

**SOCIAL MEDIA USE AND ITS IMPACT AMONG EMPLOYEES OF ELECTRONIC  
COMPANIES IN KENYA: A CASE OF SAMSUNG ELECTRONICS COMPANY, NAIROBI  
COUNTY**

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**A RESEARCH PROJECT REPORT SUBMITTED TO THE SCHOOL OF JOURNALISM  
IN PARTIAL FULFILMENT FOR THE REQUIREMENT FOR THE AWARD OF  
MASTER OF ARTS DEGREE IN COMMUNICATION STUDIES, UNIVERSITY OF  
NAIROBI**

**DECEMBER 2017**

## **DECLARATION**

This is to certify that this research project is my own original work and is in no way a reproduction of any other work that has been previously presented for award of a degree in any university.

**Submitted by:**

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Date

This project has been submitted for examination with my approval as University Supervisor.

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DR.SAMUEL SIRINGI

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Date

## **ACKNOWLEDGEMENT**

Foremost, I would like to express my sincere gratitude to God Almighty for the gift of life, resources, a sound mind and everything else that enabled me to go through the course and I will be forever grateful.

I would wish to acknowledge my supervisor Dr. Samuel Siringi for the time, support and encouragement given to me throughout this journey. My appreciation also goes to other lecturers and colleagues at the University of Nairobi for their academic support, comments, critics, suggestions and contribution to this research.

Special thanks go out to all the people who participated in this study; you enabled the research to become a reality. Your contribution is greatly appreciated and without you, this study will have been impossible.

My deepest gratitude goes to my parents and siblings. They have always supported, encouraged, and believed in me, and in all my endeavors.

## **DEDICATION**

I would like to dedicate this work to my parents, Lumumba Martin and Josephine Kerubo who have been the greatest pillar throughout my studies. I also dedicate this work to Samsung employees and management for making this study a possibility.

## **ABBREVIATIONS & ACRONYMS**

SNSs – Social Networking Sites

AST – Agenda Setting Theory

SNT – Social Network Theory

Fb – Facebook

CBD – Central Business District

Msg – Message

Lol – Laughing out loud

SJMLE – Student journal for media literacy education

SPSS – Statistical package for social sciences

SDA – Strongly disagree

SA – Strongly agree

## **ABSTRACT**

This study sought to examine the extent of social media use by employees at Samsung Electronics, the purposes for which they use social media and its effect on their performance. Specific objectives of this study included; to find out the extent of social media use by sales employees in Samsung Electronics Company in Kenya, to investigate the purposes for which sales employees use social media in Samsung Electronics Company in Kenya, to explore how the use of social media impacts the performance of employees in electronic companies in Kenya. A descriptive survey design was adopted in conducting this study. A Census sampling technique was applied to include all the targeted 110 sales employees of Samsung Company in Nairobi in the final sample. The primary quantitative data were collected by use of closed ended questionnaires. Frequency counts, percentages, weighted averages, Pearson's correlation and simple regression analysis techniques were used to analyse the collected data. The study established that WhatsApp, Facebook and Instagram were the most used social sites with majority of the respondents indicating that they used them for less than 1 hour a day while at work. The employees at Samsung Electronics were to a large extent using social media on making friends and receiving and sending messages. A negative correlation between employee performance and use of Social Media was established. Finally the regression analysis results indicated that use of social media makes a significant contribution to the performance of sales representatives at Samsung Electronics. The study concluded that employees participate in social media in the workplace for both work and non-work related activity. Social media has the potential to allow employees to form collaborations and communities for knowledge creation and sharing, better channels of communication, which enhance employee performance. However, it can draw employees into an addiction that distracts performance as well as straining the organizational resources. The researcher recommends that, Samsung Electronics Company to embrace both traditional and modern ways of communication for effectiveness. Since not all employees acknowledged to using social media for marketing purposes, staff appraisal should also be improved so as to inform on areas of improvement and identify training needs/gaps, Samsung Electronics Company to encourage its employees to make use of the available social networks for business, Samsung Electronics Company continuously but periodically undertakes to review the communication channels used. The results of such surveys must then be made available to all employees as a form of feedback mechanism. It is also recommended that Samsung Electronics Company improves the communication management initiatives as forms of employee motivation programs. This way it will attract, retain and manage talent which will in turn increase on performance levels among the Samsung Electronics Company staff.

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Overview**

This chapter provides the study background, problem statement, aims, research questions, justification and significance of the research. The section also highlights the assumptions of this study and operational definition of the various terms as used in this study.

#### **1.2 Introduction**

The success of an enterprise relies mainly on the workforce as they are essential asset and have the ability to generate value and allow companies to stay ahead. The social media whose popularity has increased and penetrated the working environment and most workers are using it in the workplace. This chapter focuses on the background of the study, which will broadly explain the usage of social media and how the habit may affect the performance of employees as well as their quality of life. Statement of the problem will prove a gap in the application of social media in electronic companies and its effect of the performance of workers. The chapter also outlines the objectives of the study that is; the general objective and specific objectives of the study. This chapter will also clearly state; Research questions, justification of the study, significance of the study, assumptions and limitations of the study.

#### **1.3 Background of the Study**

Generally, the social media sites can be described as internet-based services which facilitate workers to: (1) create profile in a closed system; (2) come with a list of other users with whom one can exchange information with and connect; and (3) go through the connection list and those created by others in the system according to Boyd and Ellison (2008). Due to the rapid

emergence of the social media and its increased application in the workplace, policymakers and companies are still unsure whether to incorporate it entirely in their operation (Delikat, 2011).

The response will indeed rely on a certain employer, the needs of an organization and priorities and the tolerance to risks. In the contemporary world, work procedures are nowadays complicated and no single person can operate in a vacuum. A person needs to work each other to implement things and mobility increases another stratum of complexity since the person to work with may at times not be physically close. Therefore, it has now been considered and embraced practice for workers to utilize social media within and without and also to attain organizational goals. It was accepted that the social media sites precisely have for some time had a significant impact by transitioning the aspect of the efficiency of the communication processes both in corporate and personal life as noted by Beck (2007).

To factor various aspects of the complicated nature of the social media Nielsen in 2010 argued that the social media accounts for almost a quarter of the web activities and LinkedIn contains at least 80 million professionals in at least 200 states. Other sites like Twitter, YouTube, Facebook and MySpace are easily accessible by everyone. It was initially developed to link up with people from every part of the world to incorporate workers, friends and families. Nonetheless, as the quantity of users rise, companies are attempting to link with workers more than ever. Facebook, for instance, in 2012, had over 845 million registered and active users globally. Europe contained the largest number (around 223 million), then Asia with 184 million. The distribution based on gender revealed that 57% were females and 43% were males, around 425 million accessed via their phones and every user spent approximately 20 minutes per visit (Fach, 2012). These show that the rising popularity of the social media among users and are continuing to attract more users per day. Even though evidence indicates that it is associated with increased productivity, other

Investigations contend that there is no positive relationship between output and social media. Hence the aim of this study is to assess the effects of social media on performance of employees in electronic companies.

This accessibility of the internet and social media sites of employees has led to this study that aims at assessing the level of effect social media has on the performance of employees. With increased development in communication technology, the social media sites like Twitter and Facebook are probably regarded as among the most essential instruments employed to stay in touch or communicate with others. Workers have an insatiable need to link up with their colleagues due to the 24/7 nature of these technologies (Fodeman and Monroe, 2009). As a result, the application of the social media may be a habit which may impact the output of workers and quality of life as well. As pointed Fodeman and Monroe (2009), the application of the social media has elevated the anxiety levels among workers to the extent that they end up being apprehensive without their gadgets for some hours.

This study has brought about the hypothesis that is to guide this research and it states that; the number of hours spent on social media sites will influence employee performance. The key words in this study are social media, employees and employee performance. Social media influence on the employee performance will be determined by the amount of time spent on the different social media sites that are commonly used by the employees. The social media sites the researcher will consider are; Facebook, twitter WhatsApp and Instagram and YouTube since these are the most commonly visited social sites by workers. Employee performance will be determined by the averagely performing

employees and the best performing employees and this will be influenced by the cumulative averages for every financial year.

#### **1.4 Statement of the problem**

Scholarly work has illustrated that the popularity of the social media sites and their rising application at the workplace pose different concerns/challenges for employers, it is becoming hard to regulate the use of social media sites while working or in the working environment. As a result, a dilemma comes into play where workers spend a lot of time on the sites participating in non-productive activities like the creation of personal networks, keeping tabs with friends and families, viewing sport scores, streaming and downloading videos and music (Kandiero et al., 2014). It comes at an era when companies globally have encountered various problems and are searching for various ways of remaining afloat. The advancement of the social media and internet rules and regulations at the workplace has to some extent controlled and restricted its rampant use. Among the problems of this business era is to improve performance of workers to grow profits and prevent resource wastage. Therefore, this research aimed to review the impacts of the social media application in Samsung Company (Kenya) on the performance of employees.

#### **1.5 Objectives of the study**

##### **1.5.1 General objective of the study**

To assess the impact of social media on performance of employees in electronic companies in Kenya

##### **1.5.2 Specific objectives of the study**

- i. To find out the extent of social media use by sales employees in Samsung Electronics company in Kenya.
- ii. To investigate the utilization of social media among employees of Samsung electronics company in Kenya



- iii. To explore how the use of social media impacts the performance of employees in electronic companies in Kenya.

### **1.6 Research Questions**

- i. What is the extent of use of social media by sales employees in Samsung Electronics Company in Kenya?
- ii. What are the purposes for which sales employees use social media in Samsung Electronics Company in Kenya?
- iii. What is the influence of social media use on the performance of employees in Samsung Electronics Company in Kenya?

### **1.7 Justification of the study**

According to the Student journal for media literacy education, (2010) volume 1, it is also believed that social media has a big influence on the employees performance of Samsung Company. As much as university students use the sites to gain academic information, The SJMLE editor, Nick Permisco states that, the social media sites have social media websites have become rampant and gives the youths an easier means of interacting with one another and the world at large. Such a new means of communication relies on the user-generated content.

This study will assess the effects of social media use on sales employees' performance of Samsung Company in Nairobi City. The study will determine the effectiveness of social media use by sales employees in Samsung in achieving set company targets.

### **1.8 Significance of the study**

The study will be significant in highlighting the impact of social media on the society and especially employee performance, this is because they are more exposed to material that are readily available whenever they need to access the internet. The study will also bring to light the remedies of social media sites on employee performance and also the society as a whole.

### **1.9 Assumptions and Limitations**

The study will be on the effects of social media use on employee performance of Samsung Company in Kenya. The researcher will mostly focus on the sales employees of Samsung Company in Nairobi city in Kenya.

The researcher will consider the use of questionnaires and in-depth interviews as a way of collecting necessary data from the employees. The major limitations of this study are likely to be: some of the respondents may not be willing to give you the required information and also the research will only be conducted within Nairobi.

