platform (Kaushik, et al, 2017). Organizations have also merged social media marketing with traditional marketing, achieving high sales numbers and increased satisfaction among its clients (McKinsey, 2015). An analysis on global social media usage by corporations shows that the most preferred social media platform for online engagement was Instagram followed by Facebook and twitter (Trackmaven, 2018).

Universally, tax authorities have been urged to make use of social media channels to increase tax compliance among their citizen. According to the OECD (2011) report on social media use for tax administrators, 16 out of 26 tax authorities who participated in the tax conference use a social media as a marketing and communication tool. However, 13 tax authorities represented indicated to have experience with different social media platforms (OECD, 2011). Adoption of social media as channel of interaction with taxpayers increased taxpayer satisfaction and voluntary compliance. Taxpayers noted that the use of social media channels by tax authorities made it comfortable and easy for them to discuss tax issues at the comfort of their homes without incurring cost of visiting tax stations. Social media use has drastically changed the attitude of the taxpayer towards the tax authorities (PWC, 2018). The change in taxpayers attitude due to engagements on social media increase tax compliance which leads to an expanded tax base, increased revenues and reduced cases of tax evasion (Cyan. Koumpias, & Martinez-Vazquez, 2016). Social media use by tax authorities is seen as an avenue where one can give information on tax evaders without their identity being revealed tax authorities can easily track businesses and analyze their compliance rates (PWC, 2018).

1.1.2 Kenya Revenue Authority

An Act of Parliament. Chapter 469 of the laws of Kenya, set up the Kenya Revenue Authority (KRA) on first July 1995. Its core mandate is to collecting revenue on behalf of the Government. KRA plays the role of Administering and enforcing written laws or specified

provisions of written laws pertaining to assessment, collection and accounting for all revenues in accordance with these laws (KRA, 2018). To communicate to the public, the authority used television, radio and newspapers. Taxpayers' queries were handled at tax stations or at the call centre (KRA, 2015). In 2016, the Kenya Revenue Authority started using social media in a bid to target the middle class Kenyan and the youths who are active users of social media. However, three years after the adoption, the authority still missed its weighted compliance rate by six percent in 2015/2016 and 2016/2017 (KRA, 2018). Data from the seventh corporate plan shows that the weighted tax compliance for the year 2017/2018 stood at 65 percent. This weighted compliance for registration, filing, and payment recorded 60%, 55.5% and 79.9% respectively (KRA, 2018). In a bid to increase the weighted compliance rate. KRA has a dedicated social media division under the marketing and communications department whose core mandate is to interact with taxpayers by answering their queries and solving their issues, informing taxpayers on different tax obligations, key filing and payment dates and other tax related information (KRA , 2019). According to KRA , (2019) social media engagements in the year 2017/2018 stood at 326, 819. These numbers were low as compared to interactions via email, which stood at 11.4million, and face-to-face interactions, which served 1.35million taxpayers. By utilising its social media pages, the Kenya Revenue Authority aims at interacting with the taxpayers as well protecting the authority's brand. This is to be achieved by using its social media pages to address misconceptions being spread on social media by giving the correct information (KRA , 2019).

1.2 Statement of the problem

Under the sixth corporate plan, the Kenya Revenue Authority sought to build trust with taxpayers through facilitation to enhance tax compliance. KRA was to move from a tax compliance and enforcement agency to a loveable, facilitative and service oriented organization by building trust with its staff and taxpayers so as to spur revenue growth and sustainable tax compliance (KRA, 2015). To achieve this KRA introduced a raft of measures, which included the introduction of social media platforms, which would encourage taxpayers to interact with KRA from the comfort of their phones and computers without visiting the tax stations (KRA , 2015). Increased interactions with taxpayers through social media was expected to increase the weighted tax compliance rates. However, KRA has missed its weighted tax compliance rate targets ever since the adoption of Social media as an alternative channel of facilitating tax compliance. In 2018, Kenya Revenue Authority's average weighted

tax compliance rate stood at 65%. This average weighted rate was for registration, filing and payment, which recorded 60%, 55.5% and 79.9% respectively.

Research conducted on social media's impact on business operations shows that social media affects and change customers perceptions and feelings towards a product or service (Vinerean, et al, 2013). According to Ashley & Tuten, (2015), social media platforms give organizations a chance to connect and interact with their clients building relationships with their customers. A study by Maecker, et al (2016) found that social media media have a positive impact on customer relationship, customer management and profitability. A study by Sawe, (2013) evaluating the use of social media in mobile network service provider companies found that social media improved customer interactions and is used as a channel to update clients on new products while helping solve their clients' problems.

Social media interactions have been suggested as channels KRA can use to increase compliance in regards to registration, filing. However even after adoption of social media as an alternative channel to facilitate compliance, the weighted compliance rates have fell below the target at 60% for registration and 55.5% for tax filling .This research thus analyses how KRA can utilize social media interactions to increase tax compliance rate.

1.3 Research Objectives

1.3.1 General Objective

The general objective of this research is to study the effect of social media interaction on tax compliance.

1.3.2 Specific objectives

The specific objectives of the study are to;

1. Determine how KRA uses social media.
2. Establish the effect of social media interactions on taxpayers' attitude towards tax compliance.
3. Determine the extent to which social media interactions provide information on tax policies and laws.
4. Determine the effect of taxpayer attitude and tax knowledge on tax compliance.

1.4 Research Questions

1. What are the different ways that KRA uses social media?

2. What is the effect of social media interactions on taxpayers' attitude towards tax compliance?
3. To what extent do social media interactions provide information on tax policies and laws?
4. What is the effect of taxpayer attitude and tax knowledge on tax compliance?

1.5 Scope of the study

The study analysed social media interactions by the Kenya Revenue Authority. The study used data obtained from KRA's official social media platforms to depict usage of social media as a communication channel. The study analysed those taxpayers who interacted with LRA on their social media platforms only.

1.6 Significance of Study

1.6.1 To Kenya Revenue Authority

This study is significant to KRA in understanding their social media interactions and how they can result to increased taxpayer compliance. This study also helps in understanding taxpayers' attitude towards the tax compliance and put up communications that improve taxpayers' attitude and increase compliance. The study helps KRA in increasing interactions through social media thus saving taxpayers money and time since taxpayers do not have to visit the tax service offices.

1.6.2 To the Taxpayers

This study is useful to taxpayers in understanding how communication through social media can improve their compliance. The study provides details to the taxpayer on the social media platforms that KRA uses to provide required information on tax compliance. The study also points out platforms where taxpayers can interact with KRA, without necessarily travelling long distances to the taxpayer's service centres.

1.6.3 To Academicians and Researchers

This study is helpful to scholars studying the use social media communication in organizations and specifically a tax authority. The study will help scholars understand the usage of social media in public organizations and the benefits accrued from it.

CHAPTER TWO

LITERATURE REVEIW

2.0 Introduction

This chapter gives an overview of the theories supporting this study and empirical literature on social media marketing and customer engagement, the conceptual framework and the research gap.

2.1 Theoretical Literature

This section analyses theories that are relevant to this study. This study will use a multi theoretical approach to explain the relationship. This is because the theories used complement each other and thus produce a series of perceptions that help to explain the empirical results. The theories that explain the relationship between social media engagement and tax compliance are; excellence theory and the theory of reasoned action.

2.1.1 Excellence theory

This theory was developed by James Gruing in 1985. The theory assumes that, for a firm to be effective, its public relations must promote equality development and create last long lasting relationships that are strategically constituted. This theory advocates for symmetrical communication between an organization and its clients (Grunig, 1992). The theory justifies that the significance of public relations rests in a company's public relations. An Excellent relationship with its stakeholders is important for a business to develop and attain objectives desired by the company and its clients, reduce the effects of bad publicity, and increased returns (Grunig & Grunig, 2008).

According to this theory, social media should not be used to throw instructions and orders but give information and get feedback from customers. The theory proposes integration of tactics, content and overall strategy while using social media as a mode of communication. The theory stresses on the need of using social media as a tool for creating long lasting relationships (Kamau, 2018). This theory was useful in this research in understanding how Kenya Revenue Authority uses its social media and studying if its social media strategy aims at building long lasting relationships with its taxpayers and it effect on tax compliance.

2.1.2 Theory of Reasoned Action

This theory was developed by Martin Fisherbern and Icek Ajzen in 1975. The theory assumes a person's intentions are determined by their personal nature and social influence. The personal

factor is one's attitude towards the behaviour while the social influence is derived from the social pressure to perform or not to perform the behaviour in question (subjective norm). The theory of reasoned action is a belief-attitude behavioural intention model which assumes that a person's perception of what others consider relevant is affected by their intention and their attitude (Ajzen & Fishbein, 1975). This theory links peoples actions to their pre-existing attitudes and behavioral intents. This theory is important in this research as it helps us understand what drives taxpayers to be tax compliant. It is also important in determining the extent to which social media interactions with taxpayers influence tax compliance. This theory also explains how a consumer arrives at a certain buying behaviour and by extension, the attitude of a taxpayer towards tax compliance and what drives his/her decision.

2.2 Empirical literature

2.2.1 Social Media Interaction on Taxpayers Attitude

Schivinski, Langaro, & Shaw, (2019) analysed the impact of social media communication on consumer attitudes and behavioral intention on brand sponsored events. A structural equation model was used to analyze data collected from a sample of 307 respondents. The study found a positive significant relationship between social media communication and consumer attitudes on attendance of brand related events. A positive relationship was also found between social media communication and behavioral intention. The study found that consumers attitude towards a brand mediate the relationship between social media communication and behavioral intentions.

