Effects of Social Media Advertising on Consumer Buying Decision Making Process: A Case of Leading Online Shopping Sites in Kenya

Mbugua Florence Nungari [a*] and Robert Obuba [a]

[a] Mount Kenya University, Kenya.

Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

Original Research Article

ABSTRACT

The goal of this research was to assess the influence of social media advertising on the buying decision-making process of consumers, using the case of leading online shopping sites in Kenya. the theory of reasoned action was used to frame this investigation. The study was conducted using a descriptive research approach, and the participants were management staff from five online shopping sites situated in Nairobi, Kenya. The population of study included members of staff in the management of top five (5) selected Online Shopping Sites in Kenya: Jumia, Kilimall, Jiji Kenya, Masoko and Copia. After randomly selecting 200 respondents from the target population, the stratified sampling approach was used to pick an unbiased sample of 133 respondents from the target population of 200 respondents. Primary data was gathered via the use of questionnaires. The research issued a total of 133 questionnaires and a total of 90 were filled and returned giving a response rate of 68%. The data will be analyzed with the help of the Statistical Package for Social Sciences (SPSS) software. For ease of understanding, data was coded according to various variables and descriptive statistics such as frequencies, means, and standard deviations. Analysis

_____

of regression and correlation were carried out in order to analyze and establish the link between the variables under investigation. The findings on the effect of use of social media advertising on consumer buying decision revealed that respondents agreed that the social media pages is interactive and it influences consumers shopping experience, Facebook and Twitter pages offer content aligned with the brand and gives consumers reasons to keep engaging with the company, making emotional connections through positive consumer experiences, exceptional service and engaging conversations has significantly influenced social media marketing. Respondents also agreed that changing the conversation and engaging fully with existing consumers increases the level of social media marketing. The study recommended that Online shopping sites should develop an online platform that will be engaging fully with existing consumers, providing sufficient information and personal, interesting, timely and responsive.

1. INTRODUCTION

Digital advertisement refers to the advertising that involves computational networks [1]. 'Digital advertising 'brings together a cluster of media and strategies of advertisement not limited to web, mobile, tablet, social, locative, wearable and other networked devices that plays a role in advertisement. In his book, Digital Advertising, Durmaz (2011) defines digital advertising as the use of information and communication technologies to communicate the advertisement message. He distinguishes between different types of digital advertising, which include television advertising, radio advertising, and internet advertising. Consumers are exposed to advertising messages through internet-enabled devices such as mobile phones, tablets, laptops, and personal computers. The reason for this is because marketers pay for advertising space on websites and apps in order to show their messages, which happens when they browse applications or websites on these devices (Durmaz, 2011).

According to Priyanka (2012), there are many different types of internet advertising, including the following: Affiliate marketing is a kind of marketing in which affiliates or publishers receive a fee for each person they send to a website via the use of unique tracking links that identify the affiliate and link to the product or service page on the website in question. In display advertising, which is a sort of advertising that entails the placement of banners by advertisers on third-party websites to generate traffic to their product or service pages, advertisers post banners on third-party websites to attract attention to their product or service pages. The phrase "search engine marketing" refers to another kind of internet advertising in which search engines such as Google show advertisements on their search result pages based on what the user is looking

for on their website. Email advertising is a kind of advertisement in which marketers send emails containing their advertisements to email lists that have been generated by publishers. It is similar to display advertising in appearance, but it only appears on social media platforms such as Facebook, and it is a kind of advertising that may be targeted to specific audiences. Studies on the effectiveness and the impact of online advertising on consumer decision making give several findings. Mai and Vu [2] did a study city of Ho Chi Minh, Vietnam on the effects of emotional marketing campaigns, where the objectives were to identify the impact of emotional marketing on brand recall and purchase decisions and perceptions. Correlation and cross tabulation tests were done and it was found that factors of culture, family and a consumers' interest greatly influenced their brand recall. It was also found that these marketing campaigns would influence brand recall but for the first few times when the consumer had not gotten used to the emotional part of the campaign, then later on, the messages would seize to have an effect on them. The study also showed that brand recall is limited to a campaign; brand recall was fueled by previous encounters or family or even how well the campaign was executed. Therefore, consumers would only recall brands with adverts that they really connected with when aired. Data was collected using Likert scale rated questions in the questionnaires from a sample size of 197 consumers which were self-administered.