### **1.10 Operational definition of terms**

**Social media**- encompasses internet-based and mobile technologies used for the purposes of formulating interactive conversations.

**Social network**- website committed to allow users to interact with one another through posting of comments, messages and images.

**Employee performance**- described as the adherence to the set-out duties and responsibilities properly.

**Impact**- a marked effect or influence also has a strong effect on someone or something. The marked effect can be either a positive or a negative effect.

**Nodes**- this can be easily described as single players or actors in a network.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Overview**

This part reviews literature relevant to social media use on employee performance and will examine previous studies that relate to the use of social media in organizations. It also looks at similar studies carried out that provide a good grounding of this study. The chapter also looks at relevant theories of social media use and also the conceptual framework of the research.

#### **2.2 Concepts of social media**

Social media is described as web services which necessitate users to create profiles in a closed system, create a list of connections and access their connections' lists of users. The aspect and connection of social media regulations differ from a single service to another. Also, the social media is based on various main constructs: communities of interests, user-created content and web 2.0. Additionally, it's reliant on the user-driven activity whereby frontiers between consumers and producers are unclear. Users carry out the function of generating content, distributing and filtration of information with regards to relevance.

The social media sites can be credited with the creation of a new social platform where people can create high levels of awareness by staying in touch with others and also making new friends and access information that can be essential to their livelihoods and working environment in different ways. The purpose of this study is to get the perceptions of employees on the impact of social media sites on performance. The social media has a number of benefits or advantages, for instance, exchange of knowledge, ability to retain organizational knowledge in accessible means,

proper application of computer-assisted communication technologies and improved workflow and performance.

The significance of the tools of social media in the current operational environment has been embraced due to the changing and complex nature of the global business environment that incorporates global co-workers, suppliers and customers. Business procedures tend to become complicated and therefore require automation since the workers are no longer able to carry out their designated responsibilities within the accorded timeframe. Nobody can operate in a vacuum in the modern environment; it is imperative to work together as a single unit to accomplish various tasks. Companies nowadays are continuously encountering the problem of contextualizing this issue and its impacts on the workforce capacity to carry out their duties and determine boundaries between private and professional application of the organizational information technology resource. Time wasted on the internet by workers amounts to a significant cost to an enterprise. For instance, an organization with 8 employees in a single department and everyone spends around one hour daily on the aforementioned activities, means that is a whole productive day wasted by the employees.

### **2.3 Social Networking**

Social networking is now one of the main important business advancements in the 21<sup>st</sup> century and has increased or added a facet to the manner in which people exchange information globally. In Kenya, there have been immense changes in as far as the application of the social media is concerned, with substantial effects for both the employees and employers. As a result, Kenyans are ranked highly with other prolific social media users in the world (ITU Report 2011). Utilized by a large number of people globally, the social media sites have changed the behavior of people while online, leading to the reduction of private inhibitions of exchanging information online (Ray, 2008).

### **2.3.1 Social Networking Sites**

According to Boyd and Ellison, SNSs are internet-based services which allow people to create profiles in a closed system and come up with users list with which connections can be made and information shared. It is also described as a virtual community of internet users with a desire to interact with others about a particular field of interest (Wong, 2011). The term “social network site” is normally employed to explain this issue and in most cases “social networking sites” can be heard during public discussions and the two are utilised interchangeably. The terminology “networking” focuses on starting relationships, mainly between strangers (Baldwin et al, 1997) and happens to be among the primary activities in the course of social media application. Using properly the potential benefits of the network can aid learners positively and be directed to assisting others. Some examples of social networks are; Twitter, Friendster, MySpace, Facebook, Orkut and many others.

### **2.3.2 Examples of Social Networking Sites**

Twitter started as a test back in 2006 with quite a simple service and grew to become one of the most used social networking sites. It is real-time platform of communication. It enables the users to come up with accounts and relay messages to connections compared to the sending of bulk email messages. It is also easier for the users to come up with the contacts networks and send out invitations to others to get tweets and at the same time follow others’ posts. Furthermore, with Twitter, people can select or opt not to follow particular individuals for personal reasons (William, 2009).

Myspace was invented in 2003 and allows user to generate profiles, list their friends, upload pictures and create a calendar. In addition, it aims to bring different users together for private and formal interaction. Such a network stood out due to its ability to come up with new ideas as the clients proceed to inquire for innovations and became the most discussed invention in America in 2006 according to Cohen (2008).

Currently, the most popular social media site is Facebook. It was invented by Mark Zuckerberg in 2004 while still a Harvard University student. It was initially meant for the university students as a way of interacting with one another. On average, upon its invention, users spent around 20 minutes per day on the site and two-thirds logged in more than once every day. By 2010, the number of active Facebook users was past 500 million and had 22,000 photos viewed during its first 4 hours online (Kimberly et al 2009).

Orkut.com was invented by a Google staff and allows the company to control its administrative services. However, it was later renamed to Orkut Buyukkakte, after the inventor. The essence of this novel development is enabling members to interact with others and at the same time keep their activities offline. It further authorizes the usage of easy-to-set-up members' forum. From 2006, Orkut has allowed members to come up with accounts without invitations. In Brazil, it happens to be the popular site, in fact, more popular than Google Brazil. Even though on globally Google is highly ranked, in Brazil, it falls behind Orkut according to Ellison (2004).

Like other media before it, the rise of social media to popularity has encountered different challenges. Enterprises such as Facebook, MySpace and Twitter have had a difficult time balancing an interactive environment with the entire search for profits. However, their increased popularity has seen them become the main points or platforms for companies and businesses to advertise their products and interact with their customers.

In addition, they provide businesses with the chance to carry out surveys on their products and also in the recruitment and selections process. The social media sites have transformed our web expectations and society at large.

The corporate world has encountered a substantial growth in the application of the social networks. Similarly, the usage of the social media has expanded mainly during the last 10 years and the application of these latest internet-based technologies for tasks related activities has been a huge part. The social networking sites like Twitter, WhatsApp and Facebook have grown to become popular for people (Bulmer and DiMauro, 2009). In business, the social media is a means of communication for many business experts as enterprises are utilizing it to link and interact with others within their companies.

## **2.4 Theories of Social Media Use**

### **2.4.1 The Connectivism Theory**

It is a learning theory applicable in the current advanced era, it illustrates the knowledge required by the society needs to constantly update their knowledge which can only take place via maintenance of connections. Constant learning is focused on the capacity to communicate with others and fall into the digital communities which its interests may be shared constantly.

Connectivism happens to be a networking theory used in learning and knowledge trends where people can act and be located outside of ourselves (in an enterprise), is centred on linking customized data sets. Nonetheless, companies are as well associated with the potential challenge of private data leaking by workers of the social media. The communication networks and forms of organization are going through rapid changes as a result of globalization and developments and the convergence of computer and technology communication. Also, the organizational appearance is changing to situations where the means of communication tends to be comprehensive, distinct and gullible to the extent where the entire human experience is absorbed.

## **2.4.2 Agenda Setting Theory**

Also referred to as the Agenda Setting Function of Mass Media, holds that the media is responsible for setting the public agenda by informing someone what to think, though not exactly. In the selection of and display of news, newsroom workers, editors and broadcasters perform an essential role in the designing of political reality. Readers can both be informed about a certain issue and its importance based on the information contained in a news story. A reflection of what people or candidates are talking about in a campaign, the mass media can properly determine the essential issues, in other words, the media can establish the campaign agenda (McCombs, 2003). The theory has since been expanded by various scholars such as McCombs and Shaw leading to the production of various scholarly articles and peer reviews and to the point of expanding the theory to factor the Second Level Agenda Setting according to Davie (2011).

### **2.4.2.1 History of Agenda Setting Theory**

It began with Walter Lippmann's classic (*Public Opinion*) in 1922. Lippmann sets up the principal link between global events and images in the minds of the public in the first chapter (Lippmann, 1922). Years later, Bernard Cohen discovered that the media may not be always effective in educating people on what to think, though it highly effective in informing the readers on the contents of their thoughts. Cohen (1963) noted that the society would appear differently to different people based on the concept drawn by the writers, editors and publishers of the content they review. His school of thought paved way for the formalized theory initiated by McCombs and Shaw. In the 1968 election, McCombs and Shaw investigated the idea brought about by Lippmann by reviewing the media's aim and contrasting it to the crucial issues of the unsure voters.



They learnt that voter's agenda is primarily associated with that of the mainstream media (McCombs & Shaw, 1972). Also, Funkhouser did the same research at a similar time. Despite the three scholars presenting their results during the same academic conference, Funkhouser failed to officially identify his theory and continue with his research after the publishing of his article and history does not recognize his contribution to the theory.

#### **2.4.2.2 Basic Assumptions of AST**

Basically, agenda setting entails the development of awareness among the public and regard for salient phenomenon by the news media (Agenda Setting Theory, 2012). The two main presumptions of agenda setting include; (1) No reflection of reality by the media and press, they adjust and shape it; (2) the concentration of the media on a few elements and subjects culminates to the public perceiving those issues as more essential compared to others (Agenda Setting Theory, 2012). The timeframe for this happens to be a crucial element of agenda setting function in mass communication. Agenda setting takes place via a cognitive mechanism referred to as 'accessibility' which suggests that higher frequency and coverage of an issue by the news media increases its accessibility to the memory of the audience (Iyengar & Kinder, 1987).

#### **2.4.2.3 Three Types of Agenda Setting**

There exist 3 fundamental forms of agenda setting as noted by Rogers and Dearing (1988): the media, public and policy agenda setting. Also, public agenda setting emphasizes on the agenda of the audience whereas agenda setting on the impact of the mass media on the users. The policy agenda setting, in most cases, it has been disregarded by Rogers and Dearing (1988), addresses the impact of the media and public agendas on the choices of policy makers. In addition, this area of the theory has since been researched by others with a desire to additionally investigate factors influencing the agendas of policy makers as stated by Walgrave and Val Aelst (2006).

Of all the three forms, the media agenda setting model has encountered a high level of criticism. David Gauntlett in his book, *Approaches to Audiences* believes that certain pieces did not fall into place in regards to notion of the effects of the media on research. First, he maintains that the model deals with social challenges such as violence, inappropriately by putting blame on the media instead of concentrating the perpetrator. The argument is further restricted in the sense that blame is entirely focused on fictional violence rather than actual violence illustrated in the mainstream media. Another argument brought forth by Gauntlett in 2012 is that agenda setting can be associated with paranoia and conservative ideology. Any person watching or listening to conservative news can attest to the persistent barrage of issues regarding the 'liberal media.'

#### **2.4.2.4 Audience Effects Model**

When reviewing the agenda setting and the impact of the media on the audience, it is important to put into consideration the predisposition of the audience to particular values and beliefs. Based on the audience effects model, the coverage of events by the media interacts with pre-existing sensitivities of the audience to generate transformations in issues concerns. It implies that an audience which is so far majorly sensitive to a particular issue will be highly impacted by an issue granted high coverage but have low effects on others.

