

**EFFECT OF SOCIAL MARKETING STRATEGIES ON CONSUMER  
PURCHASE INTENTION**

**BY**

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**DECLARATION**

**STUDENT**

This is to certify that to the best of my knowledge, the content of this thesis is my own work. This thesis has not been submitted for any degree or other purposes. I certify that the intellectual content of this thesis is the product of my own work and that all the assistance received in preparing this thesis and sources have been acknowledged

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## **ABSTRACT**

Social marketing strategies involved Social factors, social media and personal referrals. In this study the general objective was to determine the effect of social marketing strategies on consumer purchase intention on food supplement organization in Nairobi Kenya. The study targeted one food supplement organization in Kenya. A descriptive research was adopted because it was easy to collect and analyse data and it applied snowball sampling procedure a sample size of 378 being considered adequate. The research instrument was a questionnaire which contained both open and closed ended questions to collect primary data. The collected research data was edited then coded, categorized and keyed into Statistical Package for Social Sciences (SPSS) for final data analysis. Descriptive measures including frequencies, means and percentages were computed. Regression analysis was used to establish the relationship between the independent and dependent variables. The study found out that personal referrals and social factors had a significant effect on consumer purchase intention on food supplement products. The study concludes that social marketing strategies; social factors and personal referrals influence consumer decision on food supplement. The study recommended consumers of food supplements should be educated through workshops the essence of technology in the adaptation of consumer product in the current market and The effect of stereotype surrounding food supplements that is made for the old and those with unique or incurable illness are the ones recommended for food supplements should be addressed and let consumers know the real facts concerning food supplements and social marketing in the society.

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## **ABBREVIATIONS AND ACRONYMS**

**AIDS** - acquired immune deficiency diseases

**UK** - United Kingdom

**WHO** - World Health Organization

**UN** - United Nation

**TPB** - Theory of Planned Behavior

**GNLD** - Golden products

**WOM** - Word of Mouth

## DEFINITION OF TERMS

**Consumer purchase intention:** Is a kind of decision making that studies the reason to buy a particular brand by consumer (Shah et al, 2012).

**Social Marketing:** Is the systematic application of marketing alongside other concepts and techniques to achieve specific behavioral goals, for social or public good (National Social Marketing Centre, 2006).

**Social factors:** The facts and experiences that influence individuals' personality, attitudes and lifestyles (Nyhus, 2006).

**Social media:** Is the set of Web- based broadcast technologies that enable the democratization of content, giving people the ability to emerge from consumers of content to publishers', Jacka and Scott (2011).

**Personal referrals:** Means the exchange of ephemeral oral or spoken messages between a contiguous source and a recipient who communicate directly in real life, Stern,(1994).

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background to the Study

Marketing has been remarkably successful in encouraging people to buy products such as Coca Cola and Nike trainers, so, the argument runs, it can also encourage people to adopt behaviors' that will enhance their own and their fellow citizen lives. The term social marketing was first coined by Kotler and Zaltman in (1971) to refer to the application of marketing to the solution of social and health problems.

Many social and health problems have behavioral causes: the spread of AIDS, traffic accidents and unwanted pregnancies are all the result of everyday, voluntary human activity. The most dramatic example of this is tobacco use, which kills one in two smokers (Peto 1994) - an estimated 6 million people in the UK alone since the health consequences were first established in the early 1950's. Social marketing provides a mechanism for tackling such problems by encouraging people to adopt healthier lifestyles.

However, health problems have a social, as well as an individual, dimension. This phenomenon is most clearly demonstrated by the epidemiological data which shows that poverty is one of the most consistent and basic predictors of ill-health in the UK(Smith 1997), Europe (Whitehead & Diderichsen, 1997), the USA (Pappas, et al. 1993) and the southern hemisphere (WHO, 1995). The lack of opportunity, choice and empowerment it generates prevents people from adopting healthy lifestyles. Social marketing also has a great deal to offer here by influencing the behavior, not just of the individual citizen, but also of policy makers and influential interest groups. Social marketers might target the media, organizations and policy and law makers.

Social marketing evolved in parallel with commercial marketing, during the late stage of applying marketing to new arenas such as politics and social studies. For example, in 1950s and early 1960s, marketing academics considered the potential and limitations of marketing. In 1951, Wiebe asked the question, "Can brotherhood be sold like soap?", and suggested that the more a social change campaign mimicked that of commercial marketing campaign, the greater the likelihood of its success (Cugelman & Kumar, 2006).

To many, however, the idea of expanding the application of marketing to social causes was abhorrent. Luck (1974) objected on the grounds that replacing a tangible product with an idea or bundle of values threatened the economic exchange concept. Others feared the power of the marketing, misconceiving its potential for social control and propaganda (Laczniack et al., 1979). Despite these concerns, the marketing concept was redefined to include the marketing of ideas and the consideration of its ethical implications.

### **1.1.1 Social Marketing**

Kotler et al. (2002), social marketing as the use of marketing principles and techniques to influence target audience to voluntarily accept, reject, modify, or abandon behavior for the benefit of individuals, groups or society as a whole. Donovan and Henley (2003) defined it as the application of the marketing concept, commercial marketing techniques and other social change techniques to achieve individual behavior changes and social structural changes that are consistent with the UN Declaration of Human Rights. Manoff (1985), suggested that it is more than research, product design and distribution, diffusion of information, or the formulation and implementation of a communication strategy.

One of the most commonly cited definitions is from Andreasen (1995), who positioned social marketing as: “the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society.”

What distinguished early social marketing efforts from other areas, was that they were not for commercial profit, nor were they promoting a particular organization (the domain of not-for-profit marketing). Rather, social marketing campaigns appeared to be conducted for the common good (Andreasen, 1995). Social marketing was first defined by Kotler and Zaltman (1971) as the design, implementation and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communications and market research. They referred to social marketing as simply the application of the principles and tools of marketing to achieve socially desirable goals, that is, benefits for society as a whole, rather than for profit or other organizational goals.

According to Kotler et al. (2005), the social marketing concept holds that the organization’s task is to determine the needs, wants, and interests of target markets and to deliver the desired satisfactions more effectively and efficiently than competitors, in a way that preserves or enhances the consumer’s and the society’s well-being. Ethical and social considerations are built in marketing concept in a way that penetrates consumer’s attention and motivates them to make the change. From the viewpoint of the marketing strategist, the mix of cultural, social, personal and psychological factors which influence behavior are largely non-controllable. Because of the influence they exert upon patterns of buying, it is essential that as much effort as possible is put into understanding how they interact and ultimately, how they influence purchase behavior.

Social factors that influence consumer purchasing include family, peers, roles and status. Family members such as a spouse, children and parents can exert strong influence on the consumer's purchasing behavior. Peer pressure is also a strong factor that determines a consumer's purchasing choices. Everyone belongs to a group of some sort, from friends to neighbors and coworkers. Rather than get left out, people purchase products that make them fit in. A person's role in life, for example as a manager and the status that comes with the position, determine certain purchasing choices (Jonathan, 2013).

A consumer's behavior is also influenced by social factors, such as the consumer's reference group, family, and social roles and status (Pandey & Dixit, 2011). Most consumers are keenly interested in effective marketing and in the quality of the products and services they consume. As a marketer who is truly interested in understanding your customers, you need to become familiar with the various social factors that can influence buying behavior.

In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011) defined social media marketing as a "connection between brands and consumers, offering a personal channel and currency for user centered networking and social interaction." Social media is different because it allows participants to unite by generating personal information profiles and inviting friends and colleagues to have access to those profiles (Kaplan & Haenlein, 2010).

Personal referrals have a powerful effect on consumers. Marketing researchers, using the term "word of mouth," have studied the impact of referrals for decades. Interpersonal communication with far greater influence over consumer attitudes and behavior than either conventional

advertising or neutral print sources (Buttle,1998) and the value of personal referral can constitute a significant portion of a customer's value (Kumar et al., 2007). Personal referral is therefore a powerful marketing strategy that influences consumer behavior towards different products and services.

Studies by Euromonitor (2008) shows as a result of social marketing, Malaysians have become a relatively healthy country with most people embracing health consciousness. With better education and health awareness through media exposure, Malaysians are leading to a better quality of life through the increased awareness about their health status, general well being and self image. Healthcare products are seen as quick options to maintain and sustain their general health and well being. In fact, consumers nowadays are willing to spend a little bit more on dietary supplement products as long as they believe their health can be improved (Euromonitor, 2008). This has created a new paradigm of well being where individuals are seeking for alternatives rather than focusing on natural ways of improving their health such as exercises, eating healthy food and eliminating other bad behaviors such as smoking and drinking alcohol beverages.

### **1.1.2 Consumer Purchase Intention**

Purchase intention means the likelihood that a consumer will buy a particular product; the higher the purchase intention, the greater the purchase probability (Kotler, 1991). Kim and Kim (2004) defined purchase intention as the tendency of consumers with the identified aim to engage in real purchasing. Crosno, Freling and Skinner (2009) described purchase intention as the possibility of purchasing a special brand in a product category during a purchase.

In this study, purchase intention was considered as consumer's preferences to buy a product or service because he/she finds that he/she needs a particular product or service, or even attitude towards a product and perception of product. In other words, purchase intention means consumer will buy a product once again after she or he evaluates a product and finds out that the product is worth buying. While consumers select one particular product, the final decision on accepting product to buy or rejecting it depends on consumers' intention. Also, a large number of external factors have been recognized, which can affect purchase intention (Keller, 2001).

One of the most important features which influence purchase intention is demography (age, gender and race). Young consumers in different ages have different behavior. A nineteen years old consumer may behave differently from a twenty five years old consumer. For example, some young consumers are more concerned about branded products than other young consumers (Nabil & Imed, 2010).

Different ethnic groups act differently in making purchase decision. For example, studies in the United States have shown that African-Americans in some cases have different purchase intentions than the whites (Americans). Some factors can have effects on different races such as media, advertisements, and televisions. The other example shows that 16% of married white women are more likely to do home purchase than married black women in the United States; but some other factors (socio-economic, environment, culture, income) could be combined with race to achieve better outcomes (Chiao & Yang, 2010).

In forecasting demand for expensive consumer products, direct questioning of potential consumers about their future purchasing plans has had considerable predictive success (Armstrong & Overton, 1971). The standard assumption in consumer research is that surveys



measure respondent's existing attitudes, opinions and behavior (Fitzsimmons & Morwitz, 1996). This study further demonstrated that measuring intentions affect which brands consumers purchase. These results suggest that somehow, the act of measuring intentions can affect consumers' cognitions about the potential purchase and change their subsequent purchase behavior.

