

**SOCIAL MEDIA USAGE AND PERFORMANCE OF AGROVET SECTOR IN
TRANS NZOIA COUNTY KENYA**

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DECLARATION

I declare that this is my own work and has not been presented for examination in any study program of any institution or university. This work should not be produced without my knowledge or that of Kenyatta University.

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Date: 24/11/2021

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This research project is presented for examination by the student under my supervision.

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This Research project is presented to the Department of Management Science, School of Business of Kenyatta University for Examination.

DEDICATION

I dedicate this work to Mzee and Mama Peter and Margaret Chepkech for their role in planting a seed of success in my life. Thank you, Dad and Mom.

ACKNOWLEDGMENT

I acknowledge my supervisor Dr. Joshua Tumuti of the department of management science for his relentless assistance and support on the entire project supervision and guidance throughout the whole process. Dr. Tumuti laid the best skill and tough dedication towards refining the project within its required context and theoretical scope.

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OPERATIONAL DEFINITION OF TERMS

- Communication: The passing of and sharing of information about Agrovat from the business to the consumers, business to business and between consumers to consumers through Social Media.
- Marketing The process of making the business and the Agrovat products known to the consumers through Social Media platforms
- Research The Getting knowledge, skills and expertise on the Agrovat products and services by the help of Social Media platforms
- Performance The achievement of a business goal and improvement in the Agrovat business on how they meet their objective thanks to Social Media usage
- Networking Use of Social Media Sites to stay connected with business partners and consumers for the purpose of marketing the Agrovat products and services

LIST OF ABBREVIATIONS AND ACRONYMS

E-Commerce	Electronic Commerce
B2B	Business – to – Business
B2C	Business – to – Consumer
C2C	Consumer – to – Consumer
SPSS	Statistical Program for Social Sciences
UGT	Uses gratification theory
SMEs	Small and Medium Enterprises
SNS	Social Network sites

ABSTRACT

The internet and specifically social media tools such as Facebook, Twitter and YouTube and LinkedIn, plays a major role in the economy through creation of employment opportunities and provision of affordable goods and services, the researcher sort to establish its impact on the Agrovet Sector in Trans Nzoia County. None the less, Kenya's Agricultural sector and specifically the Agvovet sector has seen the increase in the Usage of Social Media tools in the promotion and sales of the Agrovet goods and services. The aim of this study was to analyze the Social Media Usage and the performance of the Agrovet sector in Trans Nzoia County. Social Media Usage and the impact on the performance of the Agrovet sector cutting across four categories of Marketing, Communication, Networking and Research. The study only focused on the Agrovet sector within Kitale town where the study targeted Small and Medium size Agrovet businesses. The objectives of the study was to: find out the influence of marketing in social media on the performance of Agrovet business in Trans Nzoia County, examine the influence of communication in social media on the performance of Agrovet business in Trans Nzoia County and to explore the effect of research on social media to the performance of Agrovet sector in Trans Nzoia County. The study used The Users and gratification theory as the main theory that attempts to understand why and how we tend to choose specific media to address specific needs over the other. A sample of 56 Agrovet enterprises were randomly selected. The study applied a descriptive research design. Semi-structured Questionnaires were used to obtain quantitative data on the subject with the aim of having acts on the situation and a response rate of 72% was achieved. The respondents were owners and managers of Agrovet stores in Trans Nzoia County. The data was analyzed using SPSS V20 while the results of the study was presented using tables and chats. The findings showed that Social Media Usage has 69% positive impact to the performance of Agrovet. The research precisely established that Social Media Usage has an influence on Marketing, Communication, Networking and Research thereby impacting the performance of Agrovet in Trans Nzoia County. The general conclusion of the study was that social media has positive impact on the business performance, measured by the number of customers received in the businesses. The study recommends that a further study to be done to look at the financial measures of the effects of Social Media Usage on the performance of Agrovet in Trans Nzoia County.

CHAPTER ONE: INTRODUCTION

1.1 Introduction

Chapter one entails the study of basic information in contextual and conceptual perspectives, problem statement, the broad and specific objectives, research questions, study scope and significance to various stakeholders, and limitations of the study.

1.1.1 Background of the Study

The growth of pharmaceutical industries specialized in production of veterinary drugs is a crucial input required for improved animal health and productivity, this ensures that farmers don't loss their livestock to preventable diseases every year in sub-Saharan Africa which is estimated at US\$ 4 billion (Grasswitz et al., 2014). However, there is lack of large pool of information regarding the veterinary drug sector since the area has not been thoroughly researched on in some parts of Africa (Higham et al., 2016); few research focusing on counterfeit drugs (Kingsley, 2015) and lastly no research has been carried out to determine the specific attributes of veterinary drug retailers in Nigeria.

Agrovet business has made over US \$ 10,600 in increased profits in the pastoralist communities in Kenya. International organization for migration estimates that the total potential incremental profit of these new models for linking Agrovet to farmers will surpass USD\$ 9000 annually per household (National Cereals and Produce Board (2018). This translates to nearly USD \$ 14 million in benefits across 1400 households in the first year alone. If these services reach the 60000 anticipated households, profitability to pastoralist could exceed a total USD \$ 1billion in the year 2021. This is according to Galaty David (2018), Research and development director in East Africa at Techno serve,

a Farming First Supporter. These numbers were circulated based on feedback from Sidai and other livestock vets. They represent the increased profitability ability for all Agrovets in the region gained by boosting sales of animal and crop health supplies and services to pastoralists.

1.1.2 Agrovets

Godrej Agrovet is a varied research and development oriented agri-business Company in India, geared towards enhancing high production rates of Indian farmers through provision of extensive and innovation services to encourage optimal increase in farm and animal yields. The company is actively channeling more resources in research to come up with more intervention measures to attract development in supporting innovation pathways. In 2015, they established Nadir Godrej Centre for animal research and development in Maharashtra, for scientific research on livestock breeding in India. Busch, (2016) Argues that the global Agrovet business is integrated in a way that would be unthinkable decades ago because of globalization, which is defined as the way of growing and integrating markets, regulatory frameworks, and international organizations from state to states as to create an integrated world control and economic framework.

The swift growth rate of states integration and cooperation is motivated by elements like enterprise of the World Trade Organization and the gradual decrease in exchange and competition barriers, thus enhancing capital mobility and favorable monetary services to gather the market expectations of business entities and organizations globally (Busch, 2016). Technological and financial innovations in the ecommerce industry has presented to consumers' many choice of payment platforms by offering many payment options.

In India, according to Khali & Amjad (2016) Sunshine Agrovet acts as the core intermediary between producers and the consumers of the crop and animal products, providing solutions to the supply chain barriers in India to the consumers' final markets. In such a case, it implemented an Agrovet system that strives to control all the activities of involved in the production, transportation, processing and finding exchange platforms for the products to the end consumers. The full incorporation allows Sunshine Agrovet to take charge of their chain supply maximizing the distribution of products, improve quality and minimize the various risks associated with the marketing and assimilation of the products in the product line, assisting her to satisfy the customer needs (Ignaciuk & Mason-D'Croze, 2014). The process is designed to give openness in business and ensure profits are made by minimizing the production and marketing cost while maintaining the quality of the asset. From the system, the customers are able to place their order through social media of the goods they required and the sales people are always alert to make deliveries. The process also allow them to plan the delivery of the products globally. Our unique advantage is the ability of adopt current marketing strategies which offer the customers with tailored market solutions and high value products (Hu, Shi, Cui, and Huang, 2017).

According to Bhalchandra & Anand (2017) ACME Group is among the best worldwide partnership with varied operations in India, with more than three thousand employees fully committed to offer the optimal quality products and services to the customers. The corporation has established itself with a remarkable background of delivery excellence and progress in business. ACME has led the Bangladeshi local enterprises since 1954.

Besides Pharmacy enterprise, ACME is now in management of more than 12 SBO (Bhalchandra & Anand, 2017).

Advancement in livestock production is directly proportional to the eradication of high poverty levels in the Sub- Saharan Africa (AHM, 2016). Nevertheless, livestock productivity is frequently constrained by poor animal health (Alawa et al., 2002), in such a case, animal diseases and lack of adequate access to veterinary medicine and health services are major causes (Bett, 2001).

Both agricultural and veterinary products that are stocked in Kenyan Agrovets have gone a long way to increasing the productivity of famers. Farmers who use Agrovet products in Kenya produce healthier and large quantities of produce. These products also minimize loss of animals in the farm through death (Nyoro, Kiriimi & Jayne, 2015). Agrovet products in Kenya are not only for the large farmers, even small scale farmers also greatly benefit from these products. Much information is therefore required before using any Agrovet products (Ojala,et.al, 2014).

1.1.3 Social Media

Today's Social Media Usage has brought a rapid change to the organizational communication and business relationships. The social media platform has changed the way we talk to each other, form relationships and do business. Online social media are speedily becoming the conventional way of communication and it is becoming impractical to avoid social media's impact on business. Because of the collaborative essence of interaction with customers, companies are currently making and sustaining

communication platforms to advance the relationship with customers so as to realize higher revenues in their business and build and sustain connection with the users.

