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Influence of Social Media Marketing on Consumer Behaviour: A Case of Consumers of Kibos Sugar in Kisumu County, Kenya

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Abstract:

This study investigated the influence of social media marketing on consumer buying behaviours in the case of Kibos sugar company Kisumu consumers. Three specific objectives guided the study. These were:

- *To establish the influence of social marketing tools on consumer buying behaviour,*
- *How social media marketing targets consumers in online marketing in Kibos Sugar Company, and*
- *To investigate business practices that can increase brand value through social media marketing*

The study applied a descriptive approach through survey design. The study applied a stratified sampling technique for the investigation with 3000 customers as a target audience. The study calculated a sample size of 171 responses with a 95% confidence level. Correlation analysis was used to determine whether the two variables were related. Social media marketing, business strategies, and social media targeting account for 24.2% of the variation in consumer behaviour. In addition, it was found that social media targeting had a significant positive effect on consumer behaviour ($\beta = .821, p < 0.05$), and Social media marketing had a positive and significant effect on consumer behaviour ($\beta = .453, p < 0.05$), and finally, business practices had a negative and significant effect on consumer behaviour ($\beta = -.691, p < 0.05$). The study found that social media targeting, marketing, and business practices significantly predicted consumer behaviours among Kibos Sugar Company's social media users. The researcher recommends that Kibos sugar company and other companies establish sound social media departments and pages through which they can profile their customers and present targeted product advertisements to reach specified market niches. Additionally, participation in marketing research with a primary focus on learning about prevalent social media behaviours should be included.

Keywords: *Social media marketing, consumer behaviour, business strategies, kibos sugar*

1. Introduction

Chartered Institute of Marketing describes marketing as the management process that effectively and profitably recognizes, foresees, and meets consumer needs effectively and profitably. In contrast, the American Marketing Association (AMA) defines marketing as organizing and carrying out the conception, pricing, promotion, and distribution of ideas, products, and services to promote trade and achieve personal and corporate goals. Since different businesses utilize numerous platforms to promote their brands, they must be aware of them and the people who use them. According to Pinki (2014), consumer behaviours are the actions consumers take to purchase, use, and discard goods and services. Scholars have taken a keen interest in consumer behaviour because it plays a crucial role in marketing planning and decision-making. Therefore, a formidable study must help firms navigate this crucial aspect. Assel (2001) states that firms must strive to understand their customers, develop products that satisfy their needs, and develop effective marketing channels to ensure that needs are met. This method will improve sales, and the firm will make profits. According to McDonald and Morris (2000), there is a clearing in the business jungle called the marketplace where people with objectives pursue people with money, and people with cash seek people with goals until they catch each other. Sadly, this is not always the case. Sometimes individuals with aspirations and those with money strive in vain for one another. They can only be combined with magic. It is referred to as marketing. Marketing is thus described as a management process for comprehending markets, calculating the value needed by various client segments within these markets, disseminating this information throughout the business, and gauging the success of the actual value delivered.

Nielsen (2013) claims that social media marketing increases website traffic on social media platforms. Most of the time, when people are free, they browse the internet for information. The potential audience for internet shopping is vast in terms of age and socio-economic profiles. A survey by Wilson (1996) suggested that over 20 percent of all UK shoppers, for example, envisage using electronic shopping. Interest in electronic shopping tends to be greater among younger age groups. Nearly 35 percent of 15-24 years old are interested as opposed to approximately 15 percent of 55-64-year-old. In Germany, the internet shopping market was the largest in Europe by 2000. According to Adam (2021), social media marketing (SMM) is the practice of promoting a company's products and services through social media and social

networks. Social media marketing enables a firm to reach existing and new customers. Social media has mechanisms for tracking conversations and enabling firms to follow-up. Researchers and marketers are starting to recognize the importance of social media marketing in the market, thus getting from traditional media houses. Social media marketing as a phenomenon has developed over time with websites such as Google, Yahoo, Apple, Microsoft, Canon, Solly Dell, eBay, Disney, and Ford. Other new entrants into the market include Facebook, Twitter, Instagram, linked-in, and YouTube. An audience of early adopters drives social media uptake. These groups are primarily technology enthusiasts with a natural inclination to share information and insight. People have always discussed their favorite brands and products with friends, family, and work colleagues and shared recommendations before the emergence of social media. However, this has changed, and companies or institutions get to know what is being said about their brands in an unfiltered, unedited, and unconstrained way. A product is an item or service produced by a company and offered for sale in the market, whereas a brand is an entity, e.g., the name or logo that distinguishes a product in the marketplace. Adite (2015) suggests that branding creates perception through imagery that perceives a specific target audience.

Qayyah and Blanca (2018) suggest that the best brands are the ones that sell best. This is after analyzing the sales of various international brands considered of high quality by the users. Edward Miguel (2004) states that national brands (manufacturer or retail) are always better than local ones since they meet several requirements and regulations before they are consumed in the market compared to the local ones. In his study on how generic products affect customer perceptions and brand preference, John (1981) found that when generic items are introduced in at least specific product categories, consumers' judgments of the quality of national and private brands change. Improved private brands could undermine national brands, but generics' lower prices for consumers could hurt private brands. Generic products can be packaged into various brand names and sold to consumers, thus offering a variety of commodities that satisfy needs.

