

**UNIVERSITY OF NAIROBI**

**SPONSORED FACEBOOK ADVERTISEMENTS AS ADVERTISING PLATFORMS  
FOR CLOTHING BUSINESS OWNERS IN NAIROBI'S CENTRAL BUSINESS  
DISTRICT**

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**K50/81434/2015**

**A PROJECT SUBMITTED TO THE SCHOOL OF JOURNALISM AND MASS  
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## **DECLARATION**

### **Candidate's Declaration**

This project is my original work and has not been submitted to any other institution other than the University of Nairobi for academic credit.

Signed: ..... Date:.....

**Alice Akoth Othieno**

**Registration number: K50/81434/2015**

### **Supervisor's Declaration**

This project has been presented for examination with my approval as the appointed University supervisor.

Signed: ..... Date:.....

**Dr Joseph Nyanoti**

## **DEDICATION**

I dedicate this study to my family members who have endlessly encouraged me throughout this project.

## **ACKNOWLEDGEMENT**

I wish to thank the School of Journalism and Mass Communication lecturers at the University of Nairobi who contributed the success of this study.

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## **ABSTRACT**

This study seeks to investigate how Sponsored Facebook Advertisements assist clothing business owners in targeting a wider market online than normal posts do. The study's main objective was to find out how clothing business owners use Sponsored Facebook Advertisements with the three specific objectives being: to find out the reasons why clothing business owners use Sponsored Facebook advertisements, to identify the messages used by clothing business owners while advertising through sponsored Facebook Advertisements and to investigate the types of sponsored Facebook advertisements commonly used by clothing business owners. A qualitative research method was used informed by the DRIP model theory which stands for Differentiate, Reinforce, Inform and Persuade. A sample of 15 interviewees consisting of clothing business owners within the Nairobi Central Business District on three streets, Kenyatta Avenue, Moi Avenue and Tom Mboya Street, were selected for this study. To triangulate, four Key Informants were also interviewed. The participants of the study were identified through snowballing and convenience sampling methods. Data was thereafter thematically analysed and presented in a narrative format. The main findings of the study were, that sponsored Facebook advertisements built brand awareness, enabled simultaneous communication between a businessman and the online customers, increased customer base, they were cheaper to use and very convenient. The study's main conclusion was that a business owner needed to use sponsored Facebook advertisements strategically to get maximum benefits of them as long as they were used to complement the type of business run. The study recommended that a larger spectrum of businesses need to be targeted under the same study to give a wholesome opinion from the entire business community in Kenya.

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# **CHAPTER ONE**

## **INTRODUCTION**

### **1.0 Overview**

This chapter presents the background of the research, expounding on the origin of Facebook advertising. It also gives a brief description of small clothing businesses and compares mass media advertising elements to social media advertising elements. The objectives and research questions are stated as well as the scope and the limitations of the study.

### **1.1 Background of the study**

To understand the popularity of Facebook one has to realise that this social networking site is among the highest profiting sites on the web (Foe, 2010) and that it provides free lines of communication between genders across the world in real time (Naidoo, 2010). This is manifested by the fact that there were over 1.86 billion monthly active Facebook users, worldwide as of January, 2017. As of June 2016, Kenya had approximately 32million internet users, with 5.5million using Facebook as a social media platform according to a report prepared by Internet Usage Statistics for Africa, 2017. Nairobi, the study's targeted region, had the most Facebook users in 2015 with over 60% of Kenyans (2.5 – 3 million) accessing Facebook at least once a month (Kieti, 2015).

Advertising by definition is the persuasive, non-personal communication of information about products, services or ideas usually paid for by identified sponsors through the various media (Bovee, 1992). It is one of the tools used to communicate with customers by businesses, non-profit organizations, governments, social agencies and professionals (Kur 2008). It has evolved

from the traditional mainstream media such as radio and television advertisements to social media advertisements. Traditionally, corporations, newspapers, governments and other major companies, simply had to channel out information, and consumers would read or look at it. Today's public not only wants to read but to also have a say and converse about matters of public concern posted online (Harper, 2010). Furthermore, today's advertisements are focused on community building and brand awareness other than selling mentality (Lizzie Davey,2016).

Convincing customers to buy products that can be beneficial to them and influence the way they view the products is the main purpose of advertising. Therefore, their messages should always be appealing, and influence the purchasing decisions of consumers (Marland, 2008). The advertiser creates products and publicizes them through popular platforms like the press, radio, television, websites and social media that are available to the general public (Bansal, 2012).