Purchase intention can be classified as one of the components of consumer cognitive behavior on how an individual intends to buy a specific brand or product. Laroche, Kim and Zhou (1996) suggested that variables such as customers' consideration in buying a brand and expectation to buy a brand can be used to measure consumer purchase intention.

According to Maslow (1970), human behavior is motivated by a set of basic needs. These needs are arranged according to their importance for survival, the most basic needs such as food, water, shelter and clothing constitute the lowest level of needs hierarchy. These needs must be satisfied before other higher needs become important.

Taylor (1991) and Norman and Conner (1996) that most psychological research has focused on individual's perceptions of the influences on their choices and engaged social cognition approach to assess consumer behavior. Theory of Planned Behavior (TPB) presented by Ajzen (1991) is one of the widely used social cognition models and has been applied in this study to understand the health behaviour of consumers towards dietary supplement products intake and to support the development of theoretical framework in this research. It focuses on individual motivational factors as determinants of the likelihood to perform or not perform a specific behavior (Montano & Kasprzyk, 2002).

### **1.1.3 An Overview of Food Supplement in Kenya**

Food supplements are concentrated sources of nutrients or other substances with a nutritional or physiological effect aimed to supplement the normal diet. Food supplements can be marketed in “dose” form, such as pills, tablets, and capsules (Alvarez, Egan, de Klein & Dima, 2014). Food fortification is attractive because it does not require the target groups to change their diet but can be implemented by the food industry and because it reaches large numbers of consumers through retail. It is a particularly effective way of tackling deficiencies in densely populated urban areas. Mandatory labeling tells consumers that the food they are buying has been fortified, while accompanying ‘social marketing campaigns’ are often effective. As well as reliable data on malnutrition rates, national programmes need to be able to test the micronutrient content of food, which requires reliable laboratory testing and rapid mobile testing in the field (Allen, Benoist, Dary & Hurrall, 2006).

### **1.2 Statement of the Problem**

The Selling of food supplements for many years has relied on customer referrals and word of mouth, however very limited empirical evidence exists to show the success of this strategy. A study by Dalgic and Leeuw (1994) on Horlicks products which is a nutritional drink made from wheat, malted barley and milk, observed that the use of word of mouth and referrals was less effective in the sale of nutritional product branded Horlicks. While Vashit (2005) observed that the use of promotion failed in the marketing of Horlicks in Pakistan. In a related study Siddiqui and Anjam (2013) noted that GlaxoSmithKline had succeeded in the use of word of mouth and referrals in promoting Horlicks in the same country.

A study by Briesen et al. (2010) observed that patients refused to receive surgery and other treatment even when it was free of charge. The study attributed these observations to a negative

word of mouth that went round that the surgery makes you blind. Wetzer et al. (2007) observed that consumers frequently talk to other consumers about their consumption experiences, a phenomenon called 'word- of- mouth communication'. For most consumers' word of mouth might be the only chance to also learn something about the negative aspects of a purchase (Singh, 1990).

According to Goyette et al (2010) the strategic importance of word of mouth for organizations has been evidenced by a variety of studies. Due to increasing competition and new forms of online communication, the word of mouth concept will continue to gain importance, which includes players in the health care sector (Trigg, 2011). Still, as word of mouth strongly influences health care behavior (Heather et al., 2014) and therefore it enormously impact on health care providers and payers. Access to such compilation of word of mouth literature seems to be essential for, both scholars as well as practitioners.

Traditional medicine is a vital part of health care in Kenya. Kenya has a rich and diverse range of flora that has been used by various ethnic communities for treatment of different diseases (Kokwaro, 2009 & Gachathi, 2007). Indeed more than 250 plants are used by various ethnic communities in Kenya as purgatives, laxatives and emetics to treat a range of diseases (Maina, Kagira, Achilla, Karanja & Ngotho, 2013). The use of these plants amongst community members is spread by word of mouth. Ethno botanical surveys in Kenya by Jacob, Farah & Ekaya (2004), Njoroge & Bussmann (2007) and Kareru et al., (2007) show that traditional medicine is widely practiced in the country by different communities in Kenya.

The wide usage is spread largely by word of mouth and personal referrals. The field of food supplements however, has not been explored since most of the studies have been directed on the

use of herbs as supplements to modern medicinal products. It is also evident from the numerous studies that, little evidence exist of studies which systematically compile and analyze the effect of word of mouth research in the healthcare sector, hence the knowledge gap. Studies that exist do not bring out the factors that trigger the purchasing intention of herbal product or reasons why they are used as substitutes to other products. It is in view of this background that this study sought to examine the effect of social marketing on consumer purchase intention of food supplements in Kenya.

### **1.3 Research Objective**

The general objective of the study was to examine the influence of social marketing on consumer purchase intention of food supplement products in Kenya. The specific research objectives of the study were,

1. To determine the effect of social factors on consumer purchase intention.
2. To establish the effect of social media on consumer purchase intention.
3. To find out the effect of personal referrals on consumer purchase intention.

### **1.4 Research Questions**

1. What is the effect of social media on consumer purchase intention?
2. What is the effect of social media on consumer purchase intention?
3. What is the effect of referrals/word of mouth on consumer purchase intention?

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

The findings in this study are of importance to the emerging businesses dwelling in production and selling of food supplements in the Kenyan market. To the government it is of importance due the emphasis in creation of regulatory bodies that will oversee the food supplements meeting

the market standards and also verification of the products before being dispatched in the market to avoid health crisis. Scholars and researchers who would like to debate or carry out more studies on consumer behavior in the food supplement organization in Kenya to enhance their growth.

### **1.6 The Scope of the Study**

The study focused on social marketing and consumer purchase intention towards food supplements in the market. The study was done among food supplement organizations found in Nairobi in Kenya.

### **1.7 The Delimitation of the Study**

The study acknowledges the existence of several food supplement firms in Kenya. However focus was on Neo Life and Forever Living customers in Nairobi Kenya. The participants to be included in the study are the children, the elderly and sports persons. These group was preferred since most of them are likely to purchase food supplements at given times in their lives

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

Given the substantial growth in this healthcare industry, particularly in dietary supplement products (Euromonitor, 2008), there is a need to review the circumstances and consumers' purchase behavioral intention for the domestic dietary supplement markets. This is crucial to provide clear information, to understand customers' real needs and to serve them well, in order to maintain market competitiveness. This chapter presents a review of literature from a theoretical and empirical viewpoint. The study also presents a conceptual framework at the end.

#### **2.2 Theoretical Review**

This section presents a review of three theories related to the study; these are: the Veblenian model, Freudian model and the Hobbesian model.

##### **2.2.1 The Veblenian Social-Psychological Model**

Economist Thorstein Veblen suggested that humans are social creatures that conform to the standards of the culture and subgroups in which they live. He believed that people's individual needs and desires are created and influenced by group membership. Veblen focused his theory on members of society's "leisure class," whom he hypothesized were influenced by the desire for prestige rather than utilitarian need fulfillment. Although critics of Veblen's theory argue that it may be overstated in scope, the theory still proves useful. It suggests that marketers should understand the social influences that impact consumers in order to better comprehend product demand (Abraham, 2011).

While the field of consumer behavior has always made space for a discussion of some group based processes, such as conformity, influence of group norms and fundamental notions of social

class; it is only more recently that a broader socio-cultural paradigm of the consumer has been attended to in any depth. The results of this shift are evidenced by the considerable body of research looking at issues of identity (Belk, 1988), humanistic perspectives of consumption (Shankar and Fitchett, 2002), ethnicity (Holt, 1997), sub-cultures (Schouten and McAlexander, 1995).

Veblen argues that increasing production of surplus, followed by technological progress, marked a new era of economic activity. At this stage, social status manifested itself through the acquisition, accumulation and display of luxurious and (preferably) wasteful goods which demonstrated one's membership of a superior social group.

Kotler (1965) underlines the main part of this model that a person is described as a social being with regards to the general forms and norms of his larger culture and to the more specific standards of the subcultures and face-to-face groupings to which his life is bound. Kotler (1965) also emphasizes the best-known example of this model is in the description of the leisure class which explains that much of economic consumption is motivated not by intrinsic needs or satisfaction so much as by prestige-seeking. Based on his view, a consumer's attitudes and behavior are influenced by several levels of society such as culture, subcultures, social classes, reference groups, and face-to-face groups (Kotler, 1965).

### **2.2.2 The Freudian Psychoanalytic Model**

Psychoanalytic theory traces back to Sigmund Freud, the Austrian founder of psychoanalysis. Although he himself was not concerned with consumer behavior, his theories of human behavior were revolutionary. He believed that humans are not able to fully understand their own motivations because the psychological factors that shape them are largely unconscious. A major

part of the unconscious mind is comprised of strong urges and desires. Since these desires can cause significant guilt and shame when they surface, people will repress them (Freud, 1964).

Freud argued that the unconscious continues to influence human behavior and experience even if the person does not realize the significance of certain underlying influences. The unconscious mind includes a conglomerate of feelings, memories, thoughts, emotions which exceeds the conscious awareness. According to Freud (1913) “unconscious wishes are always active and ready for expression whenever they find an opportunity to unite themselves with an emotion from conscious life, and that they transfer their greater intensity to the lesser intensity of the latter.” Freudian psychology revolves around the concept of unconscious.

Freudian psychoanalytic theory (1913) allocates significant effort in order to investigate the holes of human personality along with their major implications. The conscious mind represents the rational dimension and includes sensations, emotions, perceptions thoughts, memories, feelings, hopes, fantasies which are aspects of perfectly current awareness. Moreover, the preconscious mind is a somewhat complementary component and represents ordinary memory whose information can always be restored into consciousness.

In addition, those latent ideas, mental patterns and hidden awareness may reappear and reside at some later moment of time. Freudian model explains that man's choices are influenced strongly by motives and fantasies which take place deep within his private world (Kotler, 1965). Motivation research can lead to an understanding of buyer’s psychology and can be effective in explaining what stimulates purchases.

### **2.2.3 The Hobbesian Organizational-Factors Model**

Thomas Hobbes formulated the theories that served as the basis for this model. The hypothesis of this model is that the purchasing officer’s interest to do his best for the organization is hampered



by his interest to do the best for himself that at any given time the organizational buyer pursues both personal and group goals (Wilson, 1996). The model shows that while the organization as a whole may be rational, the final decision maker or actual buyer or negotiator for the organization may be less so because he has personal goals to attain.