The concept of consumer behaviour is an essential component in marketing strategy both locally and internationally. Due to its significant impact on marketing decision-making, numerous scholars and stakeholders have conducted extensive research. With the continued progression in technological advances, organizations have no alternative but to include social media marketing in their marketing operations. Indeed, specific buyer behaviour, for instance, purchasing products online, is driven by techno-literacy, techno-savviness, technological fluency, and dependence on technology as their preferred choice of communication. These are millennial online buyers with tremendous buying powers. Despite this, there is insufficient knowledge of online shoppers' specific needs and wants. Only recently have online marketers and firms started to notice the potential of online shoppers but are yet to exploit this market fully. Organizations in Kenya are still unenthusiastic about creating an online presence to cater to the increase in demand for online buyers. This situation has led to consumers reducing or changing their loyalty. To date, theory and practice have focused on online shopping techniques. However, this has not been effective in the long term. Promotion through these platforms has become crucial as more consumers use social media sites like Twitter, Facebook, Instagram, and YouTube and depend on them for making purchasing decisions. However, the study previously conducted at Kibos Sugar Company concentrated on a single social media platform (such as Facebook or Twitter) and a small number of social media sharing.

1.1. Statement of the Problem

The concept of consumer behaviour is an essential component in marketing strategy both locally and internationally. Due to its significant impact on marketing decision-making, numerous scholars and stakeholders have conducted extensive research. With the continued progression in technological advances, organizations have no alternative but to include social media marketing in their marketing operations. Indeed, specific buyer behaviour, for instance, purchasing products online, is driven by techno-literacy, techno-savviness, technological fluency, and dependence on technology as their preferred choice of communication. These are millennial online buyers with tremendous buying powers. Despite this, there is insufficient knowledge of online shoppers' specific needs and wants. Only recently have online marketers and firms started to notice the potential of online shoppers but are yet to exploit this market fully. Organizations in Kenya are still unenthusiastic about creating an online presence to cater to the increase in demand for online buyers. This situation has led to consumers reducing or changing their loyalty. To date, theory and practice have focused on online shopping techniques. However, this has not been effective in the long term. Promotion through these platforms has become crucial as more consumers use social media sites like Twitter, Facebook, Instagram, and YouTube and depend on them for making purchasing decisions. However, the study previously conducted at Kibos Sugar Company concentrated on a single social media platform (such as Facebook or Twitter), a small number of social media sharing techniques (such as Instagram or YouTube), or a small number of businesses. Because of this, not much research has been done on the impact of modern social media marketing platforms like Facebook, Twitter, LinkedIn, Instagram, and YouTube on consumer behaviour.

Social media marketing has provided businesses with numerous options for marketing their brands, goods, and services. People can actively connect and share their experiences and opinions regarding things they have purchased, used, or even disposed of in the online environment, which is ascribed to the personal autonomy and freedom it offers. Additionally, businesses that use social media marketing are eager to assess how it affects their bottom line because these changes are necessary for other organizations to adopt them. The advantages of social media marketing for businesses have been illustrated in earlier works. However, at Kibos Sugar Company, it still does not appear obvious what genuine advantages social media marketing has given companies, particularly regarding customer loyalty and other performance indicators. Due to their inability to reply to clients on time, this essential element presents a substantial obstacle to their online purchasing methods and performance. Whether businesses should spend a lot of money on social media is up for debate, as is the best social media marketing strategy for each industry. The majority of businesses, particularly Kibos

Sugar Company, have not been able to use social media marketing successfully. This is because they are unsure of where to begin, what content to share when to share it, whom to target, and many other factors, according to the study on the impact of social media marketing on organizational performance. They might sign up for a social media platform only to appear 'digital'. Still, after a while, they abandon the page with the same information and, to make matters worse, refuse to respond to customers' inquiries.

Additionally, businesses today have linked their systems to access their bank accounts and promptly identify payments that their clients have made about recent orders. Customers at Kibos Sugar Company must still personally provide the payment slips. They need to figure out how to get the deposit slips to the cashier after making the cash deposit, and the time required to complete all of these impacts the online consumer experience. Based on the examination of the study's specific aims, it is clear that there is a gap because the sugar industry was not included in the research on the impact of social media marketing on customer behaviour. The new businesses in Kisumu city compete with Kibos Sugar Company, one of the oldest in Kisumu East. The business advertises its goods and services on social media sites. This study was conducted at Kibos Sugar in Kisumu County, Kenya, to understand better how social media marketing affects consumer purchasing decisions.

1.2. Objectives of the Study

The primary objective of this study was to establish the influence of social media marketing on consumer behaviour in Kibos Sugar Company. The study was guided by the following specific objectives:

- To establish the influence of social media marketing tools on a consumer buying decision in Kibos Sugar Company.
- To establish how social media marketing targets consumers in online marketing in Kibos Sugar Company.
- To investigate business practices that can increase brand value through social media marketing.

1.3. Research Hypotheses

This study seeks to test the following hypotheses:

- H0₁: Social media marketing has no significant influence on consumer buying behaviour in Kibos Sugar Company.
- H0₂: Social media marketing has no significant influence on targeting online consumers buying behaviour in Kibos Sugar Company.
- H0₃: Business practices through Social media marketing have no significant value in increasing brand value.

1.4. Significance of the Study

The study gave more insight and understanding of the use of social media marketing. Therefore, it will be of great value and use to marketing managers, brand managers, and scholars in the marketing sector as a secondary data source, providing a research gap in social media marketing strategies and performance in different industries. This study will also assist big and established firms SMEs in Kisumu and beyond to understand the importance of social media marketing, why they should heavily use it, and professionally manage their social media portfolios. The study showed how businesses might use social media to increase brand loyalty, improve customer satisfaction, and boost their reputation. Local and international investors and policymakers could use this study to make meaningful and prudent decisions that would help them understand the behaviour of the desired customers. They will be able to identify all the challenges and gaps in social media marketing and come up with suggestions to eliminate them for better market exploitation. There are other kinds of literature and research about the impacts of social marketing on consumer behaviour, and this research focused on the existing literature for future reference.