Yusoff & Mohd, (2017) studied the influence of social networks on an individual tax compliance decision. The study was anchored on the theory of reasoned action, the crowding theory and the theory of planned action. The study was based on a quantitative research design. The study used the ordinary least squares, panel regression and the agent based model to study tax behaviour. The study analysed the main motivation of using social networks by taxpayers which are; status, brokerage and social safety. The study found that social networks have an influence on a taxpayers attitude on tax compliance due to the social norm provided by social networks.

Cyan, et al, (2016) studied the effects of media campaigns on individual attitudes towards tax compliance using a quasi-experimental form survey data in Pakistan. The study analysed the effectiveness of TV and newspapers advertisement on increasing awareness filling and morale of taxpayers to be tax compliant. The study found out that TV and newspapers advertisements

increased taxpayers' morale and individual perception on tax compliance. The study found a behavioural shifting impact of media advertisements on taxpayers' compliance attitude when the tax authority used non-pecuniary, moral persuasion incentives. The study stressed on the use of the different media channels to change taxpayers' attitude and tax filing morale, which has a positive effect on tax compliance rates.

Kasper, Kogler, & Kirchler, (2015) used a qualitative research design to analyze taxpayers' perceptions of tax related media coverage and its impact on tax compliance. Using primary data, questionnaires were issued to a sample of 544 taxpayers living in Vienna. The study analysed the respondents trust on tax authorities and their government and if media coverage and information had an impact on their tax attitudes. The study found out that the respondents did not trust their government and the tax authorities on tax matters. However, the respondents felt that media coverage and information made them trust their tax authority more and induced them to be tax compliant. The study suggested the tax authorities to use the media promote education and transparency on the tax policy so as to increase compliance.

Helhel & Ahmed, (2014) carried out a survey study to determine the factors affecting Tax attitudes and tax compliance in Yemen. The study used questionnaires to collect Primary data from 170 respondents. The results showed that high tax rates and tax collection that did not return as public goods and services were had the biggest effect on taxpayers attitude towards tax compliance. The study noted that sealing of tax leakages in government and in tax authorities led to an improvement of taxpayers attitude towards tax compliance. The study noted that continuous sensitization on different media for the citizen to fulfill their civic duty to pay taxes helped improve taxpayers attitude and increase tax compliance

Mwangi, (2014) used a descriptive research design to analyze factor influencing tax compliance among small and medium enterprises in Nairobi's industrial area. The study used primary data collected by the use of questionnaires from 150 SMES to determine; the extent to which tax rates explains tax compliance among SMES, assess the availability of tax information as a factor influencing tax compliance among SMEs. determine the extent to which cost incurred to enhance compliance affects tax compliance among SMEs, and to determine how taxpayers attitude about tax influences tax compliance. The research established that high tax rates on the different tax obligations had a negative impact on tax compliance. The lack of readily accurate information had a negative impact on tax compliance among SMEs in Nairobi. Results from the study showed that lack of information negatively affected the ability of taxpayers to calculate the tax payable, and the filling and payment due

date thus affecting tax compliance. The study also found out that the high cost involved in ensuring tax compliance in relation to book keeping negatively affected tax compliance. The study also found out that taxpayers valued the effect of tax paid on the economy but viewed corruption and budget leakages as demotivating them from paying of taxes and being tax compliant. The study suggested that KRA should review its interest and penalties charged due to non compliance. The study observed that the high penalties charged increase the opportunity cost of non compliance among taxpayers. The study also suggested that KRA should conduct sensitization campaigns through its different advertisement platforms to provide information to SMEs. The study suggested the use of Social media to engage and inform taxpayers increasing the compliance rate and taxpayers attitude on tax compliance .

Giannakis-Bompolis and Boutsouki, (2014) analyzed customer relationship management in the era of social media specifically customer engagement in the greek banking industry. They analysed customer engagement and customer attitude towards retail banking in greece. The studied found a strong positive relationship between customer attitude and customer relationship. Social media was found to have a great impact as a customer relationship management tool and a positive influence on customer attitude.

Picazo-Vela, Gutiérrez-Martínez, & Luna-Reyes, (2012) studied the risks, benefits, and strategic alternatives of social media applications in the public sector. The study collected data from 250 public servants working in the Information technology departments. The study found that government use of social media leads to; Improved communication by government agencies, Increased citizen input, and transfer of best practices in the public sector. The study also observed that a good strategy on social media use was necessary to reap the benefits and avoid risks involved in usage of social media. Usage of social media in the public sector was seen to be the product of updating laws and regulations and promoting changes in organization culture in the public sector.

2.2.2 Social Media Interactions on Providing Information on Tax Policies and Laws

Imran, Iqbal, Aslam, & Fatima, (2019) studied the effect of social media on knowledge sharing using an Qualitative approach. The study collected primary data by conducting interviews with 21 doctors at Bahawal Victoria Hospital. The study found out that social media improved communication between the doctors and their customers. Social media was also found to increase the amount of information available to their clients, which improved the health levels. The study advocated for the use of social media as a tool for providing information.

Nisar, Prabhakar, & Strakova, (2019) used content analysis to study social media information benefits and knowledge management in organizations. The study analysed information richness and information communication on company run social media accounts. The study found that knowledge management is important in providing information benefits, which help increase the transfer of knowledge to the different stakeholders in the organization. The study also found that information sharing on social media has a positive impact on organizations performance since consumers are well aware of products and services offered by the organization.

Ogbuji, (2018) investigated social media strategies in organizations, analyzing the implementation of the social media strategies and evaluating the social media platform being used. The study used the interpretative qualitative analysis approach to determine if companies have a dedicated social media strategy which they follow to guide in adoption and usage of social media. The research established that, to apply social media effectively, a company should adopt a social media strategy aligned to its overall business goals. The study also found out that the content to be put on the company social media platform should be informative and appealing to the consumers. The study recommended that the use of social media should be harnessed to create brand awareness, relationship management and enhance effective communication between a business and its consumers. Ogbuji stressed on the importance of the staff handling social media in a company being highly skilled and competent since their communication represents the official position of the company.

Kamau. (2018) analyzed how organizations optimize social media as a form of communication. The study analysed the tools, trends and strategies used by companies that won the OLX social media awarded for the year 2016. The study analysed how companies are integrating social media in their communication strategy, the elements of a social media communication strategy and tactics used by organizations in corporate communication. The study adopted a qualitative research design. Primary data was collected through interviews with social media managers, digital strategist and public relations companies of organizations nominated for the social media awards. The study found that companies were responsive to emerging social media trends and, for social media to be an effective means of communication, an organization has to have a social media strategy and a set goal. The study observed that social media content was important in optimization of social media. Content put on company social media pages should be educative, informative, correct and fresh. The study also found out that client engagement on social media led to brand loyalty which in turn led to increased revenues.

Wabuo, (2017) analysed the influence of digital communication on the competitive advantage of organisations, using KRA as a case study. The study analysed the impact of social media, mobile phone platforms and company's website on its competitive advantage. Using a descriptive research design the study used primary data where questionnaires were given to a sample of 40 staff at the head office selected through the census approach. The study found out that the social media strategy adopted at KRA was aligned to other traditional advertising which has helped address customer misconceptions and increasing compliance among taxpayers.

Ashley & Tuten, (2015) used content analysis to study creative social media marketing strategies by use of branded social content and customer engagement on social media. The study used secondary data by analysing social media content shared by top 100 brands. The study found out that creative messaging on social media is effective in increasing brand loyalty and increased customer engagement. The study noted that the communication through social media should have a functional appeal, resonance and an experiential appeal. The study noted that social media content was generated from traditional customer engagement channels. This thus notes that social media engagement should not be used in isolation but together with other traditional customer engagement channels.

Dolan, (2015) assessed the social media engagement behaviour with the use and gratifications perspective. The study analysed the impact of informational, entertaining, remunerative and relational content on engagement behaviour of social media users. The study obtained data from Facebook on the behaviour of consumers using social media, where data was collected from 12 wine brands with a total engagement of 2236 social media posts. The data was analysed using quantitative content analysis, binary logistic regression and a process moderation analysis. The study found that the different social media content had a distinct social media engagement behaviour. This shows that a company should consider the content it wished to deliver to either be informative, remunerative, relational content or entertaining. The study suggested the strategic design of social media content so as to promote increased social media engagement with the users.

Sawe, (2013) evaluated the use and impact of social media in offering customer care service in Safaricom Limited. The study used a case study research design to determine; the benefits of using social media in customer care; the problems associated with the use of social media in customer care and ways in which customer care was employed in the call centre. Document analysis was conducted to determine the use of social media at the call centre. The study found

out that social media improved accessibility of clients to the call centre. The study also found out that social media was used to inform customers, on new products and helping sorting issues encountered while using safaricom products and services. The study found that use of social media had a great impact on customer service at safaricom and encouraged other companies to adopt it as a means of communication so as to increase customer interaction and provide efficient customer service.

Mergel, (2013) studied the framework for interpreting social media interactions in the public sector. The study analysed the use of social media by the US federal government and the success, impact and performance of social media usage. The researcher interviewed 25 social media directors from 15 departments in the US federal government. The study found that social media usage helped increase transparency, participation and collaboration in the US federal government. The study also found that most of the departments were experimenting the use of social media and none of the departments was able to measure the impact of social media usage. The study observed a need to develop a framework for tracing social media interactions and its impact on government provision of services to its population.