Zourikalatehsamad, Payambarpour, Alwashali, and Abdolkarimi (2015) conducted a study in Malaysia to assess the impact of internet advertising on customer buying behavior in Malaysian businesses. During the winter of 2014, a survey was issued to UTM students, and 160 replies were received. The model's predicted links were tested using regression analysis. The predictors (cost-saving factor, convenience

factor, and tailored product or service) have a favorable influence on the desire to continue pursuing online advertising, according to the findings. Yasmeen and Khalid (2016) conducted research in Punjab, Pakistan, to look at the influence of internet advertising on consumer behavior from the viewpoint of university students. In the research, there were five independent factors and one dependent variable. Data was obtained from 300 respondents for the research and entered into SPSS to generate conclusions using Multiple Regression. The research found that the independent variable caused a 56.4 percent shift in the dependent variable, suggesting that internet advertising had a major influence on consumer purchasing behavior and was a big sector.

Mathew, Ogedebe, and Ogedebe (2013) conducted research in Nigeria to investigate the impact of online advertising on customers in Maiduguri Metropolis. 150 questionnaires were randomly given to respondents across the Maiduguri Metropolis' two Local Government Areas. Only 139 of the 150 surveys provided were filled out and returned. The majority of the respondents (71.94 percent) stated they had a favorable attitude toward online advertising, according to the survey. A minority of respondents, 39 (28.06 percent), stated their attitude toward online advertising was negative, while 102 (73.38 percent) indicated their opinion toward web advertising was informative. According to the poll, the majority of 42 (30.22 percent) of respondents claimed that online advertising impacts them to use certain goods and services. A total of 32 respondents (23.02 percent) said that online advertising simply leads them to prepare for future purchases. In addition, 22 (15.83 percent) of respondents claimed that online advertising drives them to buy certain items and services. Okon, Efremfon, and Akaninyene (2016) investigated the factors that influence successful online advertising in Nigeria and how they influence online buying behavior. A survey technique was used to gather data from 200 customers who must have visited and shopped at any online shopping malls on the Internet at some point in the past. Respondents' main data was collected via a survey questionnaire. Simple percentages, frequencies, and cross tabulation were used to examine the data. The main results indicated that internet surfing ability, website accessibility, ad content, ad placement on the web page, and the quality of offered items are the most important predictors of effective online advertising.

Alenez, Shaikhli, and Mahmood [3] set out to evaluate the influence of social networks in influencing purchase choices among Egyptian consumers, as well as to compare the findings of this study with those of a prior study on Kuwait. The quantitative methodologies, analytical techniques, and research produced a measure to analyze the connection between the variables for the study and selection of a sample of (87) customers were employed in this study's methodology (69 males, and 18 female). As an independent variable, the researcher employed social networks (information sharing, product rating, and consumer support). Consumer desire to buy was the dependent variable. Traditional advertising (TV, Newspaper, Magazine, and Billboards) was shown to be more successful than social networking, which contradicted Kuwait's poll. According to the findings, Egyptian Internet users prefer Facebook and WhatsApp, while Kuwaitis choose Instagram and WhatsApp.

Mwakasege [4] conducted research in Tanzania to determine the impact of advertising on customer purchasing behavior by concentrating on Forever Living cosmetics. The research was carried out in Dar es Salaam's Kinondoni area. Data was collected using both primary and secondary data gathering approaches. Questionnaires and interview guides, as well as personal observation, were used to gather primary data. The examination of numerous documents was used to acquire secondary data. The study employed a case study research approach and had a sample size of 100 people. The researcher found that advertising has a key role in influencing customers' buying behavior by grabbing their attention, raising their interest, and developing a desire to acquire things based on the study's results. Forever Living advertises via events, word of mouth, magazines, Facebook, DVDs, trade shows, T-shirts, and their website.

In Kenya, Mwangi [5] conducted a study on the influence of social marketing on consumer behavior of Nyeri town constituency in Nyeri County. Questionnaires were used to collect, the study findings revealed that consumers occasionally encountered the social marketing messages through the various platforms. The findings further showed that social marketing had a fair influence on consumer attitudes and also had a little influence on consumer's actual purchase and brand recall. The study recommended for launching and running of the social marketing campaigns more frequently

improve its effectiveness as a toll of influencing consumer behavior. According to the findings of a study conducted in Kenya by Ogutu, Ogutu and Njanja, (2014), the influence of online advertising on attitudes about internet advertising was investigated. A cross-sectional survey study approach was used using university students as the target group, and the results were published online. To determine if there were any causal links between the variables, a multiple linear regression analysis was performed. The findings of the unified model, which included both male and female students, revealed that interaction, believability, amusement, and aggravation were the most important predictors of views about online advertising and marketing in general. Interactivity, credibility, and enjoyment all had a statistically significant positive impact, while annoyance had a statistically significant negative impact. While interaction had the biggest influence, informativeness did not shown to be a major predictor of performance.

Alvin [6] investigated the influence of internet advertising on customers in the media business as part of his research. According to the findings of the research, internet advertising is critical for a company like Radio Africa, which depends on communication to generate interest and brand recognition in its products and services. Furthermore, the marketing methods that were used resulted in increased brand loyalty, which in turn affected the purchase behavior of the services and goods that were given. It was also discovered that customers had an attitude, and the sort of attitude shown had an impact on their mental stance about a certain topic.

