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**ABSTRACT**

*The internet and specifically social media tools such as Facebook, Twitter and YouTube and LinkedIn have “overtaken the world” and could be seen as the “Global Consumer Phenomenal”. There has been an upsurge in the use of Social media in the Agrovet sector across the globe. This however has not increased performance to the Agrovet sector in Kitale Town. The aim of this study was to analyze the social media usage on the performance of the Agrovet sector in Kitale Town. 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. The objectives of the study was to: find out the influence of marketing in social media on the performance of Agrovet business in Kitale town, examine the influence of communication in social media on the performance of Agrovet business in Kitale town and to explore the effect of research on social media to the performance of Agrovet sector in Kitale Town. The study reviewed relevant works from earlier studies on social media and their findings in relation to how they were used by organization. Here, the marketing, communication, networking and research were the variables used. This model employed the uses and Gratification theory. The study applied a descriptive research design. Questionnaires were used to obtain quantitative data on the subject with the aim of having acts on the situation. The respondents were owners and managers of Agrovet stores in Kitale town. The data was analyzed using a descriptive statistic that will include percentage, frequencies, scores, mean and standard deviation and regression.*

**Key Words:** Social Media Tools, Agrovet, Marketing, Communication, Networking, Research

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## INTRODUCTION

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, (2009) 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, 2009). Technological and financial innovations in the ecommerce industry has presented to consumers' many choice of payment platforms by offering many payment options.

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, Kirimi & 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).

In Kitale, Currently Bondeni Agrovet implements a manual system in its operation where after purchases from supplier receipts are stored for future use when going to make other purchase (Trans-Nzoia County, 2018). Price tags for each product is written down in a sheet though this is a good method for references its sometimes cumbersome when there a lot of good or items are in stock as searching an entry could take time to get making it inefficient. On a weekly basis the owner takes time to check through all the items in the store taking a count on which are running out of stock so as to go make other purchases (Nyoro, Kirimi & Jayne, 2015). This manual process has been very tedious. Customer credits are written down in a book named "Madeni" indicating the name, product taken and the total amount owed (Simiyu, 2014). This enables the owner to keep their record and set dates for the debtors to pay back. Due to that this records are kept on daily basis and on cases where a customer who last took goods on credit takes good on credit his or her new record will certainly be on another page this has posed a problem of accuracy as when totalling up the individual amount the owner might forget another page of records as well as it consumes time to add this total owed (Prassana, 2014)

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 Kenya social media users have access to platforms like Mkulima Young, Young Farmers Market, Digital Farmers Kenya and Mkulima Hub 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 shows that the highest percentage of Kenyans use Whatsup 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.

### **Statement of the Problem**

In Kenya, Agrovvet 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 Agrovvet products in Kenya produce healthier and large quantities of produce. These products also minimize loss of animals in the farm through death. Agrovvet 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 Agrovvet products.

Social Media usage is rapidly growing and this is influencing globalization. Social Media usage in Kenyan Agrovvet 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 social media has a positive impact 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.

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. This study bridged this gap by studying the impact of using online platforms on the ecommerce performance in the Agrovet sector in Kitale Kenya. This focused 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 Kitale town.

### **Study Objectives**

The objective of this study was to analyze the Social Media Usage on the ecommerce performance in

the Agrovet business in Kitale town. The study was guided by the following specific objectives;

- To determine the impact of Social Media Marketing on performance of the Agrovet business in Kitale town.
- To analyze the influence of Social Media Communication on the performance of Agrovet in Kitale town.
- To ascertain the level to which Social Media Networking impacts the performance of the Agrovet in Kitale.
- To explore the effect of Social Media research on the performance of Agrovet in Kitale Town.

## **LITERATURE REVIEW**

### **Theoretical Review**

#### **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 platforms such as Facebook, LinkedIn, Twitter, and YouTube 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 Agrovet 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.

### **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 platforms. In such a case, they play a key role 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 theory is relevant to the current study as it brings understanding of how specific social media tool

such facebook and youtube influence the performance of agrovets in Kitale.

### **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 intends 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

### **Empirical Literature**

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 social media 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 Social Media in Marketing of 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 agroveter business.