2.2.3 Social Media Interactions on Increasing Taxpayers Compliance

Zhang, Gupta, Sun, & Zou,(2019) studied how social-media-enabled co-creation between customers and the firm drives business value, using the organization learning and social perspective. The study analysed how social-media-based customer-firm co-creation influence knowledge transfer, absorptive capacity and organizational performance. The study collected primary data from 149 Chinese mobile app developers through the use of questionnaires. The study found that social media had a positive impact on knowledge transfer and improved organizational performance. The findings showed that knowledge transfer and absorptive capacity had a moderating effect on organizational performance.

Zu, Diao, & Meng, (2019) studied the impact of social media input intensity on firm performance analysing private listed companies in Sina Weibo from 2010 to 2014. Primary data was collected from social media managers from all companies through the use of questionnaires. The study found a positive significant relationship between social media usage intensity and firms' performance. The study advocated for a strategic usage of social media so as to improve the firms' performance. A combination of traditional media and social media was found to have a greater impact on firms' performance as compared to using one media.

Sehar, Ashraf, & Azam, (2019) studied the influence of social media's marketing efforts on brand equity and consumer response in Pakistan. The study used structured questionnaires to collect data from three different companies in Pakistan analysing brand equity and customer response. The study a significant positive relationship between a company's social media marketing efforts on brand equity and consumer response. The study suggested the use of social media for companies to improve their relationship with their customers and improve consumers' attitude towards their brand.

Colicev, Malshe, Pauwels, & O'Connor, (2018) analysed how companies can Improving consumer mind-set metrics and shareholder value by using social media. The study used vector auto regression model to analyse data from 45 brands in 21 different sectors in the US to analyse how social media improves brand awareness, purchase intent and customer satisfaction. The study found out that social media use a positive impact on brand awareness, customer satisfaction and purchase intent. The study found out that purchase intent and customer satisfaction had a positive impact on shareholders' value.

Narayanaswami, (2018) analysed how the use of social media has enabled performance quality of the indian railway service. The study analysed social media comments and reponses of users of the indian railway service. The study found out that the railway service used social media as a mode of customer engagement and persuasive marketing. The study observed that social media has improved the railway service customer engagemenet. Social media use for customer engagement has helped the railway service understand customer needs and expectations, improve brand loyalty and increase customer retention. The study found out that the use of social media by the railway service has led to increased revenue.

Tajvidi & Karami, (2017) studied the effect of social media on firm performance in UK. The stdy collected primary data form 384 respondents using questioniiars. The study used structural equation modeling to analyse the data. The study found a positive significant correlation between social media use and firm performance. The study found that branding and innovation in social media have a positive effect on fim performance. The study suggested the use of socia media as a communication and advertisement tool to improve on the firms performance.

Wang & Kim, (2017) used a dynamic perspective to analyze if Social Media Marketing can Improve Customer Relationship Capabilities and Firm Performance. The study conducted an empirical analysis from 232 Facebook company accounts from 2004 to 2014. The study was

anchored on the resource based view and the dynamic capability framework theory. The study found out that customer relationship management was effective when companies merge their social media into to their marketing and advertisement strategies to improve customer interactions and business performance. The study found out that social media had a positive impact on customer relationship management, which in turn led to increased business performance.

2.3 Summary of literature and Research Gap

Author	Title	Findings of study	Research Gaps
Schivinski, Langaro, & Shaw, (2019)	The Influence of Social Media Communication on Consumer's Attitudes and Behavioral Intentions Concerning Brand-Sponsored Events	Social media communication has a positive effect on consumer attitudes on brand, and behavioral intentions.	The study did not analyse the effect of social media communication on tax authorities.
Cyan, M. R., Koumpias, A. M., & Martinez-Vazquez, J. (2017)	The effects of mass media campaigns on individual attitudes towards tax compliance; quasi-experimental evidence from survey data in Pakistan	TV and newspapers advertisements increased taxpayers' morale and individual perception on tax compliance. A behavioural shifting impact of media advertisements on taxpayers' compliance attitude when the tax authority used non-pecuniary, moral persuasion incentives.	The study analysed traditional media TV, Radio and Newspapers. This study focuses solely on the effect of social media on tax Compliance.

Imran, Iqbal, Aslam, & Fatima, (2019)	Does social media promote knowledge exchange? A qualitative insight	Social media improved communication between doctors and their customers. Social media was also found to increase the amount of information available to their clients.	Study analysed effect of social media on the health industry. This study analyses the social media provides information to taxpayers.
Wabuo, (2017)	<i>Influence Of Digital Communication Platforms On Competitive Advantage: A Case Study Of Kenya Revenue Authority.</i> Nairobi	The social media strategy adopted at KRA was aligned to other traditional advertising which has helped address customer misconceptions and increasing compliance among taxpayers.	The Population of study was only staff working at KRA. This study analyses information from both staff working for KRA and taxpayers engaging KRA on its social media platforms.
Zu, Diao, & Meng, (2019)	The impact of social media input intensity on firm performance: Evidence from Sina Weibo	Social media usage intensity has a positive impact on firms' performance. The study advocated for a strategic usage of social media so as to improve the firms' performance. A combination of traditional media and social media has a greater impact on firms' performance as compared to using one media.	The study was conducted on private listed companies. This study will be carried out on a tax authority representing government owned companies.

Narayanaswami, (2018)	Digital social media: Enabling performance quality of Indian Railway services	Social media has improved the railway service customer engagement. Social media use for customer engagement has helped the railway service understand customer needs and expectations, improve brand loyalty and increase customer retention. The study found out that the use of social media by the railway service has led to increased revenue.	The study was conducted on the railway service in India. This study will undertake the study on Tax authority in Kenya.
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2.4 Conceptual Framework

This section provides the conceptual framework in Figure 2.1 below. It shows the relationship between the independent variable (social media interaction) and the dependent variable tax compliance rates. Social media interaction has a direct effect on tax compliance rates. However, social media interaction also affects tax compliance rates through taxpayers' attitude and taxpayer's knowledge on tax policy.

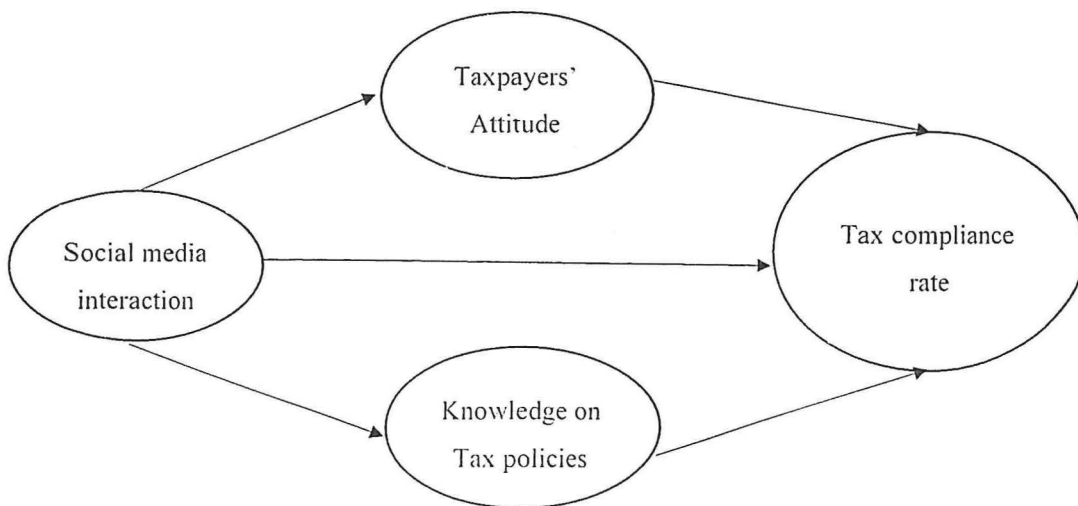


Figure 2. 1: Conceptual Framework

Source: Research Data, 2020

The independent variables in the study include Taxpayers' attitude, Knowledge on tax policies and laws and social media interaction. Social media interaction affects taxpayers' attitude, Knowledge on tax policies and laws and taxpayers attitude

From the theoretical literature and empirical literature analyzed, tax compliance is affected by taxpayers' attitude on tax compliance and information on tax laws. However, literature has shown that social media interaction has an impact on client's attitude and, organizations are using social media platforms to educate their clients on their different products and services. From the conceptual framework, the use of social media is proposed to have an impact on tax compliance rates.

2.4.1 Operationalisation of Variables

Table 2. 1: Operationalization of Variable

Name of Variable	Definition	Indicator	Measurement	Type of Variable
Social Media Interaction	The usage of social media platforms to engage with an organization (Ashley & Tuten, 2015)	Social media platform used to interact	Twitter, Facebook, twitter, YouTube Yes = 1 No = 0	Dummy
Taxpayers' Attitude	The motivation to be tax compliant (Kasper, Kogler, & Kirchler, 2015)	Perception on tax compliance and tax authority	Likert scale 5=Strongly agree 4 =Agree 3=neutral 2=Disagree 1=strongly disagree	Discrete
Knowledge on Tax policies	Understanding of tax policies and laws	Understanding of tax laws, statutes with regards to tax rates, tax filing and tax payment procedures and deadlines	Likert scale 5=Strongly agree 4 =Agree 3=neutral 2=Disagree 1= strongly disagree	Discrete

Tax compliance	The willingness of a taxpayer to conform to tax laws by filing tax return, and paying all the taxes due in a timely manner (Cyan, et al, 2016)	Tax filing and tax payment before deadline	Likert scale 5=Strongly agree 4 =Agree 3=neutral 2=Disagree 1= strongly disagree	Discrete
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Source: Author (2020)

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter offers the methodology to be used in answering the research objectives. This includes the research design, the type of data to be used, and sources of data, data collection technique, methods used in data analysis, the validity and reliability tests.