Another problem causing variances in the audience effect is the relationship between the agenda of the public and that of the media and whether it is obtrusive or not (Walgrave& Van Aelst, 2006). In this case, obtrusive issues are those which impact almost everybody, for example, increased oil prices, food prices among others whereas Unobtrusive ones are not close to the public, for example, political scandals. Studies have deduced that the obtrusiveness of a phenomenon depends on the individual experience of the audience. Hence, media coverage in regards to the level of unemployment may not impact those with stable occupations compared to the unemployed lot (Walgrave& Van Aelst, 2006).

#### **2.4.2.5 Criticisms of AST**

Nevertheless, the most rampant form of criticism of the agenda setting theory is its measurement complexity. Studies conducted on the content of the media and public opinions are mainly divided to wide categories and normally highly inflated to be regarded as essential or accurate. Moreover, in its entirety is casual both in its techniques of survey and amount of variables affecting the outcomes (Rogers & Dearing, 1988).

#### **2.4.3 Social Network Theory (SNT)**

This is the research of how individuals, businesses or groups relate with one another in a network. Comprehending the theory is much simpler once you investigate the single pieces beginning with the biggest element: networks, and going all the way to the smallest: the actors.

##### **2.4.3.1 Examining Networks**

In various forms, networks may be regarded as neighbourhoods because they consist of actors and the connections between the actors. The actors are known as nodes and may be people or companies. Notwithstanding their nature, they are constantly the smallest individual unit in a network. In case the UN is viewed as a social network, the US may be node or actor in the network.

There are three forms of social networks explored which encompass: ego-centric, socio-centric and open-system. The ego-centric networks are thought of as being connected with one node or person. On the other hand, socio-centric networks are by default closed. The two commonly- utilized scenarios of this form of networks are children in a class or employees in a company. In an open-system, the boundary lines are unclear. For instance, the elite class in America, connections between companies or the chain of influencers of a certain choice. As a result of the unclear boundaries, such a network is regarded as complicated to investigate.

### **2.4.3.2 Studying Relationships**

In case networks were considered as a list of close friends or colleagues, little can be studied. However, social scientists are focused on the relationships between every member of the network. Such connections are referred to as relationships or ties, are at the core of what they aim to study and comprehend. Why do people relate with one another and what is the extent of closeness normally termed as connectedness between members of a group? Even though there are various forms of relationships such as reciprocal, directional among others, every type can be decreased to a strong or weak tie.

### **2.4.3.3 Weak versus Strong Ties**

Strong connections are very close to you and there are high chances that one has the contacts of such people while the weak ties can be somewhat astonished if you consider giving them a call. Nevertheless, studies suggest that the weak connections or ties in a person's network are to some extent very valuable. A single done by John S. Granovetter learnt that people in search of jobs have a tendency of getting highly quality opportunities or jobs from the weak ties compared to the strong ties.

### **2.4.3.4 Actors or Nodes**

Nodes can be easily described as the single players or actors in a network. Under this part, a node is regarded as the smallest part of social network conundrum, is where professionals and policy makers attempt to review the connections a node has with other network members.

Church members can be considered as an example of a social network. Even though around half of them are tied to the whole network, not all of them have a similar level of closeness. It is these different levels of closeness that identify the value of a node to a network. An actor's location in a network may be a sign of the strength of the connections affiliated with him. Someone located near the centre of the network in most cases has a large number of ties between himself and others compared to someone located at the peripherals of a network. Someone on the outer-edge of the network can be tied to the network by a single link alone.

#### **2.4.3.5 Strengths and Weaknesses of the Theory**

Owing to the complex nature of any social network, utilizing the theory to comprehend actors and the connections between them is important to works of scientists, politicians, theorists and marketers as well. Such researchers in most cases attempt to provide a clear depiction of the innate operations of a network to advance their agenda or just sell a commodity. This theory has a few advantages and disadvantages. The advantages include: it provides a description of the manner in which people are tied, it's essential in the investigation of big groups and comprehending the nature of the relationship between the members of a group and it gives an in- depth understanding into the viral issue like viral content, diseases spread such as Ebola.

Disadvantages: it is complex to empirically replicate and interpretation of the connections may at times be subjective.

#### **2.4.3.6 Theory in Practice: Social Media**

The theory is employed to comprehend all the aspects starting from increased staff turnover to the complex connections linked with terrorist networks. In various forms, it is the math behind the social network which describes the process through a piece of information goes viral instantly. This math, power functions, illustrates the manner in which a small variation in a single section may have significant effect on the entire network. In the event of a change is started at the node level, the change travels rapidly from the node, along its connections to the different connected relationships, prior to being moved to the extra nodes and their relationships, leading to a change in the whole social network.

## **2.5 Review of Related Empirical Literature**

A study conducted by Muppala (2010) found that the social networking sites are blamed for the poor productivity among employees. As per the report, workers spending much time online cannot focus on their assigned tasks and often distracted and their attention spans shortened.

Caloisi (2008) pointed out that social networking has high effects on power, in particular, there is the power movement/shift from vertical hierarchies to horizontal networks. A flattened organizational structure is regarded by many as a significant benefit to businesses as it may lead to the achievement of agility and a refocus on an organization's core competencies as per Gibson (2003). According to Matuszak, 2007, in most of the bureaucratic settings, the main issue is corporate culture that operates against information exchange due to confidentiality concerns or hierarchical structures. Hence, this study does not agree that social media has a negative effect on university students and his study came up with the following results;

1. Duration on Facebook was inversely proportional to GPA. The average time spent by students on Facebook was approximately 106 minutes daily. Every rise of 93 minutes past the mean reduced GPA by 0.12 points from the model. Hence, I deduce that even though this was a substantial finding, the real effect of the connection between the time spent on Facebook and grades as being negligible.
2. The rate of taking part in various Facebook activities, for instance, link sharing and monitor the state of family members and friends was positively associated with GPA whereas posting comments and updates was adversely linked.
3. The frequency of Facebook checks by employees was not strongly associated with the GPA.
4. There was no strong connection between duration on Facebook and the amount of time spent working. He points out that particular Facebook uses are associated with positive results whereas others to negative. Thus, use of Facebook in and of itself is not harmful to performance; it is based on the manner of use. Utilizing Facebook for interaction is not positively associated with the GPA whereas

using Facebook for gathering and exchanging information is positively connected.

As the desire to use social media, such as Facebook in learning environments, the educators needs to be informed on the process of integrating these site in the curriculum.

According to the Student journal for media literacy education, (2010) volume 1, it is also believed that social media has a big influence on the employees performance of Samsung Company. As much as university students use the sites to gain academic information, The SJMLE editor, Nick Permisco states that, social media sites have popular, giving the youths the opportunity to get new ways of interacting with one another and the world. This new process of communication relies on the user-generated content, though mass produced from big media organizations.

According to Hamel (2007), the integrated effects of the social media and changing desires of the youths have hugely transformed corporate management. The culminating business gains of the social media tools are diverse and plenty (Fraser and Dutta, 2008).

It is worth noting that there is rising intrigue in the corporate world for social networking and the social media sites. Studies done by McKinsey (2007) show that executives are embracing internet-based services and social media tools. Academicians believe that social networking has the capacity to add the value of a business (Bernoff and Li, 2008). Dale (2008) pointed out that the primary aim for employers is that the workforce are simply wasting productive company time in non-work affiliated sites in addition to organizational security and reputation concerns. Surveys done by Golder et al. (2007) and Coyle (2008) concluded that social networks are clear embodiment of human traits to achieve the desire to communicate and connect with others familiar to them and at the same time create new friends in the process. Also, Boyd and Ellison (2007) also points

out that the social media gives workers the chance to create relationships with others in a manner clears to anyone able to view their profile. Nonetheless, getting connected to others may result in the possible gains like enhanced partnership and exchange of information, improved level of production and

communication among employees, partners and clients (KPMG 2007). Barker (2008), Bernoff and Li (2008) and Violin (2008) maintained that the social media allows a collection of member profile and contact details, creation of documents, and beneficial data among other attributes that improve an organization. In such an environment, people are aware of what every member is at the moment doing and a highly intuitive technique for members in similar community of workers to locate one another through complementary intelligence or desire for knowledge (Boase et.al 2006). Therefore, as suggested by Ward (2008), the social media sites grant workers with a platform to communicate, collaborate and innovate. Hence, social networking allows employees to carry out their duties effectively via improved communication and collaborating abilities and also offering a plethora of insightful expert and private data about the contacts that may be directly upgraded when people change offices, jobs or departments.

Since work can occur anywhere anytime, instead of the office being a point where employees come to perform various tasks, it is now changing to an opportunity for individuals when present, to signify individual engagement in organizational culture and to take part in values and beliefs of the company (Bell, 2008).

However, for remote employees, mainly those absent from office for quite some time, it tends to be hard to get immersed in organizational culture. Social media sites nonetheless, grant the chance for formal and informal employees to interact and partner with fellow workers and customers which assists the transfer of knowledge and communication.



Dale (2008) has the tendency of capturing a significant proportion of such applications by implying that individual success in the society is based on the magnitude of their social networks and the capacity to connect with others and create social groups/communities.

Learning the gains of the social systems happen via the provision of a collaborative learning environment where challenges are collectively dealt with and responses interchanged among peers. The exchange of knowledge guarantees that companies do not incur additional expenses reproducing the current knowledge. Companies able to nurture this ability tend to reduce transaction expenses and raise profits. Dale (2008) pointed out that social networking has changed the ownership of online content from the owners to contributors' materials to the website which in the process shifts from collecting to performance in regards to the creation of information and knowledge. Organizations can make profits of improved production by implementing virtual spaces that have substituted traditional social mechanisms. Preserving individual and professional networks is a crucial business aspect and was quite labour intensive prior to the emergence of the social media which has made it possible to initiate and maintain a large proportion of acquaintances easily. For competitive purposes, workers should be given tools that can help them organize tasks around network communities and data aligned to them and the capacity to initiate new connections. Such technologies also acknowledge diversity among employees, consultants, partners and contractors and the process of sharing information past boundaries.