It is estimated that around 50-80 per cent of UK farmers are using social media regularly to reach their customers. This estimate is attributed to the fact that majority of the farmers Britain are of average age thus they have rapidly adopted online platforms for marketing of their products and also reading agricultural journals online. However, due to poor connection of internet in the rural areas it's hard for the 80 per cent mark to be attained.

In USA, Prassana (2014) asserts that Farmers are utilizing social media to interact with other farmers to share agricultural knowledge, find favorable markets for their farm products and to seek agricultural extensive services from agric-experts from a distance. Social media provides the farmer with marketing strategies so as to develop tailored explanations to the marketing barriers. The key aim of Social Media platforms is to share data and to inform the public about a particular product in the market. The most liked tools for farmers are WhatsApp, Facebook, Twitter, etc. The farmer's use social networks to learn from each other in case they are facing the same challenges in farming, the platforms are also very crucial in ensuring optimal profits to farmers through sales to customers reached through social media. In addition they use social media to share their experiences in the farming business and they established themselves fully into agriculture, they also shares updates on harvesting time and marketing their agricultural produce.

According to Issa, Kagbu & Abdulkadir (2014), In Africa, agriculture has benefitted from the revolution and innovations especially in the aspect of ICT which has resulted to

massive developments in the world at large. According to FAO (2014) Millions of people in South Africa use these technologies as sources of information. However, the people living in rural communities still lack the basic knowledge concerning how to use this information technology, or where they possess such technology; they lack the basic communication infrastructure to accessing such crucial information needed for agricultural development. This has contributed to decrease in the level of participation in agriculture among the Nigerian populace in general today. Majority of farmers use computers, cell phones, smart phones or even electronic cables to acquire knowledge from internet and advertise their products.

In Kenya Internet users have access to platforms like “Mkulima-Young”, “Young Farmers Market”, Mkulima Hub Kenya and Digital Farmers of Kenya. Farmers and those yearning to acquire agricultural information visit these social media platforms. These platforms are used for provision of information on agricultural matters and creating awareness to the public on agricultural products to facilitate exchange between the farmers and the customers. The users interact and share knowledge relating to agriculture and their successes and failures in the sector. They also engage in trade of agricultural produce and inputs and use pictures to for clarification, besides links and videos to build their trust with customers. This interaction builds a cordial relationship and facilitates the advertising of the farmers produce to more people thus creating a networking system. The social media platforms are used to share website links, news journals, feedback and for queries (National Cereals and Produce Board (2018)).

Social media usage by platform in Kenya. As such a case, the highest percentage of Kenyans use WhatsApp 88.6% therefore they have access to internet, and Facebook

which accounts for 88.5%. Conversely, YouTube is the third with majority users which is 51.2% and Google+ follows which is at 41.3%. This is according to the survey done in Kenya by the United States international University in collaboration with the US Embassy in Nairobi in 2018.

Social media is therefore, considered as present day's greatest apparent, appealing, and cooperative transfer of knowledge. Campbell, (2010) asserts that social media "is a combination of Online-oriented tools that is made up of the ideology and technology of Web 2.0, and enables the formation of content and dialogue between the client and the producer" Through Social networks, real time free admission to all types of information is provided for.

Organizations of all sizes engage in active usage of social media networks Social networks to build up on the prevailing formalities and increase the pool of clients (Karimi and Naghbi, 2015). In the financial sector, Mitti and Kapoulas (2012) noted that the utilization of internet for marketing purposes and relationship banking is increasing.

Reyneke, Pitt and Berthon (2011) argued that social media has brought significant changes both in the way companies engage with consumers and the way of transacting business. In the past, habitual marketing methods which can be best described as unidirectional were not always welcome by consumers. Glimire (2008) noted that due to the uni-dimensionality, habitual marketing methods have become immaterial. Equally, Internet based organizations such as the eBay and Amazon offer consumers with interactive payment options such as multiple print price comparisons, user-generated

product rating and feedback, and recommendations for related products that habitually were unheard of.

1.1.4 Agroveter performance

In Kenya, the Agroveter sector has grown rapidly over the last few decades. Kenya being an agricultural country, the farmer is at the backbone of the economy and in this the health of crops and animals is very important. Farmers who use Agroveter products in Kenya produce healthier and large quantities of produce. These products also minimize loss of animals in the farm through death. Agroveter products in Kenya are not only for the large farmers, even small scale farmers also greatly benefit from these products. Much information is therefore required before using any Agroveter products.

Social Media usage is rapidly growing and this is influencing globalization. Social Media usage in the Kenyan Agroveter sector is barely a decade old but it is gaining recognition with regards to the active usage of these internet platforms. Kenya's presence on social media platforms especially Facebook earned the country a surprise visit from Facebook founder, Mark Zuckerberg in 2016 where he acknowledged that Kenya is a leading player in the social media space and electronic commerce.

Nevertheless, Online activities ranging from marketing, building brands and creation of awareness have positively affected the penetration of social media usage to Research and Development (e.g Knowledge acquisition and distance learning) and Communication according to Pookulagara & Koeslar (2014). Social Media is a powerful platform for communicating brand attitudes and values given the platform facilitates open forms of communication. (Edosomwan et al., 2011).

Daowd Ahmed (2016) carried a research to get the impact of Social Media tools in small enterprises, results showed that assimilation of Uses of Social Media tools and a positive influence on the performance of microfinance in London. (Owino et al., 2016) carried a research to ascertain the effect of Marketing and Brand equity on social media has on performance of business. The result of the study concluded that online Marketing and creation of brand awareness positively influence the performance of organizations a case being banking sector.

1.2 Statement of the Problem

Although these classes of studies offer useful insights, tests have been measured on single variables and the results aimed at getting the influences to the quantitative organizational performance. Previous studies have only focused on the direct effect of Internet and Social Media to advertisement and marketing of goods and services.

Hayta (2013) carried out a research on the Social Media as a marketing tool on small consumers' buying behaviors. The study grouped 688 consumers of the ages 18-24 years who are active on social media at least hold a social media account. Random sampling technique was used determine the sample of the study. Physical interview technique was used to obtain primary data of the study. The study concluded that business enterprises can increase public awareness of their brand by embracing creativity when interacting with their customers on Social Media sites. The study recommended an in-depth knowledge on the long term advertisement benefits retailers enjoy from Social Media Marketing. The study doesn't specifically address the brand and how social media affects it. The current study aims at filling this gap by focusing on Agroveter business and how it is affected by social media.

This study closes this gap by studying the impact of using online platforms on the ecommerce performance in the Agrovets sector in Kitale Kenya. This focuses on the dimensions of Marketing, Communication, Networking and Research and Development.

It is on this basis of mixed conclusions that necessitated the study to be carried out in Trans Nzoia County.

1.3 Study Objectives

1.3.1 General Objective

The main objective of this study was to analyze the Social Media Usage on the ecommerce performance in the Agrovets business in Trans Nzoia County.

1.3.2 Specific Objectives

This research specifically sought to;

- i. Determine the extent to what Social Media Marketing had on performance of the Agrovets in Trans Nzoia County.
- ii. Analyze the influence of Social Media Communication on the performance of Agrovets in Trans Nzoia County.
- iii. Ascertain the extent to which Social Media Networking impacts the performance of the Agrovets in Trans Nzoia County.
- iv. Explore the effect of Social Media research on the performance of Agrovets in the County of Trans Nzoia.

1.4 Research Questions

- i. What was the impact of Social Media Marketing on the performance of Agrovet in Trans Nzoia County?
- ii. To what extent do Usage of Social Media communication influence the performance of Agrovet in Trans Nzoia County?
- iii. How does Social Media Networking affect the performance of Agrovet business in Trans Nzoia County?
- iv. What was the effect of Social Media Research on the performance of Agrovet in the County of Trans Nzoia?

1.5 Significance of the Study

Most Agrovet entrepreneurs in Africa are interested in improving their businesses. They have observed that Africa's population is mostly youthful and as such they are computer literate, Internet friendly, and spend majority of their time on social media platforms like Facebook, Twitter, Skype, LinkedIn, Badoo, among others. This has presented a rare business opportunity to modern retailers who aim at casting their business net into this youthful population. The current study sought to address the overall impact of high social media usage among the youth and explore to what extent organizations are using the opportunity to achieve ecommerce performance goals. There is a gap in the studies carried out before since they have only focused on the importance and usage of social media to business without showing the direct impact they have on electronic commerce performance.

The study thus adds more information to the pool of knowledge by examining the levels at which companies have embraced social media platforms and their influence to the cooperate companies within the Agribusiness sector.

1.6 The Study Scope

The scope was on Social Media Usage and the Performance of the Agrovet sector in Kitale Town. This is due to the fact that Agrovet is at the heart of Agricultural success and Kenya being an Agricultural country, performance of Agrovet posse a great significance to the growth of the Kenyan economy.

The study was limited on the Usage of Social Media tools like Facebook, LinkedIn, WhatsApp, YouTube and others on the optimal operations of Agrovet sector in Kitale. The study gave key concern on the Owners, managers of Agrovet stores and users of Social Media in transacting with Agrovet products and services.

