USE OF STRATEGIC SOCIAL MEDIA FACTORS INFLUENCING PRODUCTS AWARENESS
A case study of Jumia Online Shopping In Nairobi

Joyce Muthoni Murimi and Dr. Agnes Njeru
Use Of Strategic Social Media Factors Influencing Products Awareness: A case study of Jumia Online Shopping In Nairobi

Joyce Muthoni Murimi and Dr. Agnes Njeru

Jomo Kenyatta University of Agriculture and Technology, Kenya.
E-mail: joyzmur@gmail.com

Accepted 28th May, 2016

The study sought to establish the use of strategic social media factors affecting products awareness. The study specifically investigated the influence of cost of media usage, availability of network, business exposure and access to information on products awareness. This study adopted a case study approach. The target population of this research was the users of social media pages for Jumia online shopping in Kenya, an online business selling wide assortment of high quality products in Kenya. Primary data was collected through structured questionnaire and mean rating used as the statistical tool. Data was collected by use of semi-structured type of questionnaire. The study findings indicated that social media is very affordable. Further findings revealed that Jumia network is widely available in social media and the page is easily accessible. Furthermore, the findings indicated that the content posted by Jumia is tailor made to meet the local needs of their customers and mobile phones are used to access the products to a great extent. The study concluded that there is a significant positive effect on products awareness as a result of adopting various strategic social media factors namely: cost of media usage, availability of network, business exposure and access to social media information. The study further concluded that adoption of strategic social media factors under study significantly affects products awareness of a business.

Keywords: Cost of media usage, Availability of network, Business exposure, Access to information, Products awareness

INTRODUCTION

Background
Kaplan and Haenlein, (2010) defined Social Media as a group of Internet-based applications that build on the ideological and technological foundations of web 2.0 that allow the creation and exchange of User Generated Content (UGC). The adoption process of social media has been examined by Gunther et al (2009) using the Unified Theory of Acceptance. Social media entrepreneurship campaigns have emerged as a very important inbound internet marketing strategy. The key to using social media in a business is to understand how it can promote awareness of your products and promote sales. Boyd and Ellison, (2008); Ellison, (2011); Kaplan and Haenlein, (2010); Pouwelse, et al,(2008) and finally Trednich, (2006) documents the evolution of social media. Due to continuous evolution of the technology obviously the studies need to be updated in the dynamic ecosystems of social media. It has evolved from isolated technology such as integration of email and chat by Google and now video and voice chat, organizing photos by Flickr’s, uploading videos by YouTube, and music channels. In this respect Facebook can be called a hybrid social media platform which offers its users capability to share photos and videos, link with friends, maintain groups, maintain and share links, browse through various products and services, plan holidays, seek opinions and now a most simplified messaging service linking up to your hand device the mobile Facebook.

Social media marketing aims at increasing website traffic or consideration through social media Trattner &
Kappe, (2013). The programs normally put effort into creating content that will attract attention from user which they will share it to their social networks. Any statement consumers share via the Internet, for example, web sites, social networks, instant messages and news feeds are referred to as electronic word of mouth, on which they share about an incidence, service experience, product used, preference brand or favorite company Kietzmann & Canhoto, (2013). When the message spreads from consumer to consumer, it actually resonates because it comes from a reliable third party source, as different to the brand or company itself Schivinski & Dabrowski, (2013). Social media has become the new platform, tools and technology for an industry to become successful Evans, (2012). In a study on Intelligent Customer Complaint System, Feed, (2003) noted that there existed no appropriate methodology which allows customers to voice their opinion. He suggested that company must provide a safe and trustworthy environment on which customers can rely, so that if they need to complain about a matter, they can lodge their complaint without fear. Individuals also expect to obtain appropriate and prompt feedback. Every social media page must have this ability to estimate the threshold of customer complaints as complaints sorting is a pivotal part of the customer service evaluation procedure. The advantage of social media marketing is about effectively communicating with the customer. Customer feedback, contests, product information or notices can be easily found in their social media. If the customer is satisfied with the services provided, it will lead to the word of mouth marketing which will bring positive effects to the brand image.

Moghaddam, (2010) shows that, new economic system acts more in virtual space and slowly, more volume of economic interaction would migrate there. Social media has a key role in digital and online marketing. As billions of consumers continue to visit social networks and platforms, more and more people go to the Internet to look or ask for advice prior to a purchasing decision. Social media is now large enough to generate nearly twice the marketing leads when compared to direct mail, telemarketing, and trade shows. In addition, its lead conversion rates are 13 percent more than the average conversion rate (Rey, 2013). Global and economic communication is an era in which space, habitant and geography is not important.