1.5. Conceptual Framework

Social Media Marketing Tools are devices or applications that enhance social media marketing to effectively reach the target audience and achieve the desired goals. These tools include Facebook, Twitter, Instagram, and YouTube. Best Practices in Social Media Marketing are actions that firms endeavor to take in order to create a healthy and peaceful business environment. According to the framework, social media marketing is the independent variable, whereas consumer behaviour is the dependent variable. It hypothesized that the correct use of social media marketing tools would influence consumer behaviour.

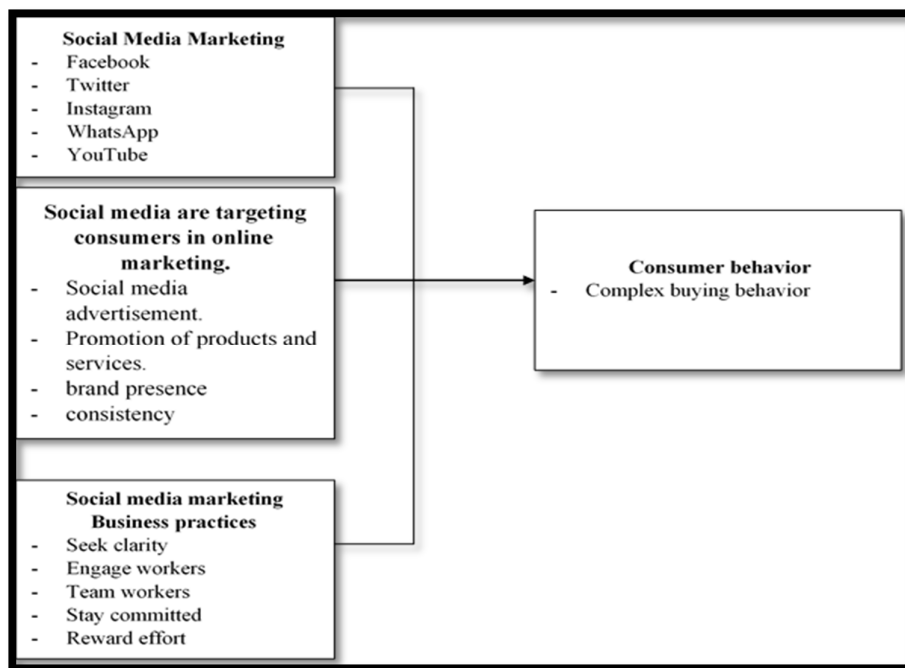


Figure 1

Source: Adapted from Sweta, 2018

2. Literature Review

2.1. Chaffey's Theory

The theory, which roots in Chaffey (2012), views social media marketing as an informal marketing technique. According to the theory, communication and human networking are the foundation of both human behaviour and consumer behaviour. Therefore, social media marketing uses these channels to influence people's attitudes about various goods and services, ultimately encouraging them to make purchases and retaining brand loyalty. This theory focuses on social media as a tool for developing relationships. Such contacts help the company and its customers develop deep relationships. This idea is significant for the study because it offers a fresh perspective on the effects of social media marketing (Heinze et al., 2016).

Long-term client relationships not only impact the company's performance but also preserve it for the future. Therefore, it necessitates assessing the immediate effects of social media marketing and carefully monitoring its long-term benefits. However, the theory does not outline the circumstances in which its hypotheses would hold. For instance, earlier research like Kimaru (2011) showed that hastily put-together networks and communication could lead to trouble.

2.2. Marketing Equities Theory

The marketing equity theory, developed by Kim and Kom (2012), asserts that social media marketing initiatives have a clear positive impact on an organization's success. The theory's proponents initially concentrated on the marketing strategies employed by upscale clothing companies to advertise their goods. They included amusement in the specific industry, client engagement based on company objectives, trendiness, customization of the products and services given to the intended audience for consumption, suggestion, and word of mouth. They were evaluated in terms of brand equity, customer equity, purchase intention, value equity, and equity linkages for their effect on business performance. Finally, Kim and Kom (2012) concluded that this model offers a reliable perspective on how social media marketing operates. The strategy's five marketing tactics serve as its pillars. Frequent client interactions give the company and the management running the business a good opportunity and route to display the advantages of their products and handle any consumer complaints, either directly or indirectly. Because it examines the relationship between marketing efforts and corporate performance, this theory is essential to the study. Social media marketing tactics are directly linked to better marketing features. As a result, it provides a solid basis for research that examines the effectiveness of social media marketing. However, the theory assumes that the precise parameters of social media marketing will apply in all situations. The truth is that different practitioners look at distinct aspects of social media marketing.