1.1 Statement of the Problem

African and Latin American nations account for less than one percent of all online transactions, according to Kurnia and Peng (2010). Around 95 percent of all e-commerce transactions globally are business-to-business (B2B) purchases. Kenya's e-commerce economy has a lot of room for expansion. According to a Consumer Insight (2013) report, Kenyan youth are increasingly using the internet. On top of that, it was discovered that young Kenyans in metropolitan areas spend almost Sh2.2 billion a year on data plans so they can use social media apps like Facebook, Twitter, and WhatsApp. The primary goal of Ertemel and Ammoura's (2016) study was to discover the impact of social media advertising on consumers' purchasing decisions in a highly competitive market. There was no

correlation between social media advertising and consumer need awareness in Istanbul-Turkey, however there was a high correlation between social media advertising and the evaluation of alternatives. However, Yasmeen and Kahlid (2016) focused on the effect of internet advertising exclusively from the viewpoint of students at a local institution. Indeed, internet advertising has a substantial influence on consumer purchasing behavior, and it is a large portion of the population, according to this report Many of this research on internet advertising and its influence on consumer behavior have been conducted in industrialized countries, but only a few have been conducted in developing markets like Kenya, as can be seen from the literature listed above. Research by Alvin [6] examined the impact of internet advertising on customer decision-making at Radio Africa Group Limited in Nairobi, Kenya. In order to broaden the scope of the results, the researchers urged further research at additional universities.

Studying consumer behavior in Nyeri Town's constituency was the primary topic of Mwangi's research in 2017. The findings of the study point to the need for further research into consumer perception, memory, and motivation as indicators of consumer behavior. According to Oyoo [7], the usage of social media in fine dining restaurants in Nairobi County was studied. The impact of social media marketing on performance and implementation costs should be the subject of future research, according to the experts. In the light of the preceding findings, it is clear that a lot of new research is needed. Social media advertising and consumer need recognition have been shown to be weakly linked in another research like Ertemel & Ammoura (2016). Researchers found that Yasmeen and Kahlid's (2016) findings have an enormous influence on customer purchasing habits and that it is a substantial category. During the covid–19 epidemic in 2020, Kenyans were more aware of internet payments and the sector grew significantly, with several online shopping outlets springing up throughout the country. To address this information vacuum, this study aimed to examine the impact of internet advertising on the consumer purchase decision-making process in light of prior research findings.

1.2 Research Objectives

To assess the effect of social media advertising on consumer buying decision making process.

2. LITERATURE REVIEW

2.1 Theoretical Literature Review

2.1.1 Theory of Planned Behavior (TPB)

Although the idea of planned behavior is only an extension of the theory of reasoned action, it has proven invaluable in both understanding and forecasting behavioral patterns throughout the years. It establishes a causal framework for describing a broad spectrum of human behavior, including consumer behavior, while remaining absolute and sparse in its application (Morris et al, 2005). Intentions are widely acknowledged to be the pre-cursors of actions (Hegner, Fenko and Teravest, 2017). According to Ajzen (2011), purpose is a direct result of the attitude toward the behavior, the subjective standard, and the ability to regulate one's actions. When we talk about subjective norms, we usually mean how people perceive overall societal pressure on them. If a person believes that important people approve of their behavior, they are more likely to plan to engage in the behavior in the first place. The individual's favorable or unfavorable views of a given behavior are reflected in his or her attitude toward that behavior.

According to Eagly and Chaiken (1993), the assumption of a causal link between PBC and intention suggests that people engage in activity because they feel there is a probability of success. It is first and foremost difficult to measure PBC directly, rather than documenting control beliefs, which hinders the theory's ability to work properly (Davies et al., 2002; Manstead and Parker, 1995). Moreover, when there is evidence that other factors, in addition to the TPB's measures, boost predictive power, the theory integrates just one extra variable (Davies et al., 2002). According to Manstead and Parker, personal standards and effective evaluation of performance may account for differences in behavioral intentions that go beyond the TPB (CF. Davies et al., 2002). As Ajzen (1991) put it, the technique was "open to further evolution."

It has been suggested by Azjen (1985, 1991) that the idea of planned behavior is an extension of the notion of reasoned action. It is hypothesized that attitude toward the target behavior and subjective norms about participating in the behavior impact intention, and that perception of behavioral control over engaging in the behavior influences intention according to this hypothesis. It will be investigated if factors such as social media advertising, search engine optimization, websites/blogs, and email marketing have an impact on consumers' purchase decisions in order to determine which are most effective.

2.2 Empirical Review

This section present related literature on the effect of social media advertisement on consumer purchasing decisions.