Go-Gulf (2005) a website design team based in Dubai has compiled data and designed an info-graph to show how social media continues to influence businesses. It provides information on how to better understand the impact of social media on online marketing campaigns. With data from Sales force, Experian, and Hub spot graphic reveals that 27 percent of the total online time is spent on social networks, wherein Facebook accounts for 85 percent of Internet users and Twitter accounts for 49 percent of the same demographic. To show how influential social media is to products awareness, the visual shows that 84 percent of online shoppers now use the social platform to seek advice before they make a purchasing decision. When it comes to customer acquisition by industry, Facebook leads Consumer Goods with 73 percent of companies, Twitter leads Technology (Hardware) with 50 percent, and LinkedIn stood out in Marketing Agency with 58 percent of companies, Professional Services/Consulting with 56 percent, Technology (Software) with 50 percent, and Financial Services with 38 percent.

Hubspot, (2014) has shown product awareness to be a useful intervening variable between advertising campaigns and trial for new products. Aided brand awareness is superior to unaided awareness as an intervening variable. Awareness is a series of many measures i.e. KPIs (key performance indicators) e.g. visits to the page, time spent on the page, number of shares and followers. Social media sites offer businesses the opportunity to utilize its volume economy, presenting them with a rapidly increasing vast user base of potential customers and communications targets for free. Since the advent of social media, the marketing funnel has been dramatically transformed from the simple to a highly complicated form Haven et al., (2007). Improving the level of brand awareness is one of the marketers' challenges as reflected in the complicated funnel. To achieve the different levels of product awareness, recognition, recall, top of the mind and dominant, brands need to make a strong association with customers. Based on the existing researches, website traffic, customer engagement and content consumption are some measures of products awareness.

A study carried out in Nairobi, Kenya by Ambrose and Catherine (2013) on the Social Media and Entrepreneurship Growth found that social media tools play different roles to different SMEs and that the tools could be incorporated into different operational roles in the businesses. They found out that 23% of SME's in Nairobi use social media for customer relation management (CRM), 22% to sell their products, 21% to access new markets and 15% to collect data on customers. The respondents were asked to explain how the impacts they have cited above had resulted from social media. Some respondents said that new customers had grown their sales hence increased their profits. The respondents noted that the customers are able to market products indirectly as they recommend products to their friends. They also review and encourage usage of good products. The respondents also noted that social media have made communication cheaper and convenient both for the business and customers. The study established that most SMEs in Nairobi had not fully understood and internalized the potential of social media for their businesses. Those who use social media do not optimally utilize social media tools as they use only selected few tools due to limitations emanating from
technical capabilities and infrastructure. This means that businesses in Nairobi have not benefited adequately from technology and specifically social media despite its wide usage by potential customers. Social media platform is so dynamic; features keep on being updated to make it even more effective. Due to this fact, studies carried out need to be updated more often to make it more relevant to entrepreneurs in order to increase their scope of business. Therefore this study will look into details how social medial can be used to influence products awareness by managers. This study was carried out on Jumia, online shopping page; the business is situated in Westland’s Nairobi. It allows customers to shop the widest assortment of high quality products at affordable prices and delivers them to homes and offices anywhere in Kenya.

**Statement of the problem**

Business Wire (2012) illustrates that proper understanding of social media tools has yet to be fully achieved through a survey conducted by Constant Contact Inc. in the United Kingdom (UK) on 680 SMEs in October 2011. A number of SMEs reported that social media has a rapid effect on the growth of sales and employment rate in their enterprises. The study also sought to bridge the gap for SMEs to understand how social media are able to transform and grow them in terms of usage as marketing and communication tools, and how they can tap into the dynamism and potential social media presents.

Sarvanan et al. (2008) reveals that SMEs comprise of over 90 per cent of African business operations and contribute towards over 50 per cent of African employment and Gross Domestic Product (GDP). Additionally, they constitute 95 per cent of formal manufacturing activity in Nigeria, while in Morocco, 93 per cent of all industrial firms are SMEs and account for 38 per cent of production, 33 percent of investment, 30 percent of exports and 46 per cent of all jobs. Social networking allows for ease of collaborating, allowing people to easily meet, gather information and stay in touch with others at a very low cost. The web allows businesses to build on the assets that they already possess, like brand name recognition, operational infrastructure, and information and customer relationships in order to develop new markets and distribution channels. Meeting with new network locally and from other countries can be done anytime and anywhere.

