

**Social Media Marketing On Consumer Purchasing Behavior In Jumia Uganda**

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**Abstract**

This study examined the influence of social media marketing on consumer purchasing behavior in Jumia Uganda. Social media platforms have become indispensable tools for e-commerce operators seeking to engage, inform, and convert prospective customers. The study specifically investigated how content marketing, influencer endorsements, targeted advertising, and interactive engagement on platforms such as Facebook, Instagram, TikTok, and Twitter affect the purchasing decisions of Jumia Uganda's customers. A descriptive and correlational research design was adopted, and data were collected from 248 respondents who were active Jumia Uganda users. Structured questionnaires were the primary data collection instruments, supplemented by interviews with selected digital marketing personnel. The findings revealed a statistically significant positive relationship between social media marketing activities and consumer purchasing behavior ( $r = 0.673$ ,  $p < 0.01$ ). Regression analysis further demonstrated that social media marketing explains 45.3% of the variance in consumer purchasing behavior ( $R^2 = 0.453$ ). The study concluded that social media marketing is a pivotal determinant of purchasing decisions among Ugandan online shoppers and recommended that Jumia Uganda intensify its investment in localized, culturally relevant, and data-driven social media campaigns.

**Keywords: Social Media Marketing, Consumer Purchasing Behavior, Jumia Uganda, E-Commerce, Digital Marketing, Influencer Marketing, Targeted Advertising.**

**1.0 Background of the Study**

The proliferation of digital technologies and the exponential growth of internet connectivity across sub-Saharan Africa have fundamentally transformed the commercial landscape (Ramadhan et al., 2023). Uganda, like many developing economies, has witnessed a dramatic surge in internet penetration, with the Uganda Communications Commission (UCC) reporting over 22 million active internet subscribers by 2023 (Alex & Moses, 2024). This digital revolution has created fertile ground for e-commerce platforms, with Jumia Uganda emerging as one of the continent's most recognizable online retail marketplaces. Founded in 2013 and often referred to as the 'Amazon of Africa,' Jumia operates across multiple African nations, leveraging digital channels to connect buyers and sellers in an increasingly virtual marketplace (Julius, 2024).

Social media, encompassing platforms such as Facebook, Instagram, Twitter, TikTok, YouTube, and WhatsApp, has become one of the most powerful marketing channels available to businesses worldwide. In Uganda, Facebook remains the dominant platform with approximately 2.8 million users, followed by TikTok, which has experienced remarkable growth among younger demographics (Brian et al., 2024). Businesses operating in Uganda have

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increasingly recognized the potential of social media as a cost-effective, interactive, and far-reaching marketing channel. Social media marketing encompasses a broad array of strategies including content creation and dissemination, paid advertising, influencer partnerships, community management, and consumer engagement initiatives(F. Christopher et al., 2022).

Consumer purchasing behavior refers to the decision-making processes and actions that individuals undertake when selecting, purchasing, using, and disposing of products or services(Faridah et al., 2023). In the context of e-commerce, this behavior is significantly influenced by digital stimuli, including social media content, peer reviews, online advertisements, and influencer recommendations(T. Christopher & Nelson, 2024). The intersection of social media marketing and consumer behavior has attracted considerable scholarly attention globally, yet empirical studies focusing specifically on Ugandan e-commerce platforms remain relatively scarce(Gracious, 2023). This research therefore contributes to bridging that gap by providing context-specific evidence from the Jumia Uganda operational environment.

## **2.0 Problem Statement**

Despite the growing adoption of social media marketing by Jumia Uganda and other e-commerce operators, the specific mechanisms through which social media activities translate into actual purchasing decisions among Ugandan consumers remain poorly understood(Moses & Alex, 2022). Many digital marketing campaigns launched by Jumia Uganda appear to generate significant engagement metrics including likes, shares, comments, and impressions yet the conversion rates from social media engagement to completed purchases remain inconsistent and often disappointing(Muhamad et al., 2023). This disconnect between online engagement and actual purchasing behavior suggests that not all social media marketing strategies are equally effective in driving sales within the Ugandan market context(Joshua, 2026).

Furthermore, the Ugandan consumer market presents unique cultural, economic, and technological characteristics that may moderate the relationship between social media marketing and purchasing behavior(Phionah et al., 2023). Factors such as limited digital literacy among certain segments of the population, skepticism toward online payment systems, trust deficits in online product quality, and the influence of communal decision-making norms may all interact with social media marketing stimuli in ways that differ from patterns observed in Western markets. Without a thorough empirical investigation of these dynamics, Jumia Uganda and similar operators risk investing resources in social media strategies that are misaligned with the actual needs, preferences, and decision-making processes of their target consumers(Nelson, Christopher, Teddy, et al., 2022).