3.1 Research Philosophy

Mason, (2002) defines research philosophy as a guide which determines the method to be used while conducting research. Research philosophy identifies how the data should be sourced, analysed and employed (Sanders, Lewis, & Thornhill, 2009).

This study used the Interpretivism research philosophy. The objective of interpretivist research is to establish new, deeper interpretations and understandings of social worlds and contexts (Mason, 2002). Interpretivism allowed this study to use qualitative methodology in data collection and analysis as the most suitable research methodology as directed by the goal of the study.

3.2 Research Design

This study adopts a case study research design. Case study research design is used when studying a phenomena unique to a certain organization or subject of study (Swanson & Holton, 2005). Yin, (2009) describes a 'case' as an organization, group or individual. The advantages of using case study is to study a situation thoroughly. Case study research design is also preferred since it can use multiple types of data. This research focuses on how KRA has been using social media channels and if it has had an effect on tax compliance rates.

3.3 Target population

A population is an entire group of people or events that the study wishes to examine (Cooper & Schindler, 2011). The population of this study composed of both staff working in the social media division of the marketing and communication department at the KRA head offices and taxpayers engaging with KRA in its social media accounts. As at March 2020 the total number of staff working in the social media division was 24, while the total number of taxpayers engaging with KRA through its social media accounts was 326.819 (KRA, 2018). The study population was selected to determine the impact of the social media interaction between KRA staff and taxpayers on tax compliance in Kenya.

3.3 Sampling design

To collect data from KRA staff working the social media department, the study adopted a census approach. The Census approach is chosen since the population under study is small. The census approach is preferred since it provides detailed information of all elements in the population and reduces the chances of sampling error (Cantwell, 2008).

To determine the taxpayers sample size, the study adopted the fishers' formula to determine the sample size. This is because of the high population of taxpayers that interacts with KRA on social media.

The formula is expressed as follows;

$$n' = \frac{z_{\alpha}^2 \times p(1-p)}{d^2}$$

Where n' is the sample size to be estimated, z_{α}^2 is the degree of confidence which is 1.96 at 95 percent, d is the level of statistical significance 0.05 (1-0.95). P is the proportion of the population estimated to have those characteristics being analysed (since the proportion is known the study assumed 10 percent or 0.1 have the characteristics being analysed). The sample size is;

$$\begin{aligned} sn' &= \frac{1.96^2 \times 0.1(0.9)}{0.05^2} \\ &= 138 \end{aligned}$$

Introducing the population size into the sample size formula as proposed by Israel (1992), was expressed as;

$$n = \frac{n'}{1 + \frac{n' - 1}{N}}$$

Where n is the sample size, n' is the sample size obtained from equation 3.7, N is the total population of 326.819, and the ensuing sample size is;

$$\begin{aligned} n &= \frac{n'N}{1 + \frac{n' - 1}{N}} = \frac{138}{1 + \frac{138 - 1}{326819}} \\ &= 137 \end{aligned}$$

3.4 Data collection

3.4.1 Data collection procedure

Both primary and secondary data was used in this research. Primary data was collected by use of questionnaires given to officers handling social media communication in the marketing and communication department and taxpayers who engage with KRA through their social media accounts. Secondary data was obtained from KRAs social media pages to determine how KRA used its social media pages.

3.4.2 Data collection instruments

Primary data was collected from staff in the social media marketing unit and taxpayers interacting with KRA through its social media accounts. Primary data was collected through the use of a questionnaire. The questionnaire had open and closed ended questions. Secondary was obtained from KRAs social media pages.

3.5 Data analysis and presentation

The collected data was cleaned and analysed. Quantitative data collected was analysed by the use of descriptive statistics using SPSS (Statistical Package for Social Sciences). The results were presented through descriptive statistics through the use of tables and graphs. A correlation analysis and a regression analysis will be carried out to show the effect of the independent variables on the dependent variable.

The equation to determine the effect of social media interaction on taxpayer attitude is represented as;

$$Y_{Ta} = b_0 + b_1X_{sm} + \varepsilon \quad \text{Eqn 3.1}$$

The equation to determine the effect of social media interaction on knowledge on tax policies and laws is expressed as;

$$Y_{KTP L} = \alpha_0 + \alpha_1X_{sm} + \varepsilon \quad \text{Eqn 3.2}$$

To address the effect of social media Interaction on tax compliance with respect to other aspects a linear regression equation was developed to guide the study. The equation is as represented below;

$$Y_{TC} = \beta_0 + \beta_1Y_{Ta} + \beta_2Y_{KTP L} + \beta_3X_{sm} + \varepsilon \quad \text{Eqn 3.3}$$

Where

Y_{TC} = Tax compliance

Y_{Ta} = Taxpayer attitude

Y_{KTP} = Knowledge on tax policies and laws

X_{sm} = Social media interaction

ε = error term

$b_0, b_1, \alpha_0, \alpha_1, \beta_0, \beta_1, \beta_2$ & β_3 are coefficients of determination.

3.6 Research quality

3.6.1 Research Validity

Validity of a study or instrument is described as how much a research instrument measures what it proposes to measure. The measuring instrument should provide ample analysis of the topic under study (Kothari, 2004). Validity is also described as the correctness of the research findings. As suggested by (Cooper, et al, 2011) and (Sanders, et al, 2009), the collection instrument passes the validity test when it is pre-tested before administration. In order for the research to be valid, data was collected from different sources not over relying use of one form of data (Noble & Smith, 2015).

3.6.3 Research reliability

Reliability is defined as the uniformity of outcomes if the analysis was administered again (Trochim, 2000). Reliability is the accuracy and precision of a measurement procedure (Kothari, 2004). It defines regularity in the analytical techniques being used (Noble & Smith, 2015). Instrument unwavering quality of an estimation concerns how much a specific measuring approach gives comparable results over various repeated trials. Reliability was improved through the test-retest method.

3.7 Ethical considerations

The permission and the authority to conduct this research was obtained from the University exam board, KRAs marketing department and NACOSTI. Voluntary consent to answer the questionnaire was sort through an introductory letter showing the answers given are for the purpose of conducting research. For the purpose of confidentiality of the respondents the questionnaires did not carry the respondent's name and secondary data was only be used for research purposes only.

CHAPTER FOUR
PRESENTATIONS OF RESEARCH FINDINGS

4.1 Introduction

This chapter presents the findings of data collected from the marketing and communication officers in KRA and taxpayers who engage with KRA on their social media accounts. The study was an investigation on the effect of social media interaction on tax compliance in Kenya. The analysed data was presented in the form of chart, graphs and tables after proper coding and analysis was done.

4.1.1 Response rate

Primary data was collected from taxpayers who interacted with KRA in their social media platforms. The sampled respondents representing an 89.78 percent response rate filled 123 questionnaires.

Table 4. 1: Response Rate

Response	Frequency	Percentage
Responded	123	89.78
Not Responded	14	10.22
Total	137	100

Source: Research Data, 2020

4.2 Demographic Statistics

This section presents demographic analysis from responses provided by both KRA and the taxpayers.

4.2.1 Demographic Statistics of KRA Staff

Table 4.2 below provides demographic analysis for staff working at the Kenya Revenue Authority

Table 4.2: Demographic Statistics of KRA staff

	Frequency	Percentage
Gender		
Male	9	37.50
Female	15	62.50
Total	24	100
Age group		
22-25yrs	6	25
26- 30yrs	11	45.8
31-35yrs	4	16.7
36-40yrs	3	12.5
Total	24	100.0
Position in Organization		
Officer	18	75.0
Supervisor	3	12.5
Assistant manager	2	8.3
Manager	1	4.2
Total	24	100.0
Years working in Organization		
Less than 3 years	11	45.8
3 - 5 years	10	41.7
6 – 8 years	2	8.3
Above 8 Years	1	4.2
Total	24	100

Source: Research Data, 2020

Results presented above show that majority of staff working in the KRA are female representing 62.50% while male staff represent 37.50 % of the total staff working in the social media department.

Table 4.2 above show the age distribution of the KRA staff working under the social media department. Those between 22 years and 25 years represent 45.8% of the total staff, 25% representing those aged between 22 years and 25 years, 16.7% representing those aged between 31 years and 35 years and 12.5% representing those aged between 36 and 40 years. The age of KRA staff was important to determine their prowess in usage of social media. This distribution shows that the department is made up of young people who understand the usage of social media and the effect of social media interactions on changing the clients' attitude towards a brand and uptake of the brands products.

The study analysed an individual position in the organisation to determine the level of staff handling social media engagements. Results in table 4.2 shows the respondents' position in KRAs social media unit. 18 of the total staff working in the social media unit are officers, representing 75% of the total staff. There are 3 Supervisors, 2 Assistant managers and 1 Manager. This findings show that majority of engagements and complains are handled by KRA officers.

Results in the table above show that majority of staff working in the social media department have worked in KRA for less than 3 years representing 45.8%, staff who have worked in KRA for between 3 to 5 years represent 41.7%, staff who have worked for a period of between 6 years to 8 years represent 8.3 of the staff population in the social media department. Those staff who have worked for more than 8 years are the minority in the department representing 4.2%. The number of years an individual has worked in KRA is important to determine their expertise with regards to tax administration. Majority of the staff 87.5 % handling social media is made up of people who have worked in KRA for less than 5 years. This shows that staff working in the social media department have few years proficiency in tax administration.