Ambrose and Catherine, (2013) found that social media tools play different roles to different SMEs and that the tools could be incorporated into different operational roles in the businesses. They found out that 23% of SME’s in Nairobi use social media for customer relation management (CRM), 22% to sell their products, 21% to access new markets and 15% to collect data on customers. The respondents were asked to explain how the impacts they have cited above had resulted from social media. Some respondents said that new customers had grown their sales hence increased their profits. The respondents noted that the customers are able to market products indirectly as they recommend products to their friends. They also review and encourage usage of good products. The respondents also noted that social media have made communication cheaper and convenient both for the business and customers. The study established that most SMEs in Nairobi had not fully understood and internalized the potential of social media for their businesses. Those who use social media do not optimally utilize social media tools as they use only selected few tools due to limitations emanating from technical capabilities and infrastructure. This means that businesses in Nairobi have not benefited adequately from technology and specifically social media despite its wide usage by potential customers.

Social media enables companies to network with customers in order to build relationships and achieve a better understanding of customer needs. Businesses want their message to reach as many people as possible. To maximize this reach, a business must have a presence where customers are hanging out. Increasingly, they are hanging out on social networking sites Halligan et al. (2009). Social media provides multiple opportunities for small businesses to market to consumers and build closer and more profitable relationships. However, small businesses still struggle to reach customers.

The above studies did not show how managers can use the social media platform and take advantage of social media marketing to optimize products awareness in order to increase customer portfolios. They also fail to describe how to engage with the audience on a personal level and did not provide a prediction method for future analysis. This study seeks to fill these gaps and help managers emphasize on the use of social media to help small businesses increase their products awareness to known customers. Also due to dynamics of ICT, there is need to update these studies more often as social media platform keep on improving with new features. The current generation has also gone high tech and everything is shifting to digital platform like customers ordering online and items being delivered to their door step Max & Sylvester, (2000). A good example is Jumia. The study seeks to assess the use of social media factors on products awareness to small businesses in Kenya.

**Research Objectives**

1. To establish influence of cost of media usage on products awareness.
2. To establish influence of availability of network on products awareness.
3. To determine influence of business exposure on products awareness.
To determine influence of access to information on products awareness.

**Literature Review**

**Theoretical literature review**

**Social media integration theory model**

Emile Durkheim, a French sociologist, is credited with introducing the theory of social integration in the late 19th century (1917). The model was improved by Isra, (2011). Social integration is the means through which people interact, connect and validate each other within a community. The theory proposes that people experience mental, emotional and physical benefits when they believe they are contributing and accepted. To one-to-many integration models works well when examining communications channels or online marketing implementation. However, the interactive Social Media platforms (Facebook, LinkedIn, Del.ici.ous, Twitter, YouTube, Foursquare, Digg in...) have radically changed the communication paradigm. Due to the rapid adoption of Social Media Marketing as a major communication integration medium, it's necessary to consider how the social interaction has affected the communication process Isra, (2011). This theory is relevant to the study because it presents social media as a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a non-traditional sense it enables customers to talk directly to one another.

**Psychological ownership theory**

This theory was authored by Pierce and Morgan, (1991). Asetryan and Oh (2008) applied Psychological Ownership Theory in explaining why former guests are motivated to offer word of mouth feedbacks. The information communicated by friends and relatives is construed to be more credible, honest, and trustworthy than that generated from marketers, since the communicators are not compensated for the referral. On one level, some customers develop feelings of connections with firms they are loyal to that manifest into a sense of ownership, as evidenced by the ‘mine’, ‘my’, ‘our’ language they use in their reviews. In such circumstances, one would assume that a loyal guest would provide positive feedback to others, directing their negative feedback to management Mattila, (2001).

This theory is relevant to strategies in which small businesses can leverage customer feedback in social media for a firm’s strategic benefit. On one hand, firms should enhance the perception of psychological ownership and control among their customer base through loyalty and guest feedback and service recovery programs; they should keep more negative evaluations internal and positive feedback external. On the other hand, firms that do not emphasize customer loyalty or guest feedback should expect customers to both reward and punish their performance through social media.

