The Effect of Information Availability on Social Media on Customer Product Choice of Soft Drinks: A Case Study of Sayona Fruit Juice Product in Nyamalango Village– Mwanza City, Tanzania

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Abstract

This study investigates the influence of information availability on social media in shaping consumer product choices, with a particular focus on Sayona Fruit Juice. The study aims to explore how social media marketing affects customer decisions through the lens of the Information Adoption Model (IAM). This is vital for businesses, especially as consumer behaviours are increasingly shaped by social media. The research employed a survey method involving 357 respondents from Nyamalango Village, Mwanza City, Tanzania, with data analysed using SPSS and regression techniques. The results underscore that clear, accessible product information on social media significantly influences purchasing decisions. By enhancing information transparency and quality on social media, actively analysing user interactions, feedback, and strategic partnership with influencers, Sayona can refine its social media strategies to enhance visibility, strengthen positive perceptions, drive purchase intent, and harness the power of social networks to increase brand advocacy and loyalty. The findings fill critical gaps in literature like context and theoretical gap, particularly in developing markets, and offer practical implications for businesses to enhance their social media strategies and customer engagement.

Keywords: Information Availability, Social Media, Customer Product Choice

1. INTRODUCTION

This study explores the impact of information availability on social media and its influence on consumer product choice, with a focus on marketing promotions. In an age where social media is a dominant information source for consumers, the availability, clarity, and presentation of this information play a crucial role in shaping customer preferences and purchasing decisions (Boateng & Amankwaa, 2019). As businesses increasingly turn to social media for marketing, understanding the nuances of how accessible and well-structured information affects consumer behaviour is vital. Specifically, this study examines the case of Sayona Fruit Juice in Tanzania to assess how social media influences customer choices.

Existing literature emphasizes the importance of engaging formats, such as videos and infographics, in capturing attention and enhancing clarity (Smith, 2023; Johnson, 2024). However, gaps remain in understanding the precise impact of information availability on customer decision-making, particularly in developing markets like Tanzania, where internet penetration and social media usage are growing rapidly.

From both an academic and practical perspective, the role of information availability on social media (SM) is critical in understanding consumer behaviour. Academically, it provides insights into developing models that explain decision-making processes in the digital landscape. Practically, businesses must grasp how clear, targeted, and easily accessible product information can optimize their marketing efforts, enhance consumer engagement, and drive sales.

Internet and social media use have grown vigorously in Africa. Between 2008 and 2012, internet bandwidth availability has grown 20-fold World Bank, (2017). By the end of 2015, 46% of the overall population in Africa had access to mobile services. However, only 22% of the population has access to the internet World Bank, (2017). North Africa has the highest internet penetration at 56%, followed by South Africa at 45%, Western Africa at 16%, Eastern Africa at 10%, and Central Africa at 8%

Statistic, (2022). However, Nigeria has the highest number of internet users (109.2 million), followed by Egypt and South Africa Statistic, (2022). Algeria reported 25 million social media users as of January 2021, an increase of 3 million (14%) between 2020 and 2021, which now covers 56.5% of the total population. In Côte d'Ivoire, between January 2020 to January 2021, mobile connections increased by 8.5% (2.9 million), internet users by 2.5% (0.31 million), and active social media users by 20.4% (1.0 million). Total internet users reached 12.50 million, or 46.8% of the total population, and are expected to increase by 2.5% (0.31 million) annually. The vast majority (5.82 million or 98.6%) of internet users access the internet via mobile devices. The top three websites are Google.com, You tube.com, and Jumia.ci, and the top four social media platforms are Facebook, Instagram, Twitter, and LinkedIn the total number of internet users in Ghana is 15.70 million, or 50% of the total population. Internet users increased by 6.4% (943,000) between 2020 and 2021.

In Tanzania, social media has become an integral part of marketing strategies, with over 43% of the population having internet access by 2020 (TCRA, 2020). The study focuses on Sayona Drinks Limited, a leading Tanzanian beverage company that utilizes social media platforms such as Facebook, Instagram, and LinkedIn to market its products.