1.7 Limitations of the Study

This study was limited to performance of the Agrovet sector in the County of Trans Nzoia. In such a case, the organizations that do not use Social Media were excluded from this study. This therefore did not explore the performance of the entire Agrovet and Agribusiness in Trans Nzoia County. This also left out a large constituent of Social Media users who are not managers and owners of Agrovet business but are beneficiaries of the platform.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The chapter explores studies correlated with the effect of Social Media usage on performance of Agroveter sector. The chapter describes the theories related to the study and empirical review that underlines the study. The other sections covered include summary and gaps in research and the framework.

2.2 Theoretical Review

2.2.1 Social Media Integration Theory

Emile Durkheim (1917), a French sociologist, introduced the Social Integration theory in the late 19th century. The theory was further developed by Isra (2011). Social integration is the process by which people interact and form bonds and cordial relationship with each other in a population setting. The theory states that people develop emotional feelings, and experience psychological, and physical benefits when they realize that they are considered important and appreciated. In the case of online marketing and advertisements of products in any business setting utilizes, the one-to-many integration models since a single business has to reach out to many customers. In such a case, the interactive nature of Social Media tools have significantly transformed the communication pattern.

The information and communication access has necessitated the shift from traditional media to social media due to technological advancements in this time and age. To stay afloat, the businesses and in particular the Agroveter business must take the shift. The business structure, Marketing strategies and communication must obey this trends. Organizations must accommodate this generation. Galagan (2015) Postulates that the shift in Social Media shall have far reaching influence on how the businesses will do their

Marketing, Communication, Networking and Research and development. The social integration theory will help in understanding how integration of social media in Agrovets/ agriculture influence performance of agri-business and networking in Agriculture.

2.2.2 The Uses and Gratification Theory (UGT)

(UGT) attempts to understanding why and how we tend to choose specific media to address specific needs over the other (Olise&Makka, 2013). The UGT strives to understand the reasons behind which people use social media platforms. UGT explains how users prefer a particular media tool over the other and the needs they are striving to satisfy in which the forgone media cannot satisfy. The needs range from entertainment, acquisition of knowledge and creating social relationships and diversion. It is based on the assumption that audiences benefits from the use of social media tools. In such a case, they play important roles in promoting the social media and appreciating in their existence in life.

Ruggiero (2000) states that UGT provides advanced perspective at the early phases of each current information communication medium. The media communication have developed from traditional media i.e Radio, television and newspapers up to today social media which involves the online platforms. The study emphasizes that emergency of new media trends should be critically analyzed to ensure that they satisfy the user's needs. Katz, Blumler, Gurevitch and Lasswell (2011) developed a model where individuals can choose media in one vent, falling within their known levels of need.

Today, UGT has more relevance than ever as a tool for understanding how we as individuals connect with the technology around us. These technologies span from how

we market our products, Network with our business associates and gain knowledge through Research and development. This brings understanding of how specific social media tool such Facebook and YouTube influence the performance of Agrovets in Kitale.

2.2.3 The Theory of Performance (ToP)

The Theory of Performance entails fundamental and related concepts that are used in explanation of the performance improvements and success. The concepts include, levels of skills, Levels of Knowledge, Levels of identity, the personal factors and the fixed factors that affect a business. Performance is not defined by actions only but by judgmental or evaluation process (Borman & Schmit 2007). Performance is the goal that every business intents to achieve and the outcome of the six fundamental concepts.

This theory is important to the study on the performance of the Agrovets sector in Kitale as it helps understand the complex fundamentals that affect performance. Optimal profits in the Agrovets sector can only be witnessed if the performance patterns are maintained at favorable levels. Performance is a progressive process that is attributed to high quality deliverance of goods and services with keen consideration to the concept levels. When the owner or the manager of the Agrovets business advances to high levels of performance, he is able to mobilize development resources and recruit more social media personnel to market the products so as to realize positive results within a short period.

Social Media usage through research improves the levels of knowledge and skills. Knowledge is the acquisition of principles, facts, and information by a person or group of people through experience. Through this theory the study will seek to understand why

even after knowledge acquired through social media, marketing campaigns through social media, Communication will affect the performance of Agrovets sector in Kitale Town

2.3 Empirical Literature

2.3.1 Social Media Marketing and Performance Agrovets.

Yator (2014) did a research on social media use on delivery of services in Nakuru Town hotels and noted a number of social media tools used in the online platforms are YouTube, Twitter, WhatsApp, Facebook, Skype, LinkedIn and Myspace in advertising of services and products for the hotel industry. The researcher used Stratified Sampling technique to select one hundred and ninety seasoned employees in the hotels in Nakuru. Respondents were presented with questionnaires as the primary tool of data collection. The study showed that many Internet users use them for varied purposes such as sales, advertisements, interaction with customers and information sharing which improved service delivery. The study recommended the adoption of Marketing in Social Media in services and products offered in the Hospitality industry. The study focused on the link between social media use and delivery of services in Nakuru. It doesn't not link the social media use and agricultural products. Therefore the current study focuses on bridging the gap by assessing how social media influence performance of Agrovets business.

Daowd (2016) did a research on the impact of Social Media on Deposit Taking Microfinance in India. The study sought to establish the influence of Social Media usage to the performance of the Micro Finance institutions. A quantitative approach was adopted in collecting primary data from employees of the Deposit Taking Microfinance Institutions. The study found out a positive correlation between the use of online platforms in advertisement and the performance of the institution. The study

recommended the use of Social Media Marketing in improving the Deposit taking microfinance performance. Daowd linked social media use and micro-finance. Microfinance involves deposits and directly dealing with finances. Therefore, the study doesn't does not address the link Agrovet business and social media use. The current study aims a filing the gap.

Hayta (2013) carried out a research on the Social Media as a marketing tool on small consumers' buying behaviors. The study grouped 688 consumers of the ages 18-24 years who are active on social media at least hold a social media account. Random sampling technique was used determine the sample of the study. Physical interview technique was used to obtain primary data of the study. The study concluded that business enterprises can increase public awareness of their brand by embracing creativity when interacting with their customers on Social Media sites. The study recommended an in-depth knowledge on the long term advertisement benefits retailers enjoy from Social Media Marketing. The study doesn't specifically address the brand and how social media affects it. The current study aims at filling this gap by focusing on Agrovet business and how it is affected by social media.

Rambe (2017) assessed the link between Use of social media in marketing and business strength to compete for customers in SMMEs in South Africa. Using a quantitative approach, a study was conducted on business entrepreneurs and managers of two hundred and thirty four tourism Small Medium and Micro Enterprises' in the South Africa to establish the influence of social media marketing on the strength of their businesses. The study results indicated that tourism in the Small Medium and Micro Enterprises used online sites primarily for electronic marketing of their products and services, promotion

of their products and services, sustaining initial clients, and in cooperating them into the marketing plans. The findings of correlation analysis indicated that social media marketing is dependable for positive impact on the performance of tourism Small Medium and Micro Enterprises. The study recommended the further investigation on the impact of integration of social media tools on business competitiveness. The study was carried out in South Africa whose demographic characteristics are far much different with that of Kenya. Therefore the current study will be carried out in Kenya, Kitale in specific.

Nyekwere (2012) conducted a study on the utilization of online platforms as marketing tools majorly focusing on Facebook and Twitter. The research examined the utilization of social media by customers and the advertisers in Rivers state and the impacts the use has on them. The effects were determined with consideration to the optimal performance of the business organizations and influence on the behavior and taste and preferences, in purchasing products. The researcher used survey research method as the instrument for generation of primary data. The study discovered that seventy percent of businesses in Rivers State are using social media to market and interact with their clients, thirty percent had not yet appreciated the use of Social Media. The study also confirmed that the inclusion of social media in promotion and marketing of goods has encouraged improved performance for Thirty-five percent of business institutions are using them advertise. Others sixty-five percent leverage on the availability of social media to build relationships with their customers and give them information about the products and services. It was discovered that ninety-five percent of the consumers utilize goods and services advertised on social media primarily on references from people who have used and acknowledged the services. The study used a survey method which does not entail

use of questionnaire. Questionnaires help in collecting primary information thus making it more reliable in regards to social media use and marketing. Therefore the current study will integrate questionnaires in the collection of data from the respondents.

2.3.2 Social Media Communication and Performance of Agrovat

Langer (2014) did a study on social media usage utilization and its impacts on communication in an organization. Eleven semi-structured interviews with managers from organizations that use social media for communication were conducted. Findings showed that social media facilitates smooth flow of information within the organization and also the extend influence relationships outside of work. The study also discovered that communication in an organization promotes the customer- company interactions thus increasing the number of customers, since they can inquire about the products and share the information to more customers. Major social media platforms use policy guidelines to shelter respective service providers from liability evidenced as a result of violation of privileges of their users and other parties. Whilst other information is provided at user's discretion the Twitter medium automatically stores information collected. Moreover, social media faults accuracy and authenticity of information in their repository in the event the user or source faked or provided anonymous profile. The study focused on how social media effects on organizational communication. It doesn't bring out the aspect of performance, therefore, the current study aims at filling this gap by focusing on how social media affects performance of Agrovat business.