2.3. Social Media Marketing and Consumer Behaviour

Social media marketing entails developing and sharing content on social media networks to accomplish your marketing and branding goals. According to Nielsen (2013), social media marketing is the technique of increasing website traffic or attention through social media networks. He believes that consumers spend more of their leisure time online than watching TV, reading newspapers, or listening to the radio. According to the report, more than 50% of consumers visit the internet to find information on other companies. More information on products and even consumers is available

on social media. Consumer information can be utilized in decision-making to help companies create a business line that best fits their needs. Social media are platforms where people create networks and share knowledge and opinions in a marketing setting. Social media allows businesses and customers to connect in previously impossible ways, which is possible through websites and apps like Facebook, Instagram, WhatsApp, Twitter, and YouTube. This makes it possible for social networks to grow out of shared beliefs and interests (Haenlein and Kaplan, 2010). Social media studies People's connection patterns, and the strength of their social links can indicate the intensity of social engagement, according to research by Aral and Walker (2014). They also acknowledged the significance of social media influence in influencing consumer decisions. Social media data can be valuable for market research, customer analysis, and idea sourcing. A new strategic resource to enhance marketing outcomes can be developed using social media data to describe and capture its worth (Gnizy, 2019).

2.4. Social Media Targeting

Social media targeting, often known as social media advertising, refers to online advertising and digital marketing tactics focusing on social networking services. One of the key benefits of this kind of advertising is the ability of advertisers to efficiently target their advertisements by employing user demographic information. Social media targeting combines many targeting choices, making it possible to identify the target group accurately. The capacity to display adverts and posts to specific audiences selected by the advertiser or poster is described as social media targeting by Smith (2019). Advertising on social media enables them to reach a large audience with compelling and timely content. Creating more effective advertisements to reach your target audience is simpler once you know who they are and where they are located. According to John (2019), social media gives brands information on consumers, enabling businesses to tailor messages to individual customers. Bamberger et al. (2020) added that social media targeting involves displaying advertisements to users based on information from target audience profiles. Social media targeting is a technique for improving social media advertising that involves sending advertisements to certain users based on their profiles (Dave et al., 2020). Connecting social network users to advertiser-specified target demographics is known as social network advertising. Create content for social media platforms, interact with followers, and execute social media adverts as part of social media advertising. As businesses are not spending time and money advertising to those who will never become customers, targeted marketing is significantly more cost-effective than mass marketing. Instead, the target market consists of particular consumers who are most likely to become clients. Identifying the target audience is one of the most crucial things to keep in mind when advertising. Always develop content with a clear purpose that will engage your target audience and help you reach your goal (Dave et al., 2020).

2.5. Business Practices

Business procedures are how it makes an effort to do so in the most economical manner. A company must establish business procedures to ensure that personnel are productive and follow the law to achieve its financial goals. Patrick (2014) provides eight guidelines businesses should follow to turn a failing business into a well-oiled machine where workers are motivated to give their best. Employee engagement is the first example. The manager must be able to give directions to the workers so that they work in unity and harmony towards achieving the firm's goals and vision and encourage the employees to be creative and work on their own with minimal supervision. Employees actively involved in their work are more enthusiastic and productive and less passive, taking ownership of their work and bringing in new talent for the business. The reward is the second illustration. All efforts and positive impacts on performance must be noticed and appreciated by the management. The tip of action motivates employees to work hard and achieve more. Some managers may even believe that being overly sentimental compromises their authority. On the other hand, rewards encourage people to work more and promote brand loyalty. The managers must also look for clarification. Lack of alignment among management, who either quit striving to realize the company's mission or never comprehend what that vision was, is a problem in many businesses. Lencioni argues that companies should concentrate on harmonizing their underlying values. Let everyone play his role without fail and clarity state what should be done to avoid confluent functions and misunderstanding. Another point is teamwork. There is strength in diversity. Managers must strive to ensure cooperation and cohesion in the workplace; this allows for creativity and fewer distractions. The time of performing tasks is also reduced frequently. Maintaining ongoing team dynamics is crucial to ensure members do not get distracted by individual activities that lead them off track. The team's goals must be regularly reviewed and realigned to get the best results. Finally, managers should periodically convene meetings to develop strategies for carrying out tasks accurately and effectively. Update your pages frequently with new information that will benefit your customers.

2.6. Summary of Gaps/Empirical Literature Review

2.6.1. Social Media Marketing

An analysis of the tourism industry by Kimar (2011) establishes the use of social media marketing strategies as a marketing tool to promote their services. The study's primary goal was to determine whether tourism companies use social media marketing to advertise their services. It also looked at the firms' social media strategies and how they affected the customers. The focus was on international tourists, who are more often conversant with social media marketing but left out local tourists who, most of the time, are unfamiliar with social media touching on tourists' initiatives. Therefore, the Kenyan market is on the verge of technological growth; this study has focused on the local consumers of Kibos sugar, intending to establish their perception of social media marketing and how this affects their purchase behaviour. In the study by Alves and Raposo (2016) in the USA, they noticed that in social media marketing tools, Facebook is one of their

top three social media platform priorities, usually greater than Twitter, YouTube, and other platforms. However, the study omitted to present customers' views on other platforms like Instagram and WhatsApp. The current study looked specifically at Kibos Sugar Company and the most prominent social media platforms to better understand consumer preferences and relate them to consumer behaviour.

According to Jacobson et al. (2020), social media marketing is a well-researched subject that has been investigated through theoretical and experimental investigations. Still, these studies have not described the advantages customers receive from this marketing strategy. Studies mostly describe social media marketing and look at what influences consumer behaviour regarding social networking, according to reviews of related literature. Despite the early gains made by Jacobson et al. (2020), this field of study has not advanced much. A more thorough knowledge of customers' long-term promotional gains from social media marketing is lacking in the study. This study aimed to determine whether social media marketing could improve interactions between brands and their consumers' brand perceptions. The proper understanding can only be satisfied through exchanging consumer brands and their views.