2.2.1 Social media advertisement and consumer buying decision

Kaplan and Haenlein (2010) describe social media as "a collection of internet-based apps that are built on the conceptual and technical underpinnings of web 2.0, as well as applications that allow for the production and sharing of user-generated content" (Kaplan & Haenlein, 2010). Social Media Advertising, on the other hand, may be described as an online advertisement that integrates user interactions that the consumer either agrees to show or that the consumer can share with other people. There have been a number of research conducted in an effort to determine the link between Social Media Marketing and Consumer Purchasing Decisions. The purpose of Lee's [8] study was to explain why, when, and how social media has had an influence on the decision-making process of consumers. He found that In May 2013, a questionnaire was sent to persons in Turku, Finland, in order to acquire empirical data. However, when comparing social media to traditional media, the results revealed that although people take an active part in information search on social media, information exposure is selective and subjective throughout the process of information search.

The research conducted by Eroteme and Ammoura (2016) was designed to answer the main question about the role of social media advertising on consumer buying behavior in a very active field, namely the fashion retail industry, and then determine whether or not there were any differences in this relationship depending on the name of the brands and consumer demographics factors in the fashion retail industry. The results of electronic questionnaires administered to consumers residing in Istanbul, Turkey, revealed a weak relationship between social media advertising and consumer need recognition, no relationship with search for information, a strong relationship with evaluate the alternatives, and a moderate

relationship for both buying decision and post-purchase behavior, as those steps represent the five steps need recognition model in consumer buying behavior, respectively. Yasmeen and Khalid (2016) set out to examine the influence of internet advertising on consumer behavior only from the viewpoint of university students in their research. The data from the research was gathered from 300 participants and entered into the SPSS program in order to get a conclusion using Multiple Regression. According to the findings of the research, the independent variable is responsible for 56.4 percent of the change in the dependent variable, and internet advertisements had a considerable influence on consumer purchasing behavior, despite the fact that it was a small portion of the population.

The results of a study conducted by Jashari [9] provided an overview of how consumers utilize social media at various phases of the decision-making process, as well as the psychographic elements that impact their decisions and behavior. A study of 120 customers in the capital city of Pristina was undertaken to determine whether or not they are influenced by social media and what role it plays in their decision-making process. The participants were chosen at random from the general population. Around 59 percent of those who answered the survey said they had made unexpected purchases based on information gained from the Internet, and 61.5 percent said they were encouraged to make purchases based on social media ratings from their friends. Rambe and Jafeta (2017) conducted a study to determine the influence of social media advertising on the preferences and consumption of high-energy drinks among young South Africans. While students used social media platforms to access energy drink brands on an irregular basis, the findings suggest that their brand preferences and choices were influenced more by personal agency (particularly personal volition, peer influences, convenience,

and availability of brands) than by social media networks per se.

With a focus on Britam Holdings Limited in Kenya, Kyule [10] wanted to evaluate the effect of social media marketing on customer behavior by conducting a case study. The outcomes of the research demonstrated that there were certain social media outlets that had a direct impact on customer behavior. With this study, Barsa [11] aimed to present an analysis of current commercial social media use in Kenya by critically evaluating the most successful methods to use these social media platforms as advertising tools in the country. The findings of the research demonstrated that advertisers really needed to know how to interact with their target market, when to engage with them, and what tone to employ with them in order to get the best possible advertising outcomes. Ngenga [12] investigated the degree to which the usage of social media marketing may help businesses expand. A case study of irtel Kenya was used to conduct the research. According to the findings of the research, LinkedIn and Twitter were the platforms that considerably lowered marketing expenses by 40.9 percent and 34.8 percent, respectively. In terms of cost effectiveness, these platforms were the most cost effective, with Yahoo being the least cost effective.

2.3 Conceptual Frame Work

The link between social media advertisement and the customer purchasing decision-making process is explained in further detail in the conceptual framework provided in Fig. 1.

A key component of social media advertising is the dissemination of information about goods and services via different social media platforms in the hopes of reaching members of certain social groupings. These may include social media sites such as Facebook, Instagram, and YouTube, among others.
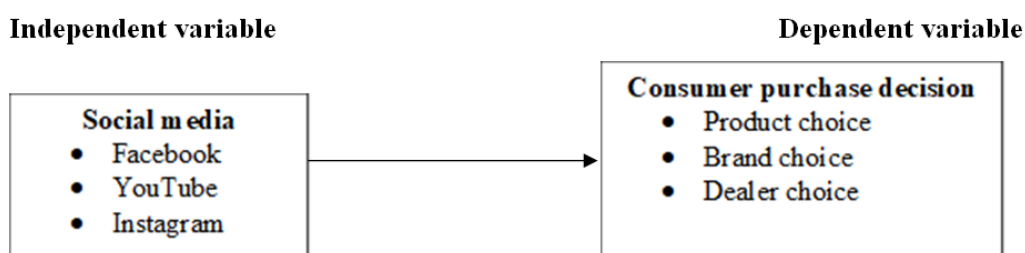
Fig. 1. Conceptual framework
Source Researcher (2023)