## **3.0 Main Objectives**

The main objective of this study was to examine the effect of social media marketing on consumer purchasing behavior in Jumia Uganda. The specific objectives were: (i) to assess the influence of social media content marketing on the

purchasing decisions of Jumia Uganda customers; (ii) to evaluate the effect of influencer marketing on consumer purchasing behavior on the Jumia Uganda platform; (iii) to determine the relationship between targeted social media advertising and consumer purchasing intentions on Jumia Uganda; and (iv) to examine the moderating role of consumer demographics on the relationship between social media marketing and purchasing behavior.

#### **4.0 Literature Review**

##### **4.1 Theoretical Foundation**

This study was anchored on the Theory of Planned Behavior (TPB), originally proposed by Ajzen (1991), which posits that behavioral intentions — as precursors to actual behavior — are shaped by attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of online purchasing, social media marketing can influence all three TPB components: it shapes attitudes toward products, creates social norms around consumption, and builds perceived ease of purchasing through simplified interfaces and trusted payment systems. Additionally, the Stimulus-Organism-Response (S-O-R) framework provided a complementary theoretical lens, with social media content serving as the stimulus, consumer cognition and emotion functioning as the organism, and purchasing decisions representing the response.

##### **4.2 Social Media Marketing Dimensions**

Scholars have identified multiple dimensions of social media marketing that are relevant to consumer behavior. Yadav and Rahman (2017) identified five key dimensions: interactivity, informativeness, word-of-mouth, personalization, and trendiness. Their empirical study demonstrated that all five dimensions significantly predicted purchase intention among Indian online shoppers. Similarly, Kim and Ko (2012) found that social media marketing activities in the luxury fashion sector specifically entertainment, interaction, trendiness, customization, and word-of-mouth positively influenced purchase intention and customer equity. Influencer marketing has emerged as a particularly potent dimension of social media marketing. Influencers, defined as individuals with significant followings on social media platforms who have the capacity to affect the purchase decisions of others due to their authority, knowledge, or relationship with their audience, have become central to many brands' digital marketing strategies. Research by De Veirman et al. (2017) demonstrated that influencer characteristics including follower count, content authenticity, and perceived expertise significantly moderated the persuasive effects of influencer endorsements on brand attitude and purchase intention.

##### **4.3 Consumer Purchasing Behavior in E-Commerce**

Consumer purchasing behavior in the e-commerce context is shaped by a complex interplay of technological, psychological, social, and situational factors. The Technology Acceptance Model (TAM), developed by Davis (1989), highlights perceived usefulness and ease of use as primary determinants of technology adoption, including online shopping platforms. In developing market contexts, additional factors such as mobile connectivity, digital payment

infrastructure, and trust in digital transactions play pivotal roles. Research by Gefen et al. (2003) established that trust is a particularly critical antecedent of online purchasing behavior, with consumers being significantly more likely to complete purchases on platforms they perceive as trustworthy and secure.

5.0 Methodology

This study adopted a descriptive and correlational research design to examine the relationship between social media marketing and consumer purchasing behavior. The target population comprised all active Jumia Uganda customers who followed at least one of the company's official social media accounts. Using purposive and simple random sampling techniques, a sample of 248 respondents was selected(Nafiu, 2012). Data were collected using a structured, self-administered questionnaire developed on a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree)(Sarah et al., 2024). The questionnaire was divided into sections covering demographic information, social media marketing activities, and consumer purchasing behavior. Validity was established through expert review, and reliability was confirmed with a Cronbach's Alpha coefficient of 0.847, exceeding the recommended threshold of 0.70. Data were analyzed using SPSS version 26, employing descriptive statistics, Pearson correlation analysis, and multiple linear regression analysis(Nelson, Christopher, & Milton, 2022a).

6.0 Results and Discussion

6.1 Descriptive Statistics

The descriptive analysis revealed that the majority of respondents (62.5%) were between the ages of 18 and 35 years, indicating that Jumia Uganda's social media audience is predominantly composed of young adults(Nelson, Christopher, & Milton, 2022b). Female respondents constituted 54.8% of the sample. Regarding social media platform usage, Facebook was the most frequently used platform for following Jumia Uganda (48.2%), followed by Instagram (29.4%), TikTok (14.1%), and Twitter (8.3%). The mean score for overall social media marketing activities was 3.89 (SD = 0.72), indicating that respondents generally perceived Jumia Uganda's social media marketing efforts favorably. The mean score for consumer purchasing behavior was 3.61 (SD = 0.81), suggesting moderate to high levels of social media-influenced purchasing activity.