The model also explains the phenomenon of under the table Kickbacks, bribes, inflation of contract sums and others, in business to business transactions. The marketing management implication of this, according to Iruika, (2001) is that organizational buyers can be appealed to on both personal and group platforms. Marketers can also refine their marketing strategies by appreciating the goal conflict of the organizational buyer. It is therefore recommended that business goods suppliers should strive to understand the process their consumers go through from the point of need recognition to when actual purchase takes place. This should be done for each product and service.

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### **2.3 Empirical Review**

This section describes a review of literature on studies done by others. The review covers social factors, social media and personal referrals as antecedents of consumer purchase intentions

### **2.3.1 Social Factors and Consumer Purchase Intention**

According to many researchers of consumer behavior, the family is the most important reference group and the consumers are influenced mostly by their family members (Moore et al., 2002). Parents have the highest influence on their children's buying decisions especially while purchasing expensive products (Webley & Nyhus, 2006). The buyers' personal characteristics have an important influence on their buying behavior and their personal traits such as self-confidence, dominance, sociability, defensiveness and adaptability lead their consistent responses to environmental stimuli in their buying behavior (Govers & Schoormans, 2005). Personality can also be useful variable in analyzing their brand choices and consumers are likely to choose brand whose personalities match their own, for instance some people may buy a BMW car to show their self-confidence (Kotler et al., 2009).

Reference groups includes buyer reference group, such as family members, friends, social organizations, professional institutions and trade, heavily influence the selection and specific brand. Reference Group somehow affects the value and behavior of others. Most of the purchases affect ideas and opinions of the reference group (Nesai, 2009). Reference Group can impact a person at least in three ways. First, the person will face new behaviors and lifestyles; second, the ideas and imaginations that affect individual's interests was adapted by the reference group. Third, the created compulsive conditions may have influence on the choice of product brands (Kotler & Armstrong, 2006).

Family members, forming the basic structure of the initial reference group, have a great impact on buyer behavior. In everybody's life, two kinds of families may be formed. The first kind is a family in which someone is born and grows and religion, politics, economics and education of that person depends directly on that family. The second kind of family in which the buyer's

behavior is affected includes children and people under supervision (Nesai 2009). Family has had a special place in a community. In fact it is a basic social unit. Norms and senses that stabilize the family gain their reference from the inclusive society which is an ideal source of community and family stability.

Effect of traditional attitudes, interests and incentives of families not only were evident in the developmental period, but may also be extended in the next generations. Family is a particular sub- group of society and at the same time implies an important economic unit. Family is a complete and complex purchasing organization that encompasses the needs of two generations or more. Purchasing behavior was affected by the nature of family and its responsibilities may create a range of reverse demands for goods and services. The style of the family life determines its place in the society. Several researchers studied the impact of social factors on individual and consumption patterns (Samadi, 2007).

Social status influences in life depends on factors like, family groups, clubs and organizations. The position of an individual in each of these groups can be defined on the role and status of an individual. An individual plays different roles in the society at any given time and these influence their purchase intention on products depending on the roles at hand at that particular time. Each of these roles has special effects on purchasing behavior (Kotler, 2009). Each role has a dignity. Dignity is the respect that society has toward that role generally; people choose products which are the messengers of their social role and status in the community (Kotler & Armstrong, 2006).

The effect of gender depends on some factors. For example, the female gender are more concerned about products that are directly related to house because as housewives, the quality of the products is more important for them compared to men. Thereby, label, brands and quality

have effects on consumers' purchase intention (Ahasanul, Ali & Sabbir, 2006; Safiek, 2009b). The other factors that shape purchase intention among males and females are information and education. For example, a study shows that females are less experienced with online purchasing; therefore, they rely on other recommendations than males during decision making process (Chiao & Yang, 2010). Atmosphere and environment also influence on consumers' purchase intention among males and females. An investigation shows that music in restaurants has more effect on females than males (Wilson, 2003). In addition, studies showed that men are more risk taking than women and they tend to rely on themselves to make purchase decision than women (Syed, 2003). Following this review, the study hypothesized as follows;

*H<sub>01</sub>: Social factors have no significant effect on consumer purchase intention*

### **2.3.2 Social Media and Consumer Purchase Intention**

Kaplan and Haenlein (2010) stated that the concept of social media is top of the agenda for many business executives today and so firms try to identify ways in which they can make profitable use of applications such as Facebook, YouTube, Twitter and LinkedIn. Each social media application usually attracts a certain group of people and firms should be active wherever their customers are present (Kaplan and Haenlein, 2010).

Thus, social media can be an important marketing tool for companies to engage with their customers in a competitive environment, businesses can use social media as a communications tool to attract their customers. According to Reuters, Dell has earned roughly \$3 million from its followers on Twitter, who have clicked from posts on the site to Dell's own sites to purchase goods. The PC maker has become one of the first public examples of how companies might profit from Twitter (Baldwm, 2009).

The report of the Pew Internet & American Life Project (2010) shows that more than 70% of online users are using social network sites and Facebook (73%) is the most popular social networking website, My Space (48%) and LinkedIn (14%) are following it (Lenhart et al, 2010 ). Additionally, social network sites have recently outpaced email as the most popular online activity and have enabled consumers to connect with others by sharing information, opinions and thoughts about products and brands (Lenhart et al, 2010) Chu and Kim (2011) observed that social network sites represent an ideal tool for consumers to exchange their product related opinions and information.

Our today's world is encountering a new phenomenon called social media in cyberspace that is quickly publicizing social media, applied programs, platforms and online media to follow the objectives of facilitating interaction, collaboration and content sharing (Richter and Koch, 2007). According to Kim and Koch (2011), social media can have great effect on the popularity of commercial brand. Social media transfer power from firms to individuals and societies or in other word, to innovative users that have created very successful and disastrous effects on popular brands (Berthon, et.al.2012). For example the case of David Karlo, publishing his video music in social media after breaking his guitar on a united airline flight led to 20 percent reduction in the shares of the united airline in 2009, that is, some 180million dollars (Ayres, 2009). Justine Halpern book is a successful example of social media effect that was placed on the top of high sale books of New York Times magazine (Pit et al, 2011).

Recent study by (D.E.I. Worldwide, 2008)has presented the following statistics : seventy percent of the consumers refer to social media sites so as to obtain information, 49% of these consumers make purchase decisions based on the information obtained from social media sites and 60% of the consumers have saved that they probably use social media sites in order to transfer

information to other individuals and 45% of those who have searched for information through social media sites have been involved in oral advertisement. This report shows that firms that have not still been involved in social media as part of their own online marketing strategies are losing chances for accessing consumers. From the reviewed literature, the study hypothesized that;

*H<sub>02</sub>: Social media has no significant effect on consumer purchase intention.*

### **2.3.3 Word of Mouth and Referrals on Consumer Purchase Intention**

Word of mouth has been largely studied in the context of reviews and online opinions. There is strong empirical support for the positive effect of online opinions in different industries: TV shows (Godes & Mayzlin 2004; Lovett & Staelin 2015), movies (Liu 2006; Dellarocas et al. 2007; Duan et al. 2008; Chintagunta et al. 2010), books (Chevalier & Mayzlin 2006; Li & Hitt 2008), bath and beauty (Moe & Trusov 2011), and video games (Zhu & Zhang 2010). The consensus of these studies is that Word of mouth created by community networks influences consumers within personal networks. Aral and Walker (2011) identify a few papers that have studied the effects of word of mouth in the form of active-personalized messaging to be more effective than in the form of passive broadcasting viral messaging in encouraging adoption per message. Brown and Reingen (1987) noted that referral and word of mouth had strong ties that are likely to be used as sources for product related information.

While these studies show the significant effect of Word of Mouth on adoption at both the community and the personal network level, how these two levels of Word of mouth influence an individual's decision simultaneously is not clear. Zhang and Godes (2013) study how decision quality improves based on information received from strong and weak ties while controlling for aggregate valence and variance. However, they neither observe the valence nor the content of

information individuals receive from their personal networks and instead they use the number of ties as a proxy for the amount of information.

Consumers imitate each other following a social or vicarious learning paradigm, but perhaps more importantly, they also talk to each other. Described as Word of mouth communication, the process allows consumers to share information and opinions that direct buyers towards and away from specific products, brands, and services (Hawkins *et al.*, 2004). Leaders are interested in particular product fields, make an effort to expose themselves to mass media sources, and are trusted by opinion seekers to provide knowledgeable advice (Walker, 1995).

Researchers have demonstrated that personal conversations and informal exchange of information among acquaintances not only influence consumers' choices and purchase decisions, but also shape consumer expectations (Anderson & Salisbury, 2003), pre-usage attitudes and even post-usage perceptions of a product or service Bone (1995). A unique aspect of the word of mouth effect that distinguishes it from more traditional marketing effects is the positive feedback mechanism between Word of mouth and product sales. That is, Word of mouth leads to more product sales, which in turn generate more word of mouth and then more product sales (Godes & Mayzlin, 2004). Resulting from this review, the study hypothesized that;

*H<sub>03</sub>: Word of mouth and referrals have significant effect on consumer purchase intention.*

## **2.4 Knowledge Gap**

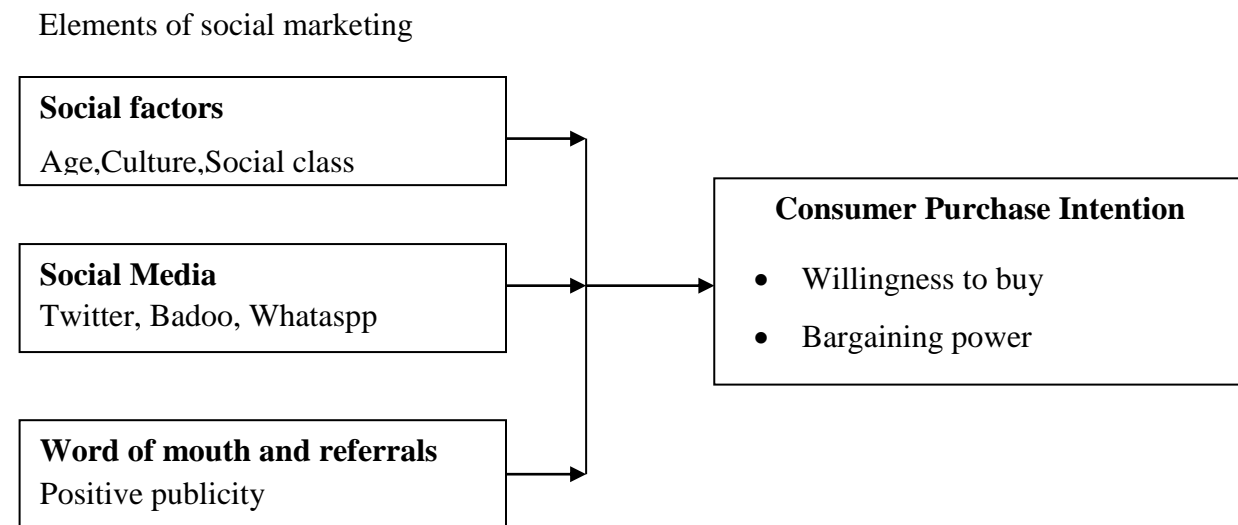
The reviewed literature shows most of the studies in consumer behavior do not bring out the aspects of consumer behavior towards purchase and acquisition of food supplements consumption. Thorough understanding of consumer decision making towards sustainable food consumption should be addressed. There is a gap of knowledge on the marketing techniques used to market food supplements.