2.6.2. Social Media Targeting Marketing

In every business industry, online marketing is crucial and one of the most excellent tools and techniques. At the place where goods are sold and purchased online, it has changed the power structure. Technology advancements have made networks and high-speed internet access more readily available to users. Hosseini et al. (2022) say their companions' opinions influence customers. The report claims that customers make decisions about which products to buy based on social media reviews of their friends. In the study by Hosseini et al. (2022), they further noted that purchasers are greatly affected by online brands, and the assessment of buyers would only affect the consumers and how they review their brands are opposed to the consumers. However, the study on the consumers of Kibos sugar found that consumers are the key stakeholders affected by their own assessment in regard to how they perceive sugar from Kibos. This influences how the company designs its social media marketing strategies to suit its ultimate users. Hence, in the long term, it is bound to influence resale.

In their study, Dwivedi et al. (2021) only emphasized the merits of online marketing but failed to enlighten consumers' demerits. They noted that shoppers only go to the internet to get more information about their buying choice. In determining the fundamental factors that have impacted the selection of channels, Monica and Bala (2014) noted that faith, comfort, and regularity are the primary factors that have influenced the selection of channels but failed to discuss consistency and brand presence. They further pointed out that Facebook and WhatsApp are the most utilized social network sites for purchasing choices. Toward the finish of their studies, they uncovered that shopper purchasing conduct in the social media setting is extraordinarily affected by simple admittance item data and value data. Brand presence and consistency are the best factors influencing social media use for purchasing choices. The present study, therefore, intended to establish how social media marketing targets consumers in online marketing in Kibos Sugar Company.

2.6.3. Business Practices

Better business practices are linked to higher rates of company survival and noticeably higher rates of sales growth, according to McKenzie and Woodruff's study from 2017 to investigate the extent to which baseline business practices help predict subsequent firm survival and firm growth in the United States. Business practices impact results that are not only statistically significant but also economically significant. They addressed various business tools adopting best business practices, including benchmarking, forecasting, financial planning, strategic planning, and performance monitoring. These were basic techniques, but they were too general and unsupported, which prevented them from demonstrating how these tools could be used to assess success in achieving business objectives across various activities like sales volumes and profitability and how precisely social media marketing could raise brand value.

According to Niculescu et al. (2019), the study identifies the most critical factors from the use of digital marketing tactics perspective that contribute to increasing the value of the respective businesses. The study found six elements of business practices that the management of the organization should have. The perceived value of goods and services is maximized by brands, elevating the worth of goods or consumers' preferences and selections. An increase in price, volume, and income for the branded service or product can rapidly indicate the brand's influence.

Thus, long-term sales and profit margins are where some of the advantages of brands can be seen. The study found no discernible connection between sales and profit margins. Therefore, the present study is essential since the relationship between online marketing tools and brand value is not yet explicitly established. Besides, Niculescu et al. (2019) concentrated on brand value and modern organization, while the present study concentrated on business practices and brand value through social media marketing.

In his research on social media marketing for luxury brands and the management of business practices in Milan, Italy, Arrigo (2018) found that organizations that immediately recognized the growing importance of social media platforms for business practices experienced a change in the competitive environment. He outlined eight business management best practices that can turn a failing company into a well-oiled machine where workers are motivated to do their best work. They include teamwork, staying committed to work, rewarding effort workers, engaging workers, and seeking clarity. The findings by Arrigo (2018) are in line with the present study. However, the study focused on the affluent level of clientele in a developed country setting and left out clientele in an emerging economy setting. Additionally, Arrigo's (2018) study sample focused on management, possibly leading to managerial business. As a result, this study sampled the ultimate end users of Kibos sugar to derive objectivity in participant responses. Instead, it was a general study which was touching on management studies. The present study was regarding applying business practices and brand value through social media marketing to a specific company, Kibos Sugar Company.

3. Methodology

The study aimed to determine how social media marketing influenced consumer behaviour at Kibos Sugar Company in Kisumu County, Kenya. All social media users in the Kibos Sugar Company in Kisumu County made up the study's target demographic, on which the researcher wished to base the study's findings. The wholesalers, retailers, and supermarkets that use social media to gather and pass information about their brands would be very useful. The study uses approximately 300 users of social media platforms who are adults above the age of 18 years, which makes up the research study's target population. The study focuses on those who are employed and between the ages of 25 and 50 because they have the means to make purchases. The sample size was obtained by considering all the essential individuals per the targeted respondents. The sample size for this study was determined using a statistical procedure with three essential components: level of confidence (Z), standard deviation, and individuals (N). With a 95% confidence level and a 5% margin of error, the sample size was calculated using the Taro Yamane formula as follows: $n=N/((1+N(e)^2))$

The sample sizes:

N: The population size

e: The acceptable sampling error

*95% confidence level and $P = 0.05$ are assumed

$n=300/((1+300(0.05)^2))$

$n=300/((1+300(0.0025))$

$n=300/((1+0.75))$

$n=300/1.75 = 171$

Measures of central tendency, like the mean, and actions of dispersion, like the standard deviation, were used in descriptive statistical analysis. The correlation between various parameters was ascertained using regression and correlation analysis. The correlation of variables will be used to prove the presence of links between the independent and dependent variables. Additionally, a predetermined model with independent variables and dependent variables will be used to do multiple regression inferential statistics, as demonstrated below:

$$Y=B_0+B_1X_1+B_2X_2+B_3X_3$$

Where:

- Y= Consumer Behaviour
- B₀= Intercept
- X₁= Social media marketing
- X₂= Social media frequency
- X₃= Best Practices

4. Research Findings and Discussions

4.1. Demographic Characteristics of the Respondents

This segment provides personal information, which includes gender, age bracket, level of education, the duration the respondents have been using social media, and how frequently they have been using social media platforms. Out of 171 questionnaires distributed, only 3% did not respond, while 97% responded. It, therefore, implied that the study achieved the highest response rate, as illustrated in figure 2. The gender of the study participants was something the researcher wanted to know. According to the survey, 86.1% of respondents were men, and 13.9% were women, as shown by an examination of the demographic data on the respondents' gender. Therefore, more men than women responded, as seen in figure 3 below.