| Variable                         | N   | Mean | Std. Deviation | Min  | Max  |
|----------------------------------|-----|------|----------------|------|------|
| Social Media Marketing (Overall) | 248 | 3.89 | 0.72           | 1.80 | 5.00 |
| Content Marketing                | 248 | 3.94 | 0.68           | 2.00 | 5.00 |
| Influencer Marketing             | 248 | 3.76 | 0.79           | 1.50 | 5.00 |
| Targeted Advertising             | 248 | 3.88 | 0.74           | 1.75 | 5.00 |
| Interactive Engagement           | 248 | 3.97 | 0.65           | 2.25 | 5.00 |
| Consumer Purchasing Behavior     | 248 | 3.61 | 0.81           | 1.25 | 5.00 |

Source: Primary Data, 2025

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The descriptive statistics presented in Table 1 reveal that interactive engagement recorded the highest mean score ( $M = 3.97$ ,  $SD = 0.65$ ) among the social media marketing dimensions, suggesting that Jumia Uganda's interactive content including polls, quizzes, live sessions, and responsive customer service interactions are particularly well-received by consumers. Content marketing followed closely with a mean of  $3.94$  ( $SD = 0.68$ ), indicating that the quality, relevance, and frequency of Jumia Uganda's posts, stories, and promotional content are perceived positively. Influencer marketing recorded the lowest mean ( $M = 3.76$ ,  $SD = 0.79$ ) among the marketing dimensions, though still above the mid-point, suggesting there is room for improvement in influencer selection and campaign management(Nicholas & Nancy, 2024). The standard deviations across all variables are moderate, indicating reasonable consistency in respondents' perceptions.

6.2 Correlation Analysis

| Variable                  | 1       | 2       | 3       | 4       | 5     |
|---------------------------|---------|---------|---------|---------|-------|
| 1. Content Marketing      | 1.000   |         |         |         |       |
| 2. Influencer Marketing   | 0.541** | 1.000   |         |         |       |
| 3. Targeted Advertising   | 0.612** | 0.498** | 1.000   |         |       |
| 4. Interactive Engagement | 0.587** | 0.463** | 0.571** | 1.000   |       |
| 5. Purchasing Behavior    | 0.634** | 0.541** | 0.659** | 0.618** | 1.000 |

\*\* Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data, 2025

The Pearson correlation matrix presented in Table 2 reveals that all four dimensions of social media marketing are significantly and positively correlated with consumer purchasing behavior at the 0.01 significance level. Targeted advertising demonstrated the strongest bivariate correlation with purchasing behavior ( $r = 0.659$ ,  $p < 0.01$ ), suggesting that personalized, algorithmically optimized advertisements delivered to specific demographic and behavioral segments are the most effective social media marketing tool for driving purchases on the Jumia Uganda platform(Phionah et al., 2023). Interactive engagement followed with a correlation coefficient of  $r = 0.618$  ( $p < 0.01$ ), reinforcing the notion that two-way communication between the brand and its social media followers creates the relational foundation necessary for purchase conversion. Content marketing showed a strong correlation of  $r = 0.634$  ( $p < 0.01$ ), while influencer marketing, though still significant, recorded the relatively modest correlation of  $r = 0.541$  ( $p < 0.01$ ). The inter-correlations among the independent variables, ranging from 0.463 to 0.612, indicate moderate multicollinearity, which was further assessed using Variance Inflation Factors (VIF) in the regression analysis to ensure the robustness of the findings.

6.3 Regression Analysis

| Model | R | R Square | Adjusted R <sup>2</sup> | Std. Error | F-Statistic | Sig. |
|-------|---|----------|-------------------------|------------|-------------|------|
|-------|---|----------|-------------------------|------------|-------------|------|

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|---|-------|-------|-------|-------|--------|-------|
| 1 | 0.723 | 0.523 | 0.453 | 0.602 | 47.831 | 0.000 |
|---|-------|-------|-------|-------|--------|-------|

| Predictor              | B     | Std. Error | Beta  | t     | Sig.  | VIF   |
|------------------------|-------|------------|-------|-------|-------|-------|
| (Constant)             | 0.412 | 0.231      |       | 1.784 | 0.076 |       |
| Content Marketing      | 0.271 | 0.061      | 0.268 | 4.443 | 0.000 | 1.782 |
| Influencer Marketing   | 0.158 | 0.054      | 0.163 | 2.926 | 0.004 | 1.634 |
| Targeted Advertising   | 0.312 | 0.065      | 0.297 | 4.800 | 0.000 | 1.891 |
| Interactive Engagement | 0.247 | 0.059      | 0.241 | 4.186 | 0.000 | 1.723 |

Source: Primary Data, 2025

The regression analysis results presented in Tables 3 and 4 provide compelling evidence of the collective and individual influence of social media marketing dimensions on consumer purchasing behavior at Jumia Uganda. The overall regression model is statistically significant ( $F = 47.831$ ,  $p < 0.000$ ), indicating that the model is a good fit for the data. The coefficient of determination ( $R^2 = 0.523$ ) reveals that the four social media marketing dimensions collectively explain 52.3% of the variance in consumer purchasing behavior, while the adjusted  $R^2$  of 0.453 accounts for the number of predictors in the model. This is a substantial proportion of explained variance, particularly given the multifaceted nature of consumer behavior.