Liljana Siljanovska (2015) carried out a research to determine the impact of Social Media on company's communication in Macedonia. The researcher used qualitative methods in observing different companies and interviewing employees and managers of these

companies, how many employees use Social Media Networks and what habits they have during such communications. From the results it was witnessed that social media are crucial in creating public awareness and promoting organizational internal communication. The study was carried out in Macedonia which has different social demographic characteristics with that of Kenya. This include social media user habits and the environment. Therefore the current study will be carried out in Kitale Kenya

Baruah (2012) conducted a study to determine the importance of Social Media as a tool of interaction and its capacity to embrace current trends in technology. The study employed both quantitative and qualitative interpretation of the role of Social Media as a tool for maximizing positive communication. To empirically explore the positive impacts of Social Media a Survey method was used for investigation. A sample size of 200 respondents were selected in Guwahati City. The findings of the study confirmed that Social Media has helped to eliminate the barriers of communication among the people. The online sites has a potential to positively change the character of our interaction at both at personal and community levels. The study focused on areas related to technology enabled connects which leaves out the aspect of agriculture. The current study will link social media use and performance of Agrovet business.

2.3.3 Social Media Networking and Performance of Agrovet

Ogunnaike and Kehinde (2013) did a research on Social Networking and enterprises performance. The research sought to examine the relationship between social Media networks to business performance using a specific list businesses in Ota province of Nigeria. The researcher used Survey method of research and structured questionnaires to collect data from respondents and picked once filled. The findings of the study revealed

that Social Media tools mainly Facebook and Twitter Usage in Networking have significant effects on sales turn over. The study focused on selected entrepreneurs and agri-business was not one of them. This leaves out the actual reflection on effects of social media Use on the performance of Agrovets. Therefore the current study aims at filling this gap by looking at how social media affects Agrovet business.

Constantinides, Alarcon-del-Amo and Lorenzo-Romero (2011) carried out a study on Consumer use of Social Networking Sites and implications for theory and practice. The study sought to examine uptake of Social Networking Sites by Germans and study facts related to the users' behavior. The study used quota sampling where 400 Dutch uses were selected from the ages of 16 to 74 years. The study adopted online questionnaire for collections of data from respondents. The findings of this study showed that Social Media Networking give the customers the opportunities to interact, make relationships, share ideas and opinions, and participate in social movements through the online sites. The study focused on consumers which cats across most of the product, while the current study focuses on retail business in Agrovet at Kitale, in Kenya.

2.3.4 Social Media Research and Performance of Agrovet

Kichanova (2012) studied the role of social media in research and development. The research was conducted used a qualitative study, with 13 questions requiring a qualitative response. Ten respondents of different education standard and culture working predominantly in Finland took part in the study. The results showed that social media has taken the central part in research and development of market products and it is highly dependable in increasing the performance. Social media proved to play a key part in every aspect of communication and interaction in the research process. Most of

respondents from different companies did use social media both in public and in private company. The social media tools used by respondents vary from the habits to nature of work of the respondents, and therefore their choice of which of social media, the most popular ones being Facebook, Twitter, LinkedIn and YouTube. The social media platforms used by observers help to obtain, share and exchange important information, grow skills, connect to other users, follow the course of study and look for solutions to the globalization. The study related social media and research development in different companies. This leaves out the aspect of business retail and social media. The current study aims at filling this gap.

Rebecca Lui (2012) did a study on The Usage of Social Media in the Development of Products. The study focused at investigating the influence of Research and Development on Social Media to the New Product Development processes. The findings of the study revealed that Social Media Use is important in allowing the customer to participate in the knowledge buildup in the product development. Social Media allows customers and the companies to interact and give out their opinions, views and experiences about the new product in the market. In such a case, the company makes the necessary changes on the brand to satisfy the customer needs. The study focused on usage of Social Media in the Development of New Product. This implies that the existing products are not part of the study. Therefore the current study aims to fill this gap by looking at the existing retail products in agriculture sector

Social media is termed as a user-centered and hyper interactive communication enabling participatory knowledge creation and its subsequent sharing in a convenient and simple way. In spite of greater information savvy essential to use social media, social media

technology is delivered via various user-friendly tools therefore, institutions can leverage social media without paying much attention the technology on which it is embedded. Most importantly, with the advent of Web based virtual communication knowledge can be rapidly and easily created and disseminated across to various publics (Argenti&Barnes, 2009). This medium enhances cost effective information transfer via several multimedia such as broadcast, audio, photos and video. Social media is a multidimensional mechanism facilitating organizational research. It enables knowledge sharing and dissemination of scholarly amongst various disciplines.

As a result, according to (Wasike, 2013) research organizations should become leaders and champions in social media lifelong learning activities; keep abreast with emerging technology trends and expected expertise; understand and leverage new social paradigms and information contexts emerging with the advent of web based environments and offer strategic direction and support the information communities towards optimizing the available resources from social media.

2.4 Summary and Gaps in Research

Despite the upsurge in the demanding need for a study of impacts of social media adoption in business enterprises, only a few research studies have been carried out leveraging social media as a significant e-commerce and marketing tool of financial services. Although a few important attempts have been made to study which mechanisms explain the beneficial effect of social media use, there is still some gaps that need to be researched on how social media can be used as an e-commerce strategy. Moreover, considering the information explosion boom, only a few institutions have the desired strategies, skills and structures essential for a long-lived social media success strategy.

The available studies failed, with needed exactitude and specificity, to bring out the influence of social media on e-commerce in the Agrovet business.

Table 2.1: Summary and Gaps in Research

Variable	Author, Year and Title	Methodology	Research Gap
Marketing	<p>Kailer, Mandl and Schill(2013) Social media usage in German B2C-Online stores</p> <p>Hayta (2013) The effects of social media on young consumers' buying behaviors</p> <p>Rambe (2017) Social Media marketing and business competitiveness: evidence from South African tourism SMMEs.</p> <p>Nyekwere (2012) Social Media Use as Marketing tool (Facebook, Twitter)</p>	<p>German B2C-online stores between 2010 and 2011</p> <p>688 young consumers aged between 18-24 years and use social media</p> <p>Quantitative survey,</p> <p>Consumers and advertisers in Port Harcourt</p>	<p>The study focuses on social media use in German online stores which has different demographic characteristics with of Kitale, Kenya</p> <p>The study confined to youngsters aged between 18 -24 years and focused on behaviours rather than relating with performance of e-commerce</p> <p>Their study was interested on social media marketing among small enterprises in South Africa and did not reflect the situation of the Kenyan financial institutions</p> <p>The researcher focused on Facebook and Twitter only leaving out other social media platforms whose effect can also affect the performance of e-commerce</p>
Communication	Langer (2014) Social media and organizational	11 Interviews	The study sought to establish the effect of social media on

	<p>communication</p> <p>Siljanovska (2015) The influence of social media on organizational communication in the Republic of Macedonia</p> <p>Baruah (2012) The effectiveness of social media as a tool of communication and its potential for technology enabled connections in Guwahati, India</p>	<p>Secondary methods- observation of different companies and interviews of employees, managers and competent officials for development of organizational communication</p> <p>Sample size was 200 respondents consisting of students, teachers, engineers, marketing professionals and businessmen</p>	<p>organizational communication without showing the relationship between communication and e-commerce</p> <p>The context of the study was Macedonia and the study didn't not focus on the link between communication and e-commerce</p> <p>The study was focused on effectiveness of social media and not social media communication and its influence on e-commerce</p>
Networking	<p>Dogan, Uysal and Sidekli (2018) A qualitative analysis on why the use of social network site make happiness</p> <p>Constantinides, Lorenzo-Romero and Alarcon-del-Amo (2011) Explorative study on social networking sites in the Netherlands</p> <p>Ogunnaike and Kehinde</p>	<p>Method; Qualitative, Sample; 137 university students (60 males and 77 females)</p> <p>Online survey presented to a panel of SNS users in October 2010</p> <p>Structured questionnaire</p>	<p>The study was carried out in the learning institutions and not the financial institutions</p> <p>The study adopted a qualitative online data collection approach as opposed to the current study which seeks to utilize a descriptive approach</p> <p>The study was conducted among business entrepreneurs and did not consider the connection</p>