## 2.5 Conceptual Framework

The conceptual framework shown in fig 2.1 was derived after reviewing literatures related to this study. The independent variables include elements of social marketing; social factors, social media, word of mouth and referrals. The dependent variable in the study is consumer purchase intention.

### Independent variables

### Dependent variable



**Figure 2.1 Conceptual Framework**

## 2.6 Operationalization of Variables

The study operationalized the effect of social marketing on consumer purchase intention. The independent variables are social factors, social media, word of mouth and referrals. The dependent variable is the consumer purchase intention. The operationalization table 2.1 gives an insight on how the various variables was measured, analyzed and conclusions drawn thereafter.



**Table 2.1 - Operationalization of the Study Variables**

<b>Objective</b>	<b>Variable Type/Variable</b>	<b>Indicators</b>	<b>Measurement Scale</b>
To determine the effect of social factors on consumer purchase intention	<b>Independent</b> Social Factors	Culture, subculture, social classes, demography	Ordinal/ Interval
To determine the effect of social media on consumer purchase intention	<b>Independent</b> Social Media	Use of Social platforms Twitter, facebook, MySpace	Interval
To determine the effect of word of mouth and referrals on consumer purchase intention	<b>Independent</b> Word of mouth and referrals	<ul style="list-style-type: none"> <li>• Endorsement of a product by others</li> <li>• Positive publicity of a product</li> <li>• Characteristics of the sales agent and distributors</li> </ul>	Interval
	<b>Dependent</b> Consumer purchase intention	<ul style="list-style-type: none"> <li>• Willingness to buy</li> <li>• Bargaining power</li> </ul>	Interval

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter presents the research design and methodology that was used in the study. It describes the population of interest and the sampling design to be used. It also discusses the data collection and analysis techniques.

#### **3.2 Research Design**

Saunders, Lewis and Thornhill (2009) defined research design as the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The study employed a descriptive research design. Descriptive survey design according to Kothari (2003) is a powerful form of quantitative analysis. This design was preferred because it helped the researcher collect both qualitative and quantitative information which was used in the research. It was also useful to the researcher because it involved data collection and distribution techniques that led to the use of central tendency, variation and correlation. It helped to reduce data into a manageable form.

#### **3.3 Population of the Study**

The study population targeted consumers of Neo Life food supplements in Kenya. The research targeted a population of respondents of food supplements from Neo Life Food supplements organization who were preferred because they are the immediate consumers of the products who experience the impact of the use of social marketing by the organizations that triggered their purchase intention towards their product in the market. A Neo Life organization of food supplement was preferred because they are proximate to the researcher. The Neo life

organization has 80,000 regular consumers in the country (Neo Life Food Head Office, 2017). The survey was carried out in Nairobi which has 20,000 regular consumers of food supplements.

### **3.4 Sample Size and Sampling Design**

The study used snowball sampling procedure. According to Mugenda and Mugenda (1999) using this method, an initial subject with the desired characteristics is identified. The few identified subjects name others that they know would have the required characteristics until the researcher gets the number of cases he or she required. In this study, snowballing sampling was used by identifying consumers of food supplements from the organization who had friends, relatives or neighbors who consumed food supplements from Neo Life organization. The study used the Krejcie and Morgan (1970) formula in Appendix III in determining the sample size. Assuming a confidence level of 95% a sample size of 378 respondents was considered adequate.

### **3.5 Data Collection**

The study used both primary and secondary data. The primary data was collected using questionnaires. The questionnaires were self administered to the regular consumers' of the food supplements. The regular consumers were requested to answer the questionnaire after which they would be collected and tallied to ensure that the respondents returned the questionnaire after filling them. Respondents who found it difficult to complete the questionnaire were guided by the researcher.

### **3.6 Instrumentation**

The study employed the use of a structured questionnaire. A cover letter (Appendix I) would be attached to the questionnaire to introduce the researcher and provide respondents with information on the study. The questionnaires (Appendix III) contained both open-ended and

closed-ended questions constructed to address the three research objectives. The structured question was preferred because it minimized response variability. The questionnaire had four sections; Section A will seek background information. Section B was used to collect data on social factors, Section C was used to collect data on social media, the fourth (section D) would collect data on personal referrals and fifth (section E) was used to collect data on consumer purchase intention. The study will adopt a 5 point Likert scale, where 1 = Not at all, 2 = to a small extent (SE), 3 = Moderate extend (ME), 4 = Large Extend (LE) and 5 = Very Large Extent (VLE).

### **3.7 Validity and Reliability of Instrument**

The clarity of the instrument items to the respondents was established so as to enhance the instrument's validity and reliability. According to Sekaran (2003) validity is the degree by which the sample of test items represents the content the test is designed to measure. To establish the face validity of the research instrument the research will pilot test the instrument amongst five experts in the food supplement industry and five consumers of food supplements.

These respondents will however not be included in the final data analysis instead the information collected was used to improve the research instruments. Reliability refers to the consistency of measurement and is frequently assessed using the test–retest reliability method (Saunders, Lewis & Thornhill, 2009). Reliability was tested using Cronbach Alpha test with a threshold of 0.7. Cronbach's alpha of equal to or greater than 0.7 was interpreted to mean the instrument is reliable (Nachmias & Nachmias, 2008)

### **3.8 Data Analysis**

Data analysis involved processing collected research data into meaningful information. These would be used to provide meaningful deductions carried out in the study. The collected information was edited to remove blank spaces, then coded, categorized and lastly keyed into Statistical Package for Social Sciences (SPSS) for final data analysis. Descriptive measures including; frequencies, percentages, mean analysis and standard deviation was computed and used to describe the variables in the study. Inferential statistics, in particular regression analysis was used to determine the relationship between target market and investment return. The information was displayed by use of tables, graphs and in prose-form. The estimated multiple regression model would take the form below:

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

Where:

Y = consumer purchase intention

$\beta_0$  = Y intercept

$\beta_1$  to  $\beta_3$  = regression coefficients

$X_1$  = social factor

$X_2$  = social media

$X_3$  = word of mouth/referrals

$\varepsilon$  = error term

### **3.9 Ethical Consideration**

In the process of conducting the study, ethical issues that would be considered by the researcher would include confidentiality, informed consent and plagiarism. The researcher ensured that in

the collection of data from the respondents involved confidentiality in the collection of data from the respondents. The respondent's informed consent was sought before administration of the instrument. The study considered the sources of the information cited and as acknowledged in the references page to avoid plagiarism.

## **CHAPTER FOUR**

### **DATA ANALYSIS, PRESENTATION, FINDINGS AND DISCUSSION**

#### **4.1 Introduction**

This chapter discusses data analysis and findings from the questionnaires; from the respondents in the field who were issued with questionnaires which were the major tool used in data collection. Quantitative technique was applied to analyze questionnaires with each objective and research question addressed by the study. The data was analyzed using the SPSS software. This tool was suitable for this kind of analysis since it is used for social science research. Data was presented in form of tables, charts and graphs.

Qualitative data was analyzed by generating themes and categories that assisted in answering research questions. Quantitative data was analyzed using descriptive statistics. Descriptive statistics is used to describe the basic features of the study. They provide simple summaries about the sample and the measures. Further, inferential statistics was used to derive the relationship and the contribution of each independent variable to the dependent variable. Here the correlation coefficients and the regression analysis are done.

#### **4.2 Response Rate**

The study reached out for the 378 respondents, owing to the technicality of the snowball sampling approach, a total of 69 questionnaires were given out and 49 questionnaires were responded to resulting in a response rate 71%, which was considered representative of the population.

#### **4.3 Background Information**

This section sought to identify the background information of the respondents including level of education, gender, age bracket, marital status, and level of income and residence area. These

characteristics were important because they are known to influence the variables in this study. The Table 4.1 below shows the male gender were dominant (53%) consumers, while only 46.9% of the female were consumers of the food supplements. This shows that the male gender tends to use food supplements more as compared to the female respondents. This was attributed to the fact that the male gender tend to engage in a lot in physical work that pushes them to consume more food supplement intake. The male also have a tendency of poor food intake and the supplements were good substitutes. Most of the male engaged in food supplement intake to enhance the longevity on living.

The respondents age bracket with the highest percentage in intake of food supplements were, 21-30years with (33%), 31-40 years with (33%). This indicated that majority of the consumers of food supplements lie between 21-40 years. These brackets consist most of young stars who are ready to indulge in food supplements intakes with the aim of improving their lifestyles toward a healthy eating habits. Most of them are in their active years they engage in activities that generate income for them to be able to have the purchasing power of the food supplements and they also have high tendency of socializing among themselves through which they can acquire knowledge of the food supplements from their peers who partake them therefore influencing them to also join in partaking the food supplements, while respondents between 41-50 years with (25%) and 51 and above with (10%).

These was an indication that consumers in the middle age and the old age brackets most of them did not consume food supplements, because most of them tend to withdraw from their active social behavior and interaction with their and hence get limited information on the food supplements. They also have strong beliefs build by their culture on what herbs they can partake in order to rejuvenate their selves and that there is no need in purchasing food supplements as



they do have alternatives brewed from their own culture and most of them depend for support on their extended family who still have a purchasing power to buy for them the food supplements of which only a few families can support their elder ones in the purchasing of the food supplements and still afford their basic needs.