4.2.2 Taxpayers Demographic Statistics

Results in Figure 4.3 show the demographic statistics of taxpayer respondents.

Table 4.3: Demographic statistics of taxpayer

	Frequency	Percentage
Gender		
Male	80	65.04
Female	43	34.96
Total	123	100
Age Group		
Below 21 years	17	13.8
22-25 years	31	25.2
26-30 years	33	26.8
31-40 years	28	22.8
Above 40 years	14	11.4
Total	123	100
Level of Education		
Primary	5	4.1
Secondary	19	15.4
Diploma	29	23.6
Undergraduate	55	44.7
Postgraduate	14	12.2
Total	123	100

Source: Research Data, 2020

According to the table above, 65.04% of the respondents are male and 34.96% are female. This shows that there are more males engaging with KRA in its social media platforms compared to females.

Table 4.3 showed that, those aged between 26 years and 30 years representing 26.8 % of the sampled respondents, 25.2 percent being are aged between 22 years and 25 years, 22.8 % being people aged between 31 years and 40 years and 11.4% being aged above 40 years. These findings shows that the youth population uses social media more than those who are past their youth.

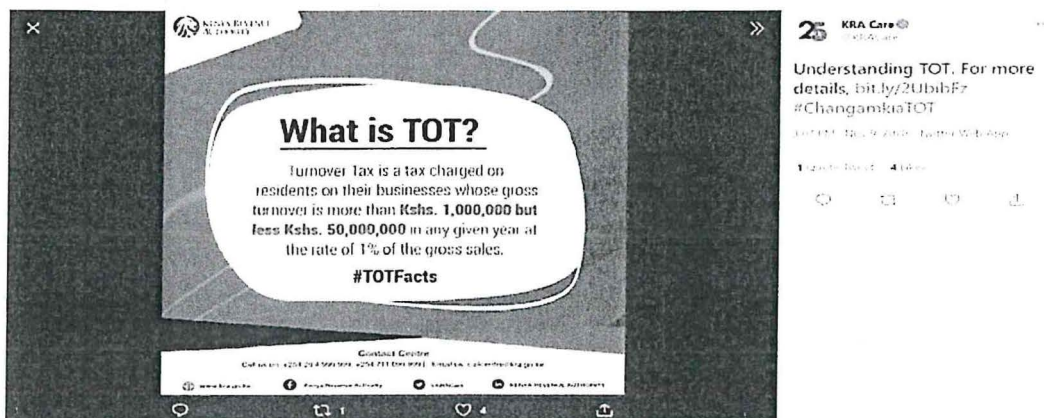
Results in table 4.3 shows the distribution of the sampled respondents based on their level of Education. Majority of the respondents sampled had an undergraduate degree representing 44.7% of the total respondents. 23.6% of the total respondents had a diploma certificate, 15.4% of the respondents had a secondary certificate, and 12.2% of the respondents had a postgraduate degree, while 4.1% of the respondents had a primary certificate. These results show that 79.5% of respondents who use social media have attained an education level of diploma and above.

4.3. Social Media Use

4.3.1 Usage of Social media in KRA

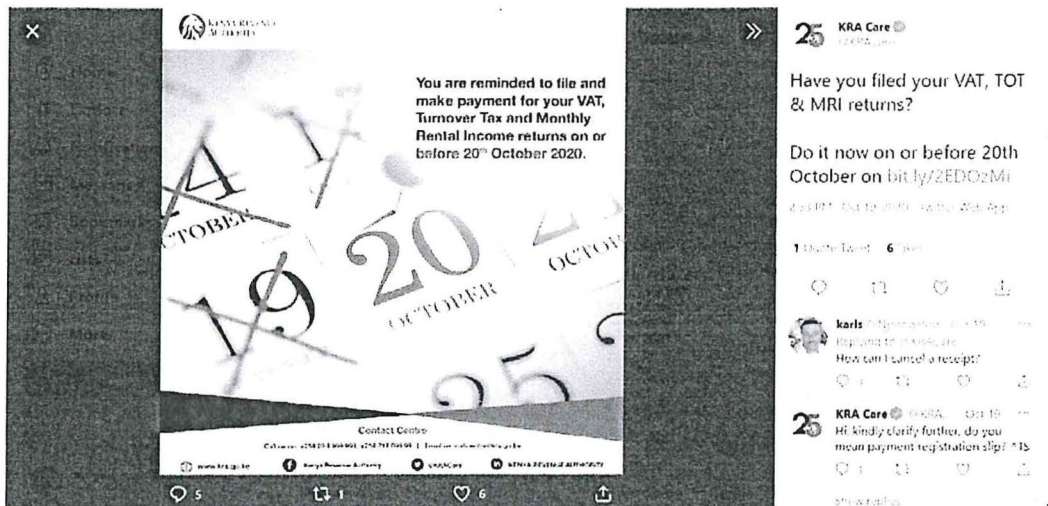
To identify how KRA uses its media social media platforms, a sample of content posted on its media pages was done. Figure 4.1 shows that KRA uses its social media platforms to educate taxpayers on different tax obligation. Figure 4.2 shows that KRA uses its social media pages as a notice board to inform taxpayers on deadlines of payment and filing of the different obligations. Figure 4.3 shows KRA using its social media for complain handling and customer interaction.

Figure 4. 1:KRA using Social media to Educate Taxpayers on Turnover Tax



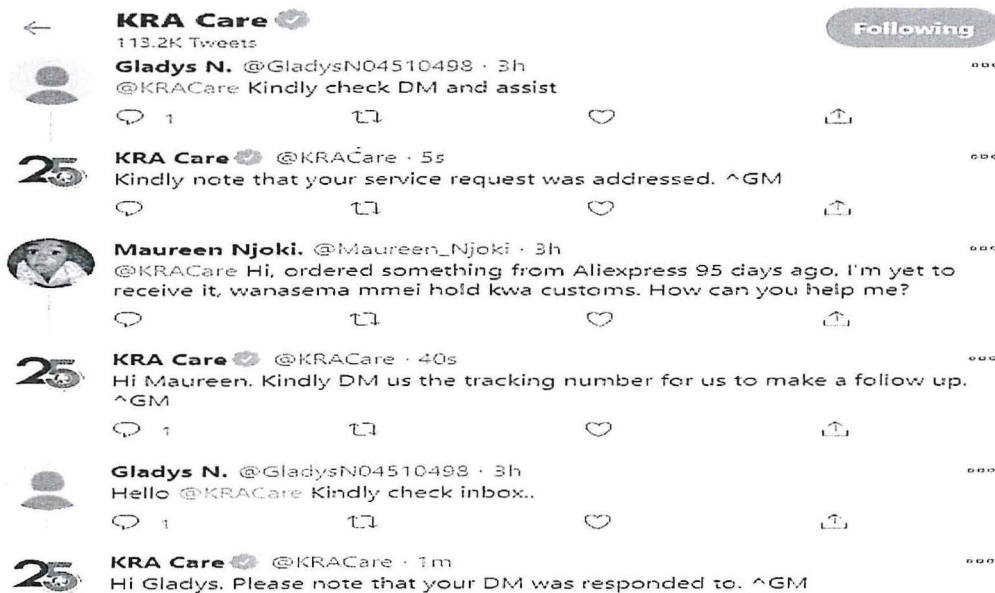
Source:Official KRA Twitter page

Figure 4. 2: KRA Using Social Media as a Notice Board to Inform Taxpayers on Tax Payment Deadlines



Source:Official KRA Twitter page

Figure 4. 3: Interactions on KRAs social media Pages



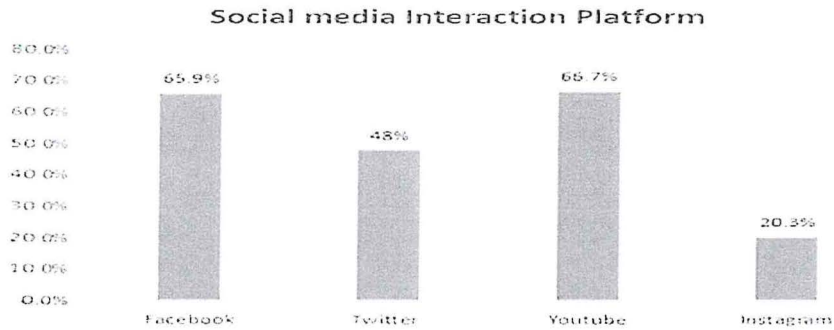
Source:Official KRA Twitter page

4.3.2 Social Media platform Used for Interaction by Taxpayers

Figure 4.2 shows the results on the usage of the different social media platforms by the sampled respondents. The results showed that 66.7% of the respondents used YouTube to interact with

KRA, 65.9 % of the respondents used Facebook, 48% used twitter while Instagram was the least used platform with 20.3% using it to engage KRA. The results found that the respondents used more than one platform to engage with KRA on tax issues.