3. RESEARCH METHODOLOGY

3.1 Research Design

According to Wyk (2018), the study design outlines what data is needed, how this data was gathered and analyzed, and how this data was used to answer the research question.. There were many different ways to categorize a study's goal, including: investigation, description, and explanation/prediction/evaluation/history. Exploration, description, explanation, prediction, evaluation, and history are all possible classifications. What was done in this study is a descriptive research design in order to answer the question, what happened? What exactly is going on? What was causing it to happen? Data obtained is linked to the research's questions or goals by way of the study design's structure. If the data analysis illustrates or is merely descriptive, the results of the survey design were to be communicated in words, visuals, charts, or tables. It is the blueprint or framework for doing a study that was called a research design. This method is widely used because it allows researchers to collect data from participants in their natural habitat [13]. In order to obtain information from respondents on their views of the efficacy of internet advertisements on consumer decision-making processes, a descriptive design was used. An investigation of the link between two ideas was conducted using this design [14].

3.2 Target Population

There are a number of definitions of population, however Sekaran (2010) defines it as "the universe from which a sample is picked." Individuals or objects being measured are referred to as "population elements" by Schindler and Cooper [15]. According to Kothari (2014), the term "population of the study" refers to the whole group of people from whom a representative sample is drawn. Those that we want to apply our study findings to. Members of the top five (5) Kenyan online shopping sites' management teams made up the study's target audience. The research questions will guide the selection of the study population.

3.3 Sampling Procedures and Techniques

The stratified random sampling approach was used in this investigation. This necessitated categorizing the population into categories that are mutually exclusive, in this example, multiple online shopping platforms, among others. Then, from each group, random samples will be picked at random

3.4 Research Instruments

As defined by Oso and Onen (2009), "research instruments" are the devices used to gather information about a topic. Participants were asked to complete questionnaires, which was used to gather the bulk of the study's data. Data was gathered via the use of a semi-structured questionnaire that included both open-ended and closed-ended questions. The replies were rated on a five-point Likert scale.

4. RESULTS AND FINDINGS

4.1 Response Rate

The research issued a total of 133 questionnaires and a total of 90 were filled and returned giving a response rate of 68%.

4.2 Respondent Demographic Information

The study analyzed data with regards to the demographic factors and the results were presented as follows:

4.2.1 Respondents gender

The study sought to determine respondent's gender representation and the results were as indicated in Fig. 2.
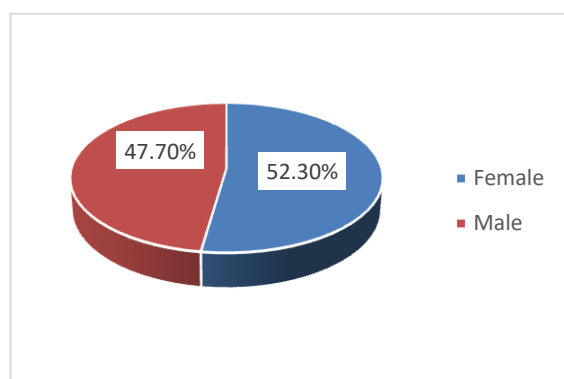
Fig. 2. Respondent's gender
Source: Researcher (2023)

Results from Fig. 2 shows that there was a fair representation of both gender in the study though majority (52.3%) of the respondents were female while male respondents represent the remaining proportion of 47.7%. This implies that the data

received represented the views of all the genders without biases.

4.2.2 Respondents age

The study sought to establish the age of the respondents and the results were presented in Table 1.

Table 1. Respondent age

Age	Frequency	Percent (%)
25 years and below	6	6.7
26 – 30 years	9	10
31 – 35 years	13	14.5
36 – 40 years	27	30
41 – 45 years	30	33.3
46 – 50 years	3	3.3
Above 50 years	2	2.2
Total	**90**	**100**

Source: Researcher (2023)