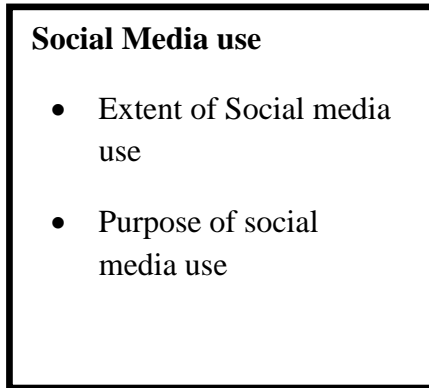
Adamson (2009) pointed out that social sites have the ability of removing friction in an organization by generating a sharing culture and in the process improving work

satisfaction which translates to improved output. The research conducted by Dale (2008) showcases the significance of personal networks elucidated in other works as an essential element in the creation of knowledge, a task associated with enhanced performance. Nevertheless, some of the main shortcomings as illustrated by Armstrong Phillips, Saling (2000) and Kidwell (2010) are the withholding of work effort, eliminated boundaries between persona and work life and addiction issues. Absenteeism has a negative effect on output, thus, even whenever workers are physically present in their offices or workstations, they may encounter reduced output and lower quality of work (Koopman, 2002). Continued use of the social media especially at the work place leads to time wastage and lower output. The internet continues to be an essential area for people to search for social gratitude. Communication with high levels of interaction like the social media tends to meet the interests of the users hence leading to the addiction tendencies and internet abuse. Workers who end up with such addictions have problems such as sexual disorders, loneliness and depression that may influence the output which may result to legal exposure and reputation loss to the company (Chen, Chen & Yang, 2008).

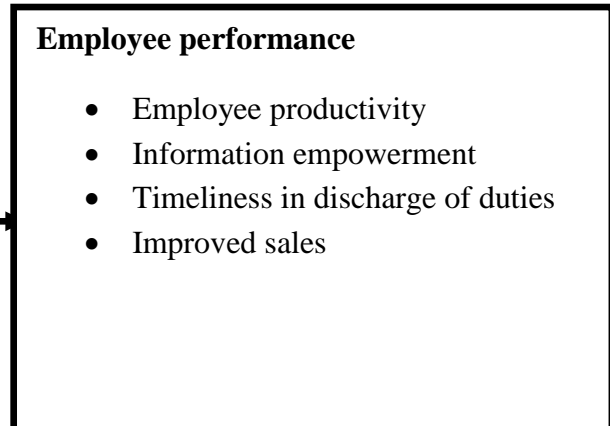
Social networking is associated with impatience, rendering people selfish or not self-centred, transition of brain patterns and trends and decrease of the concentration span of a person from 12 minutes to five over the past few years (Vidyarthi, 2011). The findings imply that social media engagement is highly impacting the involvement of workers in the production process. Job engagement has been associated with absorption which is characterized with being entirely focused on the assigned task to the extent that time goes by without noticing and one finds it hard to be detached from the task. Engaged workers strive and are optimistic and highly immersed on their roles and responsibilities (Bakker and Demerouti, 2008).

## 2.6 Conceptual Framework

### Independent Variables



### Dependent Variables



**Source: Researcher, 2016**

Different surveys have pointed out the perceived gains of the social media in the work place like enhanced communication networks, skills exchange and knowledge, networks for informal learning and improved morale and work satisfaction.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Overview**

This chapter focuses on the research design and methodology that this study adopted. The chapter also contains the study area, target population, sample size, data collection procedures, instrumentation and also ethical considerations.

#### **3.2 Research Design**

The study used a descriptive survey approach. It is a technique of gathering data through interviews and administration of questionnaires (Orodho, 2003). It helps gather data on the perceptions, habits, tastes and preferences of respondents about a particular social problem (Orodho and Kombo, 2002). Parahoo (1997) considered a research design as a plan involved in the explanation of when, where and how data was accessed and analysed. As per Kothari (2003), it is the coordination of conditions for the gathering and data analysis in a way to integrate essence to the study. It is like a conceptual framework in which the study is carried out.

#### **3.3 Research Approach**

This research used both qualitative and quantitative approaches. Qualitative is mainly regarded as inductive. Induction explains the manner in which a theory is constructed and authenticated through data analysis. Theory construction precedes data analysis. Among the technique for the qualitative and inductive theory is the grounded theory as highlighted by Glaser and Strauss (1967). The theory entails cooperating with constructs employed by people under study and creating abstract concepts which may be enjoined or linked in qualitative models of procedures on meaning systems.

Qualitative social survey is normally coordinated around the goal of testing theory. A usual practice in quantitative study is the review of theoretical and research literature with the objective of synthesizing past research in a causal model format. The model is later translated to a model of variables which informs the research approach. Data analysis is then done to review the relative significance of every causal factor or variable present in the model or to identify if the most essential causal processes are effective in the determination of outcomes (Blalock, 1989).

### **3.4 Target Population**

Parahoo (1997) defines a population as the total number of units from which data can be collected such as individuals, artifacts, events or organizations. Target population is an experimentally accessible population, sometimes referred to as a survey population (Mugenda and Mugenda, 1999). The target population of this study was 110 sales employees of Samsung Company in Nairobi.

### **3.5 Sample Size and Sampling**

#### **3.5.1 Sampling**

It is regarded as a means through which people are selected from the entire population to take part in a study according to Burns and Groove (2001). In other words, a proportion which depicts the overall population is chosen (Polit and Hungler, 1997). The researcher used census sampling technique. This sampling method thus involves the picking up of the whole target population as the respondents since the number is quite manageable, this therefore increases the level of representativeness.

My target population of this study comprised 110 sales employees from all the 17 constituencies found in Nairobi.

### **3.5.2 Sampling Frame**

A sampling frame is a list of all population from which you draw your sample (Sekaran, 2003). In this study a sampling frame of 110 respondents was selected from Nairobi County, this number was reached at with the help of Samsung electronics management who were ready to help in the figure (110) available as respondents. A Human Resource list was obtained to acquire the number of available respondents to aid this research study.

### **3.5.3 Sample size**

According to (Nkpa, 1997), a sample is a small proportion of a target population. Census sampling technique was applied to include all the targeted 110 sales employees of Samsung Company in Nairobi in the final sample. A census survey collects complete information from all participants in the population.

## **3.6 Data Collection Methods**

Data for the research was gathered through primary and secondary means. Primary sources helped in the collection of quantitative data and were done through questionnaires (as illustrated in appendix 1). Close-ended questions were used due to their ability to cover a broad area, improve confidentiality and privacy and give the participants ample time to articulate their thoughts. A close-ended questionnaire means that the questions have a list of the possible answers which participants can select based on their understanding and perception as elucidated by Mugenda and Mugenda (2003).

Secondary data which was acquired from Samsungs' social media handles was used to collect qualitative data. A document guide (appendix 2) was used as a tool in guiding qualitative data collection. The researcher visited different social media sites used by Samsung Electronics Company to gauge the social media usage by these employees and the feedback gotten from end users. Data was collected from Facebook, twitter and Instagram which are the main platforms used by Samsung Company to reach their end user or target audience.

### **3.7 Instrumentation**

#### **3.7.1 Validity of Instrumentation**

Validity refers to the accuracy and meaningful of the result. Therefore, to ensure validity of the result, the individual respondents were assured of confidentiality during the interviews and were informed that the information collected was utilized for the research only. Patton (2002) pointed out that validity is the degree to which an instrument fits its intended purpose or rather is accurate. Validity is the level which the findings of the research from the data analysis are a clear representation of the issue under investigation as noted by Mugenda and Mugenda (2003). The research tools were reviewed for content validity. Fraekel and Wallen (2009) a popular means of obtaining content-related proof of validity is for a person who is familiar with what is being measured and the instrument format and determine if it is effective or not. The researcher with the help of the supervisor found the content validity of the research tools by reviewing if the items are represented sufficiently, unambiguous and consistent. Face validity of the research instrument was done through a pilot in which ten employees from Nokia electronic company were be used to undertake preliminary study.

### **3.7.2 Reliability of Research Instruments**

It describes the measurements consistency, or rather the degree to which the outcomes are equal over diverse types of the same tool or situations of collecting data and the level to which the measures are devoid of errors (McMillan and Schumacher, 2009). Borg and Gall (1986) view it as the degree of consistency of a research instrument after repeated measurements or tests. Hence, consistent outcomes translate to reliability.

The researcher therefore used test-re-test method to determine the reliability of the research instruments. The questionnaires were re-administered to the ten employees from Nokia electronic company used in the pilot study for the second time after 2weeks.

### **3.8 Data Analysis and Presentation**

Prior to analysis of the gathered information, questionnaires were reviewed for consistency completeness. Data collected was then processed and analysed using descriptive statistics such as mean, standard deviation, weighted averages and coefficient of variation. For both qualitative and quantitative data, data entry was done continuously in the course of data collection using transcribing, note taking and filled in questionnaires. Quantitative data was analyzed using descriptive statistics such as frequency counts and inferential statistics. Analyzed data was presented in form of tables, bar graphs, histograms and bar charts. SPSS program was used to generate the required statistics. Qualitative data was summarized using thematic framework (Bryan, 2008; Pope et al 2000) and analysed using NVIVO software. Dominant themes were identified through systematic sorting of data according to the research objective. Data presentation was done in a narrative method according to the research objectives and research questions.



### **3.9 Ethical Considerations**

Ethics are considered as the accepted behaviours or practices when interacting with the external environment (Chandran, 2004). The aim of ethics especially in research is to ascertain that no single respondent suffers any manner of harm whether physical or emotional. According to Mugenda and Mugenda (2003), ethics deals with one's conduct and serves as a guideline to one's behaviour. Before administering the questionnaires, the researcher will seek consent as the topic under study is sensitive and respondents may fear that they may be victimized using the responses they give on the questionnaire. Respondents are not required to give any details that may lead to their identification.

The researcher exercised a high level of professionalism, confidentiality and honesty to ensure that the information given was only used for its purposes. The researcher explained the main objective of the study and assured respondents of confidentiality.

After proposal defense, a certificate of field work (appendix 3) was acquired to enable the researcher to go to the field to collect data needed. A certificate of originality (appendix 4) was provided to ensure the study is original and not anybody else's. A certificate of corrections (appendix 5) was finally required for the final document.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION

#### 4.1 Overview

This chapter provides the data analysis, presentation and interpretation of the research findings.

#### 4.2 Response rate for questionnaires

The sample size of the study comprised of 110 respondents. Of the 110 questionnaires that were administered, 90 questionnaires were received giving a return rate of 81.8%. This response was considered and accepted to be representative of the target population since according to Cooper and Schindler (2000) a response rate of more than 75% of the targeted respondents is enough for the study. The resulting 18.2% non-response was not significant with respect to influencing both validity and reliability of ultimate findings. In addition, the fact that the target respondents did similar work helped to enhance the findings dependability and generalizations. This study is therefore perceived to have an excellent response rate.

#### 4.3 Demographic Characteristics of Respondents

Data on the gender, age and service length were assessed. The results are as presented below.