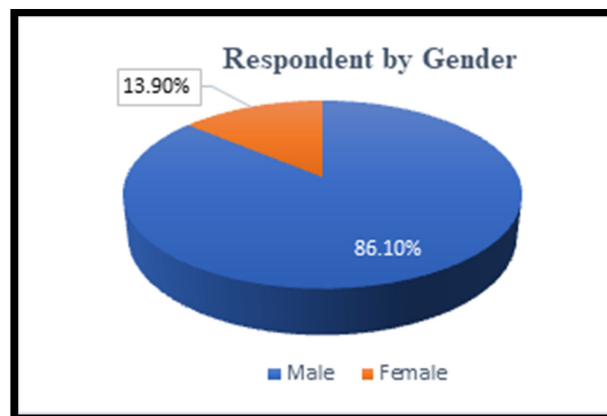


Figure 2: Response Rate
Source: Survey Data, (2022)

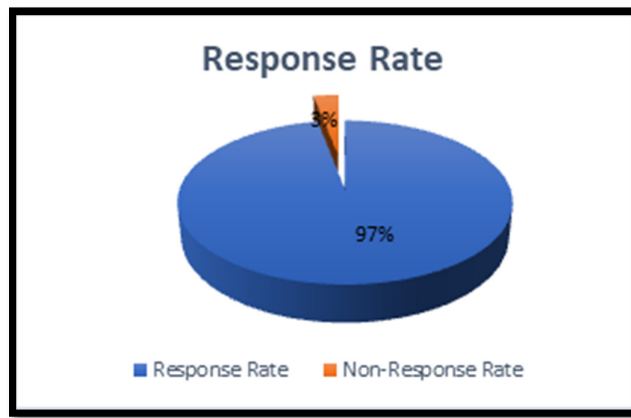


Figure 3: Response by Genders
Source: Survey Data, (2022)

4.2. Influence of Social Media Marketing on Consumer Behaviour

The general objective of the study was to establish the influence of social media marketing on consumer behaviour in Kibo's sugar company, which was estimated through the specific model, $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3$. Hence, the outcomes were regressed against three predictors using a standard multiple regression model, and the results are outlined as shown in table 1.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error in the Estimate
1	.492 ^a	.242	.228	.38651
a. Predictors: (Constant), Business Practices, Social media marketing, Social Media Frequency				
b. Dependent Variable: Consumer Behaviour				

Table 1: Model Summary of Regression Analysis
Source: Survey Data (2022)

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.511	.236		2.170	.031
	Social Media Marketing	.309	.061	.453	5.044	.000
	Social Media Targeting	.969	.137	.821	7.084	.000
	Business Practices	-.625	.100	-.691	-6.228	.000
a. Dependent Variable: Consumer Behaviour						

Table 2: Coefficient Analysis of Variance

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.735	3	2.578	17.259	.000 ^b
	Residual	24.201	162	.149		
	Total	31.936	165			
a. Dependent Variable: Consumer Behaviour						
b. Predictors: (Constant), Business Practices, Social media marketing, Social Media Targeting						

Table 3: Analysis of Variances

The 'R' column in the model summary, as shown in the table above, indicates the R-value or the multiple correlation coefficient. One indicator of how well the dependent variable may be predicted is R (consumer behaviour). A good level of prediction is indicated by a result of 0.492. The percentage of the dependent variable's variance that the independent variables can account for is measured by the R Square. Consumer behaviour is our dependent variable. Its value of 0.242 indicates that our independent variables account for 24.2% of its variability because the predictor enhances the model less than expected by chance, and the differences in R's decrease. The ANOVA table's F-ratio measures how well the entire regression model fits the data. $F(3,162) = 17.259$, $p < 0.05$, the result demonstrates that the independent variables statistically substantially predict the dependent variable, indicating that the regression model is a good fit for the data.

The coefficient table (above) contains unstandardized coefficients that show how the dependent variable varies with an independent variable while all other independent variables are maintained constant. For instance, the impact of social media marketing is represented by the unstandardized coefficient, B1, which equals 0.309 (see coefficient table). This shows that the dependent variable increases with every increase in social media marketing (consumer behaviour). A multiple regression analysis was conducted to forecast consumer behaviour from social media marketing, frequency, and business practices. Consumer behaviour was statistically strongly predicted by these variables, according to $F(3, 162) = 17.259, p = 0.0005, R^2 = .242, P = .05$. All three variables statistically significantly increased the prediction.