**Social exchange theory**

Given that all social media are dependent on users providing content, an understanding of the motives of why individuals participate appears fundamental. Social exchange theory was originated from sociology studies exploring exchange between individuals or small groups Emerson (1976). It states that human beings form close relationships through self-disclosure. The theory mainly uses cost-benefit framework and comparison of alternatives to explain how human beings communicate with each other, how they form relationships and bonds, and how communities are formed through communication exchanges. The theory states that individuals engage in behaviors they find rewarding and avoid behaviors that have too high a cost. In other words, all social behavior is based on each actor’s subjective assessment of the cost-benefit of contributing to a social exchange.

**Empirical literature review**

A study by Leskovec et al. (2006) examined effectiveness of word-of-mouth product recommendations, the study found that most recommendation chains terminate after one or two steps. However, authors noted sensitivity of recommendation to price and category of product, leaving open the question whether social networks are an effective tool for disseminating information, rather than purchasing products. Contrary to these studies, we find that information, such as news, reaches many individuals within a social network. Moreover, the reach of information spread does not seem to depend on similarity between users, at least when similarity is measured by number of edges between them.

A research by Christine (2012) examines the impact of Social Media as a tool of Marketing and Creating brand awareness. She used a scientific research methodology of case study research, this study was designed to explore whether social media is more effective than the traditional media on a brand management perspective and find the implementation challenges that make it a two face phenomenon. The findings presented in this study conclude that even though social media is more effective than some of the traditional advertising channels, it cannot be implemented in isolation without augmenting it with other forms of traditional advertising channels. The implications are that social media alone cannot single handedly create brand awareness or even develop business.

Mangold and Faulds (2009) recognize that social media marketing allows an enterprise to connect with both existing and potential customers, engage with them and reinforce a sense of community around the enterprise’s offering(s). Further, an information rich website can help a business to develop relationships with customers by providing more effective marketing, new communication and distribution channels, shorter time to market, customized products, 24 hour online technical support and online interactive community. Social networking can
be an excellent way to acquire new customers and retain existing ones. The real challenge lies in the way to engage with the audience on a personal level. Social networking sites can build online groups around various companies, where clients and prospective customers can interact with like-minded individuals. These groups provide valuable insights, plus useful feedback that help the marketers improve their products to suit the needs of their customers. This important feedback can assist in advancing their marketing efforts, and the general brand values their company projects.

Business Wire (2012) illustrates that proper understanding of social media tools has yet to be fully achieved through a survey conducted by Constant Contact Inc. in the United Kingdom (UK) on 680 SMEs in October 2011. A number of SMEs reported that social media has a rapid effect on the growth of sales and employment rate in their enterprises. The study also sought to bridge the gap for SMEs to understand how social media are able to transform and grow them in terms of usage as marketing and communication tools, and how they can tap into the dynamism and potential of social media presents.

A study by Sarvanan, Gupta & Ghatak (2008) reveals that SMEs comprise of over 90 per cent of African business operations and contribute towards over 50 per cent of African employment and Gross Domestic Product (GDP). Additionally, they constitute 95 per cent of formal manufacturing activity in Nigeria, while in Morocco, 93 per cent of all industrial firms are SMEs and account for 38 per cent of production, 33 percent of investment, 30 percent of exports and 46 per cent of all jobs. Social networking allows for ease of collaborating, allowing people to easily meet, gather information and stay in touch with others at a very low cost. The web allows businesses to build on the assets that they already possess, like brand name recognition, operational infrastructure, and information and customer relationships in order to develop new markets and distribution channels. Meeting with new network locally and from other countries can be done anytime and anywhere.

A study carried out in Nairobi, Kenya by Ambrose & Catherine (2013) on the Social Media and Entrepreneurship Growth found that social media tools play different roles to different SMEs and that the tools could be incorporated into different operational roles in the businesses. They found out that 23% of SME’s in Nairobi use social media for customer relation management (CRM), 22% to sell their products, 21% to access new markets and 15% to collect data on customers. The respondents were asked to explain how the impacts they have cited above had resulted from social media. Some respondents said that new customers had grown their sales hence increased their profits. The respondents noted that the customers are able to market products indirectly as they recommend products to their friends. They also review and encourage usage of good products. The respondents also noted that social media have made communication cheaper and convenient both for the business and customers. The study established that most SMEs in Nairobi had not fully understood and internalized the potential of social media for their businesses. Those who use social media do not optimally utilize social media tools as they use only selected few tools due to limitations emanating from technical capabilities and infrastructure. This means that businesses in Nairobi have not benefited adequately from technology and specifically social media despite its wide usage by potential customers.