**Table 4.1: Background Information**

Background Information				
Variable	Frequency	Percent	Cumulative Percent	Frequency
<b>Gender</b>				
Female	23	46.9	46.9	63
Male	26	53.1	100.0	134
<b>Age Bracket</b>				
21-30 years	16	32.7	32.7	44
31-40 years	16	32.7	65.3	87
41-50 years	12	24.5	89.8	120
51 years and over	5	10.2	100.0	133
<b>Marital Status</b>				
Single	14	28.6	28.6	38
Married	8	16.3	44.9	60
Divorced	16	32.7	77.6	104
Widowed	11	22.4	100.0	133
<b>Level of Education</b>				
Secondary	1	2.0	2.0	3
Diploma	22	44.9	46.9	63
Graduate	10	20.4	67.3	90
Others	16	32.7	100.0	134
<b>Level of Income</b>				
Less than ksh. 30,000	25	51.0	51.0	68
ksh. 30,001- ksh. 50,000	18	36.7	87.8	117
ksh. 50,001-ksh. 100,000	6	12.2	100.0	133
<b>Residence</b>				
Eastland's	23	46.9	46.9	63
Westlands	11	22.4	69.4	93
Southlands	15	30.6	100.0	134
Total	49	100.0		151

Marital status show that the single accounts for (27%) of consumer who purchase food supplements. It has a low percentage because most of them have a common characteristics of withdrawing with rest of the society due to their beliefs that they are satisfied with life the way it is depending on their current situation, it is a perception that tend to influence their purchasing ability on food supplements or indulge in activities that tend to bring new change in them since most of the will tend to dismiss such information.

Married respondents were (16%) of the population who engage in consumption of food supplements the low percentage is due to family culture that married people tend to build as being the basis of their living patterns these patterns might exclude to partake of the food supplements within their circle, restriction by one spouse on the use of food supplements in their marriage and the fear of trying new products in their relationship also accounts for the low percentage of married respondents engaging I the consumption of food supplements.

Divorced respondents were (33%) of the consumers who purchase food supplements. The percentage was high indicating that the majority of the divorced consumers tend purchase food supplements in higher numbers, Most of the have the ability to make the decision on what products they tend to consume with no restriction from someone; they have time in engaging in research on how to improve their health matters.

Most of them considered the use of food supplements as a remedy to their healing process maybe from bitter breakups or a way of distracting their selves from normal routines and the widowed at ( 22%) most of their lifestyles tend to change and they are free in trying out remedies that can work and increase their longetivity either due to fear or departing or trying to seek solution to the ailments that they have that needs thorough treatment you will find majority

turning to consumption of food supplements with the hope they will change their present conditions.

Table 4.1 further shows that most of the respondents (45%) had up to diploma level of education, followed by 33% who had different type of training, (20%) who had a first degree while few (2%) had secondary education. This was an indication that the respondents were literate enough to make defined decisions as to why they engage in the consumption of food supplements and matters that affect their health and social acceptance. They could not purchase the products blindly without knowing what their use is and what value it did add to them as consumers.

The table 4.1 shows that majority of the respondents have an income that can sustain their purchasing power on food supplements. Less than Ksh. 30,000 (51%), Ksh. 30,000 – Ksh. 50,000 (37%), Ksh. 50,000 - 10,000 (12%). This meant the food supplement consumers were middle or income earners owing to their high price. Majority of the respondents reside from Eastland's(50%) which is considered an area where an average citizen can reside with access of affordable house, rent, water and electricity, followed by Southlands (30%) and Westland's (22%) which is perceived as an area for the rich and most of the tend to reject the idea of food supplements they would rather seek treatment from overseas and they also belief that cheap products are not worthy but for the commoners that is why only a few percentage accounts for their consumption on respondents who reside from Westland's.

#### **4.4 Social Factors**

To address the first research objective, the study sought to establish the effect of Social marketing on consumer purchase intention, according to Table 4.2 below, most of the

respondents (53%) agreed that most consumers of food supplements are of middle age and above.

**Table 4.2: Descriptive Analysis of Social Factors**

<b>Variable</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
<b>Most consumers of food supplements are of middle age and above</b>			
Strongly disagree	1	2.0	2.0
Disagree	5	10.2	12.2
No opinion	5	10.2	22.4
Agree	26	53.1	75.5
Strongly agree	12	24.5	100.0
<b>Families and friends influence a lot in the consumption of food supplements among its members</b>			
Strongly disagree	1	2.0	2.0
Disagree	5	10.2	12.2
No opinion	1	2.0	14.3
Agree	29	59.2	73.5
Strongly agree	13	26.5	100.0
<b>Cultural background contributes greatly to the consumption of food supplements product</b>			
Strongly disagree	5	10.2	10.2
Disagree	5	10.2	20.4
No opinion	2	4.1	24.5
Agree	28	57.1	81.6
Strongly agree	9	18.4	100.0
<b>Financial ability influences the purchasing and the use of food supplements among consumers</b>			
Strongly disagree	1	2.0	2.0
No opinion	1	2.0	4.1
Agree	15	30.6	34.7
Strongly agree	32	65.3	100.0
<b>Most food supplements that are used are purchased by females other than male</b>			
Strongly disagree	7	14.3	14.3
Disagree	1	2.0	16.3
No opinion	1	2.0	18.4
Agree	26	53.1	71.4
Strongly agree	14	28.6	100.0
<b>Total</b>	<b>49</b>	<b>100.0</b>	

A further (25%) strongly agreed with the statement that most consumers of food supplements are of middle age and above, while (10%) of the respondents did not have any opinion, followed by (10%) who disagree on most consumers of food supplements are of middle age and above and (2%) strongly disagreed on most consumers of food supplements are of middle age and above. This was a clear indication that consumers of food supplements comprises of majority being of middle age and above since they have a clear message on the use and importance of food supplement intakes in the wellbeing of their entire selves. Such consumers could make concrete decisions on whether to purchase food supplements or reject their consumption.

Table 4.2 shows that (59%) of the respondents agreed that families and friends influenced a lot in the consumption of food supplements among its members, while (26%) strongly agreed families influenced the consumption of food supplements among its members, while (10%) disagreed that families and friends influence a lot in the consumption of food supplements among its members, followed (by 10%) who strongly disagreed that families and friends influence a lot in the consumption of food supplements among its members. this is an indication that families and friends influence a lot in the consumption of food supplements among its members, because the immediate environment tend to shape our behavior on what we take, dress and to large extent our social behavior.

From the table 4.2 most of the respondents (57%) agreed that cultural background contributes greatly to the consumption of food supplement product, while (18%) strongly agree that cultural background contributes greatly to the consumption of food supplement products, (10%) strongly disagreed that cultural background contributes greatly to the consumptions of food supplements product, followed by (10%) who disagreed that cultural background contributes greatly to the consumption of food supplement product. these indicates that most respondents agree that

cultural background influences one's ability in the consumption of food supplements since some culture may consider intakes of food supplement as taboos or cannot be replaced with herbs created from different cultures.

Most respondents with (65%) strongly agreed that financial ability influences the purchasing and the use of food supplements among its consumers (30%) agreed that financial ability influences the purchasing and the use of food supplements among consumers.

Table 4.2 shows that (53%) of the respondents agreed that most food supplements that are used are purchased by females other than males, while (28%) strongly agreed that that food supplements that are purchased are used by females other than males, while (14%) strongly disagreed that most food supplements that are purchased by females other than males followed by (2%) who disagreed that most food supplements that are used are purchased by females other than male. This indicates that majority of the females tend to purchase food supplement products due to various reasons, some females purchase food supplements so that they may use to enhance their hair growth, to compliment their diet, to acquire the fashionable figures and also as lifestyle thing as mode of socialization that will make them fit in a certain desired class.

Table 4.3 shows the mean of social factors that financial ability influences the purchasing and use of food supplements which had the highest mean of (Mean =4.57), it is evident that most consumers of food supplements have a source of income that will enable them be in a position to purchase food supplements products and that families and friends influence a lot in the consumption of food supplements among members with a mean of (Mean=3.98) it's an indication that family member highly influence the purchasing decision of its members towards particular products.

**Table 4.3 Mean Analysis of Social Factor**

	N	Min	Max	Mean	Std. Dev
Financial ability influences the purchasing and the use of food supplements among consumers	49	1	5	4.57	.736
Families and friends influence a lot in the consumption of food supplements among its members	49	1	5	3.98	.946
Most consumers of food supplements are of middle age and above	49	1	5	3.88	.971
Most food supplements that are used are purchased by females other than male	49	1	5	3.80	1.291
Cultural background contributes greatly to the consumption of food supplements product	49	1	5	3.63	1.202
Valid N (listwise)	49				

#### **4.5 Social Media**

To address the second research objective, the study sought to establish the effect of Social Media on Consumer Purchase Intention on Food Supplements. According to the Table 4.3, most of the respondents (71%) agreed that the use of social media in marketing food supplements is highly in use by the organizations. A further (29%) strongly agreed with the statement that the use of social media in marketing food supplements is highly in use by the organizations. This was a clear indication that most organizations that engage in food supplements highly use social media in marketing their products to reach their consumers.

Table 4.4 shows (57%) of the respondents agreed that most consumers of food supplements do not use social sites like Facebook, Twitter and Whatsapp, while (35%) strongly agree that most

respondents do not use social sites like Facebook, Twitter, Whatsapp, while (4%) disagree that most respondents do not use social sites like Facebook, Twitter and Whatsapp, followed by (4%) who strongly disagree that most of food supplements do not use social sites like Facebook, Twitter, Whataspp. This is an indication that most consumers of food supplements are not much into the use of social apps in their daily lives activity, most of them may not be interested in such social sites assuming mostly its of use by the teens who are curious in discovering and understanding their social issues and the fear for technology or technical skills of using technology could a challenge to most users of food supplements in the society.