Despite the growing role of social media in Tanzania, existing research remains limited, particularly regarding its impact on customer product choice. Notable studies, such as those by Doe & Smith (2019) and Muller & Schmidt (2021), highlight methodologies in the U.S. and Germany but not address the Tanzanian context. This research aims to fill the gap by investigating how social media influences purchasing decisions among residents of Nyamalango Village in Mwanza City, Tanzania.

By examining consumer responses to Sayona Fruit Juice in Nyamalango Village, Mwanza City, the results indicate the significant portion of respondents find information about Sayona Fruit Juice on social media to be clear and understandable. This shows that Sayona product provides clear information on their products for customers to understand easily.

The rest of the article is structured including, the literature review that discusses relevant studies on social media and consumer behaviour, the methodology section which details the research design, sample, and data collection methods. The key findings on consumer perceptions of Sayona's social media content, and then the discussion offers recommendations for enhancing social media engagement, finally followed by a conclusion reinforcing the role of social media in shaping consumer choices in the beverage market.

2. LITERATURE REVIEW

The research explores the impact of Information Availability (IA) on Customer Product Choice (CPC), particularly in the context of social media marketing for consumer products like Sayona Fruit Juice. The study employed the Information Adoption Model developed by Erkan & Evans, (2016). The theory is an extension of the Technology Acceptance Model (TAM) and focuses on how individuals process information and subsequently decide to accept or reject it. The IAM is particularly relevant in contexts where individuals are exposed to information through on-line sources, such as social media or consumer reviews. The model suggests that the adoption of information is influenced by factors such as the quality of the information, the source credibility, and the relevance of the information to the individual's needs. Studies have shown that increased access to high-quality information positively influences consumer decision-making processes Cheung, *et al*., (2019). Information quality and source credibility are critical in determining whether consumers adopted the information for their purchasing decisions. However, the theory offered a structured approach to dissect how different attributes of information (e.g., quality, relevance, source credibility) influence its adoption. Even though it may not capture all refinements of consumer behaviour, it provided a foundational understanding that can be increased with insights from other theories and models to achieve a more comprehensive analysis (Jin *et al.,* 2019).

Information Availability (IA) plays a crucial role in shaping consumer behaviour, particularly in the context of social media marketing for products like Sayona Fruit Juice. As consumers increasingly rely on social media for product information, understanding how IA influences Customer Product Choice (CPC) becomes essential for brands aiming to enhance their market presence. Recent studies highlight the significance of IA in consumer decision-making. A survey of Sayona Fruit Juice consumers revealed that while 38.9% found the information sufficient, a substantial 51.2% remained neutral, indicating a need for improved content depth and clarity on social media platforms. This aligns with findings by Alhassan et al. (2023), who noted that effective social media marketing directly influences purchasing behaviour by enhancing consumer awareness and engagement. But, also Thompson & Chen, (2019) found that consumers with access to comprehensive product information, including reviews and comparisons, tend to make choices that align more closely with their preferences and needs. This suggests that information, when curated and presented effectively, enhances consumer satisfaction and decision confidence.

Moreover, clarity in communication is vital. While 43.2% of respondents agreed that the information was clear, the 42.1% neutrality rate suggests room for improvement. Simplified messaging and engaging visuals could enhance comprehension, echoing Maalouf et al. (2024), who emphasized the importance of tailored content in driving consumer trust and loyalty. Trust in social media information was moderately high, with 37.9% of respondents expressing confidence in the information provided. This suggests that brands must focus on transparency and authenticity to foster greater consumer trust, thereby influencing purchasing decisions positively.

The findings underscore the importance of IA in influencing CPC for Sayona Fruit Juice. Enhancing the sufficiency, clarity, and trustworthiness of information on social media can significantly

improve consumer engagement and loyalty. As brands navigate the competitive landscape, prioritizing IA will be crucial for driving sales and building a loyal customer base.