Based on the study’s review of the evolving literature on strategic use of social media on products awareness, it can be argued that social media is an integral part of a business strategy. SMEs should seek to learn and adopt social media tools that provide an opportunity for growth of the business through business exposure, increased sales, profits and providing employment for Kenyans. This study describes how entrepreneurs can take advantage of social media marketing to optimize products and customer portfolios.

RESEARCH METHODOLOGY

This study adopted a case study approach because it provides in-depth information in addressing the objectives of the study of the selected social media page of Jumia online shopping in Kenya. The target population of this research was the users of social media pages for Jumia online shopping in Kenya, an online business selling wide assortment of high quality products in Kenya. The accessible population was made up of 280 members as of 30th November 2015 according to details provided by the manager of the Jumia online shopping situated in Westlands, Nairobi. The study also targeted 6 employees involved in handling customers’ orders. This study used non probability method of sampling because the research picked users of the page whom she can get access to their accounts. The study used 25% of the population size which is a sample of 70 respondents out of 280 accessible users, and 6 employees randomly selected. Primary data was collected through structured questionnaire and mean rating used as the statistical tool. Data was collected by use of semi-structured type of questionnaire. The data generated by questionnaires was checked, edited organized and coded by computer to reduce the mass of data obtained into a form suitable for analysis. The coded data was then analyzed using Statistical Package for Social Program (SPSS) version 20. Both descriptive and inferential statistics were used in analyzing data.

RESULTS AND DISCUSSION

Response rate

The study targeted 76 respondents but managed to obtain responses from 64 of them thus representing an 84.2% response rate as shown in figure 1. This response
rate is considered satisfactory to make conclusions for the study. Mugenda and Mugenda (2003) observed that a 50% response rate is adequate, 60% good and above, while 70% rated very good. This collaborates with Bailey (2000) assertion that a response rate of 50% is adequate, while a response rate greater than 77% is very good. This implies that based on this assertion, the response rate in this case of 84.2% is therefore very good.

Reliability Analysis
The reliability of an instrument refers to its ability to produce consistent and stable measurements. Bagozzi (1994) explains that reliability can be seen from two sides: reliability (the extent of accuracy) and unreliability (the extent of inaccuracy). The most common reliability coefficient is the Cronbach's alpha which estimates internal consistency by determining how all items on a test relate to all other items and to the total test – internal coherence of data. The reliability is expressed as a coefficient between 0 and 1.00. The higher the coefficient, the more reliable the test is. In this study to ensure the reliability of the instrument Cronbach's Alpha was used. Cronbach Alpha value is widely used to verify the reliability of the construct. Therefore, Cronbach Alpha was used to test the reliability of the proposed constructs. The findings indicated that cost of media usage had a coefficient of 0.747; availability of network had a coefficient of 0.751, Business exposure 0.781 and access to information 0.779. All constructs depicted that the value of Cronbach's Alpha are above the suggested value of 0.7 thus the study was reliable Nunnaly & Bernstein, (1994). On the basis of reliability test it was supposed that the scales used in this study is reliable to capture the constructs as shown in the table 1.

Table 1: Reliability analysis

<table>
<thead>
<tr>
<th>Independent Variables</th>
<th>Cronbach's Alpha</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of media usage</td>
<td>.747</td>
<td>Accepted</td>
</tr>
<tr>
<td>Availability of Network</td>
<td>.751</td>
<td>Accepted</td>
</tr>
<tr>
<td>Business Exposure</td>
<td>.781</td>
<td>Accepted</td>
</tr>
<tr>
<td>Access to information</td>
<td>.779</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

Demographic data
The study sought to establish the demographic data of the respondents. The researcher conducted a general analysis on the demographic data from the respondents which included; age, gender and highest level of education.

Gender of respondents
Descriptive statistics shown in figure 2 revealed that majority 61% of the respondents were female and 39% of them were males. The findings therefore reveal that majority respondents were females. Further, 60% of the female respondents were found to frequent the online page as compared to 25% of the male respondents.