Figure 4. 4: Social media platform used by Respondents

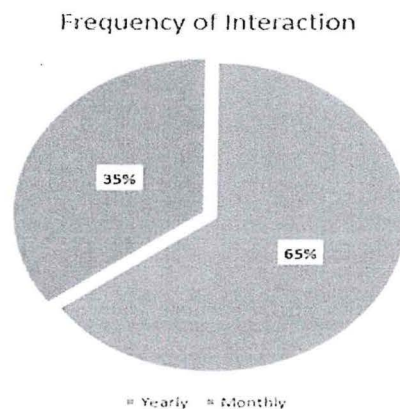


Source: Research Data, 2020

4.3.3 Frequency of Interaction

Findings in figure 4.5 show that 65% of the respondents sampled interact with KRA yearly while 35% have monthly interactions with KRA. This shows the frequency of interaction is depend on the filing period of the obligation the respondent is registered for. Majority of the respondents interact with KRA Yearly since the obligation they have registered for requires them to file their returns after a year.

Figure 4. 5: Frequency of interaction on Social Media.



Source: Research Data, 2020

4.4: Effect of social media interactions on taxpayer attitude

To analyze the impact of social media interaction on taxpayers attitude a number of questions were asked with regards to their views on how KRA handles complains on their social media platforms, messages on KRA social media platforms on tax filing and tax payment, and if social media interactions have made taxpayers view KRA as a friendly organization. The results were presented in table 4.5 below;

Table 4. 4: KRA Staff Perception of effect of Social media interactions

Statement	Mean	Std. Deviation
Interactions with taxpayers on social media has increased the number of people willing to register for pins	4.58	.504
Interactions with taxpayers on social media has increased the number of taxpayers filing returns	4.17	.482
Interactions on social media have led to an increase in compliance on payments	3.75	.794
Social media interactions have improved taxpayers perception of KRA	4.54	.509
Taxpayeratt	4.2604	.40700

Source: Research Data, 2020

The table above show KRA staff's view on social media impact on pin registration, filing returns, tax payments and taxpayers' perception of KRA. The impact of social media on pin registration had the highest mean of 4.58. This shows that social media interaction encourage taxpayers to register for pins. Social media interactions on filing returns had a mean of 4.17, this show that taxpayer interactions make it easy for taxpayers to file returns since their issues are sorted in a timely manner enabling them to easily file their returns. The effect of social media interaction on increased compliance on tax payment has the lowest mean of 3.75. The impact of social media interactions on taxpayers' perception of KRA as a friendly organization had a mean of 4.54. This show that social media interactions had a positive effect on KRAs brand perception.

Table 4. 5: Social Media Interaction on Taxpayers Attitude (Taxpayers Perception)

Statements	Mean	Std. Deviation
My complains/questions are timely handled on by KRA social media staff	4.24	.666
Messages on KRAs social media pages have made me file my returns on time	4.33	.607
Messages on KRAs social media pages have made me pay my tax on time	3.67	1.112
My Social media interactions with KRA have made me view KRA as a friendly organization	3.94	.548
Taxpayer attitude	4.0447	.58851

Source: Research Data, 2020

The respondents were in agreement that their complains and questions were handled effectively and in a timely manner by KRA social media staff indicated by a mean of 4.24 and a low standard deviation of 0.666.

Respondents agreed that message on KRAs social media pages have made them file their returns on time and pay their taxes before the due date represented by a mean of 4.33 and 3.67 respectively. This shows that social media interactions between KRA and taxpayers have led to increased tax compliance by taxpayers.

Respondents indicated that increased social media interactions with KRA has made them view KRA as a friendly organization represented by a mean of 3.94 and a low standard deviation of 0.58851. When Taxpayers view KRA as a friendly organization they easily interact with the organization and ask questions where an issues arises which leads to increased compliance by taxpayers.

To determine the influence of social media interaction on taxpayer attitude, a correlation analysis was carried out. Table 4.6 below shows that the social media usage has a positive effect on taxpayer attitude of 0.503 at 99% confidence level. The results stress the importance of social media interaction on improving taxpayer attitude towards tax compliance.

Table 4. 6: Correlation between social media use and taxpayer attitude

		Taxpayer attitude
Social media Interaction	Pearson Correlation	.503**
	Sig. (2-tailed)	.000
	N	123

4.5 Information on taxation policies and laws

The success of interactions on media platforms are a product of how much the people giving out the information understand the product. Success of social media interactions with KRA staff are thus dependent on how much the staff in the social media unit understand tax laws & procedures. KRA staff were therefore asked if they fully understand the tax laws and statutes, if they undergo trainings when there are changes in the tax laws and if they enquire from colleagues when they do not have knowledge on a question asked on social media. Results presented in the table below shows that KRA staff do not fully comprehend the tax laws and statutes with a mean of 3.96. Staff on the social media unit indicated that they receive information and receive training when changes in tax laws happen, this was represented by a mean of 4.46. The staff in the social media unit indicated that they often enquire when they do not have knowledge on a question asked on social media represented by a mean of 4.58. The overall mean for information on taxation policies and laws was 4.1528, this shows that KRA staff have the necessary information on tax policies and laws to adequately advice taxpayers on social media.

Table 4. 7: Information on tax policies and laws by KRA staff

Statements	Mean	Std. Deviation
I understand and fully comprehend the tax laws and statutes	3.96	.717
I receive information and/or undergo training when changes in tax laws/statutes happen	4.46	.588
I enquire from fellow colleagues when I don't have knowledge on a question asked on social media	4.58	.504
Knowledge on tax Laws	4.1528	.38043

Source: Research Data, 2020

The respondents were asked to rate the effect of interaction with KRA on its Social media pages on their understanding on tax rates charged, tax filing procedures and deadlines and tax payment procedures and deadlines. The choices were ranked between 1 and 5 with 1 being Strongly Disagree and 5 representing Strongly Agree. The results were presented in the table below:

Table 4. 8: Taxpayers Knowledge on tax policies and laws from interactions on social media

Statements	Mean	Std. Deviation
My interactions with KRA on social media has helped me know the tax rates charged for different tax obligation	3.61	.997
My interactions with KRA on social media has helped understand the tax filing procedure and tax filing deadlines	4.43	.628
My interactions with KRA on social media has helped understand the tax payment procedures and tax payment deadlines	3.74	1.085
KRA social media pages update me on changes in tax policies and laws	3.71	1.006
Knowledge on Tax laws	3.8720	.80238

Source: Research Data, 2020

From the findings indicated above, majority of the respondents agree that social media interactions made them understand tax filing procedures and deadlines represented by a mean of 4.43 and a low standard deviation of 0.628.

Respondents were in agreement that social media interactions made them understand tax payment procedures and deadlines, represented by a mean of 3.74. The respondents indicated that KRA social media pages informed them of changes in tax laws and statutes represented by a mean of 3.71. The observation with the lowest mean at 3.61 was KRA social media pages have helped the respondents know the different tax rates charged for the different obligations. The overall mean on taxpayers' knowledge on tax laws was 3.87 with a standard deviation of 0.802.

Table 4.9 below shows the correlation analysis between social media usage and Knowledge on tax policies and laws. Results in table 4.44 show that social media has a positive effect on knowledge of tax policies and laws of 0.486 at 99% level of confidence. The results show that social media interaction helps in improving taxpayers' knowledge on tax policies and laws.

Table 4. 9: Social media usage and knowledge of tax policies and laws by a taxpayer

		Knowledge on tax policies and laws
Social media Interaction	Pearson Correlation	.486**
	Sig. (2-tailed)	.000
	N	123

Source: Research Data, 2020

Effect of Taxpayer attitude and Knowledge on Tax Policies and Laws on tax compliance.

Results in table 4.10 below shows that taxpayer attitude has a positive significant effect of 0.546 on tax compliance at 99% level of confidence. Knowledge of tax policies and laws has a positive significant effect on tax compliance. Knowledge of tax laws has a 0.561 effect on tax compliance at 99% level of confidence.

Table 4. 10: Taxpayer attitude and Knowledge on Tax Policies and Laws on tax compliance

		Tax compliance
Taxpayer attitude	Pearson Correlation	.546**
	Sig. (2-tailed)	.000
	N	123
Knowledge on tax policies and laws	Pearson Correlation	.561**
	Sig. (2-tail	.000
	N	123

Source: Research Data, 2020

4.6 Regression analysis

Social Media interaction on Taxpayer Attitude

To determine the effect of social media interaction on taxpayer attitude, a linear regression was carried out with taxpayer attitude being the dependent variable and social media interaction being the independent variable.

Results presented in table 4.11 below show an R squared value of 0.148. This implies that the independent variable (Social media Interaction) explains 14.8% in changes in Taxpayers attitude. The remaining 85.2% is explained by other factors not included in the model.

Table 4. 11:Model summary of Taxpayers attitude

R	R Square	Adjusted R Square	Std. Error of the Estimate
.384 ^a	.148	.140	.508

a. Predictors: (Constant), Social Media Interaction

Source: Research Data, 2020

Table 4.12 below shows that the model is significant with a p value of 0.00 and a high f statistic of 20.94. This show that social media interaction is a good predictor of the independent variable social media interaction

Table 4. 12:Analysis of Variance (ANOVA)

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	5.400	1	5.400	20.941	.000 ^b
Residual	31.202	121	.258		
Total	36.602	122			

a. Dependent Variable: Taxpayer attitude

b. Predictors: (Constant), Social media interaction

Source: Research Data, 2020

Table 4. 13:Regression Coefficients of Taxpayer Attitude

	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
(Constant)	2.743	.266		10.305	.00
Taxpayer Attitude	.300	.066	.384	4.576	.00

a. Dependent Variable: Taxpayer attitude

Source: Research Data, 2020

Results presented in table 4.13 above defines the taxpayer attitude linear regression as;

$$Y_{TA} = 2.743 + 0.3X_{sm} + \varepsilon$$

Where;

Y_{TA} = Taxpayer Attitude

X_{sm} = Social media interaction

ε = error term

The equation above shows that social media interaction is significant in explaining changes in taxpayer attitude with a significance of 0.00. The b_0 value of 0.30 implies that increasing social media interaction by 1 unit increase taxpayer attitude by 0.3 units.