Results from Table 1 shows that most (33.3%) of the of the respondents were aged 41-45 years, 30% were aged between 36 and 40 years, 14.5% were aged between 31 and 35 years, 10% aged between 26 – 30 years, 6.7% were aged 25 years and below, 3.3 % were between 46-50

years while 2% of the respondents were above 50 years of age. This means that the largest age group of respondents fell between age 36 and 45 years, however all respondents were adults while a total of 8.9% were 25 years and below and above 50 years, which represent people either entering or leaving the working age group.
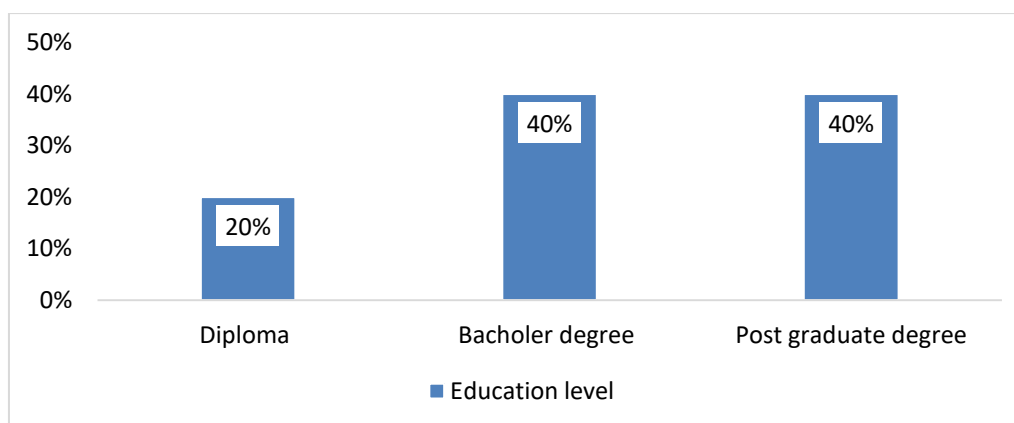
4.2.3 Respondents education

Fig. 3 presents the findings on the level of education of the respondents as requirement to establish the eligibility of the respondents.

The result in Fig. 3 established that majority of respondents accounting for 40% were degree holders and Masters holders respectively. Diploma holders represented 20%. Since majority had achieved some form of post high school education, they can be deemed competent enough to respond to questions contained in the questionnaires.

4.3 Online Platforms Used

Respondents were asked to indicate the online platforms used in interacting with customers. The results were presented in Table 2.

Fig. 3. Respondents education level
Source: Researcher (2023)

Table 2. Online platforms used

Variable	Frequency (N)	Percent
Email	15	16.7
E-mail, Website, social media	24	26.7
E-mail, Website, social media, Blogs	9	10.0
Social Media	27	30.0
Website	12	13.3
Website, social media	3	3.3
Total	90	100

Source: Researcher (2023)

The results in Table 2 indicated that companies that use E-mail only represented 16.7%, those that use Email, Website, social media represented 26.7%, at the same time firms that use E-mail, Website, social media and Blogs represented 10.0%. It was also revealed that a majority using social media were 30%. The finding also revealed that firms that use Website was 13.3%, and those that use Website and social media were 3.3%.

4.4 Position in the Firm

To analyze the respondent's position in the firm.

Result in Fig. 4 established that majority of respondents accounting for 43% were middle level managers while 30% were support staff, at the same time 20% were low level managers while 7% were top managers as shown in Fig. 4. This implies that the data received represented the views of all the management cadres.

4.5 Descriptive Statistics of Online Advertisement

### 4.5.1 Effects of social media advertising on consumer buying decision making process

The study objective set to establish how social media advertising affected consumer buying decision making. Respondents were asked a set of questions to indicate to what extent they agree or disagreed with statement using a five-point Likert scale where 1 - Strongly Disagree 2 - Disagree 3 - Neutral 4 - Agree 5 - Strongly

Agreed. The results were as indicated in the Table 3.

From the study findings in Table 3, respondents indicated agreed that they use social media to launch new product and they realize increased trend on site visits once a product has been launched as support by (M=4.14, SD=0.65) and (M=4.30 SD=0.55) respectively. similarly, when promotions are done via social media, many firms experience increase in sales (M=4.19 SD=0.72) this implies social media had sharing capabilities that allow campaigns and articles to be shared with multiple followers and this helps to create a multiplier effect and has the capacity to tremendously influence consumer decision making process.

The study further established that firms used social media to remind customer about existing products (M= 4.23 SD=0.62) Marketing over social media allows for targeted campaigning where ads are presented to customers based on their preferences or initial action and that many inquiries are received via social media about new and existing product (M=4.05 SD=0.73).