Age of Respondents
Majority (68%) of the respondents indicated that they were aged between 31 – 35 years at 35% and followed by those who were aged between 25 – 30 years as represented at 30%. Only 2% of the respondents indicated that they aged over 50 years as shown in figure 3. Further, the findings revealed that the respondents aged over 50 years visit the page for specific orders only and don’t engage much (70%) as compared to those below 25 years, 25-30 years, 31-35 years, 36-40 years, 41-45 years and 46- 50 years at 66%, 54%, 45%, 33%, 30% and 27% respectively.

Highest level of education
Respondents were further required to indicate the highest
level of education they had attained. The research findings revealed that 69% of the respondents in this study were diploma holders, 20% certificate holders and remaining 11% were degree holders. Further, the findings indicated no significant variations in age and the study variables. The findings are as shown in figure 4.

Study variables
The study sought to investigate the effect of strategic social media factors on products awareness. Four major strategic social media factors were considered ranging from: Cost of media usage, availability of network, business exposure and access to information.

Cost of media usage
Respondents were required to indicate their level of agreement with various aspects of social media usage cost. Items were measured on a five point Likert-type scale. Means of between 2.6729 – 3.9953 and standard deviations of between 0.82313- 0.94525 were registered. It was clear from the study findings that social media is very affordable (3.9953). However, majority of the respondents indicated that Jumia online shopping had implemented different loyalty programs to provide reward for loyal customers in their page. The findings (table 2) compliment the findings of Kaplan & Haenlein (2010) and Barnes (2010) who argues that using social media can be low cost and have higher levels of efficiency than using traditional communication methods.

Availability of network
Respondents were further required to indicate their level of agreement with various aspects of availability of network. Items were measured on a five point Likert-type scale ranging from 1 being “strongly Disagree” to 5 “Strongly Agree”. Means of between 2.9907 – 3.9907 and standard deviations of between 0.24655- 0.41748 were registered. The research findings therefore revealed that Jumia online shopping customers access the posted products anytime they want (3.9907) and they give comments and click to like the products posted on the page (3.6558). However, time spent on the page was to a moderate extent (2.9907). The findings are as shown in table 3.

Business exposure
Respondents were further required to indicate their level of agreement with various aspects of business exposure. Items were measured on a five point Likert-Type scale ranging from 1 being “strongly Disagree” to 5 “Strongly Agree”. Means of between 2.9953 – 3.6744 and standard
deviations of between 0.24712 - 0.94610 were registered. It was clear from the research findings that mobile phones are used to access the clients to a great extent (3.6744). Further, the content posted by Jumia is tailor made to meet the local needs of their customers (3.6698). Majority of the respondents were also of the opinion that they are able to interact in social media as many were referred by their friends (3.6512). The findings compliment the work of Olivia, (2001) who contends that exchanging information, selling and buying, analyzing customer needs and monitoring competitors are easier to perform by using internet. The findings compliment the work of Olivia, (2001) who contends that exchanging information, selling and buying, analyzing customer needs and monitoring competitors are easier to perform by using internet. The findings are as shown in table 4.

**Access to social media information**

Respondents were further required to indicate their level of agreement with various aspects of access to information. Items were measured on a five point Likert-Type scale ranging from 1 being “strongly Disagree” to 5 “Strongly Agree”. Means of between 3.3256 – 4.3116 and standard deviations of between 0.52115 - 0.94525 were registered. It was clear from the research findings that Jumia has increased prospects and leads in their effort to create products awareness as revealed by the high means of 4.3116. On the same note, the findings revealed that online business has increased chances of closing more business to a great extent (4.3116). The findings are supported by the findings of Berthon et al., (2012) who argued that customers now demand immediate responses with no international boundaries or consideration of time zones. Also Weber, (2009) found that Electronic word of mouth (E-WOM) can be a powerful tool to promote a product, which can be used as one of the advertising tools such as recommending a product from the fan page of a brand to others who may not be aware of the brand. The findings are shown in table 5.