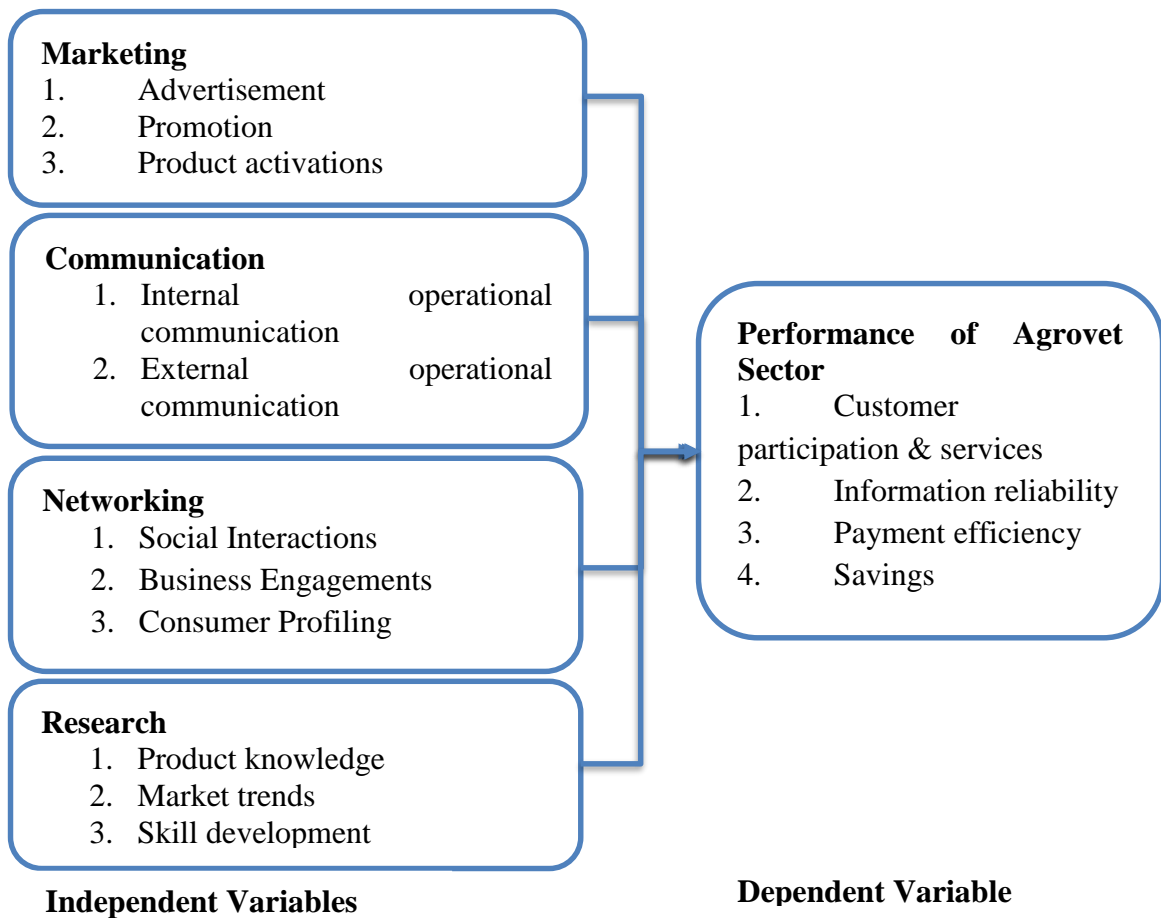
	(2013) Social networking and business performance in Ota province, Nigeria		between networking and e-commerce in financial institutions
Research	<p>Tejas and Marteen (2015) Effects of social media on college students in India</p> <p>Kichanova (2012) the role of social media and Research</p> <p>Tamara and Inguna (2015) Social Media Impact on Business Evaluation</p> <p>Odhiambo (2012) Social media as a tool of marketing and creating brand awareness in Kenya</p>	<p>Descriptive research design; Questionnaire method; quantitative analysis</p> <p>Qualitative survey; 13 questions requiring an essay answer.</p> <p>Ten researchers of different cultural and educational backgrounds working primarily in Finland participated in the survey</p> <p>Five of the largest restaurants located in Jelgava town were assessed. Research period: 2015 – 2016. Partly structured interview method is used on restaurant owners’ or employees’</p> <p>Scientific research methodology; case</p>	<p>The study did not show clearly the impact of the social media platforms in research and development and consequently e-commerce performance in financial institutions</p> <p>The study targeted the researchers working in Finland whose knowledge and operating environments differ from those of the Kenyan researchers and social; media experts</p> <p>The study focused on restaurants as opposed to financial institutions</p> <p>The study adopted a case study design and focused on brand development as opposed to research and development and its effect on e-commerce</p>

		study research design	
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2.5 Conceptual Framework

A conceptual framework represents the relationship between independent and dependent variables that is, the conceptual framework links the independent variables to dependent variable. The purpose of conceptual frame is to understand the relationships between variables. Independent variables are marketing, communication, networking and research while the dependent variable is electronic commerce. These aspects form the diagram below.

Figure 2.1: Conceptual Framework



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter entails the methods and procedures used in the collection of data in the study area. It describes the data collection instruments, and sampling techniques adopted.

3.2 Research Design

This researcher used descriptive design to investigate Social Media Usage on performance Agrovets in Trans Nzoia County. The approach involved the use of questionnaires to gather more data on influence of the use online sites on the performance of ecommerce on the Agrovet business. This method was ideal for this study as it answers the Who, What and How questions. According to Cooper and Schindler (2015) reported that a descriptive research collects data from members of a population and helps the researcher get the descriptive existing phenomena by asking individuals about their perceptions, attitudes, behaviour or values. Moreover, it explores the existing status of two or more variables at a given position in time and whether a relationship exists between them.

3.3 Target Population

This refers to the whole group of respondents subjected to study before a sample size is determined (Mugenda, 2012). Accordingly, target population refers to a smaller size selected total population from which the researcher wants to make some inferences (Cooper & Shelder, 2011). This is a small group of the whole population from which information is derived. In this case, the population included 24 Agrovet businesses in Kitale town.

The unit of analysis will be 24 Agrovets businesses in Kitale. The study examined 24 Agrovets businesses because their information and data lies in the public domain and thus collecting data from them would be much easier. From these Agrovets, the units of observation was the owners and top managers running the business

3.3.1 Sample and Sampling Technique

Sampling technique is a process of identifying a small size from the entire population that will take part in the study. The selected individuals for study represent the characteristics of the whole population and are used to make inferences about the large group. The selected sample from the population was used to investigate the features that will be used in the study population. Basing on the total population of the Agrovets Businesses in Kitale, Slovin's formula will be used to calculate the sample size (n) given the population size (N) and a margin of error (e). It is computed as $n = N / (1 + Ne^2)$. Tejada and Punzalan (2012) argue that in a number of research studies involving surveys, the Slovin's formula is used to determine the sample size. The formula was used to derive the sample size of 24. In this regards, the study involved 40 finance managers and the top and middle level management staff as the units of observation.

$$n = N / (1 + (N * e^2))$$

Where n=number of samples

N=total population (N=78)

e=margin of error (e=5% thus $5 / 100 = 0.05$)

$$n = 78 / (1 + 78 \times 0.0025)$$

$$n = 40$$

The 24 Agrovets businesses in Kitale were studied. From these Agrovets, the corresponding Usage of Social Media at the performance of Agrovets in Kitale was

studied. Basing that each business has the CEO and manager the total population in the business is 40

Table 3.1 Sample Size

Category	Population	Proportion	Sample size
Owners	22	55	14
Top Managers	18	45	10
Total	40	100	24

3.4 Research instruments

A semi-structured questionnaire was used in this study (Refer to Appendix1 below) and the researcher guided the respondents to collect as much quality data as possible.

3.4.1 Pilot study

Cooper & Schindler (2011) emphasizes on the pilot study for the researcher to be able to eliminate the shortcomings in the research design and check the validity of the instruments used in sampling. At the piloting that the researcher will be in a position to assess the use of the instrument and identify any contradicting or biased items and modify or omit them completely. Pre-testing allows rectification before the final stages.

3.4.2 Validity

Obwatho (2014) defines validity as the degree at which the item sample tested reflected the items that was to be achieved. The validity thereof of material that was used in this research is an assessment of the degree to which the instruments for data collection are accurate in order to provide relevant information with regard to the objectives of the

study. Mugenda and Mugenda (2012) suggest that the safest course of action is the use of a specialist or expert in a specific field in determining the content validity of a measure is needed. The investigator obtained the opinions of scholars and specialists, including the supervisor, to ascertain validity of the research instrument. This allowed the editing of data collection tool, thereby improving its validity. In addition, the analysis evaluated the questions that were responded to and those that were not to determine whether the questions are well framed.

3.4.3 Reliability

Reliability is the ability of the research instruments to show consistency in the concepts been measured. This helped assess the accuracy levels of measurement instrument. Reliability is checked with a chosen sample from one of the projects by pre-testing the questionnaire. Mugenda and Mugenda (2012) have stated that the quality of the collected data is largely determined by the validity and reliability of the instruments. In order to demonstrate accuracy after several trials, this instrument was tested on the basis of pre-test experience. The system of internal consistency was checked using Alpha from Cronbach. The alpha of Cronbach is a measure of internal integrity, that is, how carefully a collection of items are connected. As proof that the items quantify an underlying construct, a "high" value of alpha is also used. Reliability is considered appropriate, with a predetermined threshold of 0.7. In other words, results > 0.75 suggested the existence of reliability, while results below indicated the testing instrument's lack of reliability.