Social Media interaction on Knowledge on Tax policies and Laws

A linear regression was carried out to determine the effect of social media interaction on knowledge of tax policies and laws. From Table 4.14 below the R squared of the model is .269. This indicates that social media interaction explains 26.9% of changes in knowledge in tax policies and laws, while 73.1% is explained by other variables not included in this model.

Table 4. 14: Model summary of Knowledge on Tax Policies and Laws

R	R Square	Adjusted R Square	Std. Error of the Estimate
.519 ^a	.269	.263	.539

a. Predictors: (Constant), Social Media Interaction

Table 4.15 shows that the model is significant in determining the effect of social media interaction on knowledge on tax policies and laws. This is indicated by a low significance of 0.00 and a high f statistic of 44.59.

Table 4. 15: :Analysis of Variance (ANOVA)

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	12.970	1	12.970	44.592	.000 ^b
Residual	35.193	121	.291		
Total	48.163	122			

a. Dependent Variable: Knowledge on tax policies and Laws

b. Predictors: (Constant), Social Media Interaction

Source: Research Data, 2020

Table 4. 16: Regression Coefficients of Knowledge on Tax policies and Laws

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.358	.314		7.506	.000
Social Media Interaction	.489	.073	.519	6.678	.000

a. Dependent Variable: Knowledge on Tax policies and Laws

Source: Research Data, 2020

The regression equation is as detailed below:

$$Y_{KTPL} = 2.358 + 0.489X_{sm} + \varepsilon$$

Where;

Y_{KTPL} = Knowledge on Tax Polies and Laws

X_{sm} = Social media interaction

ε = error term

The equation above illustrates that social media interaction has a significant positive effect on knowledge on tax policies and laws. Social media was found to have an α value of 0.489. This indicates that an increase of social media interaction by 1 unit increases Knowledge on y=tax Policies and Laws by 0.489 units.

To determine the relationship between the dependent variable tax compliance and the independent variables (taxpayers' attitude, knowledge on tax laws and social media interaction) a linear regression analysis was conducted.

The findings in table 4.17 show an R square value of 0.619. This shows that the independent variables (taxpayers' attitude, knowledge on tax laws and social media interaction) explain 61.9% of changes in tax compliance. The remaining 39.1% is explained by factors not included in this model.

Table 4. 17: Model summary of Tax compliance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787 ^a	.619	.609	.623

a. Predictors: (Constant), Taxpayers attitude, Knowledge on tax laws, social media interaction

Source: Research Data, 2020

Results in Table 4.18 shows that the model is significant with a P of 0.00 and a high F statistic of 64.404. This shows that Taxpayers attitude, Knowledge on tax laws and social media interaction are good predictors of the dependent variable tax compliance at 5% significance level.

Table 4. 18: Analysis of Variance (ANOVA)

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	75.047	3	25.016	64.404	.000 ^b
Residual	46.222	119	.388		
Total	121.268	122			

a. Dependent Variable: Tax Compliance

b. Predictors: (Constant). Taxpayers attitude, Knowledge on tax laws, Social media interaction

Source: Research Data, 2020

Table 4. 19: Regression Coefficients of Tax compliance

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.467	.417		-1.121	.265
Taxpayers attitude	.245	.102	.164	2.396	.018
Knowledge on tax laws	.585	.073	.591	8.045	.000
Social media interaction	.217	.096	.153	2.266	.025

a. Dependent Variable: Tax compliance

Source: Research Data, 2020

Results from table 4.19 define the linear regression model as;

$$Y_{TC} = -0.467 + 0.245\hat{Y}_{TA} + 0.585\hat{Y}_{KTPL} + 0.217X_{SM} + \varepsilon$$

Where

Y_{TC} = Tax compliance

\hat{Y}_{TA} = Taxpayer attitude

\hat{Y}_{KTPL} = Knowledge on tax policies and laws

X_{sm} = Social media interaction

ε = error term

From the above regression equation, holding taxpayer attitude, Knowledge on tax laws and Social media interaction at a constant zero reduces tax compliance by 0.467 units.

Results revealed that Taxpayer attitude has a positive effect on Tax compliance with a B_1 coefficient of 0.245 and a p value of 0.018 at 5% significance level. This implies that an improvement of Taxpayer attitude by 1 unit would improve their tax compliance by 0.245 units.

In addition, results show a significant positive effect of knowledge of tax policies and laws on tax compliance with coefficient of 0.585 and a p value of 0.00 at 5% significance level. This

implies that an increase in Knowledge of tax policies and laws by 1 unit increases an individual's tax compliance by 0.585 units.

Further, results show that social media interaction has a significant positive effect on tax compliance with a B value of 0.217 and a p value of 0.025 at 5% significance level. This implies that an increase in social media interaction by 1 unit increases tax compliance by 0.217 units.

CHAPTER FIVE

DISCUSSIONS, CONCLUSION AND RECOMENDATIONS

5.1 Introduction

This chapter presents the discussions of the findings, conclusion of the findings, recommendations and areas of further studies.

5.2 Discussion of Objectives

5.2.1 Social media use at KRA

An analysis of usage of social media was conducted. Taxpayers were asked on the social media channel used to interact with KRA, how frequent they interact and an analysis of how KRA uses its social media pages. Research findings show that taxpayers interact with KRA on all social media pages. The study observed that taxpayers interact with KRA on monthly and Yearly basis. This aligns to the filing periods prescribed by KRA. An analysis of how KRA uses its social media platforms found that it uses them as notice boards to notify taxpayers on filing and payment deadlines, as an avenue to educate taxpayers on the different tax obligations set by KRA and as a platform to interact with taxpayers and solve taxpayers' queries. This was supported by Kamau, (2018) who maintained that content put on company social media pages should be educative, informative, correct and fresh. The study also observed that client engagement on social media led to brand loyalty which in turn led to increased revenues. According to PWC, (2018) Taxpayers noted that the use of social media channels by tax authorities made it comfortable and easy for them to discuss tax issues at the comfort of their homes without incurring cost of visiting tax stations.

5.2.2 Effect of social media interaction on Taxpayer Attitude

Study findings show a Positive correlation between social media interaction and Taxpayer attitude. Taxpayers indicated that through social media interaction their queries were handled in a timely manner. The study findings show that social media interactions have made taxpayers file returns and make payments before deadline day. Through social media interactions, taxpayers have started to view KRA as a friendly organization as compared to days when Taxpayers feared KRA. These findings were concurrent with to those of Schivinski, et al, (2019) who found a positive significant relationship between social media communication and consumer attitudes on brands and behavioral intention. This study is also supported with that

of Yusoff & Mohd, (2017) which cites that social networks have an influence on a taxpayers attitude on tax compliance due to the social norm provided by social networks.

5.2.3 Effect of Social media interactions on Knowledge on tax policies and laws

Study findings show a positive correlation between social media interactions and knowledge on tax policies and laws. The showed that social media interactions have a positive impact on informing taxpayers on the different tax obligations, their filing and payment deadline and different tax procedures that affect them. The study found out that through social media interactions, taxpayers are informed on changes in tax pol. The findings were supported by those of Nisar, et al, (2019) which cites that knowledge management is important in providing information benefits, which help increases the transfer of knowledge to the different stakeholders in the organization. The study also found that information sharing on social media has a positive impact on organizations performance. This is also supported by Imran, Iqbal, Aslam, & Fatima, (2019) assertion that social media increased the amount of information available to their clients thus advocating for the use of social media as a tool for providing information.

Ogbuji ,(2018) stressed that the content put on the company social media platform should be informative and appealing to the consumers. Ogbuji further emphasized social media to be used to create brand awareness, relationship management and enhance effective communication between a business and its consumers.

5.2.4 Effect of social media interaction on tax Compliance

Study findings show that social media interaction does not affect tax compliance rates directly but through affecting taxpayers' attitude positively and providing information on tax policies and laws. Social media interaction thus positively affects tax compliance since taxpayers have a positive attitude on taxation matters and have the required information to understand the requirements of each obligation chosen by a taxpayer. Wabuo, (2017) asserts that the social media strategy adopted at KRA was aligned to to other traditional advertising which has helped address customer misconceptions and increasing compliance among taxpayers. The findings were Supported by Mwangi, (2014) who suggested a behavioural shifting impact of media advertisements on taxpayers' compliance attitude when the tax authority used non-pecuniary, moral suasion incentives. The study stressed on the use of the different media channels to change taxpayers' attitude and tax filing morale. which has a positive effect on tax compliance rates.

5.3 Conclusion

This study presents findings with regard to, how KRA uses Social Media, the effect of social media interactions on taxpayers' attitude, the extent to which social media interactions provide information on tax policies and laws and the effect of taxpayer attitude and information on tax policies and laws on tax compliance.

5.3.1 Social media use

The study results shows that KRA has a huge social media presence with active accounts across all social media. These platforms ensures that KRAs brand presence is felt and the information passed through their platforms is correct, timely and convenient. The research observed that KRA uses its social media platforms to educate taxpayers on the different tax obligations, inform taxpayers of the filing and payment deadlines of the different obligations as an avenue for taxpayer interaction. Continuous taxpayer interaction should be encouraged to enable them to file returns and enable them to make payments.