**Table 4.4: Descriptive Analysis of Social Media**

Variable	Frequency	Percent	Cumulative Percent
<b>The use of social media in marketing food supplements is highly in use by the organizations</b>			



Agree	35	71.4	71.4
Strongly agree	14	28.6	100.0
<b>Most consumers of food supplements do not use social sites like Facebook, Twitter and Whatsapp</b>			
Strongly disagree	2	4.1	4.1
Disagree	2	4.1	8.2
Agree	28	57.1	65.3
Strongly agree	17	34.7	100.0
<b>Social media is not an effective tool in influencing consumer purchase intention on food</b>			
Strongly disagree	3	6.1	6.1
Disagree	1	2.0	8.2
Agree	25	51.0	59.2
Strongly agree	20	40.8	100.0
<b>Most of the food supplement employees engage consumers on the social sites</b>			
Strongly disagree	2	4.1	4.1
Disagree	3	6.1	10.2
Agree	31	63.3	73.5
Strongly agree	13	26.5	100.0
<b>The use of social media has improved food supplement marketing techniques</b>			
Strongly disagree	4	8.2	8.2
Disagree	4	8.2	16.3
Agree	27	55.1	71.4
Strongly agree	14	28.6	100.0
<b>Most consumers do not have Smartphone's to enhance them access the social media apps</b>			
Strongly disagree	1	2.0	2.0
Disagree	3	6.1	8.2
Agree	37	75.5	83.7
Strongly agree	8	16.3	100.0
Total	49	100.0	

In table 4.3 (51%) agreed that social media is not an effective tool in influencing consumer purchase intention on food supplements with (41%) strongly agreeing with the statement while (2%) disagreed with (6%) strongly disagreed that social media is not an effective tool in influencing consumer purchase intention on food supplements. It is popular among respondents

that social media can be used as an effective tool in influencing consumer purchase intention on food supplements. It is a marketing tool that most of the organization in the food supplement area embrace in order to reach their consumers and be able to influence their purchasing decision of the food supplement products in the market.

Table 4.4, most (63%) of the respondents agreed that the food supplements employees engage consumers on the social sites with (27%) strongly agreeing with the statement while (6%) disagreed followed by (4%) who strongly disagreed that most of the food supplement employees engage consumers on the social sites. This meant that most employees engage consumers on social sites which could be through responding to their question on the usage of certain food supplements, sending them notifications of the new brands launched by the organizations and following on the progress of their consumers through getting and analyzing their feedbacks on the consumption of food supplements in the market.

Most of the respondents (55%) agreed that the use of social media has improved food supplement marketing techniques with (27%) strongly agreeing that the use of social media has improved food supplement marketing while (8%) disagreed followed by (8%) who strongly disagreed that the use of social media has improved food supplement marketing techniques.

This shows that food supplement products have been able to dominate the market with the help of using social media as part of its marketing techniques in reaching out to more numbers of consumers in the market. Through social media consumers of food supplements can have a common platform where they can chat and support each other under a common cause which is consumption of food supplement products.

Table 4.4 shows that (76%) of the respondents agreed that most consumers do not have Smartphone's to enhance them access the social media apps with (16%) strongly agreed while (6%) disagreed with the statement followed by (2%) who strongly disagreed that most consumers do not have Smartphone's to enhance them access social media apps.

It is clear that most consumers cannot access social media apps on their phones since majority do not own Smartphone's which could be due to fear to embrace the changes on technology or the fear for their social security and prefer to maintain privacy with their social lives. Some may lack the knowledge on operating and using the social media apps.

**Table 4.5: Mean Analysis of Social Media**

<b>Mean Analysis of Social Media</b>					
	N	Min	Max	Mean	Std. Dev
The use of social media in marketing food supplements is highly in use by the	49	4	5	4.29	.456

organizations					
Social media is not an effective tool in influencing consumer purchase intention on food supplements	49	1	5	4.18	1.014
Most consumers of food supplements do not use social sites like Facebook, Twitter and Whatsapp	49	1	5	4.14	.935
Most of the food supplement employees engage consumers on the social sites	49	1	5	4.02	.946
Most consumers do not have Smartphone's to enhance them access the social media apps	49	1	5	3.98	.777
The use of social media has improved food supplement marketing techniques	49	1	5	3.88	1.166
Valid N (listwise)	49				

Table 4.5 shows the mean analysis of social media with the use of social media has improved food supplements marketing techniques, with (mean=3.88) it indicates that most food supplements do use social media in marketing their products.

#### **4.6 Personal Referrals**

To address the third research objective, the study sought to establish the Influence of Personal referrals on consumer purchase intention on food supplements. According to Table 4.4 shows that (51%) of the respondents agreed that Through referrals most consumers get to know about the food supplements products sold by the organization and product efficiencies with (43%) strongly agreed that through referrals most consumers get to know about the food supplements products sold by the organization and product efficiencies while (41%) disagreed on the statement followed by (2%) who had no opinion.

This is an indication that most consumers of food supplements get information about the products and its efficiencies through those who have used the product before. Human beings are social creatures who have circles of attachment and through these there is shared information on what they consumer or practices within those circles. It brings out the aspect of borrowed behavior that they learn from each other.

Most of the respondents of which (53%) of the respondents agreed that personal referrals to a larger extent has influenced consumer purchase intention on food supplements with (37%) strongly agreed on the statements while (6%) disagreed that personal referrals to a larger extent has influenced consumer purchase intention on food supplements followed by (2%) who strongly disagreed with the statement and (2%) who had no information. it clearly shows that personal referrals greatly play a big role in influencing buyer decisions on the consumption of food supplements since it leads to the spread of the products and its usage outcome that tends to influence the consumers in purchasing the food supplements products.

**Table 4. 6 Descriptive Analysis of Personal Referrals**

<b>Variable</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
<b>Through referrals most consumer s get to know about the food supplement products sold by the</b>			
Disagree	2	4.1	4.1
No opinion	1	2.0	6.1
Agree	25	51.0	57.1
Strongly agree	21	42.9	100.0
<b>Personal referrals to a larger extent has influenced consumer purchase intention on food</b>			
Strongly disagree	1	2.0	2.0
Disagree	3	6.1	8.2

No opinion	1	2.0	10.2
Agree	26	53.1	63.3
Strongly agree	18	36.7	100.0
<b>Through personal referrals Neo Life food supplement product purchases has increasing in Nairobi</b>			
Strongly disagree	1	2.0	2.0
Disagree	3	6.1	8.2
Agree	23	46.9	55.1
Strongly agree	22	44.9	100.0
<b>Positive personal referrals has influenced consumer purchase intention on food supplements</b>			
Strongly disagree	1	2.0	2.0
Disagree	1	2.0	4.1
No opinion	2	4.1	8.2
Agree	24	49.0	57.1
Strongly agree	21	42.9	100.0
<b>Personal referrals is highly embraced by the food supplement organization</b>			
Disagree	4	8.2	8.2
Agree	17	34.7	42.9
Strongly agree	28	57.1	100.0
<b>Rewarding consumers who engage in most referrals to consumers is highly practiced in the</b>			
Strongly disagree	2	4.1	4.1
Disagree	3	6.1	10.2
No opinion	2	4.1	14.3
Agree	19	38.8	53.1
Strongly agree	23	46.9	100.0
<b>Total</b>	<b>49</b>	<b>100.0</b>	

Table 4.6 shows that (47%) of the respondents agreed that through personal referrals Neo Life food supplement product purchase has increased in Nairobi and its environs, while (45%) strongly agreed followed by (6%) who disagreed with the statement and (2%) who strongly disagreed. This is an indication that through personal referrals the consumption percentage has increased in Nairobi and its environ. It has being a tool that drives the marketing of food supplement products in Neo Life organization from the respondent's point of view. it is an advantage to the organization where its sales increases due to personal referrals.

Most of the respondents (49%) agreed that positive personal referrals has influenced consumer purchase intention of food supplements with (43%) strongly agreed with the statement, while (2%) disagreed with the statement followed by (2%) who strongly disagreed that positive personal referrals has influenced consumer purchase intention on food supplements. It's clear that positive referrals has influenced consumers to purchase food supplements of which was achieved through the production of high quality food supplements, good relations with its consumers and high quality customer relations these factors would have been the driving force of the positive referrals that the food supplement enjoys which leads to enormous sales of the food supplement products.

Table 4.6 shows that (57%) of the respondents strongly agreed that personal referrals is highly embraced by the food supplement organization with (35%) who agreed with statement followed by (8%) who disagreed that personal referrals is highly embraced by the food supplement organization. these shows that personal referrals is an essential marketing tool that is embraced by the food supplement organizations where most consumers buyer decision is influenced by the referrals they get from the initial users of the products which will determine the purchasing decision they make on the food supplement products in the market.

Table 4.6 shows that (47%) of the respondents strongly agreed that rewarding consumers who engage in most referrals to consumers is highly practiced in the organization, with(39%) who agreed with the statement while (6%) disagreed that rewarding consumers who engage in most referrals to consumers is highly practiced in the organization followed by (4%) who had no opinion. It's clear that the incentives that food supplement organization grant to consumers who achieve high numbers of referrals it is a motivating factor that encourages consumers of food

supplements to engage in referrals of which the organization enjoys since it lead to maximization of profits and increased marketing of their products.

**Table 4.7 Mean Analysis of Personal Referrals**

	N	Min	Max	Mean	Std. Dev
Personal referrals is highly embraced by the food supplement organization	49	2	5	4.41	.864
Through referrals most consumer s get to know about the food supplement products sold by the organization and product efficiencies	49	2	5	4.33	.718
Positive personal referrals has influenced consumer purchase intention on food supplements	49	1	5	4.29	.816
Through personal referrals Neo Life food supplement product purchases has increasing in Nairobi and its environs	49	1	5	4.27	0.908
Rewarding consumers who engage in most referrals to consumers is highly practiced in the organization	49	1	5	4.18	1.054
Personal referrals to a larger extent has influenced consumer purchase intention on food supplement products	49	1	5	4.1632 65	0.89784 3
Valid N (listwise)	49				

Table 4.7 shows the mean analysis of personal referrals with personal referrals is highly embraced by the food supplement organization having the highest mean (mean = 4.4) it clearly shows that most food supplement organization embrace personal referrals as way of getting consumers of food supplements into purchasing their products followed by through personal referrals most consumers get to know about the food supplement products sold by the organization and product. This indicates that most consumers get the knowledge of the product



and its efficiencies through initial users of the products of which the information later motivates them to purchase the food supplement products.

#### 4.7 Correlation of Social Marketing and Consumer Purchase Intention

The study sought to determine the existence of a correlation between social factors, social media and personal referrals respectively. Pearson correlation coefficient (r) was used. The correlation coefficient (r) = ±1.00 was interpreted to mean a perfect (positive or negative) correlation between bivariate variables. When r was zero (0) there was no relationship between the variables, r = 0.01 showed a very weak relationship and r = 0.9 meant the relationship was very strong. A correlation was considered significant when the probability value was below 0.05 (p-value ≤ 0.05).