##### 4.3.1 Gender of the Respondents

Respondents were requested to indicate their gender and the results of the analysis are indicated in table 4.1

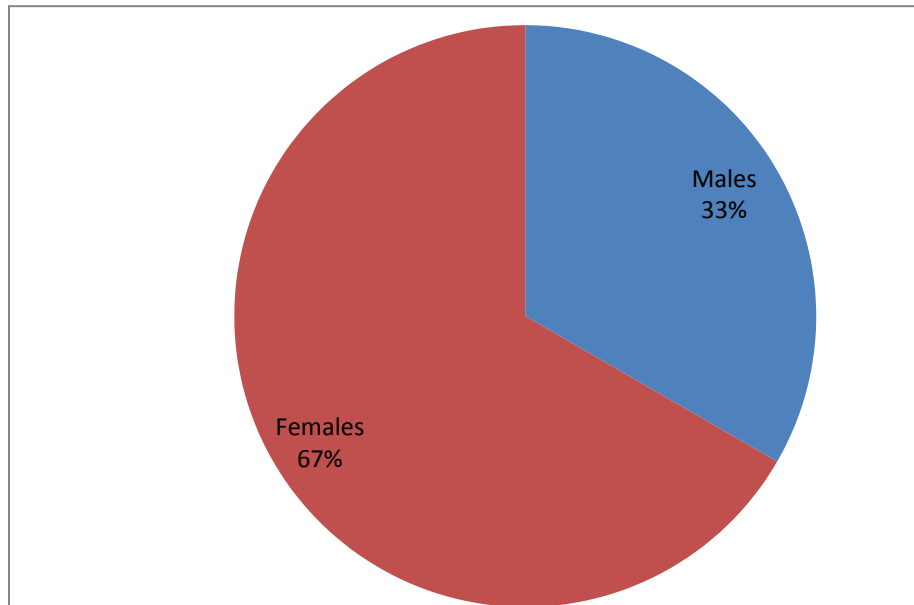
*Table 4. 1: Distribution of the respondents by Gender*

Gender	Number of respondents	Percent
Male	30	33.3
Female	60	66.7
Total	90	100.0

**Source Field survey, 2016**

The results of the analysis show that 60 respondents, representing 66.7% were females while 30 representing 33.3% were males. This implies that most of the sales employees in Samsung Electronics Company are females. This is also represented in figure 4.1.

*Figure 4. 1: Gender of respondents*



**Source Field survey, 2016**

The results further indicate that at the Samsung Electronics Company the population structure of the employees was non-uniform and a sign of a high degree of gender parity and activities that may affect the electronics industry.

### **4.3.2 Age of the Respondents**

The results of the analysis of the age of the respondents are represented in table 4.2.

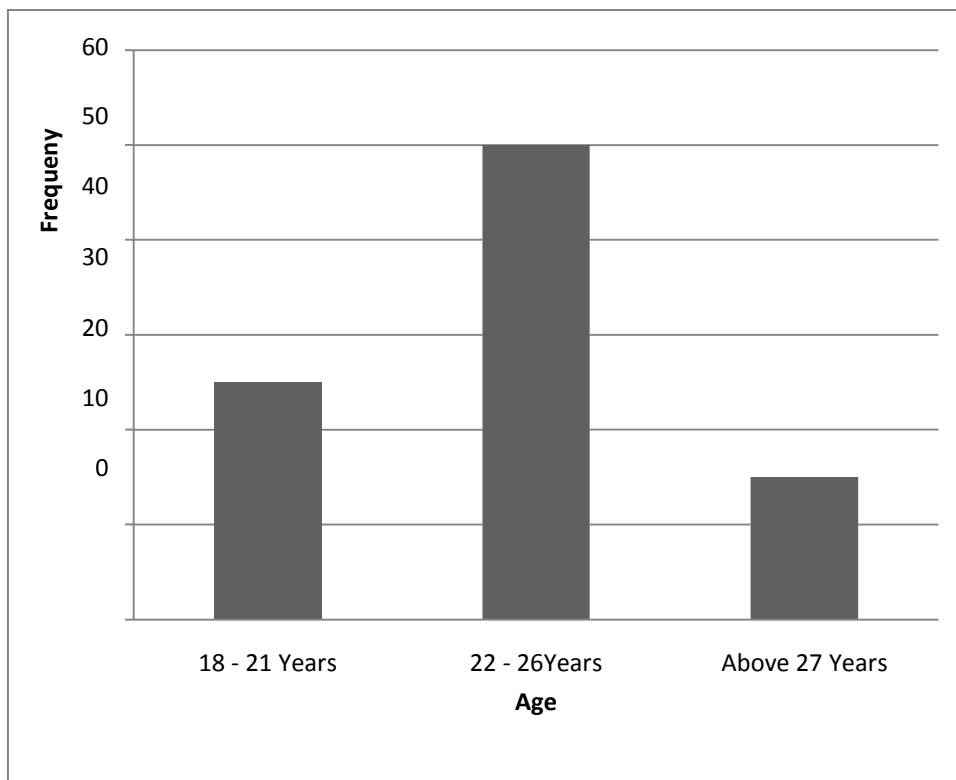
*Table 4. 2: Age brackets of the respondents*

Age	Number of respondents	Percent
18 - 21 Years	25	27.8
22 - 26 Years	50	55.5
Above 27 Years	15	16.7
Total	90	100.0

The results show that 25 respondents, representing 27.8%, were between 18 and 21 years. Fifty respondents, representing 55.5%, were between 22 years and 26 years while the remaining 15 representing 16.7%, were 27 years or older. This is also illustrated in figure 4.2.

From the results, it is evident that a significant proportion of participants (82.2%) were below 27 years. Hence, it shows that majority of the sales employees in the company are youths who in most instances are social media savvy.

*Figure 4. 2: Age brackets of the respondents*



### 4.3.3 Length of Service in the Company

Table 4.3: Respondents were requested to indicate the years they had worked for the company

No of Years	Number of respondents	Percent
1 Year	20	22.2
2 Years	45	50.0
3 Years	15	16.7
Above 4 years	10	11.1
Total	90	100.0

Source Field Survey, 2016

The results show that 50% of the respondents had worked for a period of 2 years, 22.2 % had worked for 1 year, 16.7% had worked for 3 years and 11.1% of the employees had served the company for over four years. The majority of the respondents (72.2%) had worked for at most 2 years. The high number of employees having served the company for less than three years is an indication that can be attributed to the dynamic nature of marketing in electronic companies with the ever-changing technology which is better embraced by the young employees.

### 4.4 Use of Social Media by Samsung Electronics Company

The first objective sought to determine the extent to which Samsung Electronics company employees use social media. The respondents were first requested to identify their favorite social media and the number of hours spent on each per day during working hours and they were finally requested to rate on a Five-Point Likert scale the extent of use the social media.

#### 4.4.1 Favorite social media used by Employees of Samsung Electronics

The respondents were requested to identify their favorite social media and their responses are presented in table 4.4

*Table 4. 4: Favorite social media*

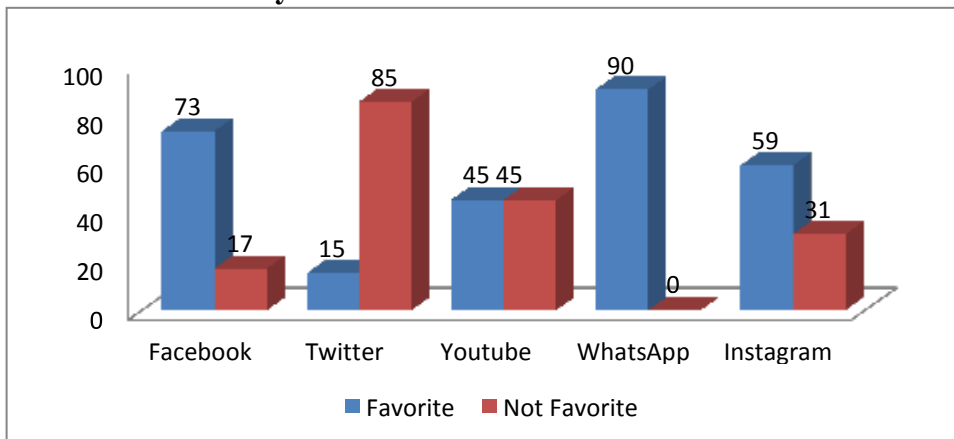
Social media sites	Number of respondent	Percent
Facebook	73	81.1
Twitter	15	16.7
You tube	45	50.0
WhatsApp	90	100.0
Instagram	59	65.6

**Source Field Survey, 2016**

The results of the analysis show that 73 respondents (81.1%) indicated that they preferred Facebook and only 17 respondents (18.9%) didn't identify with the use of Facebook. With regard to the use of Twitter, only 15 respondents, representing 16.7%, identified it as their favorite while 75 respondents, representing 83.3%, did not identify it as their favorite social media. On the use of YouTube, 45 respondents, representing 50%, identified it as their favorite media while the other half did not. All the respondents identified WhatsApp as a favorite social media implying that most employees use WhatsApp. Instagram was identified as a favorite media by 59 respondents representing 65.6%. The results are also presented in figure 4.3.

*Figure 4. 3: Type of Social Media Used in Work Places*

**Source: Field Survey 2016**



These findings point out the fact that the modern media are used for effective exchange of information

and can reach as many people as possible hence gaining more attraction from the employees in their job. These types of social media create multiple communication possibilities for organizations and stakeholders thus making employees work easier (Caldiero, 2010).

#### 4.4.2 Number of Hours spent on Spent on Social Media per Day during Working hours

The respondents were requested to indicate, on the range given, the number of hours spent on social media during the working hours. Their responses are shown in table 4.5

*Table 4. 5: Number of Hours spent on Spent on Social Media per Day during Working hours*

Number of hours	Number of respondents	Percent
Less than 1 hr a day	57	63.3
1 to 3hrs a day	23	25.6
4 to 6 hrs a day	8	8.9
More than 6hrs a day	2	2.2

The results indicate that 57 respondents, representing 63.3%, spent less than one hour on social media in a day during working hours, 23 of the respondents, 25.6%, spent between 1 and 3 hours on social media in a day, 8 respondents, representing 8.9%, spent between 4 and 6 hours on social media in a day and the remaining 2 spent more than 6 hours on social media in a day.

#### 4.4.3 Extent of Use of Social Media by Employees of Samsung Electronics Company

Extent of use of social media was measured using a summated Likert scale. The five-point Likert scale required respondents to rate the extent to which they used the indicated social media. Their responses are as summarized in table 4.6.

*Table 4. 6: Descriptive statistics of the Extent of Social Media Use*

<b>Medium</b>	Not at all 1	Little extent 2	Moderate extent 3	Large extent 4	Very large extent 5
Facebook	9	7	12	21	41
Twitter	17	39	19	9	6
You tube	3	23	33	23	8
WhatsApp	0	0	3	46	41
Instagram	9	14	19	32	16

**Source: Field Survey, 2017**

With regard to the extent of use of Facebook, 9 respondents indicated that they did not use it at all, 7 indicated that they used it to a little extent, 12 indicated that they used it to a moderate extent, 21 indicated that they used it to a large extent while 41 employees indicated that they used it to a very large extent. Table 4.6 indicates that Facebook was often used by employees in Samsung Electronics.