Bansal (2012) posits that since the internet is becoming a powerful and popular medium for reaching people, many are turning to the internet to communicate and socialize, with more advertising done to reach a larger audience. Among the most popular social networking sites include: Facebook, Twitter, LinkedIn and YouTube. This study will focus on Facebook.

Facebook was founded by Mark Zuckerberg, at Harvard University in 2004 originally used to help students in communicating better with each other (Krivak, 2008). Today, Facebook is the world's most successful social networking company. (Hansson and Wrangmo, 2013). Due to its characteristics such as reducing geographical barriers and enabling communication in real time, it received a wider acceptance in social circles (Oyza & Edwin, 2015). Advertisers are now harnessing the potential of social networking sites for advertising purposes because of their rapid

growth according to Hart (2007) study (as cited in Kithinji, 2015). Bermejo (2011) study (as cited in Kithinji, 2015) adds that leading web publishers formed organizations such as the Interactive Advertising Bureau (IAB) in 1994, the Coalition for Advertising Supported Information and Entertainment (CASIE) in 1997, and the Future of Advertising Stakeholders (FAST) also in 1997 to promote a regulatory framework for the advertising industry and to endorse advertising as a necessary element of online communication and businesses, creating necessary tools for online advertising such as Sponsored Facebook advertising.

This kind of Facebook advertising involves posting advertisements online through various slots that Facebook provides. This is done once the advertisements' content and audience demographics have been analyzed through the customers' data available to Facebook. During the process, a fee has to be paid by the advertisers before the advertisements are uploaded online, thus their name; Sponsored Facebook Advertisements. Businesses get to promote customized advertisements or content targeting a specific audience, with costs varying, based on the reach and engagement the advertisement will receive. These advertisements appear in the target audience's news feed or the right hand column of Facebook (Torr, 2017).

Social media advertising employs the elements of advertising such as visual appeal so that the advertisements are shared and remembered more compared to written content. The advertisements should be relevant to attract client views and clicks as well as having an enticing value proposition, meaning that an advertisement should tell readers why they should click on it to learn more about products on offer. An example is mentioning about discounted prices that are offered online. A clear call-to-action such as "Offers end soon" should also be there (Bernazzani, 2016). The above mentioned elements are similar to the mass media ones which are; attention

creation through the use of appropriate and relevant headlines, creation of interest by providing detailed information, providing credibility by making believable claims, creating desire by describing the benefits of the products or service and call for action by motivating the audiences to perform an action like visiting a business' website (Taylor, 2015). For the above reasons, clothing businesses use Sponsored Facebook advertisements as their display window to the world showcasing the beauty of their products which are clothes and their accessories.

The business around clothes and accessories has contributed largely to the Kenyan economy by promoting entrepreneurship. It has also contributed largely to the digital communication with writers blogging about fashion and through advertising on social media in general (Ngulu,2010). To add onto that, Riungu (2009) states that clothes are used to differentiate people of high and low socio-economic status. These elements of cultural identity and socialization may be altered from time to time due to various influences from the surrounding environment such as media, changes in dress, fashion and style, among others. Facebook is an example of such media that influences our cultural identities and plays a critical role in shaping our sense of who we are (Bartholomew, 2010).

Fast fashion is one of the major trends shaping the consumer habits worldwide today, meaning clothes retailers are selling smaller batches, working on faster timelines, offering customers more seasons, and often near-shoring their sourcing (Hivos, 2014). Small clothing businesses, commonly referred to as boutiques, import products to cater for the Kenyan customers who want to keep up with the trends. These businesses are small specialized stores that sell clothes and accessories targeting both male and female customers. They are distinct from other retail businesses based on their more limited size, scope and inventory. The clothing businesses

specialize in women and men's wear, baby and children clothing, Designer brands, lingerie and underwear, school wear, swimwear, sports, maternity and nursing, shoes and bags. Some combine the products for maximization of profits (Kokemuller, 2017). Facebook, is then employed to advertise these fast moving goods to potential consumers.

There are practices that need to be taken into consideration when using Sponsored Facebook Advertisements. These are; to determine the objectives before starting the process of creating an advertisement, being specific on the audience targeting and rotate the advertisements regularly. Determining one's objectives means that a businessman needs to know the purpose of the Facebook advertisement before deciding on the budget for advertising. One should understand if the purpose is to increase their brand awareness or on other instances, video views. Being specific means, taking time to narrow down audiences to make sure the advertisement appears where most of the targeted customers will see it. Rotating advertisements ensures audiences do not get bored to the extent they stop clicking on the advertisements (Torr, 2017).