The main objective of this study is to establish the influence of social media marketing on consumer behaviour in Kibos Sugar Company. This was achieved through the test of hypothesis, which stated that 'Social media marketing has no significant influence on consumer buying behaviour in Kibos sugar company' using the regression model and the F test to determine the correlation between the dependent and independent variables of the study. It was found that social media frequency had a strong positive and significant effect on consumer behaviour ($\beta = .821, p < 0.05$). Social media marketing ($\beta = .453, p < 0.05$) and business practice ($\beta = -.691, p < 0.05$). Therefore, we can conclude that, for every one-unit increase on an independent variable, there is a predicted increase of 0.821-unit improvement in consumer behaviour (dependent variable). A linear regression model, $Y = 0.511 + 0.453x + 0.821x - 0.691x$, was generated to fit the analysis. This indicates an increased probability of falling at a greater level on the dependent variable as the value rises on an independent variable. However, business practice was a significant negative predictor of consumer behaviour. Therefore, the negative coefficient of the value of $-.691$ shows that for every unit increase in business practice, there is a predicted decrease of 0.691-unit improvement in consumer behaviour.

4.3. How Social Media Marketing Help in Targeting Online Consumers

The study's second objective sought to establish how social media marketing targets consumers in online marketing at Kibos Sugar Company. The researcher provided eight statement questions at this stage to establish if, indeed, social media marketing help in targeting online consumers. Responses were analyzed on the five-point Likert scale using means and standard deviation, and the findings are presented as shown in table 4.

Descriptive Statistics		
	Mean	Std. Deviation
Social media advertisements help consumers to know about the existence of goods and services, thus influencing purchase	1.66	.675
Sharing of content on social media platforms helps consumers make informed decisions before purchases	1.84	.696
Social media marketing presence helps to create a brand presence for online users, thus affecting consumption patterns	1.97	.460
The more products presence is felt online depicts a positive reception in the market; thus, consumers are easily persuaded to buy	1.60	.515
Do you go online to seek opinions, advice, and suggestions regarding Kibos Sugar?	3.14	1.075
Does Kibos Sugar frequently update its social media channels with pertinent digital marketing content that interacts with its target audience?	2.69	1.117
Does Kibos Sugar Company regularly interact with its clients through its social networking platforms, for instance, Twitter and Facebook?	2.86	1.161
Kibos Sugar Co. identifies its target market using eye-catching media such as films, photos, and testimonials.	2.81	1.821
Valid N (listwise)		

Table 4: How Social Media Marketing Help in Targeting Online Consumers
Source: Survey Data (2022)

The findings in table 4 show that social media advertisements help consumers know about the existence of goods and services, thus influencing purchase ($M = 1.66, SD = .675$). According to the findings ($M = 1.84, SD = .696$), sharing content on social media platforms helps consumers make informed decisions before purchasing. The findings also affirmed that social media marketing helps create a brand presence for online users, thus affecting consumption patterns ($M = 1.97, SD = .460$). The more product presence is felt online depicts a positive reception in the market; thus, consumers are easily persuaded to buy ($M = 1.60, SD = .515$). There was a high agreement rating ($M = 3.14, SD = 1.075$) that participants went online to seek opinions, advice, and suggestions regarding Kibos Sugar Company. From the findings, it is clear that Kibos Sugar company regularly updates relevant digital marketing content on social media that connects with its target consumers ($M = 2.69, SD = 1.117$). Through their social media platforms, such as Twitter and Facebook, they frequently communicate with their customers ($M = 2.86, SD = 1.161$). Additionally, the business employs magnetic materials ($M = 2.81, SD = 1.821$) such as movies, pictures, and testimonials to pinpoint its target audience.

4.4. Influence of Social Media Marketing on Brand Value

The effect of social media marketing on brand value was measured using five sets of items on a five-point Likert scale. The results are shown in table 5 using means and standard deviation.

Brand Values		
	Mean	Std. Deviation
Social media is the best way for businesses to increase brand recognition and affect how their target market perceives them.	1.69	.631
Social media marketing is integral in building brand value and market niches for goods.	1.70	.618
Social media users want an enhanced use of social media platforms to create awareness, not just advertisement. They need quality and relevant content.	1.38	.487
Using famous personalities and loyal consumers can add brand value and persuade consumers to buy products.	1.63	.510
The accessibility and affordability of social media platforms have made them more popular among users and thus easily used to promote various brands.	1.45	.775
Valid N (listwise)		

Table 5: Influence of Social Media Marketing on Brand Value
Source: Survey Data (2022)

It is evident from the findings in table 5 that social media is now the best channel for companies to enhance brand value and shape perceptions among their target market ($M=1.69$, $SD=.631$); it plays an integral role in building brand value and market niche for goods ($M=1.70$, $SD=.618$). According to research by Algharabat et al. (2020), brands that interact with their target audience and current consumers on social media platforms experience greater levels of client loyalty. Postural and Softic (2019) highlighted that social media marketing also contributes to increased visibility and, consequently, brand value recognition. According to the findings, social media users want an enhanced use of social media platforms to create awareness, not just advertisement. They need quality and relevant content ($M= 1.38$, $SD = 0.487$).

Kotler and Keller (2016) note that buyers conduct an active information search to learn about the product before making or not making a purchase. Unlike other traditional broadcast media, the advertisements are also highly credible, having detailed information on how, where, and when to find the products. The desire for new and enhanced use of social media also causes the unending search for product information before making purchase decisions. Therefore, from these findings, social media platforms are the most reliable and cost-effective platform for passing and obtaining product information as opposed to common mass media channels. A consumer usually compares several products with their alternatives coupled with one's desire to make a purchase (Guesalaga et al., 2018). The findings of this study are in agreement with all of the above. Further findings on the influence of social media marketing on brand value, as indicated in table 5, show that famous personalities and loyal consumers can be used to add brand value and persuade consumers to buy products ($M = 1.63$, $SD = .510$). Moreover, the accessibility and affordability of social media platforms have made them more popular among users and thus easily used to promote various brands ($M= 1.45$, $SD = .775$).