With regard to the extent of use of Twitter, 17 respondents indicated that they did not use it at all, 39 indicated that they used it to a little extent, 19 indicated that they used it to a moderate extent, 9 indicated that they used it to a large extent while 6 employees indicated that they used it to a very large extent. Table 4.6 indicates that Twitter was little used by employees in Samsung Electronics.

With regard to the extent of use of YouTube, 3 respondents indicated that they did not use it at all, 23 indicated that they used it to a little extent, 33 indicated that they used it to a moderate extent, 23 indicated that they used it to a large extent while 8 employees indicated that they used it to a very large extent. Table 4.6 indicates that YouTube was to a moderate extent used by employees in Samsung Electronics.

On the extent of use of WhatsApp, three indicated that they used it to a moderate extent, 46 indicated that they used it to a large extent while 41 employees indicated that they used it to a very large extent. Findings from table 4.6 indicate that WhatsApp was to a large extent used by employees in Samsung Electronics. The results corroborate earlier results which indicated that 100% of the respondents identified WhatsApp as a favourite social media at the work place.



With regard to the extent of use of Instagram, 9 respondents indicated that they did not use it at all, 14 indicated that they used it to a little extent, 19 indicated that they used it to a moderate extent, 32 indicated that they used it to a large extent while 16 employees indicated that they used it to a very large extent. Table 4.6 indicates that Instagram was to a moderate extent used by employees in Samsung Electronics.

Responses on the extent of use of social media were summed up to obtain a single social media use index which ranged from 5 (lowest) to 25 (highest). The higher the points, the higher the extent of use of social media in the work place.

#### 4.5 The Purpose of Use of Social Media by Samsung Electronics Company

The second objective sought to determine the purposes for which sales employees use social media in Samsung Electronics Company in Kenya. Respondents were requested to rate their level of agreement with the various statements indicating the purposes for which they used social media in the work place. The results of the analysis are presented in table 4.7.

*Table 4. 7: Purpose of Use of Social Media*

Purpose of Social Media use	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
Making friends	3	7	21	41	18
Receiving and sending messages	0	11	27	31	21
Chatting with friends	0	11	30	38	11
Communicating with Colleagues for job interests	11	14	23	13	29
Communicating and marketing products and services	7	13	11	42	17

**Source: Field Survey, 2017**

With regard to the employees using social media to make friends, the results suggest that on the average,

the respondents agreed as indicated in the table 4.7. Fifty nine (59) respondents agreed, compared to 10, who disagreed. Since there were more respondents who agreed than those who disagreed with the study, results indicate that majority of the employees at Samsung Electronics use social media to make friends which is not a core business of the company.

On the assertion that social media are used to receive and send messages, Fifty two (52) respondents agreed, compared to 11, who disagreed. Averagely, the study results indicate that the respondents agreed that employees at Samsung Electronics use social media to send and receive messages.

Forty nine (49) respondents, agreed that social media are used to chat with friends while 11, disagreed.

The study results indicate that the respondents agreed that employees at Samsung Electronics use social media to chat with friends. On the assertion that they use social media to Communicate with Colleagues on job related matters, forty two (42) respondents, agreed compared to 25, disagreed. From table 4.8, the study results indicate that the respondents neither agreed nor disagreed that employees at Samsung Electronics use social media to communicate with colleagues on job related matters. However, since there were more respondents who agreed compared to those who disagreed, the study results indicate that to some extent the employees at Samsung use social media to communicate job related matters. This can help enhance communication and flow of information amongst the firm's employees.

On the assertion that they use social media to communicate and market products and services to customers, fifty nine (59) of the respondents agreed while 20, disagreed. The study results also indicate that the respondents agreed that employees at Samsung Electronics use social media to Communicate and market products and services to customers. This implies that the sales employees do use social media to promote sales and this can result to increased sales volumes.

#### **4.6 Impact of social media use on performance of employees**

The third objective sought to establish the influence of social media use on the performance of employees in Samsung.

#### 4.6.1 Descriptive statistics on the influence of Social media use on Employee performance

The respondents were requested to rate, on a 5-point Likert scale, their level of agreement to the statements indicating how social media use influences employee performance. The results are indicated in table 4.8.

*Table 4. 8: Impact of Social media use on Employee Performance*

Impact of social media	SDA	D	N	A	SA
Getting timely information through social media enables me to complete my jobs on time.	3	10	22	37	18
Accessing information through social media to do my job leads to high job performance.	9	9	36	19	17
Use of social media gets me an opportunity to contribute to decisions that affect my job leading to high job performance.	6	16	21	19	28
Use of social media help in effectively collaborating with other sales persons hence leading to high task performance.	0	17	20	33	20
Use of social media improves networking amongst employees hence improved teamwork.	4	19	18	17	32
Use of social media helps me establish and maintain a positive relationship with all employees.	9	22	20	15	23
Networking sites influence my work negatively because it distracts me from my job.	10	28	5	21	26
Using social media requires spending money hence makes me worry all the time on how to maintain the use of social media hence reducing my productivity.	23	33	13	16	5
Social Media make it difficult to concentrate on my job since I can log in and play games.	0	46	24	12	8
The use of social media enhances effective communication within the organization.	14	8	10	38	20
The use of social media facilitates the organization of workgroups which enhances productivity.	8	18	6	31	27

##### 4.6.1.1 Getting timely information through social media enables me to complete my jobs on time

The study results indicate that 13 respondents disagreed compared to 55, who agreed. Twenty-two respondents were neutral. Since there were many respondents who agreed than those who disagreed with the study results imply that the use of social media enables the employees to get timely information which enable them to complete assigned tasks on time. This can be achieved through consultations.

#### **4.6.1.2 Accessing information through social media to do my job leads to high job performance**

The study results indicate that 18 respondents, disagreed, 36 respondents, neither agreed nor disagreed while the remaining 36, agreed. Since there were more respondents who agreed than those who disagreed, the study results imply that accessing information through social media leads to high job performance. From the table above data obtained which represents 'Neutral' indicate that the respondents were unsure on whether accessing information through social media leads to high job performance.

#### **4.6.1.3 Use of social media gives me an opportunity to contribute to decisions that affect my job leading to high job performance**

The study results indicate that 22 respondents, disagreed, 21 respondents, neither agreed nor disagreed whereas the remaining 47 agreed. Since there were more respondents who agreed than those disagreeing, the study results imply that use of social media gets the employees in Samsung Electronics an opportunity to contribute to decisions that affect my job leading to high job performance. The data obtained which represents 'Agree' indicate that the respondents agreed that the use of social media provides an opportunity to employees to contribute to decisions that affect their job leading to high job performance.

#### **4.6.1.4 Use of social media helps in effectively collaborating with other sales persons hence leading to high task performance**

The study results indicate that 17 respondents disagreed, 20 respondents, neither agreed nor disagreed though the remaining 53, agreed. Since there were more respondents who agreed than those who disagreed, the study results imply that the use of social media helps in effectively collaborating with other sales persons hence leading to high task performance. This is corroborated with the findings obtained which represent 'Agree'. The study results imply that social media use may help enhancing collaboration amongst the sales representatives which in turn can result improved performance.

#### **4.6.1.5 Use of social media improves networking amongst employees**

The study results indicate that 23 respondents disagreed, 18 respondents neither agreed nor disagreed while the remaining 49, agreed. The study results imply that social media use improves networking amongst employees hence improved teamwork.

#### **4.6.1.6 Use of social media helps me establish and maintain a positive relationship with all employees**

The study results indicate that 21 respondents disagreed, another 20 respondents neither agreed nor disagreed whereas the remaining 38 agreed. With the numbers obtained which represents 'Neutral', the study results imply that social media use may or may not help employees to establish and maintain a positive relationship with other employees.

#### **4.6.1.7 Networking sites influence my work negatively because it distracts me from my job**

The study results indicate that 38 respondents disagreed, a small number of 5 respondents, neither agreed nor disagreed compared to the remaining 47, who agreed. Data obtained which represents 'Neutral', the study results imply that social media use may or may not distract the employees from their core job.

#### **4.6.1.8 Using social media requires spending money hence makes me worry all the time on how to maintain the use of social media hence reducing my productivity**

The study results indicate that 56 respondents disagreed, 13 respondents were neutral while the remaining 21, agreed. With data obtained which represents 'Disagree', the study results imply that the sales representatives do not perceive use of social media to be an expensive activity and are not worried about internet. The results further indicate that the use of social media does not affect the productivity of the employees.

#### **4.6.1.9 Social Media make it difficult to concentrate on my job since I can log in and play games**

The results of the analysis show that 46 respondents disagreed, 24 of the respondents neither agreed nor disagreed despite the fact the remaining 20 agreed. With data obtained which represents 'Neutral', the study result simply that use of social media has not made it difficult for the sales representatives to concentrate on their job.

#### **4.6.1.10 The use of social media enhances effective communication within the organization**

The study results indicate that 22 respondents disagreed, 10 of the respondents, neither agreed nor disagreed while the remaining 58 agreed. With data obtained which represents 'agree', the study results imply that the use of social media enhance communication within the organization. It can therefore be construed to mean that use of social media positively influences communication within the organization. This can be attributed to the fact that social media platforms such as WhatsApp can be used by the employees to share information and vital instructions on work issues.

#### **4.6.1.11 The use of social media facilitates the organization of workgroups which enhances productivity**

The study results indicate that 26 respondents disagreed, 6 respondents, neither agreed nor disagreed though the remaining 58, agreed. A number of respondents as shown in table 4.10 indicate that the respondents agreed that the use of social media facilitates the organization of workgroups which enhances productivity.

#### **4.6.2 Relationship between Social Media Use and Employee Performance**

Further, to assess the relationship between the extent of use of social media and the performance of employees in Samsung Electronics, the employees were first requested to rate their performance on a Five-Point Likert scale based on the performance indicators given.

### 4.6.2.1 Employee Performance

Summary statistics for the various ratings are shown in Table 4.9

*Table 4. 9: Ratings for Employees' Performance at Samsung Electronics*

Ratings for employees' performance	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I quickly handle and solve customer problems hence maintaining good customer relationship	0	12	21	39	18
My sales are enhanced with passage of time	7	16	23	41	3
I do assist my customers to find the right products by making better product demonstration	0	0	19	33	38
I willingly assist other sales persons to discharge their responsibilities	0	3	19	37	31
I always reach my sales targets	7	13	29	33	8
I hardly lose any of my already existing customers.	0	13	22	43	12

On whether the sales representatives are able to handle and solve customer problems and maintain good customer relationship, the results of the analysis show that 12 respondents, disagreed, 21 respondents, neither agreed nor disagreed despite the remaining 57, agreed. With statistics obtained which represents 'Agree', the study results show that the sales representatives at Samsung Electronics do maintain good customer relationship by providing them quick services and solving their queries.