Further the study established that customers compare firm's stocks with competition in terms of price and variety of the products (M=4.02 SD=0.73), use of social media helps in increasing customer base (M=3.94 SD=0.90) this implies that social media marketing enabled firms to create engaging campaigns using content marketing tactics where firms could also gain social currency being passed from user to user and becoming viral.
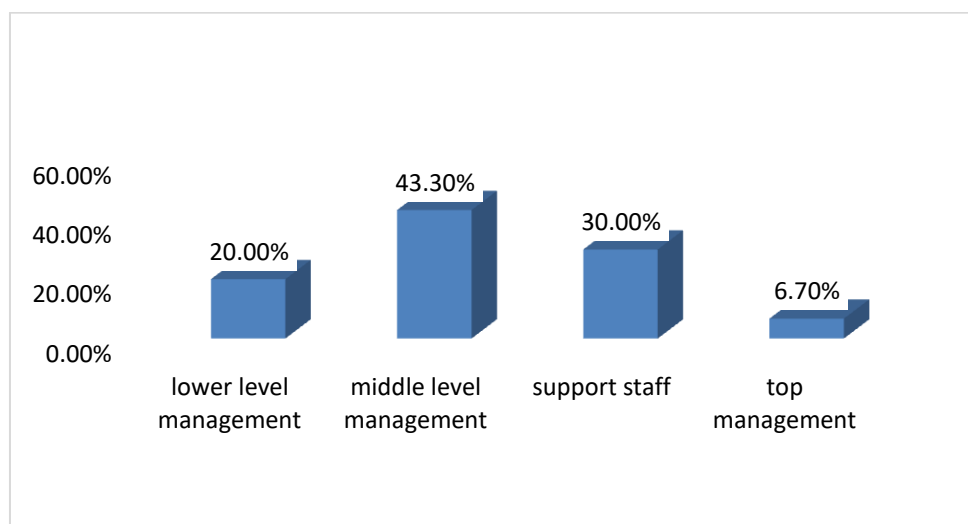
Fig. 4. Position in the firm
Source: Researcher (2023)

Table 3. Descriptive statistics of social media advertising

Statements	N	Mean	Std. Dev
We use social media to launch new products	90	4.14	.65
There are many site visits once a product has been launched.	90	4.3	.55
Our organization use social media to remind customer about existing products.	90	4.23	.62
Many inquiries are received via social media about new and existing product	90	4.05	.75
When promo are done via Social Media, we experience increase in sales.	90	4.19	.72
Use of social media helps in increasing customer base.	90	3.94	.90
Customers compare our stocks with competition in terms of price and variety of the products	90	4.02	.73

Source: Researcher (2023)

These findings are in support of the study findings by Pires and Aisbett, (2017) that having good digital marketing strategy clearly communicates a firm's unique selling proposition, or the unique collection of benefits that creates value for its customers. The findings also concur with study by Dehghani (2016) that indicated that social media allows firms to connect with their target market, prospects, and customers at any time.

4.6 Inferential Statistics

4.6.1 Regression analysis

The research analyzed relationship between the dependent variable (consumer buying decision making) against social media advertising.

The independent variable in the study influence 86.8% of the consumer buying decision at the leading online retail sites in Kenya as represented by the R^2(0868). This is an implication that factors outside this study influence 13.2% of consumer buying decision at the leading online site shops in Kenya.

An ANOVA analysis was done between the dependent variable against other core factors at 95% confidence level.

According to the ANOVA, the dependent variables were statistically significant in predicting consumer buying decision as shown with an $F = 139.69$ and the P value was (0.000) as illustrated in Table 5.

4.7 Coefficient of Determination

The study also adopted the use of multiple regression analysis the influence of the independent variables on the consumer buying decision at the leading online retail sites in Kenya.

Table 4. Model summary

Model Summary				
Model	R	R Square	Adjusted R square	Std. Error of the estimate
1	.932[a]	.868	.892	.23941

a. **Predictors:** (Constant), social media advertising

Source: Researcher (2023)

Table 5. ANOVA

ANOVA[a]					
Model	Sum of squares	df	Mean square	F	Sig.
1　Regression	32.026	4	8.007	139.690	.000[b]
Residual	4.872	85	.057		
Total	36.898	89			

a. **Dependent Variable:** Consumer buying decision

b. **Predictors:** (Constant), social media advertising

Source: Researcher (2023)

Table 6. Coefficients of consumer decision making process

		Coefficients[a]				
Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Std. error	Beta		
1	(Constant)	.045	.162		.276	.783
	Social Media	.502	.059	.629	8.492	.000
a. **Dependent Variable:** consumer buying decision						

Source: Researcher (2023)

As per the coefficient Table 6, the equation ($Y= \beta0+ \beta_1X_1$) was established at Y= 0.045+ .502X_1

Where Y is the dependent variable consumer buying decision, X_1 = Social Media Advertising

The regression equation established that taking other factors constant consumer buying decision experiences a positive increase of 0.045. The findings presented also showed that with all other variables held at zero, a unit change in social media marketing would lead to a .502 increase in consumer's intention to buy. Social media advertising has a significant value ($p<0.01$), therefore in the equation social media advertising has significant in determining consumer buying decision.

4.8 Summary of the Results

The purpose of this study was to assess the effect of social media advertisement on consumer buying decision making process focusing on leading online retail sites in Kenya. The study employed a descriptive research design with the aim of collecting information from respondents on their perceptions in relation to effectiveness of online advertisement on consumer buying decision making process. A regression and Correlations analysis were done to establish whether or not there was a relationship between two variables that were worth exploring further. The results show that there was a positive relationship between social media and consumer buyer behavior [16-19].