In Table 4.8, social factor had a significant positive correlation (p=0.645, r= 0.000), social media (p=0.517, r=0.000) and personal referrals (p=0.711, r=0.000). This meant there existed a positive correlation between all the independent variables and the dependent variable. This showed that all the independent variables influenced the consumer purchase intention of food supplement product positively.

**Table 4.8: Correlation between Social Marketing and Consumer Purchase Intention**

		<b>Social Factors</b>	<b>Social Media</b>	<b>Personal referrals</b>	<b>Consumer Purchase Intention</b>
Social Factors	Pearson Correlation	1	.733**	.629**	.645**
	Sig. (2-tailed)		.000	.000	.000
	N	49	49	49	49

Social Media	Pearson Correlation	.733**	1	.599**	.517**
	Sig. (2-tailed)	.000		.000	.000
	N	49	49	49	49
Personal referrals	Pearson Correlation	.629**	.599**	1	.711**
	Sig. (2-tailed)	.000	.000		.000
	N	49	49	49	49
Consumer Purchase Intention	Pearson Correlation	.645**	.517**	.711**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	49	49	49	49

#### 4.8 Regression Analysis of Social Marketing Strategies on Consumer Purchase Intention

Assuming a linear relationship between social marketing strategies and consumer purchase intention, the study adopted regression analysis. In practice this assumption can virtually never be confirmed; fortunately, multiple regression procedures are not greatly affected by minor deviations from this assumption. In this study, the relationship between independent variables including; social factors, social media, and dependent variable; consumer purchase intention, was determined by running a regression test in Statistical Package for Social Sciences (SPSS). The study adopted an Ordinary Least Square (OLS) method of estimation in the analysis. Using OLS, a regression line of best fit was sought. The estimated regression model adopted in the study was;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon_i$$

Where:

Y = consumer purchase intention

$\beta_0$  = Y intercept, showing the levels of consumer purchase intention in the absence of social

$\beta_1$  to  $\beta_3$  = regression coefficients

$X_1$  = social factor

$X_2$  = social media

$X_3$  = word of mouth/referrals

$\varepsilon$  = error term

The relationship between social marketing strategies and consumer purchase intention was examined by testing the four research hypotheses which stated that:

*H<sub>01</sub>: Social factors have no significant effect on consumer purchase intention*

*H<sub>02</sub>: Social media has no significant effect on consumer purchase intention.*

*H<sub>03</sub>: Word of mouth and referrals have significant effect on consumer purchase intention.*

Before performing the regression analysis, the data was subjected to assumptions of regression analysis. First the data set was tested for normality using graphical method, with the resulting data showing normal distribution (Appendix IV). Second, the independent variables were correlated in a test of existence of multicollinearity (Table 4,8) and since none of the correlation showed an  $r \geq 0.9$ , it was noted the data did not suffer from multicollinearity problem.

Third, the data was tested for linearity. The test for linearity using scatter plot revealed that the independent variables had linear relationship with the dependent variable. The fourth assumption tested was that of equal variance (homoscedasticity). The residual plots showed that the error term ( $\varepsilon_i$ ) was normally and identically independently distributed with mean zero and constant variance along the line of best fit. This meant the error variance in consumer purchase intention were constant along the three factors (Appendix V). Hence the data did not suffer from heteroscedasticity and instead was homoscedastic.

Table 4.9 shows the model summary with the coefficient of determination ( $r^2$ ) = 0.571 showing a relationship between the observed and predicted values of the dependent variable. This indicates that social factors, social media and personal referrals accounts for 57.1% of consumer purchase

intention. The results show the model provides a moderately good fit in predicting the relationship between social marketing strategies and consumer purchase intention.

**Table 4.9 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756 <sup>a</sup>	.571	.543	.37589

a. Predictors: (Constant), personal referrals, social media, social factor

b. Dependent Variable: consumer purchase intention

The ANOVA Table 4.10 below shows results of Analysis of Variance (ANOVA), sum of squares, degree of freedom (df), mean square, regression and residual values obtained from regression analysis. From table 4.10 below, the mean square is 2.822. The F static which is regression mean square divided by the residual mean was 19.973. Degree of freedom (df) is 3. Statistically, the overall relationship was very significant with significant value, p-value = 0.000, ( $P < 0.05$ ) as shown below.

**Table 4.10: ANOVA Test of Social Marketing Strategies**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	8.466	3	2.822	19.973	.000 <sup>b</sup>
1 Residual	6.358	45	.141		
Total	14.824	48			

a. Dependent Variable: consumer purchase intention

b. Predictors: (Constant), personal referrals, social media, social factor

Given the relatively good fit of model one, its coefficients were interpreted. Table 4.11 shows that there is significant relationship between social factors and consumer purchase intention ( $\beta =$

0.387,  $p = 0.023$ ). This led to the rejection of null hypothesis as stated in  $H_{01}$  above and that consumer purchase intention was dependent on social factors. The findings in Table 4.11 indicate that social media has no significant effect on consumer purchase intention ( $\beta = -0.065$ ,  $p = 0.702$ ). This led to the acceptance of null hypothesis as stated in  $H_{02}$  that consumer purchase intention of food supplements is not dependent on social media. The study established that personal referrals significantly influenced consumer purchase intention of food supplement ( $\beta = 0.471$ ,  $p = 0.000$ ). This led to the rejection of null hypothesis as stated in  $H_{03}$  which meant that consumer purchase intention depends on personal referrals.

**Table 4.11: Coefficients of Social Marketing Strategies**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
	(Constant)	1.026	.469				
1	social factor	.387	.164	.361	2.354	.023	.056 .717
	social media	-.061	.158	-.057	-.385	.702	-.379 .257
	personal referrals	.471	.118	.518	3.985	.000	.233 .710

a. Dependent Variable: consumer purchase intention

Based on the results in Table 4.1, holding the other independent variables constant, a unit in social factors would result in a 38.7% increase in consumer purchase intention, a unit in personal

referrals results in a 47.1% change in consumer purchase intention. Consequently, social factors and personal referrals are positively influencing consumer purchase intention and personal factors had the greatest influence on consumer purchase intention as shown in the fitted model below.

$$\text{CPI} = 1.026 + 0.387X_1 + 0.471X_3$$

Where:

Y = consumer purchase intention

$\beta_0$  = Y intercept

$\beta_1$  to  $\beta_3$  = regression coefficients

$X_1$  = social factor

$X_2$  = social media

$X_3$  = word of mouth/referra

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter discusses the summary of findings resulting from the data analysis, conclusion and recommendation of the study. The study was guided by the three key objectives which were further explained into details to give more understanding on the effect of social marketing on consumer purchase intention.

#### **5.2 Summary of Findings**

This section presents the study findings per research objective and corroborates the results with the reviewed literature.

### **5.2.1 Findings on the Effect of Social Factors on Consumer Purchase Intention**

The first objective was to establish the effect of social factor on consumer purchase intention on food supplements. The study established that social factors significantly affected consumer purchase intention. This influence was explained to a great extent by following three variables that had the highest means; Financial ability of the consumers, Families and friends influence consumer purchase intention which had (Mean =4.57).

It is evident that most consumers of food supplements have a source of income that will enable them be in a position to purchase food supplements products and that families and friends influence a lot in the consumption of food supplements among members with a mean of (Mean=3.98) it's an indication that family member highly influence the purchasing decision of its members towards particular products.

The observation is reflected on the literature reviewed, the style of the family determines its place in the society. Several researchers have studied the impact of social factors on individuals and consumption patterns (Samadi, 2007).

### **5.2.2 Findings on Effect of Social media on Consumer Purchase Intention on food supplements**

The second objective was to establish the effect of social media on consumer purchase intention on food supplements. The study established that social media had no significant effect on consumer purchase intention. This influence was explained to a great extent by following three variables that had the highest mean; that most consumers do not have Smartphone's to enhance them access the social media apps which had (mean= 3.98).

It was clear that most consumers of food supplements do not have smart phones to enhance them access the social media apps these meant that food supplements organization could not only use social media as a platform of engaging their consumers and that the use of social media has improved food supplements marketing techniques, with (mean=3.88) it indicates that most food supplements do not use social media in marketing their products.

These findings agree with the literature observation that 45% of those who have searched for information through social media sites have been involved in oral advertisement, recent study by (D.E.I. Worldwide, 2008).

### **5.2.3 Findings on the effect of personal referrals on consumer purchase intention**

According to the study personal referrals had a significant effect on consumer purchase intention as a social marketing strategy. Personal referrals is highly embraced by the food supplement organization which had (mean=4.41); Positive personal referrals has influenced consumer purchase intention on food supplements which had (mean=4.29).From the findings personal referrals influences consumer purchase intentions of food supplements to a greater extent.

The observation is reflected on the literature reviewed, consumers imitate each other following a social or vicarious learning paradigm, but perhaps more importantly, they also talk to each other. Described as Word of mouth communication, the process allows consumers to share information and opinions that direct buyers towards and away from specific products, brands and services (Hawkins *et al.*, 2004).

### **5.3 Conclusions**

From the research it can be concluded that personal referrals as a tool of social marketing strategy influences consumer purchase intention on food supplements. The effect of social



marketing strategies on food supplements is influenced highly by social factors that deal with the immediate environment that surrounds the consumer.

The study further concludes most consumers of food supplements age brackets lay between (20-41) years. They are the young and energetic who need food supplement products for different purposes, like some may need them to boost their iron and vitamins need in the body and some may need them to cure the medical illness.

The study concludes that males account for a greater percentage of food supplement consumers and this is because they consume it for different reasons, some may want to improve on their poor eating habits, they engage in physical exercises more than the females and therefore require food supplements due to their enrichment in minerals which helps them rejuvenate their metabolic system.

#### **5.4. Recommendations**

Most consumers of food supplements should be educated through workshops the essence of technology in the adaptation of consumer product in the current market. Campaigns on food supplements should be enhanced so as to be able to inform and persuade consumers on the advantages of purchasing food supplement and its effectiveness in building a health nation. The effect of stereotype surrounding food supplements that is made for the old and those with unique or incurable illness are the ones recommended for food supplements should be addressed and let consumers know the real facts concerning food supplements.

#### **5.5. Suggestions for further research**

The study focused on the effect of social marketing on consumer purchase intention on food supplements in Nairobi County. The researcher recommends that further study can be carried out

on the field of social marketing in understanding its marketing strategies and how to embrace the aspect of social marketing in this current generation been an area in marketing which has been neglected. A further study can also be carried out to find out the emerging issues in social marketing in food supplements in other counties.