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

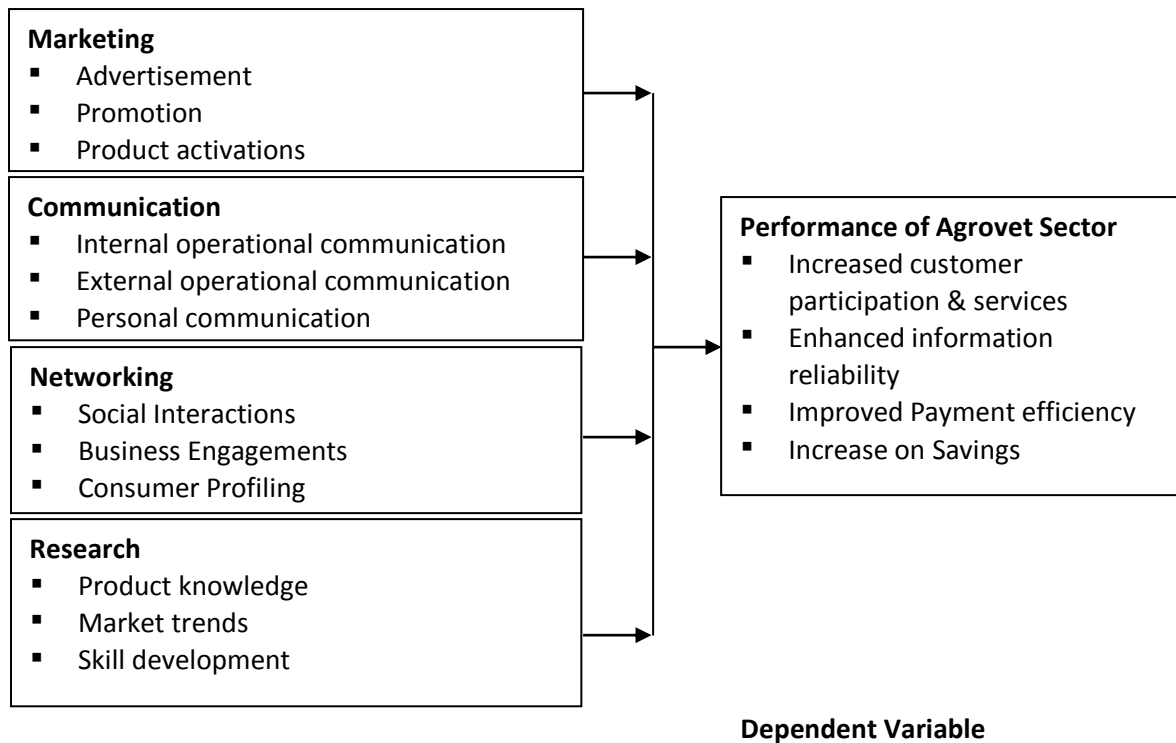
the aspect of performance, therefore, the current study aims at filling this gap by focusing on how social media affects performance of agroveter business.

Ogunnaike and Kehinde (2013) did a study on Social Networking and business performance. The study sought to examine the relationship between social networking and business performance using selected entrepreneurs in Ota, Nigeria. The study used Survey research method with structured questionnaires that was distributed among the sampled 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 on the performance of businesses. Therefore the current study aims at filling this gap by looking at how social media affects agroveter business.

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 aimed to fill this gap.



**Independent Variables**

**Dependent Variable**

**Figure 1: Conceptual Framework**

**METHODOLOGY**

This study employed a descriptive design to investigate the impact of Social Media Usage on the performance of e-commerce in the Agrovet business. The target population included 24 Agrovet businesses in Kitale town. The 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 were semi-structured and consisted of questions that were open-ended and closed-ended. The questionnaire made use of Likert scale ranging from 1 to 5 with 1 corresponding to the least weighted response to the issues investigated and 5 being the strongest weighted response to the aspects investigated. Regression and comparative analysis were undertaken to test hypothesis and enable the researcher to make conclusions about the entire population with regard to the results from the sample. 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 ecommerce among the Agrovet in Kitale.