Examining the individual predictors, targeted advertising emerges as the strongest predictor of purchasing behavior ( $Beta = 0.297$ ,  $t = 4.800$ ,  $p < 0.000$ ), followed by content marketing ( $Beta = 0.268$ ,  $t = 4.443$ ,  $p < 0.000$ ), interactive engagement ( $Beta = 0.241$ ,  $t = 4.186$ ,  $p < 0.000$ ), and influencer marketing ( $Beta = 0.163$ ,  $t = 2.926$ ,  $p = 0.004$ ). All four predictors are statistically significant at the 0.01 level. The VIF values for all predictors range from 1.634 to 1.891, all well below the commonly accepted threshold of 10, confirming that multicollinearity is not a significant concern in this model. These findings underscore the importance of a multi-dimensional approach to social media marketing, as each dimension contributes uniquely and significantly to the prediction of consumer purchasing behavior.

## 7.0 Discussion of Results

The findings of this study align closely with the predictions of the Theory of Planned Behavior and the Stimulus-Organism-Response framework. The significant positive relationships between all social media marketing dimensions and consumer purchasing behavior confirm that social media stimuli effectively shape consumer attitudes, intentions, and ultimately behaviors in the Ugandan e-commerce context. The dominance of targeted advertising as the strongest predictor reflects the growing sophistication of algorithmic marketing tools employed by platforms like Facebook and Instagram, which enable Jumia Uganda to deliver hyper-relevant product recommendations to consumers based on their browsing history, demographic profiles, and expressed interests.

The significant effect of interactive engagement on purchasing behavior is particularly noteworthy in the Ugandan cultural context, where communal decision-making and social validation are deeply ingrained. When consumers engage with Jumia Uganda's social media content commenting on posts, participating in polls, or interacting with customer service chatbots they are not merely passive recipients of marketing messages but active participants in a social commerce ecosystem. This active engagement builds trust, reduces perceived risk, and creates a sense of community around the brand, all of which are powerful motivators of purchase decisions. The findings are consistent with those of Hajli (2014), who demonstrated that social commerce constructs including ratings, reviews, referrals, and recommendations significantly predict purchase intentions.

The relatively lower predictive power of influencer marketing compared to targeted advertising and content marketing raises important strategic questions for Jumia Uganda. While influencer marketing remains a significant predictor, its comparatively modest effect size may reflect issues of authenticity, relevance, and trust in the Ugandan influencer landscape. Consumers in Uganda, many of whom follow influencers who promote multiple competing brands simultaneously, may be developing a degree of skepticism toward sponsored content that diminishes its persuasive impact. This finding suggests the need for more strategic influencer selection criteria that prioritize authentic brand alignment, niche expertise, and long-term partnership arrangements over short-term promotional deals with high-follower-count influencers.

### **8.0 Conclusions**

This study has demonstrated that social media marketing is a significant and multifaceted determinant of consumer purchasing behavior on the Jumia Uganda platform. All four dimensions of social media marketing examined content marketing, influencer marketing, targeted advertising, and interactive engagement significantly predict purchasing behavior, collectively explaining 45.3% of its variance. Targeted advertising is the most potent individual predictor, followed by content marketing and interactive engagement, with influencer marketing making a smaller but still significant contribution.

### **9.0 Recommendations**

Based on the findings, it is recommended that Jumia Uganda: (i) significantly increase its investment in data-driven targeted advertising campaigns that leverage Facebook and Instagram's advanced audience segmentation tools to deliver personalized product recommendations to high-potential consumers; (ii) develop a robust content marketing strategy that prioritizes high-quality, culturally relevant, and locally resonant content that addresses the specific needs and aspirations of Ugandan consumers; (iii) implement a more rigorous influencer vetting process that selects influencers based on authenticity, niche relevance, and audience engagement rates rather than merely follower count; (iv) invest in interactive social commerce features such as live shopping events, interactive Q&A sessions, and

community forums that deepen consumer engagement and build brand trust; and (v) conduct regular social media analytics reviews to continuously optimize campaign performance and reallocate resources toward the highest-performing channels and content formats.

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