Forty six (46) respondents agreed on whether the sales representatives' sales are enhanced with passage of time. The results of the analysis show that 23 respondents, disagreed, another 23 respondents, neither agreed nor disagreed. With data obtained which represents 'Neutral', the study results show that some sales representatives at Samsung Electronics registered incremental sales over time while others did not. This can be attributed to changing economic situations which force fluctuations in company sales.

A majority of the respondents, that is, 71, agreed on whether the sales representatives do assist their

customers to find the right products by making better product demonstration, the results of the analysis show 19 respondents, neither agreed nor disagreed. With statistics obtained representing 'Agree', the study results show that the sales representatives at Samsung Electronics did assist customers to find the right products by making better product demonstration.

A large number of the respondents (68) agreed to, willingly assisting other sales persons to discharge their responsibilities. The results of the analysis show that 3 respondents, disagreed, other 19 respondents, neither agreed nor disagreed. With data obtained representing 'Agree', the study results show that the sales representatives at Samsung Electronics did uphold the spirit of teamwork which is important to employee performance in any organization.

A good number of the sales representatives, 51, agreed on whether they always reach their sales targets, the results of the analysis show that, 20 respondents disagreed while 29 respondents neither agreed nor disagreed. With data obtained which represents 'Neutral', the study results show that some sales representatives at Samsung Electronics reach their targets while others did not. However since there were more respondents who agreed compared to those who were uncertain or disagreed the study results can be taken to indicate that majority of the sales representatives reach their sales targets.

Another good number of respondents, 55, agreed that, they maintain their already existing customers. The results of the analysis show that 13 respondents disagreed, 22 respondents neither agreed nor disagreed. With statistics obtained which represents 'Agree', the study results show that the sales representatives at Samsung Electronics work towards maintaining their already existing customers which is a key objective of every organization.

The ratings for each respondent on the various indicators of employee performance were summed up to obtain an index which measured level of employee performance, the index ranged from 6 to 30. An index of more than 18 could imply higher employee performance while an index of less than 18 could imply low employee performance.



### 4.6.3 Correlation between Employee performance and Use of Social Media

The Pearson’s correlation coefficient was used to measure the nature and strength of the relationship between Employee performance and Use of Social Media and the results are shown in table 4.11.

Table 4. 10: Correlations between Employee performance and Use of Social Media

		Social media use Index	Employee Performance
Social media use Index	Pearson Correlation	1	-.554**
	Sig. (2-tailed)		.000
	N	90	90
Employee Performance	Pearson Correlation	-.554**	1
	Sig. (2-tailed)	.000	
	N	90	90
**. Correlation is significant at the 0.01 level (2-tailed).			

The study results indicate that there was a negative correlation between employee performance and use of Social Media as indicated by the negative value of the Pearson’s correlation coefficient of -0.554. The correlation coefficient also indicated a moderately strong and significant relationship between Use of Social Media and employee performance at 1% level of significance. The negative correlation implies that if there is increased use of social media in the work place, performance of employees would decline significantly.

### 4.6.4 Regression Analysis of the Relationship between Employee performance and Use of Social Media

To establish the relationship between employee performance and use of Social Media, a simple linear regression analysis was used. The regression model was of the form:

$$Y = a + bX + \epsilon, \quad \epsilon \sim N(0, 1)$$

Where, Y is the employee performance; X represents Social Media Use, a, is the constant of the

regression equation,  $b$  is the regression coefficient and  $\epsilon$  is the error component. The parameter estimates of the regression model are as shown in Table 4.12.

Table 4. 11: Regression Coefficients'

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	30.915	.492		50.133	.000
	Use of Social Media Index	-.214	-.017	-.554	-12.859	.000
a. Dependent Variable: Employee Performance						

Based on the regression coefficients table, the regression model for the relationship between Use of Social Media and employee performance is therefore;

$$\text{Employee performance} = 30.915 - 0.214 * (\text{Use of social media})$$

The regression model indicates an inverse relationship between employee performance and Use of Social Media amongst the sales representatives at Samsung Electronics implying that the more the employees used social media while at work, the lesser their performance.

To test whether this relationship was statistically significant, the following hypothesis was tested using the t-test

$H_0$  There is no significant relationship between Employee performance and Use of Social Media among sales representatives at Samsung Electronics *i.e.* ( $H_0: b = 0$  vs  $H_a: b \neq 0$ ).

The results show that the t-test values for social media use coefficient is significant at 0.05 level of significance ( $t = 12.859$ ,  $p < 0.05$ ) hence we reject the null hypothesis and conclude that the predictor variable use of social media makes a significant contribution to the performance of sales representatives

at Samsung Electronics. Likewise, the constant of the regression model is significant at 0.05 level of significance ( $t = 50.133$ ,  $p < 0.05$ ). The model indicates that there was a significant inverse relationship between Use of Social Media and the employee performance.

#### **4.7 Samsung electronics use of social media**

The researcher went further to collect data from social media used by Samsung electronics employees and how it influences sales among sales employees. The researcher collected data from Samsung twitter handle, Facebook and Instagram pages.

##### **4.7.1 Samsung electronics use of Facebook**

Samsung Electronics Company uses Facebook to announce or introduce new products and services in the market and social media users are allowed to give their views in the new products and services. For instance in September 15<sup>th</sup> 2017, Samsung unveiled its newest Smartphone in the galaxy series. The galaxy Note 8, which was initially available in 42 countries was officially released on the stated date to global markets. This elicited reactions from over 2,500 Facebook users who both liked and loved the product; others were in awe of how beautiful and useful the product would be to its users. The Facebook post was shared by over 70 users, this are people who either shared on their Facebook walls or to their friends.

End users around the globe were excited as seen from the post while those who had already gotten the product shared their views and dislikes about the product and services rendered about the product. This in return gave the company a review on what the customers wanted and where they should improve if need be.

The use of Facebook thus led to improved sales since some people got reviews on the product and made a decision to get the phone because of its beauty or the uses and advantages of the product.

##### **4.7.2 Instagram as a marketing strategy**

A mobile, desktop, and internet-based photo-sharing application and service that allows users to shares

pictures and videos either publicly or privately, this is how Kevin Systrom and Mike Krieger define it. They both launched Instagram in October 2010 as a free mobile app exclusively for the iOS operating system. Samsung electronics has since taken advantage of this application as a way of marketing their products widely in order to generate more sales across the globe. In an effort to reach certain audience targets that are the Instagram users Samsung Company introduces new products and services on their page whereby followers will share their experiences on such products and services, the company also markets existing products and services on Instagram as a way to keep afloat.

Samsung Electronics Company also engages in healthy competitions on Instagram whereby people win different Samsung gadgets from home appliances, mobile phones, tablets and other accessories, for example on 26<sup>th</sup> July 2014, Instagram followers were urged to share #OnTheGo #ZoomIntoLife shots for a chance to win the Galaxy K Zoom which is a combined Smartphone and camera with a 10x optical zoom. The experience on the above gadget enabled it to sell more since the end users were involved in the experience and the benefits of the gadget.

#### **4.7.3 Twitter as means of communication by Samsung Electronics Company**

Samsung electronics company uses twitter as a way to communicate to its customers and also potential customers. For instance Samsung will update its clients on new products and services, how to use different products so that the end users gain more from different applications on Smartphone and even home appliances, for example during the launch of the Samsung Note 8 in September, the company used twitter platform as one of the mainstream media to communicate its availability in the global market and Kenya to be precise. As a way of enticing the twitter users into buying the Smartphone, on October 13<sup>th</sup>, Samsung Company shared detailed specifications and their importance to the users and this way, buyers will flock to Samsung stores or online shops to buy the product thus increasing sales for the company.

#### **4.8 Summary of key findings**

This study sought to assess the use and impact of social media among sales employees in electronic companies in Kenya; a case of Samsung. The study aimed at finding out the type of social media used by sales employees in Samsung Electronics Company in Kenya, the purposes for which sales employees use social media in Samsung Electronics Company in Kenya.

The first objective sought to find out the extent of use of social media at Samsung Electronics. The study established that WhatsApp, Facebook and Instagram were the top three most used social media by sales employees at Samsung Electronics. On the extent to which the social media are used by the sales employees the study established that Facebook was used to a large extent, the analysis show that 73 respondent (81.1%) out of the 90 respondents preferred Facebook. WhatsApp was used to a large extent (100%) that is the whole 90 respondents identified it as their favourite. Instagram was used to a moderate extent (65.6%) representing 59 respondents, YouTube was used to a moderate extent (50%) 45 respondents while Twitter was used to a less extent (16.7%) representing 15 respondents out of the 90.

The second objective sought to investigate the main purposes for which social media were used by the sales employees of Samsung Electronics. The study established that most sales employees used social media to make friends and to send and receive messages as indicated by the greater 59 (65.6%) and 52 (57.8%) respectively. Likewise, the study established that the employees used social media in Communicating and marketing products and services to customers, 59 respondents representing 65.6%.The least ranked use for social media was communicating with Colleagues for job interests with a number of 42 respondents representing (46.7%).

The third objective sought to determine the influence of social media use on employee performance. The results of the analysis indicate that sales representatives' performance at Samsung Electronics was

high. The Pearson's Correlation analysis results showed that there was a negative correlation between employee performance and use of Social Media as indicated by the negative value of the Pearson's correlation coefficient of 0.554. The correlation coefficient also indicated a moderately strong and significant relationship between Use of Social Media and employee performance at 1% level of significance. The regression analysis results established a coefficient of determination of  $R= 0.307$  indicating that 30.7% of the variation in employee performance at Samsung Electronics can be explained by variations in the use of Social Media.

## **CHAPTER FIVE**

### **SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Overview**

This chapter analyses the main findings of this research and gives their significance in relation to the nature of the study. The chapter will also include conclusions, recommendations and suggestions for further research.

#### **5.2 Introduction**

This chapter presents a discussion of the research findings, conclusions, recommendations and suggestions for areas for further studies. The objectives of this study were; to find out the extent of social media use by sales employees in Samsung Electronics Company in Kenya, to investigate the purposes for which sales employees use social media in Samsung Electronics Company in Kenya, to explore how the use of social media impacts the performance of employees in electronic companies in Kenya.

#### **5.3 Summary of Findings**

This study was aimed at assessing the effect of social media use on the performance of employees in electronic companies in Kenya; a case of Samsung. The study aimed at finding out the type of social media used by sales employees in Samsung Electronics Company in Kenya, the purposes for which sales employees use social media in Samsung Electronics Company in Kenya.

##### **5.3.1 The extent of use of social media by employees**

The first objective sought to find out the extent of use of social media at Samsung Electronics. The study established that WhatsApp, Facebook and Instagram were the top three most used social media by sales employees at Samsung Electronics. On the extent to which the social media are used by the sales employees the study established that Facebook was used to a large extent, the analysis show that 73 respondent (81.1%) out of the 90 respondents preferred Facebook. WhatsApp was used to a large

extent (100%) that is the whole 90 respondents identified it as their favourite. Instagram was used to a moderate extent (65.6%) representing 59 respondents, YouTube was used to a moderate extent (50%) 45 respondents while Twitter was used to a less extent (16.7%) representing 15 respondents out of the 90.