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## **APPENDICES**

### **Appendix 1: Cover Letter**

**BRIDIE PUNGULU**

**KCA UNIVERSITY,**

**P.O.BOX 49.**

**NAIROBI.**

**KENYA.**

**11/6/2017**

Dear Respondent,

I am a graduate student at KCA University, carrying out a research on the effect of social marketing on consumer purchase intention, Emphases on food supplement products in Kenya. This is in partial fulfillment of the requirement of the Master of Business Administration (Marketing) degree program at KCA University.

You have been randomly selected among many to participate in this study. It is estimated that it will take less than ten (10) minutes of your time to complete the questionnaire. Please respond as honestly and objectively as possible. Your participation is very essential for the accomplishment of this study and it was highly appreciated. I guarantee that the information that you will provide was treated with the utmost confidentiality and was used only for academic purposes.

Thank you.

Yours faithfully,

Bridie Pungulu

## Appendix II: Questionnaire

### SECTION A: Background Information

**Note:** This is an academic exercise and all information provided by the respondents in the questionnaire was treated with at most high level of confidentiality.

#### General Information

Kindly answer all the questions either by ticking in the boxes or writing in the spaces provided.

Note that the evaluation was considered incomplete if you do not answer all the questions.

1. Gender:

Female ( ) Male ( )

2. Age Bracket

21-30 years( ) 31-40 years ( ) 41-50 years ( ) 51 years and over ( )

3. Marital status

Single ( ) Married ( ) Divorced ( ) Widowed ( )

4. What is your education level?

Primary ( ) Secondary ( ) Diploma ( ) Graduate ( ) Others ( )

5. What is your level of income?

Less than Ksh. 30,000 ( ) Ksh. 30,001- Ksh. 50,000 ( )

Ksh. 50,001 – Ksh. 100,000( )

6. Which region of Nairobi City do you reside in?

Eastland's ( ) Westland's ( ) Southlands ( )

### SECTION B: Social Factors

1. To what extent do you agree with the following statements regarding social factors affecting consumer purchase intention on food supplements? Use a scale of 1 – 5 where 1 is strongly disagree and 5 is strongly agree

	SD	D	N	A	SA
	1	2	3	4	5
Most consumers of food supplements are of middle age and above					
Families and friends influence a lot in the consumption of food supplements among its members					
Cultural background contributes greatly to the consumption of food supplements product					
Financial ability influences the purchasing and the use of food supplements among consumers					
Most food supplements that are used are purchased by females other than male					

7. Kindly highlight other social factors that will influence social marketing on food supplements.

.....

.....

**SECTION C: Social Media**

Do you think food supplement organization do use social media platforms to greater extent in influencing consumer purchase intention on food supplements?

Yes  No

Please give the strength of your agreement with the following statements about social media at use a scale of 1 – 5 where 1 is strongly disagree and 5 is strongly agree

	SD	D	N	A	SA
	1	2	3	4	5
The use of social media in marketing food supplements is highly in use by the organizations					
Most consumers of food supplements do not use social sites like FacebookTwitter and Whatsapp					
Social media is not an effective tool in influencing consumer purchase intention on food supplements					
Most of the food supplement employees engage consumers on the social sites					
The use of social media has improved food supplement marketing techniques					
Most consumers do not have Smartphone’s to enhance them access the social media apps					

8 Which other social media is used in the organization apart from the mentioned above and for what purpose?.....

**SECTION D: Personal Referrals**

To what extent do you agree with the following statements with respect to personal referrals on consumer purchase intention on food supplement products?

	SD	D	N	A	SA
Through referrals most consumer s get to know about the food supplement products sold by the organization and product efficiencies					
Personal referrals to a larger extent has influenced consumer purchase intention on food supplement products					
Through personal referrals Neo Life food supplement product purchases has increasing in Nairobi and its environs					
Positive personal referrals has influenced consumer purchase intention on food supplements					
Personal referrals is highly embraced by the food supplement organization					
Rewarding consumers who engage in most referrals to consumers is highly practiced in the organization					

**SECTION E: Consumer Purchase Intention**

To what extent do you agree with the following statements with respect to consumer purchase intention in food supplements as applied in social marketing?

	SD	D	N	A	SA



	1	2	3	4	5
Lack of knowledge in technology among consumers of food supplement product has led to the organization less involved in the use of social media					
Lack of intensive advertising has led to the selective flow of information on food supplement products to the consumers					
The location of the central purchasing point has been a hindrance in the availability of food supplement products					
More than 50%of food supplement consumers can prove of its efficiency after using them					

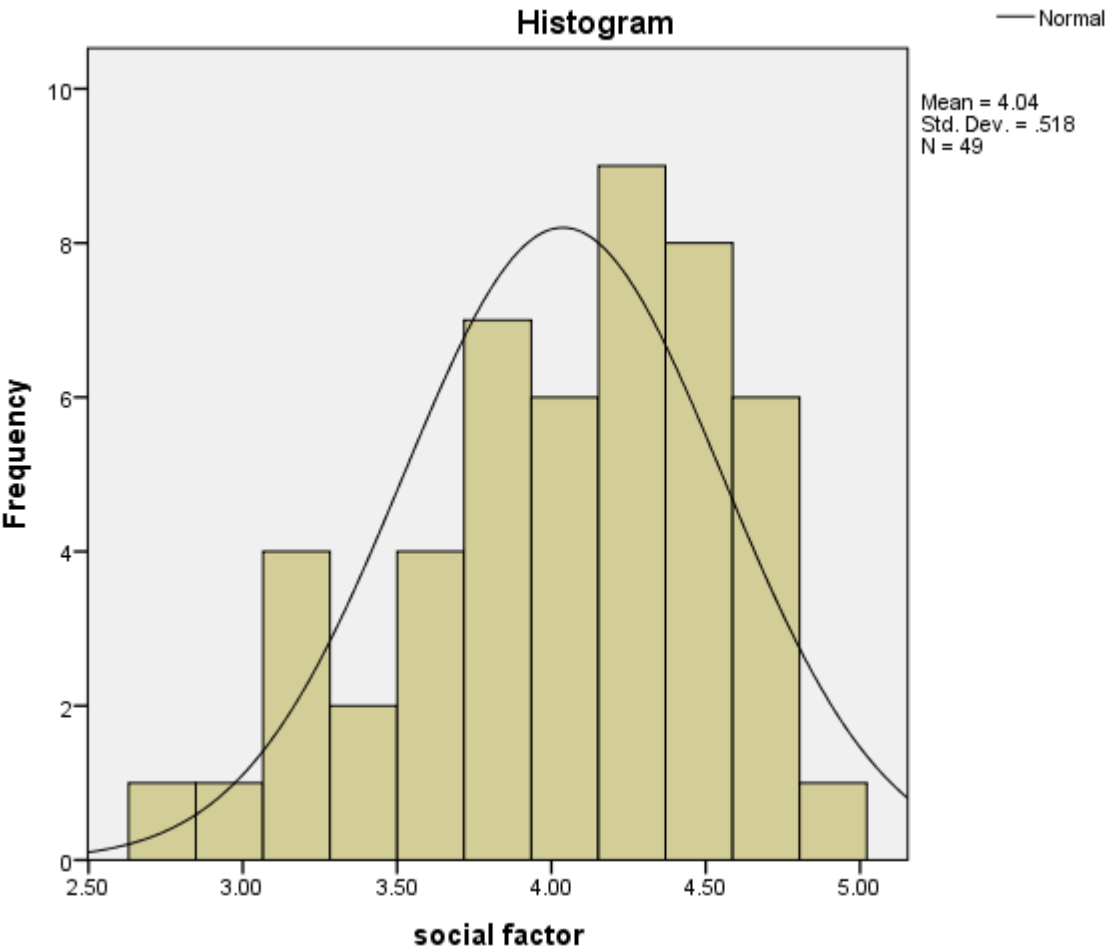
**THANK YOU FOR YOUR TIME**

**APPENDIX III: Sample Size**

<b>Required Sample Size</b>									
Population Size	<b>Confidence = 95%</b>				<b>Confidence = 99%</b>				
	Margin of error				Margin of Error				
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%	
10	10	10	10	10	10	10	10	10	
20	19	20	20	20	19	20	20	20	
30	28	29	29	30	29	29	30	30	
50	44	47	48	50	47	48	49	50	
75	63	69	72	74	67	71	73	75	
100	80	89	94	99	87	93	96	99	
150	108	126	137	148	122	135	142	149	
200	132	160	177	196	154	174	186	198	
250	152	190	215	244	182	211	229	246	
300	169	217	251	291	207	246	270	295	
400	146	265	318	384	250	309	348	391	
500	217	306	377	475	285	365	421	485	
600	234	340	432	565	315	416	490	579	
700	248	370	481	653	341	462	554	672	
800	260	396	526	739	363	503	615	763	
1,000	278	440	606	906	399	575	727	943	
1,200	291	474	674	1,067	427	636	827	1,119	
1,500	306	515	759	1,297	460	712	959	1,376	
2,000	322	563	869	1,655	498	808	1,141	1,785	
2,500	333	597	952	1,984	524	879	1,288	2,173	
3,500	346	641	1,068	2,565	558	977	1,510	2,890	
5,000	357	678	1,176	3,288	586	1,066	1,734	3,842	
7,500	365	710	1,275	4,211	610	1,147	1,960	5,165	
10,000	370	727	1,332	4,899	622	1,193	2,098	6,239	
25,000	378	760	1,448	6,939	646	1,285	2,399	9,972	
50,000	381	772	1,491	8,056	655	1,318	2,520	12,455	
75,000	382	776	1,506	8,514	658	1,330	2,563	13,583	
100,000	383	778	1,513	8,762	659	1,336	2,585	14,227	
250,000	384	782	1,527	9,248	662	1,347	2,626	15,555	
500,000	384	783	1,532	9,423	663	1,350	2,640	16,055	
1,000,000	384	783	1,534	9,512	663	1,352	2,647	16,317	
2,500,000	384	783	1,536	9,567	663	1,353	2,651	16,478	
10,000,000	384	784	1,536	9,594	663	1,354	2,653	16,560	
100,000,000	384	784	1,537	9,603	663	1,354	2,654	16,584	
300,000,000	384	784	1,537	9,603	663	1,354	2,654	16,586	

Source: Krejcie & Morgan (1970)

**Appendix IV: Normality Test**



**Appendix V: Homoscedasticity Test**