Ten respondents were subjected to pilot study that was chosen by purposive sampling from other agricultural and veterinary companies a collection of items are connected. To show that the items quantify an underlying construct, a "high" value of alpha was also

used. Reliability is considered appropriate, with a predetermined threshold of 0.7. In other words, results > 0.75 suggested the existence of reliability, while results below indicated the testing instrument's lack of reliability.

3.5 Diagnostic Test

The Researcher used the Test and retest method where the coefficient was obtained by repetition of the same measure on the second time (Graziano and Raulin, 2006). The researcher collected the sample at two different times within a space of two weeks. The external consistency of measures in Time one and time two were correlated between the two measurements. The coefficients of the two correlations was above 0.7 and thus the reliability was considered acceptable.

3.6 Data Collection Method

Mugenda and Mugenda (2012) suggested that a researcher needs to build tools to collect data with them. The most common methods for data collection was: questionnaires, schedules for interviews. The study adopted the drop-pick approach to send the questionnaires to the workplaces of the respondents and pick them up after filling them up. This analysis used both main and secondary methods of data collection. The investigator used questionnaires as a data collection method for primary data collection. The questionnaires are semi-structured and consist of questions that are open-ended and closed-ended.

Section one gave the background information of the respondents, gender, demographics and the period they have worked or run the business. In the collection of primary data, questionnaires were preferable because they had many benefits, such as the collection of information from a large sample and in various regions. In addition, anonymity was

maintained and they save time and there is no room for interviewer bias to be portrayed in paper format. Using a self-administered questionnaire and a secondary data collection sheet, this research collected quantitative data. In an attempt to save time and resources, the structured questions were used as well as to enable simpler interpretation. Each questionnaire's anonymity was hidden and only interviewer knew who was answering. The coding strategy was utilized to match returned instruments to those the respondents submitted.

3.7 Data Analysis

This is the strategy the researcher used to evaluate the data. Data from the field is huge and is not easily comprehended. The data was collected and analyzed using comparative analysis and regression analysis. The SPSS Version 20 was used to analyze feedback by determining the frequencies and percentages. The results were presented in terms of charts, graphs, and tables. Conclusions will then draw from the findings and recommendations made.

Besides, to explore the correlation of the independent variables on the dependent variable, the multiple linear regression analysis was applied. The regression model is a multivariate model stating the institutions financial performance as a function of the selected variables. The relative importance of each of the four variables was established by use of a multivariate regression model with respect to the performance of Agrovets in Trans Nzoia County.

Analytical models of data analysis aim to provide answers to the study research questions.

Regression analysis was utilized to determine the relationship between the impact of social media usage and performance of Agrovets in Trans Nzoia County. The study will use the coefficient of regression analysis to identify the relationship as in the model presented below.

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Marketing, Communication, Networking, Research

Where Y is performance of Agrovet,

X_1 = Social Media Marketing,

X_2 = Social Media Communication,

X_3 = Social Media Networking and

X_4 = Social Media Research.

Further, $\beta_1, \beta_2, \beta_3$ and β_4 = Coefficients and

ε = Error term.

3.8 Ethical Considerations

The respondents were told that the study is intended exclusively for academic purposes and that the study does not plan to use the data for personal benefit. Respondents were not be asked to indicate their names, and there was voluntary involvement in the study.

To ensure conformity with the Commission on Science, Technology and Innovation (NACOSTI) regulations, the researcher obtained approvals from both NACOSTI and the Graduate school of Kenyatta University before collecting data

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSIONS

4.1. Response Rate

The data obtained was presented in tabular form, percentages and in descriptive form such as bar graphs and pie charts. There were 56 questionnaires issued out but only 40 questionnaires were returned successfully. The response rate was therefore 71.4 per cent

4.1.1. Respondents Gender

Table 4.1: Respondents Gender

		Percent	Valid Percent	Cumulative Percent
Valid	Male	52.5	52.5	52.5
	Female	47.5	47.5	100.0
	Total	100.0	100.0	

Figure 4.1 below shows the gender distribution for the respondents.

Of the sampled 40 respondents the table shows that the distribution by gender was almost equal with Male's respondents accounting for 52.5 percent while Female stood at 47.5 percent. This demonstrates that both gender are evenly represented on the usage of Social Media as a platform of enhancing the performance of Agrovets in Trans Nzoia County.

4.1.2. Age Distribution

The ages of the respondents were distributed as is shown in figure 4.1. Below.

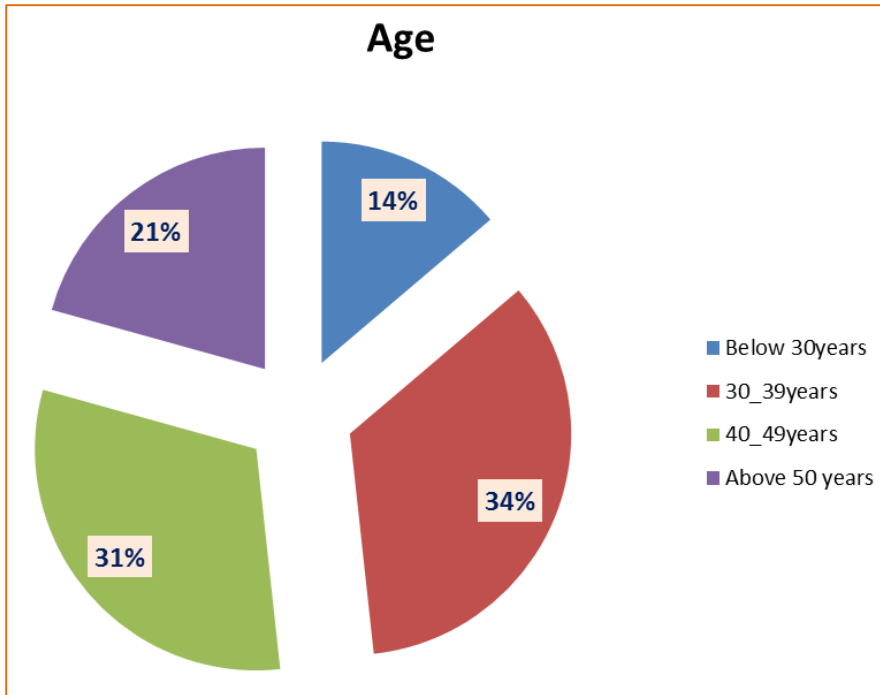


Figure 4.1: Age Distribution

From the analysis, the majority of the respondents (34 percent) were between 30 and 39 years of age. This was followed by 31 percent being between 40 and 49 years old, 21% above 50 years and finally 14 percent below 30 years old. Majority of the Players within the Agrovet Business who use Social Media to enhance performance fall within the age group 30-39 years who account for 34 percent of the users. A distribution observation in the age group below 30 years who ordinarily should have been the main drivers of this Techno-based platform but this can be attributed to the fact that most of them are not yet in employment or are clearing college level education.

4.1.3. Period of Operation

Figure 4.3 below shows the analysis of the period of business operation.

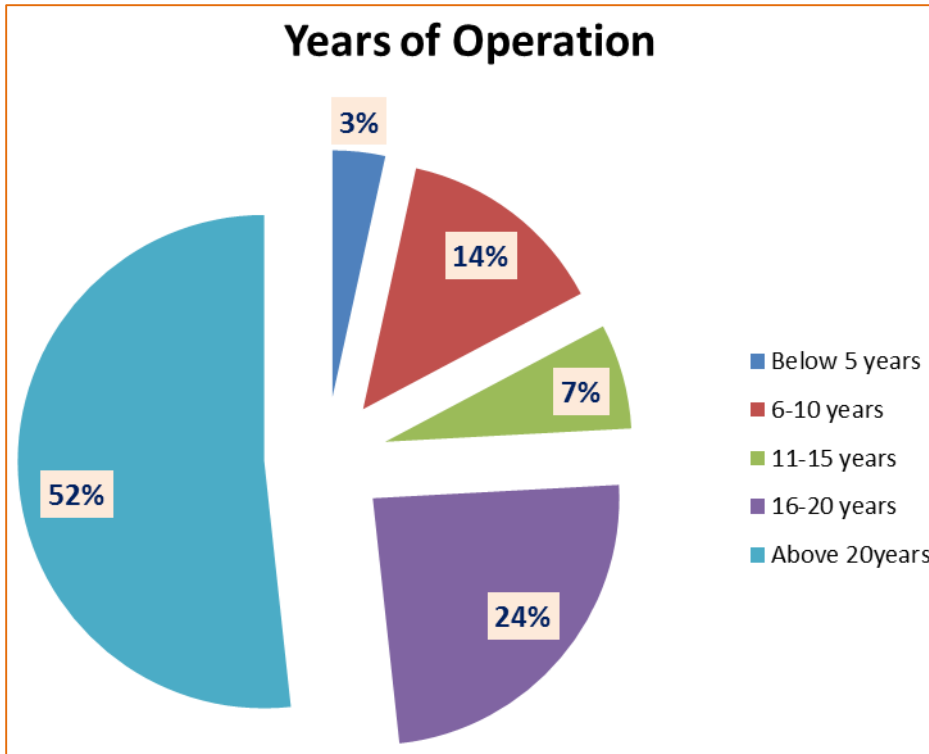


Figure 4.2: Period of Operation

Majority of the businesses (52 percent) had operated for more than 20 years. The next category of businesses (24 percent) had operated for between 16 and 20 years. Next, 14% had operated for between 6 and 10 years, 7 percent between 11 and 15 years and the least (3 percent) had operated for less than 5 years. This finding is significant as majority of the respondents had been in the industry for more than 20 years having witnessed the transition between when there was no Social Media Usage to the time when there was Social Media usage. As logically expected, ages 0 to 15 though have presence in this industry, their participation is minimal and can be attributed to other factors.