### **5.3.2 The main purposes for social media use by sales employees**

The second objective sought to investigate the main purposes for which social media were used by the sales employees of Samsung Electronics. The study established that most sales employees used social media to make friends and to send and receive messages as indicated by the greater 59 (65.6%) and 52 (57.8%) respectively. Likewise, the study established that the employees used social media in Communicating and marketing products and services to customers, 59 respondents representing 65.6%. The least ranked use for social media was communicating with Colleagues for job interests with a number of 42 respondents, representing (46.7%).

### **5.3.3 The influence of social media use on employee performance**

The third objective sought to determine the influence of social media use on employee performance. The results of the analysis indicate that sales representatives' performance at Samsung Electronics was high. The Pearson's Correlation analysis results showed that there was a negative correlation between employee performance and use of Social Media as indicated by the negative value of the Pearson's correlation coefficient of 0.554. The correlation coefficient also indicated a moderately strong and significant relationship between Use of Social Media and employee performance at 1% level of significance. The regression analysis results established a Coefficient of determination of  $R= 0.307$  indicating that 30.7% of the variation in employee performance at Samsung Electronics can be explained by variations in the use of Social Media.

## **5.4 Samsung electronics use of social media**

The study went further to determine the commonly used social media by Samsung electronics



employees and how it influences sales among sales employees. The researcher collected data from Samsung twitter handle, Facebook and Instagram pages.

#### **5.4.1 Samsung electronics use of Facebook**

Samsung Electronics Company uses Facebook to announce or introduce new products and services in the market and social media users are allowed to give their views in the new products and services. For instance, in September 15<sup>th</sup> 2017, Samsung unveiled its newest Smartphone in the galaxy series. The galaxy Note 8, which was initially available in 42 countries was officially released on the stated date to global markets. This elicited reactions from over 2,500 Facebook users who both liked and loved the product; others were in awe of how beautiful and useful the product would be to its users. The Facebook post was shared by over 70 users, this are people who either shared on their Facebook walls or to their friends.

End users around the globe were excited as seen from the post while those who had already gotten the product shared their views and dislikes about the product and services rendered about the product. This in return gave the company a review on what the customers wanted and where they should improve if need be. The use of Facebook thus led to improved sales since some people got reviews on the product and made a decision to get the phone because of its beauty or the uses and advantages of the product.

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markets existing products and services on Instagram as a way to keep afloat.

Samsung Electronics Company also engages in healthy competitions on Instagram whereby people win different Samsung gadgets from home appliances, mobile phones, tablets and other accessories, for example on 26<sup>th</sup> July 2014, Instagram followers were urged to share #OnTheGo #ZoomIntoLife shots for a chance to win the Galaxy K Zoom which is a combined Smartphone and camera with a 10x optical zoom. The experience on the above gadget enabled it to sell more since the end users were involved in the experience and the benefits of the gadget.

#### **5.4.3 Twitter as means of communication by Samsung Electronics Company**

Samsung electronics company uses twitter as a way to communicate to its customers and also potential customers. For instance Samsung will update its clients on new products and services, how to use different products so that the end users gain more from different applications on Smartphone and even home appliances, for example during the launch of the Samsung Note 8 in September, the company used twitter platform as one of the mainstream media to communicate its availability in the global market and Kenya to be precise. As a way of enticing the twitter users into buying the Smartphone, on October 13<sup>th</sup>, Samsung Company shared detailed specifications and their importance to the users and this way, buyers will flock to Samsung stores or online shops to buy the product thus increasing sales for the company.

#### **5.5 Conclusions**

These findings indicate that if not well managed, social media participation may lead to a decline of employee performance. However, Human beings are predisposed to create networks and communities that they feel may contribute to creation and sharing of knowledge. This can be achieved when proper and effective ways of managing employee social media participation exist. Although social media offers a myriad of potential advantages for today's organizations, its ability to draw interest in an era of corporate failings and global financial crisis that inevitably lead to reduced workplace satisfaction,

employees are susceptible to the dark side of social media satisfaction that may lead to abuse, addiction and misuse of productive time. Organizations therefore may find themselves faced with a strained computing and network resource, reduced productive time and misrepresentation due to the cross between personal and workspace. The study therefore shows that employees participate in social media in the workplace for various reasons, both work and non-work-related reasons. The effects of this participation on performance, if not well managed, will lead to reduction of employee performance. The amount of time that employees are spending on social media per day should be moderated to be able to guard against loss of productive work time.

## **5.6 Recommendations**

From the study findings, the researcher recommends that:

### **5.6.1 Policy Recommendation**

Samsung Electronics Company to embrace both traditional and modern ways of communication for effectiveness in marketing and communicating their products and services. Since not all employees acknowledged to using social media for marketing purposes, staff appraisal should also be improved so as to inform on areas of improvement and identify training needs/gaps. Samsung Electronics Company to encourage its employees to make use of the available social networks for business. Samsung Electronics Company continuously but periodically undertakes to review the communication channels used. The results of such surveys must then be made available to all employees as a form of feedback mechanism. It is also recommended that Samsung Electronics Company improves the communication management initiatives as forms of employee motivation programs. This way it will attract, retain and manage talent which will in turn increase on performance levels among the Samsung Electronics Company staff.

### **5.6.2 Suggestions for Further Studies**

This study recommends further research to establish the challenges faced by Samsung Electronics

Company management in its quest to improve sales. A study on the assessment of the effect of the type of communication on job satisfaction and Performance should be carried out. A comparative study on the trends of social media use in Kenya and other developed countries among employees should be done. This will help in benchmarking the progress of Kenya in social media use on business as compared to the global markets. The researcher recommends further studies to be carried out to assess the effectiveness of strategies and policies used by Samsung Electronics Company and the use of social media as way of improving job satisfaction and Performance.

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## APPENDICES

### APPENDIX 1: QUESTIONNAIRE FOR EMPLOYEES

#### SECTION A: PERSONAL INFORMATION (Tick where appropriate)

**Gender**      Male [ ]      Female [ ]

**Age**    18-21[ ]    22-26[ ]    27 and above [ ] How many years have you worked for this company?

1<sup>st</sup> year [ ]    2<sup>nd</sup>year [ ]    3<sup>rd</sup> year [ ]    4<sup>th</sup>year and above [ ]

#### SECTION B: TYPE OF SOCIAL MEDIA (Tick where appropriate)

1. Which is your favorite social media site among the ones listed below?

- a) Facebook
- b) Twitter
- c) YouTube
- d) WhatsApp
- e) Instagram

2. On the scale given please rate the extent of Social Media Use in the company

<b>Type of social media</b>	Not at all 1	Little extent 2	Moderate extent 3	Large extent 4	Very large extent 5
Facebook					
Twitter					
You tube					
WhatsApp					
Instagram					

#### SECTION C: Purpose of Use of Social Media

3. On the scale given please rate your level agreement to the given statements measuring the Purpose for which Social Media are used in the organization

<b>Purpose of Social Media use</b>	<b>Strongly Disagree 1</b>	<b>Disagree 2</b>	<b>Neutral 3</b>	<b>Agree 4</b>	<b>Strongly Agree 5</b>
Making business friends					
Receiving and sending Messages					
Chatting with colleagues					
Communicating with Colleagues for job interests					
Communicating and marketing products and services to customers					

**SECTION D: Contribution of Social media use on Employee Performance**

4. The following given statements indicate how the use of social media influences employee performance in the company. Please rate on the 5-point scale your level of agreement with the statements.

	<b>Strongly Disagree 1</b>	<b>Disagree 2</b>	<b>Neutral 3</b>	<b>Agree 4</b>	<b>Strongly Agree 5</b>
Getting timely information through social media enables me to complete my jobs on time					
Accessing information through social media to do my job leads to high job performance					
Use of social media gets me an opportunity to contribute to decisions that affect my job leading to high job performance					
Use of social media help in effectively collaborating with other sales persons hence leading to high task performance					
use of social media improves networking amongst employees hence improved teamwork					
Use of social media helps me establish and maintain a positive relationship with all employees					
Networking sites influence my					

work negatively because it distracts me from my job					
Using social media requires spending money hence makes me worry all the time on how to maintain the use of social media hence reducing my productivity					
Social Media make it difficult to concentrate on my job since I can log in and play games					
The use of social media enhances effective communication within the organization					
The use of social media facilitates the organization of workgroups which enhances productivity					

5. What would you say is the greatest contribution of social media based on the given indicators?

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I quickly handle and solve customer problems hence maintaining good customer relationship					
My sales are enhanced with passage of Time					
I do assist my customers to find the right products by making better product Demonstration					
I willingly assist other sales persons to discharge their responsibilities					
I always reach my sales targets					
I hardly lose any of my already existing customers.					

**APPENDIX 2: DOCUMENT GUIDE**

	<b>Social media sites used</b>	<b>Dates</b>	<b>Topics</b>
1	Facebook	September 15 <sup>th</sup> 2017	Samsung electronics use of Facebook
2	Instagram	October 2010	Instagram as a marketing strategy
3	Twitter	October 13 <sup>th</sup> 2017	Twitter as means of communication by Samsung Electronics Company

**APPENDIX 3: CERTIFICATE OF FIELD WORK**



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This is to certify that all corrections proposed at the Board of Examiners meeting held on 15/7/2016 in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project can be allowed to proceed for fieldwork.

Reg. No: K50/M4/696/2014

Name: LUMUMBA EUMICAREC

Title: SOCIAL MEDIA USE AND ITS IMPACT AMONG

EMPLOYEES OF ELECTRONIC COMPANIES IN KENYA.

Dr Samuel Siringi  
SUPERVISOR

[Signature]  
SIGNATURE

22/08/2016  
DATE

Dr Samuel Siringi  
ASSOCIATE DIRECTOR

[Signature]  
SIGNATURE

22/08/2016  
DATE

\_\_\_\_\_  
DIRECTOR

\_\_\_\_\_  
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DATE

**APPENDIX 4: CERTIFICATE OF ORIGINALITY**

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*Michael*

**APPENDIX 5: CERTIFICATE OF CORRECTIONS**



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This is to certify that all corrections proposed at the Board of Examiners meeting held on \_\_\_\_\_ in respect of M.A/PhD. Project/Thesis defence have been effected to my/our satisfaction and the project/thesis can be allowed to proceed for binding.

Reg. No: KSO/74696/2014

Name: LUMUMBA EUNICAREC

Title: SOCIAL MEDIA USE AND ITS IMPACT AMONG EMPLOYEES  
OF ELECTRONIC COMPANIES IN KENYA

\_\_\_\_\_  
SUPERVISOR

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

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ASSOCIATE DIRECTOR

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