4.5. Social Media Marketing Can Enhance Interactions between Brands and Its Consumers' Brand Perceptions

Another objective was to determine how social media marketing enhances interactions between brands and their consumers' brand perceptions. This was achieved by carrying out a regression model to measure the outcome. They were asked to indicate whether social media marketing can enhance interaction between brands and their consumers' brand perceptions: a cumulative 100.00% agreed with the statement, as shown in table 6. The finding concluded that social media marketing enhances interactions between brands and their consumers' brand perceptions.

Social Media Marketing Can Enhance Interactions between Brands and Its Consumers' Brand Perceptions					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	103	62.0	62.0	62.0
	Agree	63	38.0	38.0	100.0
	Neutral	0	0	0	100.0
	Disagree	0	0	0	100.0
	Total	166	100.0	100.0	

Table 6: Social Media Marketing Can Enhance Interactions between Brands and Its Consumers' Brand Perceptions
Source: Survey Data (2022)

4.6. Social Media Can Be Used to Increase the Purchase and Consumption of Brands

This subsection also provided statements requiring respondents to rate their levels of agreement on a scale of 1-5, with one being strongly agreed and five disagreeing. They were asked to indicate whether social media can be used to increase the purchase and consumption of brands: a cumulative 100.00% agreed from strongly agreed to disagree, as shown in table 7.

Social Media Can Be Used to Increase the Purchase and Consumption of Brands					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	40	24.1	24.1	24.1
	Agree	126	75.9	75.9	100.0
	Neutral	0	0.0	0.0	100.0
	Disagree	0	0.0	0.0	100.0
	Total	166	100.0	100.0	

Table 7: Social Media Can Be Used to Increase the Purchase and Consumption of Brands
Source: Survey Data (2022)

4.7. Have You Ever Purchased a Product from Social Media Handles?

Lastly, the respondents were required to give their views if they had ever purchased any product from social media handles. The answer was either yes or no. From the findings, 87.3% of the respondent agreed that they had purchased a product from social media handles, while only 12.7% had not purchased any product from social media handles, as shown in the figure 4.

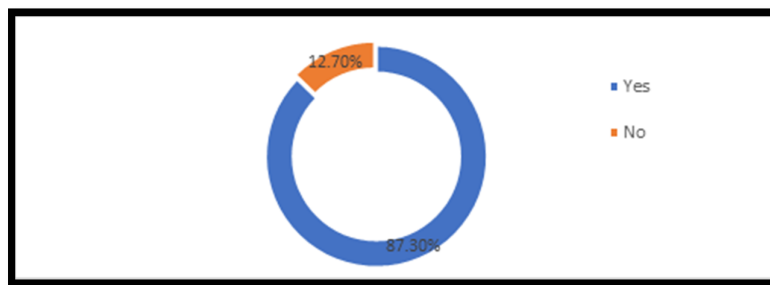


Figure 4: Have You Ever Purchased a Product from Social Media Handles?
Source: Survey Data (2022)

5. Conclusion

The findings herein agree to a large extent with the general objective of establishing whether social media influences consumer behaviour. Complex buying behaviour is responsible for making this conclusion. This fills the gap by Han et al. (2019); they did not find any relationship between social media and complex buying behaviour. In contrast, the present study finds that, indeed, social media has an influence on consumer behaviour at Kibos Sugar Company. The study concludes that complex buying behaviour is the primary determinant in achieving this objective. On whether social media marketing targets consumers in online marketing, the study has a positive correlation in social media advertisement, promotion of products and services, brand presence, and consistency of products. At the start, social media is a pillar for information regarding the products sought. During purchase, peer reviews and opinions determine what to buy and pop up messages that create a negative attitude towards a given product or brand. The present study fills the gap by Nadaraja and Yazdanifard (2013), where they noticed that on social media platforms, friends and family could motivate a person to desire or hate a product depending on their comments on social media sites. Product feedback was seen as a satisfaction factor in the business practice factor. When satisfied, the consumer will post it online via text or another teamwork, becoming brand effective. Moreover, it is evidenced that consumers use social media for purchase purposes. Social media can be used to increase the purchase and consumption of brands. Thus, he uses social media to make consumption decisions. The availability of social media platforms in a way that is accessible and reliable made it easy for students to prefer social media to traditional and mass media. Therefore, social media influences consumer behaviour in Kibo's sugar company Kisumu.

6. Recommendations

Based on the study findings, the researcher recommends the following:

- Kibos sugar company and other companies should establish sound social media departments and pages through which they can profile their customers and present targeted product advertisements to reach specified market niches.
- Comparisons can be made between traditional modes of media and social media communication.
- Traditional media also affects the consumer's behaviour, so social media and social media give the latest updates and increase the knowledge of society in general and consumers in particular.
- It can be recommended that social media is affecting the behaviour of consumers more as a comparison can be made between traditional marketing and social media marketing.

7. Recommendation for Further Studies

This study provides quantitative evidence for the influence of social media marketing on consumer behaviour, the case of consumers of Kibos sugar in Kisumu County, Kenya. The study recommends that further research be done on how social media marketing can be made more dependable and efficient to serve the audience better, increasingly using online buying platforms for daily activities. Additionally, the findings of this research are only applicable to Kibos Sugar Company because it was conducted exclusively in Kisumu. In order to promote development in the nation and in Africa, additional research on the same subject needs to be conducted in smaller institutions, particularly domestically.

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