3. METHODOLOGY

This study targeted social media users in Nyamalango Village, Mwanza City, Tanzania, with a specific focus on individuals exposed to Sayona Drinks' marketing efforts. The total population for this research consisted of 5,033 residents Census, (2022). Based on Krejcie & Morgan's (1970) sample size table, a sample of 357 respondents were selected, ensuring a 95% confidence level and a 5% margin of error. A simple random sampling method was employed to enhance representativeness, ensuring that every individual in the population had an equal chance of being selected. A total of 285 usable questionnaires were collected, reflecting a broad demographic profile that included diverse age groups and varying levels of social media engagement. Respondents were asked about their familiarity with Sayona Fruit Juice and their perceptions of the information provided on social media.

Data collection was conducted using an online survey method, which facilitated broader reach and efficiency. This method ensured a wide reach and cost-effective collection of responses. The structured questionnaire consisted of both close-ended and open-ended questions designed to capture quantitative data on the impact of social media information availability on consumer choices.

Cronbach's Alpha was used to verify the internal consistency reliability of the scales, with all constructs achieving values above 0.7, ensuring robust data collection. The study utilized a 5-point Likert Scale to measure the independent variable (Information Availability), with items assessing accessibility and clarity of product information, and the dependent variable (Customer Product Choice), reflecting awareness and purchase intent. (Radujkovic, (2023); Kandemir & Pirtini, (2019); and Zhao et al. (2021))

The independent variable in this study was Information Availability (IA), measured through factors such as the accessibility and clarity of product information on social media platforms. The dependent variable, Customer Product Choice (CPC), was measured by evaluating consumer awareness and purchase intent.

A 5-point Likert Scale was used to assess the variables, with respondents rating their agreement with statements regarding Sayona's social media information. The scale points ranged from 1 (strongly disagree) to 5 (strongly agree). High scores indicated positive perceptions of the information's quality and influence on purchasing decisions, while low scores suggested dissatisfaction or confusion.

Scale items were adapted from established literature, including Radujkovic (2023), Kandemir & Pirtini (2019), and Zhao et al. (2021), ensuring both face and content validity. Cronbach's Alpha values for the scale exceeded 0.7, confirming the reliability of the measurement instruments.

4. RESULTS

Information Availability and Customer Product Choice.
This section shows results of Information Availability as an independent variable affecting Customer Product Choice of Sayona Fruit Juice on social media.

Table 1: Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics						Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change		
1	.745[a]	.555	.553	.44254	.555	352.536	1	283	.000		1.915

a. Predictors: (Constant), IA

b. Dependent Variable: CPC

Source: Field Data (2024)

The table shows that the R-value of 0.745 indicates a strong correlation between the predictor and the dependent variable. The R Square value of 0.555 means that, the predictor can explain approximately 55.5% of the variance in CPC, which is quite substantial. The Adjusted R Square (0.553) suggests that the model is robust. The Standard Error of the Estimate (0. 44254) indicates the average distance that the observed values fall from the regression line. The model is statistically significant (p < 0.001), indicating that IA is a reliable predictor of CPC, while the Durbin-Watson statistic of 1.915 suggests that there is no significant autocorrelation in the residuals.

Table 2: AVOVA Test

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	69.042	1	69.042	352.536	.000[b]
	Residual	55.423	283	.196		
	Total	**124.465**	**284**			

a. Dependent Variable: CPC

b. Predictors: (Constant), IA

Source: Field Data (2024)

The ANOVA table assesses the overall significance of the regression model predicting CPC using the independent variable IA. The Regression Sum of Squares (69.042) indicates that the model explains a significant amount of variability in CPC, while the Residual Sum of Squares (55.423) represents the variation not explained by the model. The F-statistic of 352.536, along with the associated p-value (Sig. = .000), indicates that the model is statistically significant, meaning the predictor provides a significant improvement in explaining CPC compared to a model with no predictors. This strong significance suggests that IA meaningfully contributes to understanding variations in CPC and confirms the validity of the regression model used in the analysis.