The findings on the effect of use of social media advertising on consumer buying decision revealed that respondents agreed that the social media pages is interactive and it influences consumers shopping experience, Facebook and Twitter pages offer content aligned with the brand and gives consumers reasons to keep engaging with the company, making emotional connections through positive consumer experiences, exceptional service and engaging conversations has significantly influenced social media marketing. Respondents also agreed that

changing the conversation and engaging fully with existing consumer's increases the level of social media marketing.

Social media provides sufficient information online which attracts customers to engage and participate on the site, it offers quick responses to customer service queries through online platform, it addressees customer problems as it builds trust and strong relationship with its customers and it also provides ease of accessibility and preview to company's products hence it guarantees consumers the authenticity of company's products. However, respondents could not reach an agreement on social media content is personal, interesting, timely and responsive.

A regression and Correlations analysis were done to establish whether or not there was a relationship between two variables that were worth exploring further. The results show that there was a positive relationship between social media and consumer buying decision.

5. CONCLUSION

The use of social media page helps customers interact and influence their shopping experience, Facebook and Twitter pages proved customers with information that is in line with company's brand, customers are able to get sufficient information via social media hence, making customers engage and participate on the site. Through social media, customers are also able to get quick response, address customers problems, provide easy of accessibility and preview to company's products and build trust and strong relationship with its customers. However, respondents could not reach an agreement on social media content is personal, interesting, timely and responsive.

6. RECOMMENDATIONS

Online shopping sites should develop an online platform that will be engaging fully with existing

consumers, providing sufficient information and personal, interesting, timely and responsive. Through online shopping site will be able to increase the number of customers who visit their sites, builds trust and strong relationship with its customers hence, increase their purchase decision.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

REFERENCES

1. McStay K. *Palgrave macmillan*, Boston, Massachusetts, 2nd edition, Digital Advertising; 2016.
2. Mai NK, Vu NT. *Palgrave Macmillan,* Boston, Massachusetts, 2nd edition, Digital Advertising; 2015.
3. Alenez KA, Shaikhli IF, Mahmood SS. The impact of web and online media on buying choices in Egypt and an examination among Egypt and Kuwait. Worldwide Diary of PC Applications; 2017.
4. Mwakasege GP. Palgrave Macmillan, Boston, Massachusetts, second version, Computerized Promoting; 2015.
5. Mwangi LW. The Impact of social advertising on buyer conduct: An instance of Nyeri Town voting public (Proposal). Strathmore College; 2017.
6. Alvin NN. The adequacy of online commercial on buyer choice. An instance of radio Africa gathering restricted Nairobi, Kenya. Unpublished MBA Thesis.USIU-Africa; 2017.
7. Oyoo JO. An investigation on the utilization of online media promoting to propel brand ubiquity: An instance of fancy eateries in Nairobi (Theory). Strathmore; 2016.
8. Lee E. Effect of online media on customer conduct dynamic cycle. Unpublished Lone rangers Theory. Finland: Turku College of Applied Sciences; 2013.
9. Jashari F. The effect of online media on customer conduct contextual investigation Kosovo. Diary of the Institute of Showcasing Science; 2017.
10. Kyule MM. The impact of web-based media advertising on buyer conduct: An instance of britam property restricted. Unpublished MBA Thesis. USIU; 2017.
11. Barasa AM. Web-based media as a viable promoting device in Kenya. Unpublished MBA Proposition. Unversity of Nairobi; 2014.
12. Ngenga W. The Degree of the utilization of web-based media advertising on business development (a contextual analysis of airtel Kenya). Unpublished proposition submitted to US worldwide College; 2015.
13. Mugenda, Mugenda. Examination techniques. Examination in Business and The Executives; 2013.
14. Dionne MM, Wong E, MacDonald DE. Correlational plans. New York. NY: Wiley Library; 2015.
15. Cooper D, Schindler P. Business exploration techniques. Eleventh Release, McGraw Slope, Boston; 2011.
16. Agarwal A, Hosanagar K, Smith MD. Area, area, area: An investigation of benefit of position in web based promoting markets. Diary of Advertising Exploration; 2011.
17. Alsaleh D. Understanding the job of blogger suggestions on shopper buying conduct. The Diary of Business Request; 2017.
18. Animesh A, Ramachandran V, Viswanathan S. Quality vulnerability and the exhibition of online supported inquiry markets: An experimental examination. Data Frameworks Exploration; 2010.
19. Mwaisaka FW. The impact of online media on customer dynamic cycle in the corrective business in Nairobi area, Kenya. Advertising Thesis.UON; 2017.