5.3.2 Effect of social media interaction on Taxpayer Attitude

Social media interaction has a positive effect on Taxpayers attitude towards tax compliance. Social media interaction impact on KRAs brand image and taxpayers perception on tax filing and payment. A positive organization perception helps taxpayers view tax payment as a patriotic obligation thus increasing tax filing and tax payment. The study found out that social media interactions by KRA Positively affect taxpayers' attitude towards tax compliance.

5.3.3 Effect of Social media interactions on Knowledge on tax policies and laws

Social media interaction helps in improving Knowledge on tax policies and laws. It helps providing adequate information on tax laws. Social media pages provide information on the different tax obligations, their requirements, tax rates, return filing date, which in turn leads to increased compliance among taxpayers and an increase in tax collected by KRA. The use of social media platforms to sensitize on the various tax obligations administered by KRA helps taxpayers understand the requirements of each obligation before applying for it. Updates on changes in tax laws on KRAs social media pages helps taxpayers understand the new requirements required to ensure compliance.

5.3.4 Effect of social media interaction on tax Compliance

Improved tax compliance is observed when taxpayers' attitude and knowledge on tax policies and laws are improved through the use of social media. The use of social media helps taxpayers

understand the requirements of the different tax obligation he/she has registered, their filing and payment deadlines. This Knowledge together with help from social media officers on how to file the different returns increases the levels of compliance by taxpayers. Taxpayers' queries concerning tax are handled effectively to ensure that the taxpayer is facilitated to be compliant. The easy access of help from the different social pages ensure that problems that deter compliance are handled fast and effectively.

5.4 Recommendations

Based on the research findings, his study recommends;

With regards to the use of social media by KRA: Although KRA has been using social media as a platform for interaction, sensitization and information. KRA should carry out continuous sensitization on tax payment procedures to increase compliance on tax payments. KRA should prioritize informing taxpayers on the different obligations, their return filing and payment deadlines.

With regards to the effect of social media interaction on taxpayers' attitude, KRA should increase interactions with taxpayers on their social media platforms, which helps taxpayers to enable timely resolution of their issues. To improve its brand image, KRA should increase social media interaction.

To effectively address knowledge on tax policies and laws, KRA should carry out continuous trainings on the Tax act to their staff to ensure they fully understand the tax laws and statutes. The social media platforms should conduct continuous sensitizations on the different taxes administered by KRA, their requirements and their filing deadlines. KRA should use its social media platforms to inform taxpayers on changes in tax laws and introduction of new taxes.

With respect to the effect of social media interaction on tax compliance, KRA should continue to use its social media platforms top facilitate tax compliance. Championing the use of social media as an avenue of customer service is important in increasing their customers' satisfaction rate. Increased use of social media will reduce the number of taxpayers visiting respective tax station to have their issues sorted.

5.5 Suggestions for future research

With the high usage of social media among Kenya's population research should be conducted to determine how KRA can leverage on social media as an avenue for tax base expansion. Since KRA has a huge brand presence in all social media platforms, research should be conducted to determine how KRA could use its social media platforms to encourage reporting on tax evasion. Taxpayers' attitude on tax compliance is dependent on the usage of tax resources by the government, research should be conducted to determine the effect of tax leakages and corruption on taxpayers' attitude on tax compliance.

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Appendix 1: Staff Questionnaire

QUESTIONNAIRE

Section A: Demographics

1. Gender of respondent.....
2. Age of respondent.
22 -25 years [] 26-30 years [] 31 -35years []
36-40years [] Above 40 years []
3. Position
4. How long have you worked at KRA

Section B: Social Media Use

5. Which social media platforms does KRA use (tick where appropriate)
Twitter []
Facebook []
YouTube []
Instagram []
6. What does KRA use its social media platform for (Can tick all)
Tax education [] Customer interaction []
Handling complains [] Notice to tax payers []
Other (please state)
7. How many interactions do you handle in a day?
8. Of the interactions handled how many are successfully resolved
9. Social media interactions have increased compliance among taxpayers
Strongly agree [] Agree [] neutral []
Disagree [] strongly disagree []

Section C: Social Media Influence on Taxpayers Attitude

10. Kindly indicate the influence of Social media interactions on taxpayers' attitude. Please (√) tick appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree)

Statements	1	2	3	4	5
Interactions with taxpayers on social media has increased the number of people willing to register for pins					
Interactions with taxpayers on social media has increased the number of taxpayers filing returns					
Interactions on social media have led to an increase in compliance on payments					
Social media interactions have improved taxpayers perception of KRA					

Section D: Social Media Interactions Provide Information on Tax Policies and Laws?

11. Kindly indicate the influence of tax information on tax compliance. Please (√) tick appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree)

	1	2	3	4	5

I understand and fully comprehend the tax laws and statutes					
I receive information and/or undergo training when changes in tax laws/statutes happen					
I enquire from fellow colleagues when I don't have knowledge on a question asked on social media					

Appendix 2: Taxpayers Questionnaire

QUESTIONNAIRE

This questionnaire seeks to collect data that will be used to study, **The Effect of Social Media Interactions on Tax Compliance. A Case Study of KRA.** You have been selected to assist in providing the required information, since your views are considered important to this study. Kindly fill out the following questionnaire to the best of your knowledge and in the manner that best describes your opinion. Note that your answers to this questionnaire will be used for purposes of research only. All information given will be treated with utmost confidentiality. You are not required to fill in your names

Section A: Demographics

1. Gender

Male Female

2. Age

Below 21 years 22 -25 years 26-30 years

31 -35years 36-40years above 40 years

3. What is your level of education?

Primary school Secondary school College graduate

Undergraduate Postgraduate

Section B: Social Media Usage

4. Which social media platform do you use to communicate with KRA (can tick all)

Twitter Facebook YouTube Instagram

5. How often do you interact with KRA on its social media pages

Daily weekly Monthly Yearly

Section C: Social Media Influence on Tax Attitude

6. Kindly indicate the influence of Social media interactions on taxpayers' attitude. Please (✓) tick appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree)

Statements	1	2	3	4	5
My complains/questions are timely handled on by KRA social media staff					
Messages on KRAs social media pages have made me file my returns on time					
Messages on KRAs social media pages have made me pay my tax on time					
My Social media interactions with KRA have made me view KRA as a friendly organization					

Section D: Information on Tax Policies and Laws

7. Kindly indicate the influence of tax information on tax compliance. Please (✓) tick appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree)

Statements	1	2	3	4	5
My interactions with KRA on social media has helped me know the tax rates charged for different tax obligation					
My interactions with KRA on social media has helped understand the tax filing procedure and tax filing deadlines					

My interactions with KRA on social media has helped understand the tax payment procedures and tax payment deadlines					
KRA social media pages update me on changes in tax policies and laws					

Section D: Social media interaction on tax compliance

8. Kindly indicate the influence social media interaction on tax compliance. Please (√) tick appropriately on a scale of 1-5. 1-Strongly Disagree, 2-Disagree, 3-Uncertain, 4-Agree, 5-Strongly Agree)

Statements	1	2	3	4	5
My interactions with KRA on social media has helped me file my returns before the deadline					
My interactions with KRA on social media has helped me pay tax before the deadline					

Appendix 3: Ethical Review Documentation



16th June 2020

Ms Mapesa Jacqueline
jacquemapesa@gmail.com

Dear Ms Mapesa,

RE: The Effect of Social Media Interaction On Tax Compliance. A Case Study of Kenya Revenue Authority


This is to inform you that SU-HERC has reviewed and approved your above research proposal. Your application approval number is SU-HERC0823/20. The approval period is 16th June 2020 to 15th June 2021.

This approval is subject to compliance with the following requirements:

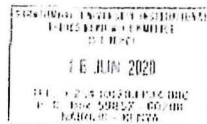
- i. Only approved documents including (informed consents, study instruments, MIA) will be used
- ii. All changes including (amendments, deviations, and variations) are submitted for review and approval by SU-HERC.
- iii. Death and life threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to SU-HERC within 72 hours of notification
- iv. Any changes, anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to SU-HERC within 72 hours
- v. Clearance for export of biological specimens must be obtained from relevant institutions.
- vi. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal.
- vii. Submission of an executive summary report within 90 days upon completion of the study to SU-HERC.

Prior to commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology and Innovation (NACOSTI) <http://naci.go.ke> and also obtain other clearances needed.

Yours sincerely,







Dr. Virginia Gichuru,
Secretary, SU-HERC

Cc: Prof Fred Were,
Chairperson, SU-HERC



Gle Semple Rd, Madaraka Estate, PO Box 58632 DC200, Nairobi, Kenya. Tel: +254 (0)20 384000
Email: info@strathmore.edu www.strathmore.edu

Appendix 4: Nacosti Research Permit

 REPUBLIC OF KENYA	 NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
Ref No: 653414	Date of Issue: 26 June 2020
RESEARCH LICENSE	
	
<p>This is to Certify that Mrs. Jacqueline Shirinya Magesa of Strathmore University, has been licensed to conduct research in Nairobi on the topic: THE EFFECT OF SOCIAL MEDIA INTERACTIONS ON TAX COMPLIANCE: A CASE STUDY OF KRA for the period ending: 26 June 2021.</p>	
License No: NACOSTI P-20 5415	
653414 Applicant Identification Number	 Director General NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
	Verification QR Code
	
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