Table 3: Coefficients

Coefficients[a]												
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	.427	.110		3.890	.000	.211	.643					
IA	.082	.055	.080	1.489	.137	-.026	.191	.676	.745	.089	.044	3.402

Source: Field Data (2024)

The coefficients table provides a detailed statistical analysis of the relationship between the independent variable IA and the dependent variable, CPC. The unstandardized coefficients (B) indicate the amount of change in CPC for a one-unit change in the independent variable, IA (0.082). The standardized coefficients (Beta) reveal the relative importance the predictor in the model, highlighting that IA approaches insignificance (0.137) indicating the result is not statistically significant and the relationship between IA and CPC is due to random chance. Collinearity statistics, including Tolerance and Variance Inflation Factor (VIF), suggest that multi-collinearity is not an immediate concern, as the VIF value is below the common threshold of 5.

Table 4: Collinearity Diagnostics

Collinearity Diagnostics[a]				Variance Proportions	
Model	Dimension	Eigenvalue	Condition Index	(Constant)	IA
1	1	3.961	1.000	.00	.00
	2	.024	12.814	.96	.02

a. Dependent Variable: CPC

Source: Field Data (2024)

The collinearity diagnostics table provides insights into potential multi-collinearity issue in the context of a regression model with CPC as the dependent variable. The first dimension shows an eigenvalue of 3.961 and a condition index of 1.000, indicating a strong and stable model with no signs of collinearity. In contrast, the higher condition index (12.814), suggesting increasing levels of multi-collinearity in the independent variable: IA (independent attribute). The variance proportion indicates how much variance the independent variable contributes to the dimension. For

example, in the second dimension, most variance is attributable to IA (96%).

5. DISCUSSION

The aim of this study was to investigate the influence of information availability on social media in shaping customer product choices for Sayona Fruit Juice. Specifically, the research sought to assess how information provided on platforms such as Instagram and Facebook affects consumer decision-making. Understanding this relationship is essential for improving Sayona's digital marketing strategies, enabling the brand to better engage with its audience and boost sales in an increasingly competitive marketplace. Given the growing importance of social media as a tool for influencing consumer behaviour, this research is timely and relevant for brands aiming to leverage digital platforms effectively.

The study utilized the Information Adoption Model (IAM) and a 5-point Likert scale to measure both IA and CPC. The results indicated a strong correlation between IA and CPC, with IA explaining approximately 55.5% of CPC variance. The study confirms the significance of IA in shaping consumer behaviour, particularly in developing markets such as Tanzania, where internet penetration and social media usage are growing rapidly. The results show that having clear and easily accessible information on social media platforms enhances consumer engagement and trust, which positively influences purchasing decisions. These findings align with existing literature, such as studies by Thompson & Chen, (2019) and Cheung et al. (2019) that emphasize the positive effects of high-quality information on consumer decision-making processes.

This study provides insights into the impact of social media marketing on consumer behaviour in Tanzania, a context with limited research to date. The findings suggest that Sayona Drinks Limited's social media marketing efforts provide clear information on their products, which helps consumers to make informed decisions about their purchases. These insights suggest that businesses in developing markets should prioritize IA to enhance consumer engagement and loyalty. This aligns with previous research in developed markets, such as the U.S. and Germany, that emphasizes the importance of engaging formats, such as videos and infographics, in capturing attention and enhancing clarity (Smith, 2023; Johnson, 2024).