**Correlation Analysis**

Correlation analysis models the relationship between the dependent variable which was products awareness of Jumia online shopping page and the independent variables which were cost of media usage, availability of network, business exposure and access to information. The correlation analysis results reveal that there is considerably a strong positive correlation between the variables. Specifically, it is noted that there is a strong positive relationship between access to information at Jumia online shopping (n=64, r=.78, p <.05). Further the research findings also revealed that there was also a strong positive relationship between cost of media usage (n=64, r=.655, p < .05) and availability of network (n=68, r = .655, p < .05) and products awareness at Jumia online shopping business. However, there was moderate positive relationship between business exposure and products awareness (n=64, r = .525, p < 0.05). These results were all positive and statistically

---

**Table 2**: Descriptive Statistics on Cost of Media usage

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular visitors to the page</td>
<td>3.9953</td>
<td>.82313</td>
</tr>
<tr>
<td>Receive notifications on new products.</td>
<td>3.3256</td>
<td>.94525</td>
</tr>
<tr>
<td>They access the page any time provided they have data bundles</td>
<td>3.6698</td>
<td>.47139</td>
</tr>
</tbody>
</table>

**Table 3**: Descriptive Statistics on Availability of network

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to posted products anytime</td>
<td>3.6558</td>
<td>.24655</td>
</tr>
<tr>
<td>Comments and likes to the products posted on the page.</td>
<td>3.9907</td>
<td>.41748</td>
</tr>
<tr>
<td>Spending time shopping through social media</td>
<td>2.9907</td>
<td>.41748</td>
</tr>
</tbody>
</table>

**Table 4**: Descriptive Statistics on Business exposure

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use of mobile phone to access the clients.</td>
<td>3.6744</td>
<td>.94525</td>
</tr>
<tr>
<td>The content posted on the page is relevant to members.</td>
<td>3.6698</td>
<td>.94610</td>
</tr>
<tr>
<td>User interaction.</td>
<td>3.6512</td>
<td>.24712</td>
</tr>
</tbody>
</table>

**Table 5**: Descriptive Statistics on Access to information

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased prospects and leads</td>
<td>4.3116</td>
<td>.52115</td>
</tr>
<tr>
<td>Increased chance to cross more business</td>
<td>4.3116</td>
<td>.52115</td>
</tr>
</tbody>
</table>
significant, hence supporting the fact that adoption of various strategic social media factors significantly influenced products awareness. The statistical significance is indicated by the low p values i.e. p values of less than 0.05. The findings therefore revealed that cost of media usage, availability of network, business exposure and access to information respectively influenced products awareness at Jumia online shop. These findings are consistent with the findings of Vijayudurai (2008).

CONCLUSION
The objective of this study was to assess the use of strategic social media factors affecting products awareness at Jumia online shopping page. Based on previous studies, the variables under study were expected to have a positive effect on products awareness. The study findings indicate that there is a significant positive effect on products awareness as a result of adopting various strategic social media factors namely: cost of media usage, availability of network, business exposure and access to social media information. This concurs with the findings of Cheung, (2008) who argues that more and more consumers use Web 2.0 tools such as online discussion forums, consumer review sites, weblogs, and social network sites to exchange product information. Elsewhere Pitta & Fowler, (2005) argues that online advertisement works very quickly given the fact that the day that one gets started is the same day that results manifest. There is basically neither waiting period nor long startup process. Once an entrepreneur is ready to get started, he/she can very easily launch a successful marketing promotion on a number of social media channels. It can therefore be concluded that adoption of strategic social media factors under study significantly affects products awareness of a business.

Recommendations
This study is a justification that social media platform have a significant positive effect on products awareness of business. With due regard to the ever increasing desire to have high customer satisfaction in the businesses in Kenya today, Technology has significantly improved the ways of communication systems. Social media has made it more convenient and cost effective. Businesses have been impacted due to this phenomenon and marketers are keenly monitoring and exploring means to gain benefits through these innovative communications. The study recommended that managers of the business to employ social media monitoring tools to manage social media adequately to cater for social media consumers. This will go a long way in enhancing customers’ access to information as indicated in the findings that reveal a very strong relationship between access to social media information and products awareness. Furthermore, the management of Jumia to consider scheduling their posts at the right time in order to have captive audience, when they are likely to be available in the network especially the busy professionals as indicated in the positive relationship between availability of networks and products awareness. Further recommendation stated that the management should take advantage of the cost effective platform of social media to invite their audience to share their thoughts and engage with the brand as found out in the study.

Another recommendation made by the study is that the management should consider concentrating on improving their mobile apps to expose the business more to different customer segments in order to address the rising demands for their products as indicated by the positive relationship between business exposure and products awareness. The management should also increase brand awareness by interacting and knowing their audience on their terms and making engagement easy and attractive, this will drive more sales and revenue as found out in the study.

REFERENCES