Analytical models of data analysis aim to provide answers to the study research questions. The empirical model used in the study to test the influence of Social Media Usage on the performance of ecommerce among the Agrovet business in Kitale is a multivariate regression model presented as follows:

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

Marketing, Communication, Networking, Research

Where Y is performance of ecommerce payment,

X<sub>1</sub>= Social Media Marketing,

X<sub>2</sub>= Social Media Communication,



X<sub>3</sub> = Social Media Networking and

X<sub>4</sub> = Social Media Research.

Further,  $\beta_1, \beta_2, \beta_3$  and  $\beta_4$  = Regression Coefficients and  $\epsilon$  = Error term.

Regression analysis was utilized to determine the relationship between the impact of social media usage and e-commerce performance among the Agribusiness in Kitale. The study used the coefficient of regression analysis to identify the relationship.

## RESULTS

### Social Media Usage

The age distribution of the respondents showed that majority of the respondents (34%) were between 30 and 39 years of age. This was followed by 31% being between 40 and 49 years old, 21% above 50 years and finally 14% below 30 years old.

On the analysis of the period of business operation, majority of the businesses (52%) had operated for more than 20 years. The next category of businesses (24%) had operated for between 16 and

20 years. Next, 14% had operated for between 6 and 10 years, 7% between 11 and 15 years and the least (3%) had operated for less than 5 years.

On the the impact of social media on the various industries or occupation, 18 out of 29 respondents were of the opinion that social media had influenced their industries, while 11 respondents were of the contrary opinion.

The analysis on the level of education showed that there were 5 respondents with master's degrees, 11 with bachelor's Degrees and 13 with diplomas.

### Comparative Analysis

#### Social Media Impact on the Industry

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

**Table 1: Socio Media Tool Commonly Used In The Organization**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid youtube	5	17.2	17.2	17.2
facebook	8	27.6	27.6	44.8
Myspace	3	10.3	10.3	55.2
LinkedIn	5	17.2	17.2	72.4
Twitter	8	27.6	27.6	100.0
Total	29	100.0	100.0	

**Table 2: Social Media Tools Use Frequencies**

		Responses		Percent of Cases
		N	Percent	
Frequently used Tools Social Media <sup>a</sup>	usage of LinkedIn to communicate and respond to queries	5	7.2%	17.9%
	usage of Myspace to communicate and respond to queries	2	3.9%	7.1%
	usage of youtube to communicate and respond to queries	18	30.6%	64.3%
	usage of facebook to communicate and respond to queries	23	39.3%	82.1%
	usage of Twitter to communicate and respond to queries	11	19.0%	39.3%
Total		58	100.0%	207.1%

a. Dichotomy group tabulated at value 2.

The research result from the table above indicated that Facebook was the most prominent social network (with 35%) followed by Twitter, then

LinkedIn and YouTube and MySpace. Many of the respondents preferred Facebook and Twitter because the platforms were common with majority

of online users. It was also found out that companies adopted Facebook for specific purpose

of Marketing and building brand awareness

**Table 3: Marketing Frequencies**

		Responses		Percent of Cases
		N	Percent	
Social Media Usage on Marketing <sup>a</sup>	Organization uses socio media to determine product price	5	22.7%	31.3%
	Socio Media helps to locate my business to potential clients	4	18.2%	25.0%
	Use socio media tools to promote business	6	27.3%	37.5%
	Social media has enabled myself and clients get the right product	7	31.8%	43.8%
Total		22	100.0%	137.5%

a. Dichotomy group tabulated at value 2.

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 media tools are paramount in promoting or marketing the product, comparing the prices and promotion.

**Table 4: Communication Frequencies**

		Responses		Percent of Cases
		N	Percent	
Social Media usage in communication <sup>a</sup>	business depends on social media for internal communication	4	36.4%	40.0%
	business depends on social media to communicate to clients	7	63.6%	70.0%
Total		11	100.0%	110.0%

a. Dichotomy group tabulated at value 2.

From the results on the table above it was clearly confirmed that most respondents use social media

in communication than those who thought contrary.

**Table 5: Networking Frequencies**

		Responses		Percent of Cases
		N	Percent	
Impact of Networking on Social Media <sup>a</sup>	use social media tools to interact with my suppliers	6	31.6%	35.3%
	use social media tools to interact with my clients	8	42.1%	47.1%
	use social media tools to share information with business partners	5	26.3%	29.4%
Total		19	100.0%	111.8%

a. Dichotomy group tabulated at value 2.