4.1.5. Level of Education

The analysis of the level of education is shown in figure 4.5 below.

Table 4.2: Education level

		Percent	Valid Percent	Cumulative Percent
Valid	Diploma	48.3	48.3	48.3
	Degree	27.6	27.6	75.9
	Masters	24.1	24.1	100.0
	Total	100.0	100.0	

The respondents were asked what was their highest education level attained. The results from the Findings in the table showed that 48 percent have diplomas, followed by 27 percent with Degrees while those with Master's Degree were only 24 percent. This indicates that majority of the Agrovet business enterprises are owned and managed by people who are post Diploma because a lot of skills required in running the business

4.2. Comparative Analysis

4.2.1. Social Media Impact on the Industry

The analysis of social media influence on the industries is shown in figure 4.6 below in relation to the number of customers they reached and interacted with through social media.

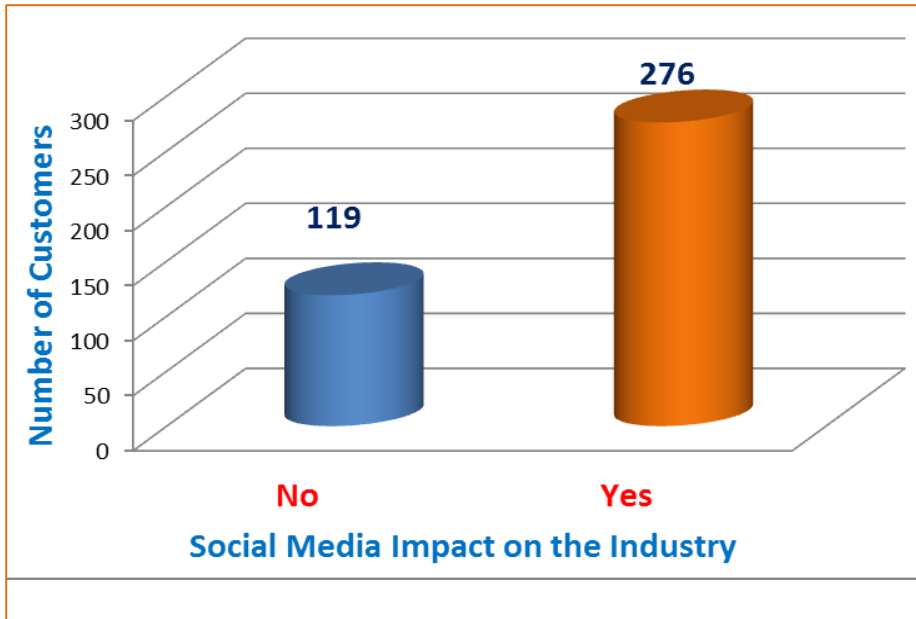


Figure 4.3: Social media Influence in the Industry

For the businesses whose owners had indicated that social media has influenced their businesses, they were able to meet and interact with more customers (276) than those of the contrary opinion. This finding is an indicator of the positive influence of social media on the performance of businesses in the Trans Nzoia region.

Table 4.3: Socio Media Tool commonly used in the Organization

		Percent	Valid Percent	
Valid	YouTube	17.2	17.2	
	Facebook	28.6	28.6	
	WhatsApp	26.6	26.6	
	LinkedIn	17.2	17.2	
	Twitter	10.3	10.3	
	Total	100.0	100.0	

The research result from table 4.1 indicated that Facebook is the most prominent social network (with 28.6 percent) followed by WhatsApp, then LinkedIn and YouTube. Many of the respondents preferred Facebook and WhatsApp because the platforms are common with majority of online users. It was also found out that companies adopt Facebook for specific purpose of Marketing and building brand awareness because the. This finding is consistent with the study done by Prassana (2014) who asserts that farmers are utilizing Social Media to interact with other famers with Facebook being the most commonly used tool.

Table 4.4: Social Media Usage on Marketing

		Oganization uses socio media to determine product price	Socio Media helps to locate my business to potential clients	Use socio media tools to promote business	Social media has enabled myself and clients get the right product
N	Valid	40	40	40	40
	Missing	0	0	0	0
	Mean	2.33	2.90	2.65	2.73
	Median	2.00	3.00	3.00	3.00
	Std. Deviation	1.207	1.105	1.231	1.176

This question attempts to understand the influence of Social Media Usage in Marketing impacted the performance of Agrovet. This was measured by the four elements of marketing, i.e Place, Product, Price and Promotion.

The respondents that agreed and strongly agreed that Social Media tools can be used to locate the place of the business received a higher percentage than those of a contrary opinion. Similarly, more respondents agreed that Social Media tools can is paramount in promoting or marketing the product, comparing the prices and promotion.

These research findings are in line with a study done by Hetya (2013) on effects of Social Media as a marketing tool on small consumers buying behaviors. The study concluded that businesses enterprises can increase public awareness of the brand by embracing creativity when interacting with their customers on Social Media tools.

To examine the influence of communication in social media on performance of Agrovets in Trans Nzoia County.

Table 4.5: Social Media on Communication Frequencies

		Statistics				
		business depends on social media for internal communication	business depends on social media to communicate to clients	use social media tools to interact with my suppliers	use social media tools to interact with my clients	use social media tools to share information with business partners
N	Valid	40	40	40	40	40
	Missing	0	0	0	0	0
Mean		2.23	2.50	2.63	2.48	2.48
Median		2.00	3.00	3.00	2.00	3.00
Std. Deviation		1.230	.961	1.213	1.109	1.109

From the results on the table above, this clearly confirms that most respondents use social media in communication than those who think contrary. This is in line with the study done by Liljana Siljanorska (2015) who carried out a research to determine the impact of Social Media on Companies communication in Macedonia.

To establish the extent to which Networking on social media impacts the growth of ecommerce in the Agrovets in Kitale.

Table 4.6: Networking Frequencies

Variables	Networking					N
	Disagree		Neutral	Agree		
	1	2	3	4	5	
Networking_QA	4	7	8	9	12	40
Networking_QB	6	5	7	9	13	40
Networking_QC	6	5	6	9	14	40
Networking_QD	6	5	8	7	14	40
Networking_QE	7	6	7	9	11	40
Mean	5.5	5.5	7.25	8.5	13.25	
Median	6	5	7.5	9	13.5	
StaDev	1	1	0.957427	1	0.957427	

From the table 4.8, use of social media to interact with supplies, those who use social media tools to interact with clients and those who use social media to share information with business partners had an average of 13.25 as strongly agree and 8.5 as agree contrary to those who disagree that had an average of 5.5. The conclusion is that social media has positive impact on the business performance, measured by the number of customers received in the businesses. These findings conform to a study done by Constantinides, Lorenzo and Alarcon-del-Amo (2011) who did a study on Consumer adoption of Social Networking sites and implication for theory and practice. The findings of this study showed that Social Media Networking give the customers the opportunities to interact, make relationships, share ideas and opinions, and participate in social movements through the online sites.

To explore the effect of research and development on social media to the growth of Agrovets in Kitale Town.

Table 4.7: Research Frequencies

	Social media plays important role in developing my skills	learnt most of my product knowledge through social media	understand the market trends through social media	Social media has enhanced customer participation	Social media has contributed to improved service delivery	Social Media Usage has enhanced information accessibility	Social Media Usage has encouraged electronic payment
Valid	40	40	40	40	40	40	40
Missing	0	0	0	0	0	0	0
Mean	2.45	2.58	2.50	2.50	2.70	2.58	2.88
Median	2.50	3.00	3.00	3.00	3.00	3.00	3.00
Std. Deviation	1.260	1.059	1.086	1.086	1.265	1.130	.822

The result as shown in Table 4.7 indicate that those who use social media to understand the market trend has an average of 2.58. This findings agree with the study done by Kichanova (2012) The Role of Social Media in Research and Development. The results showed that Social Media usage has taken a central stage in Research and development of market products and it is highly dependable in increasing performance.

Table 4.8: Variable Summary

Variables	Rating Responses					N	Mean	Standard Deviation
	Disagree		Neutral	Agree				
	1	2	3	4	5			
Research	5	6	7	10	12	40	8	2.9154759
Marketing	4	7	4	12	13	40	8	4.3011626
Communication	6	5	6	9	14	40	8	3.6742346
Networking	4	5	7	10	14	40	8	4.0620192

Inferential Analysis

In inferential study, the result of linear regression is shown below, with social media usage as the dependent variable while Marketing, Communication, Networking and Research are the independent (predictor) variables.