The study offers several implications for managers looking to improve their social media marketing efforts:

a) Enhancing Information Transparency and Quality on Social Media: to improve trust and influence consumer decisions, Sayona should focus on increasing the clarity and transparency of the information available on its social media platforms. This would involve providing detailed product information, benefits, and usage guidelines, as well as frequently updating content to address potential consumer uncertainties. For company members, this recommendation is critical because it directly influences customer trust and engagement. Transparent communication not only attracts consumers but also fosters brand loyalty, which is essential for competitive advantage.

b) Implementing Data-Driven Content Strategies: Sayona should leverage data analytics to better understand audience preferences and tailor social media content to meet those expectations. By actively analysing user interactions and feedback, Sayona can optimize its social media posts to enhance engagement, employing strategies like calls-to-action, community-driven campaigns, and interactive content. For policymakers, this is essential as it aligns with data protection and consumer rights, ensuring that companies utilize consumer data responsibly while enhancing customer experience. For company members, targeted content strategies can lead to improved brand loyalty and a more precise marketing approach, ultimately driving sales.

c) Strategic Partnerships with Influencers: Since influencer credibility affects consumer-purchasing decisions, Sayona should focus on building long-term partnerships with influencers who align with their brand values and appeal to their target audience. These influencers could create content that resonates with followers while authentically promoting Sayona's products. For company members, influencer partnerships offer an effective way to enhance brand visibility and consumer trust. For other researchers, this recommendation is significant as it opens avenues to investigate the long-term impact of influencer marketing on brand perception and loyalty.

While this study provides valuable insights, there are limitations that could affect its internal and external validity. First, this study collected information from large number of participants. Therefore, this limits the collection of all questionnaires since some of the questionnaires were not returned by the respondents.

Second, methodologically, this study employed only questionnaire. The study findings would be more relevant if other methods of data collection such as interview, focus group discussion, and observation were used. This could provide more accurate information on how social media are used on customer product choice.

Building on the insights gained from this study, future research could explore several promising directions like:

i. Investigating the Impact of User-Generated Content (UGC): Future research should explore how UGC, such as customer reviews and testimonials,

influences consumer trust and purchasing decisions. Given its significant role in brand perception, understanding the distinctions of UGC can provide insights into enhancing engagement and authenticity in social media marketing. For researchers, this topic could reveal valuable findings on consumer psychology and decision-making influenced by peer content, expanding the literature on UGC's role in digital marketing.

ii. Exploring the Effectiveness of Various Social Media Platforms: A study on the effectiveness of different social media platforms (e.g., Facebook, Instagram, TikTok) in influencing customer product choice could help companies like Sayona prioritize platforms based on their target audience. Each platform has unique features, and understanding which platforms best drive engagement could optimize Sayona's social media strategy. This is beneficial for company members looking to allocate resources efficiently, ensuring they invest in platforms that yield the highest return on engagement and sales. For policymakers, understanding platform dynamics is also important for developing targeted digital marketing guidelines.

iii. Examining Longitudinal Effects of Content Engagement on Brand Loyalty: Research could focus on the long-term impact of consistent content engagement on brand loyalty, exploring how continuous interaction with a brand's social media content influences repeat purchase behaviour and customer retention. For policymakers, this study can help establish best practices for sustained consumer engagement in digital marketing policies. For other researchers, it offers insights into the connection between sustained content engagement and long-term consumer behaviour, contributing to an emerging area in social media marketing research.

6. CONCLUSION

The findings In conclusion, this study explored the impact of information availability on social media and its influence on consumer product choice, with a focus on marketing promotions for Sayona Fruit Juice in Tanzania. The findings reveal that IA plays a crucial role in shaping consumer behaviour, particularly in developing markets such as Tanzania. The study utilized the Information Adoption Model (IAM) and a 5-point Likert scale to measure both IA and customer product choice. The results indicated a strong correlation between IA and CPC, with IA explaining approximately 55.5% of CPC variance.

To enhance consumer engagement and loyalty, businesses should prioritize IA by providing clear, targeted, and easily accessible product information on social media platforms. Future studies should explore the impact of social media marketing on consumer behaviour in other beverage markets to confirm the robustness of

this study's findings. Overall, understanding the nuances of how accessible and well-structured information affects consumer behaviour is vital for businesses to optimize their marketing efforts, enhance consumer engagement, and drive sales.

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