From the table above, use of social media to interact with supplies had 31.6%, those who used

social media tools to interact with clients were 42.1% while those who used social media to share

information with business partners were 26.3%. The conclusion was that social media has positive impact on the business performance, measured by

the number of customers received in the businesses.

**Table 6: Research and Development Frequencies**

		Responses		Percent of Cases
		N	Percent	
Impact of RD on social media <sup>a</sup>	Social media plays important role in developing my skills	4	26.7%	33.3%
	learnt most of my product knowledge through social media	8	53.3%	66.7%
	understand the market trends through social media	3	20.0%	25.0%
Total		15	100.0%	125.0%

a. Dichotomy group tabulated at value 2.

The result indicated that those who used social media to understand the market trend was 20% , those who used social media to get product knowledge had a tally of 53.3%, while those who used social media tools in developing their skills

were 26.7%. The use of Social Media does assist in understanding market trends, getting the product knowledge and in the general skills on the product to the user and the seller.

**Table 7: Perform Frequencies**

		Responses		Percent of Cases
		N	Percent	
Performance of ecommerce through SM <sup>a</sup>	Social media has enhanced customer participation	3	13.6%	21.4%
	Social media has contributed to improved service delivery	5	22.7%	35.7%
	Social Media Usage has enhanced information accessibility	8	36.4%	57.1%
	Social Media Usage has encouraged electronic payment	6	27.3%	42.9%
Total		22	100.0%	157.1%

a. Dichotomy group tabulated at value 2.

The result showed that 13.6% indicated that social media had enhanced customer participation, 22.7% confirmed that use of social media contributed to improved service delivery, 36.4% use social media to enhance information accessibility while 27.3% use indicated that social media encouraged electronic payments. From the multivariate regression, all the coefficients of association between the number of customers (Business Performance) and the social media independent variables as indicated in the coefficient column were positive. This was 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 Kitale Region.

### CONCLUSIONS AND RECOMMENDATIONS

The general conclusion from this study was that social media has positive impact on the business performance, measured by the number of customers received in the businesses. This was confirmed by the comparative analysis results and formed the reason for rejecting the null hypothesis and adopting the alternate hypothesis that social

media has positive impact on the performance of businesses in Kitale region.

On the question of using social media to promote business, the respondents who indicated, "Agree" and "strongly agree" received larger number of customers 'than "Disagree" and "Strongly Disagree". This implied that the use of social media had positively influenced the number of customers reached (Business performance).The conclusion is that social media has positive impact on the business performance, measured by the number of customers received in the businesses.

Similarly on the question of using social media by business and clients to get the right product, the respondents who indicated, "Agree" and "strongly agree" received larger number of customers 'than "Disagree" and "Strongly Disagree". This implies that the use of social media had positively influenced the number of customers reached (Business performance). The conclusion is that social media has positive impact on the business performance, measured by the number of customers received in the businesses.

The findings about using social media for interacting with clients, respondents who indicated, "Agree" and "strongly agree" received larger number of customers than "Disagree" and "Strongly Disagree". This implied that businesses that had interacted with clients through social media had received larger number of customers. The conclusion was that social media has positive impact on the business performance, measured by the number of customers received in the businesses.

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The study sort to find out how research and development impact on performance of ecommerce in the agrovvet 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 Agrovvet business was attained though the social media tools.

The general conclusion from this study was that social media has positive impact on the business performance, measured by the number of customers received in the businesses. This was confirmed by the comparative analysis results and formed the reason for rejecting the null hypothesis and adopting the alternate hypothesis that social media has positive impact on the performance of businesses in Kitale region.

#### **Suggestions for further studies**

The study data confirmed that there is high level of social media usage in many Agrovvet businesses in Kitale Town. 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 and development positively influences the performance of ecommerce in the agrovet sector. 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. The second recommendation and the most interesting area at this time, involves mobile social media in marketing, communication and research and development. With social media technology usage in rapid increase, more business are leveraging the mobile applications such as the Apple iOS, Windows and Android Mobile platforms for their organizations communications and marketing. This appears to be a very important area to be researched.

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