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.772232
R Square	0.596342
Adjusted R Square	0.55021
Standard Error	0.633694
Observations	40

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	4	20.76389	5.190972	12.92677	1.46E-06
Residual	35	14.05486	0.401568		
Total	39	34.81875			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	-0.24373	0.539311	-0.45192	0.654115	-1.33859	0.851135
Marketing	0.43904	0.18174	2.415757	0.021059	0.070088	0.807992
Communication	-0.12265	0.179049	-0.685	0.497859	-0.48614	0.240842
Networking	0.228066	0.173166	1.317034	0.196385	-0.12348	0.579613
Research	0.547077	0.164028	3.335264	0.002026	0.214082	0.880072

The coefficient for regression of Marketing on Social media usage is positive (+0.43904). The P – value in this case is $0.021 < 0.05$ at 95% level of significance, and this shows that the test was significant for rejecting the null hypothesis. Therefore, the conclusion is that there is a positive relationship between marketing and social media usage.

The coefficient for regression of Communication on Social media usage is negative (-0.12265). The P – value in this case is $0.49 > 0.05$ at 95% level of significance, and this shows that the test was not significant for rejecting the null hypothesis. Therefore, the conclusion is that there is a negative connection between communication and social media usage.

The coefficient for regression of Networking on Social media usage is positive (+0.228066). The P – value in this case is $0.196385 > 0.05$ at 95% level of significance, and this shows that the test was not significant for rejecting the null hypothesis. Therefore, the conclusion is that there is no positive association between Networking and social media usage.

The coefficient for regression of Research on Social media usage is positive (+0.547077). The P – value in this case is $0.002026 < 0.05$ at 95% level of significance, and this shows

that the test was significant for rejecting the null hypothesis. Therefore, the conclusion is that there is a positive association between Research and social media usage.

Table 4.9: Performance of Agrovets Frequencies

Variables	UsagePerformance				
	Disagree		Neutral	Agree	
	1	2	3	4	5
Participation_Performance_A	4	6	8	11	11
Payment_Performance_B	4	8	4	11	13
Accessibility_Performance_C	6	6	6	11	11
Saving_Performance_QD	4	2	8	12	14
Mean	4.5	5.5	6.5	11.25	12.25
Median	4	6	7	11	12
StaDev	1	2.516611	1.914854	0.5	1.5

The table result show that an average of 12.25 strongly agree and 11.25 agree that Social Media Usage contributes to the performance of Agrovets compared to those who disagree. From the multivariate regression, all the coefficients of association between the number of customers (Business Performance) and Use of social media as indicated in the coefficient column are positive. This is an indicator that each of the independent variables related to social media, each had a positive impact on the daily average number of customers received by the businesses in Trans Nzoia County.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The overall objective of this study was to study the impact of Social Media Usage and the performance of Agrovet in Trans Nzoia County. The study focused on the four main areas of Marketing, Communication, Networking and Research. The respondents were also asked what Social Media tools they frequently used.

This study attempts to understand the influence of Social Media Usage in Marketing impacted the performance of Agrovet. This was measured by the four elements of marketing, i.e Place, Product, Price and Promotion.

The respondents that agreed and strongly agreed that Social Media tools can be used to locate the place of the business received a higher percentage than those of a contrary opinion. Similarly, more respondents agreed that Social Media tools can be paramount in promoting or marketing the product, comparing the prices and promotion.

These research findings are in line with a study done by Hetya (2013) on effects of Social Media as a marketing tool on small consumers buying behaviors. The study concluded that businesses enterprises can increase public awareness of the brand by embracing creativity when interacting with their customers on Social Media tools.

From the results of the findings, an average of 2.68 of the respondents depend on Social Media for internal Communication, external communication and to attend to business discussions. The average of those who disagree is 2.32. This clearly confirms that most respondents use social media in communication than those who think contrary. This is in

line with the study done by Liljana Siljanorska (2015) who carried out a research to determine the impact of Social Media on Companies communication in Macedonia.

From the findings above, use of social media to network with supplies, clients and other business partners had average likert of 3.0 Those who did not agree had an average of 2.0 which is only 30%. The conclusion is that social media has positive impact on the business performance, measured by the number of customers received in the businesses. These findings conform to a study done by Constantinides, Lorenzo and Alarcon-del-Amo (2011) who did a study on Consumer adoption of Social Networking sites and implication for theory and practice. The findings of this study showed that Social Media Networking give the customers the opportunities to interact, make relationships, share ideas and opinions, and participate in social movements through the online sites.

The study also sort to find out how research impact on performance of the Agrovet industry. This is through the elements of studying market trends, product knowledge and general skills on the sector.

From the research findings, it was found that business users and clients get more information about the business trends through social media tools. Similarly, the product knowledge and the skills on the Agrovet business is attained though the social media tools.

5.6 Conclusion

The analysis of social media influence on the industries is shown in figure 4.6 below in relation to the number of customers they reached and interacted with through social media.

For the businesses whose owners had indicated that social media has influenced their businesses, they were able to meet and interact with more customers (276) than those of

the contrary opinion. This finding is an indicator of the positive influence of social media usage on the performance of Agrovet business in Trans Nzoia County.

The general conclusion from this study is that social media has positive impact on the business performance, measured by the number of customers received in the businesses.

5.7 Recommendations

The study data confirms that there is high level of social media usage in many Agrovet businesses in Trans Nzoia County. Figure 4.4 shows that 62% of the respondents shown that social media usage has a positive impact on the performance of ecommerce on their business. At the same time, participants confirmed that the aspect of social media usage in Marketing, Communication, Networking and Research positively influences the performance of Agrovet sector.

5.8 Suggestions for further studies

A recommendation for further study would be to look at financial measure of the effects of social media usage since this study only focused on the non-financial measurers.

Secondly, the research could be extended to other country contexts to determine whether there are any cultural differences in the uses and experiences of social media tools. Such a study could reveal the choices, uses and impacts of Social Media depending on the particular cultural context.

Finally, the uses and experiences of specific Social Media tools, by agribusiness could be explored. These could include focused study on Facebook, Twitter, LinkedIn or YouTube use by SMEs or in selected business sectors such as tourism and entertainment

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APPENDIX I:

Dear sir/Madam,

As a student of Masters in Business Administration from Kenyatta University, I am carrying out a study on the Social Media Usage and the performance of agrovet in Trans Nzoia County. Please assist in candidly filling the questionnaire below. Your sincere feedback is highly appreciated

SECTION A: Personal information

1. Kindly tick appropriate box that corresponds to your answer

Male

Female

2. How old are you?

30years and below

30_39years

40_49years

50 years and above

3. How long have you worked for this particular industry?

5 years and below

6-10 years

11-15 years

16-20 years

20years and above

4. What is your level of education?

Diploma

Degree

Masters

Others (please specify).....

5. (a) Do you think the use of Social Media has impacted on the performance of the industry?

Yes

No

(b) If your answer above is yes, kindly give brief explanation

6. How often do you use the below Social Media tools to communicate to and respond to queries? Kindly rate yourself using the keys;

5 – Very often 4 – Often 3 – Not sure 2 – Rarely 1 – Never

	Statement	5	4	3	2	1
a)	YouTube					
b)	Facebook					
c)	WhatsApp					
d)	LinkedIn					
e)	Twitter					
F)	Others (Specify).....					

SECTION B:

Rate the following questions with respect to frequency (Tick the correct answer) Key:

5 – Strongly agree 4 – Agree 3 – Neutral 2 – Disagree 1 – Strongly disagree

Social Media Usage on Marketing						
		5	4	3	2	1
A	My business employ Social Media to determine the price of my product					
B	Social Media is helpful in location my place of business					
C	I use Social Media tools to promote my business					
D	Social Media has enabled myself and clients get the right product					
Social Media Usage on Communication						
		5	4	3	2	1
A	My business depends on Social Media for internal communication					
B	My business depends on Social Media to communicate to clients					
C	I communicate to my staff using Social Media tools					
D	I use Social Media tools to attend to Business discussions					
Social Media use in Networking						
		5	4	3	2	1
A	I use Social Media tools to interact with my suppliers					
B	I use Social Media tools to interact with my clients					
C	I use Social Media tools to share information with business partners					
D	I use Social Media tools to become more sociable					

E	I use Social Media networking tools attend social gatherings					
	Social Media on Research					
		5	4	3	2	1
A	Social Media plays important role in developing my skills					
B	I learnt most of my product knowledge through social media					
C	I get to understand the market trends through Social Media					
D	I use Social Media Networking tools to get information regarding current social events					
E	I use Social Media tools for online business discussions					
F	I use Social Media tools for collaborative learning					

SECTION C: Social Media Usage and Performance of Agrovet

		5	4	3	2	1
A	The use of Social Media has enhanced customer participation					
B	The use of Social Media has contributed to improved Payment efficiency					
C	Social Media Usage has enhanced information accessibility					
D	The use of Social Media has seen increase on Savings					

THANK YOU FOR YOUR PARTICIPATION