Sponsored Facebook advertisements contain different types of messages used to promote products. These include informational, entertainment, promotional and social messages (Rog, 2014). The study explains that informational messages contain facts about a brand or a product conveyed to an audience, entertainment messages are used to amuse the audience, promotional messages highlight contests or promotions and social messages have content that encourages interaction either amongst the audiences or between the advertiser and the audience.

It's an advantage that the Facebook platform has many users that receive the different types of messages. It has approximately 5 million active ones and growing in Kenya. Due to its wide reach and ease of use, Facebook has become incredibly important for brands to build their

communities and also for running digital advertising campaigns (www.dotsavvyafrika.com, 2016). Kenyans in the clothing business are taking up Facebook advertising to keep up with the competition to build their brands through digital gadgets, with the internet running on fast speed broadband.

Time and resources are saved while advertising on Facebook, that is, it removes geographical barriers when clients order goods from across the world (Oluwabusayo Sotunde, 2014). The study goes on to state that resources are saved when one compares the amount of money that would have been used on a billboard advertisement as compared to an online Facebook advertisement. Other utility costs like rent are also saved. Sera Kanyua, cofounder of an online clothing store, Closet49.com (as cited in OluwabusayoSotunde,2014) posits that businesses avoid high costs of rental premises, especially of goodwill when advertising on Facebook. This cost ranges between Ksh 100,000 to Ksh 500,000 depending on a location. She adds that this is not so cost friendly for the up and coming youth.

## **1.2 Problem Statement**

It has been a common practice among clothing business owners to post pictures of goods on their personal profiles hoping Facebook users will see them and even share the posts. Angie (2016) a Senior Digital Account Manager at Reload Media, an Australian digital marketing firm, states that posts only reach a very small portion of a business' current audience and could be as little as one per cent. Sponsored Facebook advertisements on the other hand allow businesses to ensure a much larger audience of their choice see the posts in their news feed.

Kenya had approximately 32 million internet users in 2016, with 5.5 million using Facebook as a social media platform (Kieti 2015). This is a ready market that business owners ought to take advantage of to improve on their businesses by advertising through Sponsored Facebook Advertisements.

Advertising through new media has been around for a while with several studies on effectiveness of social media advertising analyzed. Mabry (2008) examined how by engaging audiences through social media advertising, a business would thrive recommending strategies like creating new games or blog posts to interact with consumers and get their feedback.

Barasa (2012) study explored the influences of social media advertisements on purchasing decisions in Kenya. 42% of the respondents denied that social media influence their purchasing decisions while 58% were on the affirmative. One of the conclusions was that Facebook users get drawn to the product after trust has been built.

In Kenya, Facebook advertising is on the increase but there has not been a study focusing on how Sponsored Facebook advertisements in particular, serve their clients, who in this case are the clothing business owners. This is the gap the researcher wants to fill.

### **1.3 Main Objective**

The main objective is to find out how clothing business owners use Sponsored Facebook Advertisements as advertising platforms.



### **1.3.1 Specific Objectives**

The specific objectives of the study were:

1. To find out the reasons why clothing business owners use Sponsored Facebook advertisements.
2. To identify the messages used by clothing business owners while advertising through Sponsored Facebook Advertisements.
3. To investigate the types of Sponsored Facebook advertisements commonly used by clothing business owners

### **1.4 Research Questions**

The study was guided by the following research questions:

1. What reasons influence clothing business owners to use Sponsored Facebook advertisements?
2. What are the messages used by clothing business owners while advertising through Sponsored Facebook Advertisements?
3. What are the types of Sponsored Facebook advertisements commonly used by clothing business owners?

### **1.5 Rationale**

The information from this research would assist clothing businesses develop messages and use different types of Sponsored Facebook Advertisements that would focus on building their brands, increase awareness and build customer client relationships on their online pages.

This research aims at contributing to scholarly material and fill the intellectual gap brought about by lack of incorporating literature on Sponsored Facebook advertisements as advertising platforms for clothing business owners in the university coursework. Researchers and Scholars will thereafter be able to identify gaps for further research.

## **1.6 Significance**

This study should provide insight to the county government and the national government on Sponsored Facebook advertisements as a platform for clothing business owners to advertise their products. These advertisements are used to develop businesses through better communication with customers and increase sales through maximum exposure of its products. It would, therefore make sense that these businesses turn to Facebook advertising to improve their presence online. Mark Zuckerberg, co-founder of Facebook supports this fact by stating that advertising is changing fast and businesses need to understand the usage of Internet technologies in order to remain relevant (Maymann, 2008).

Locally, entrepreneurs are among the most active 3 million small businesses making revenue through Facebook advertising as Facebook reported (Ochieng's 2016). The study gave an example of EatOut, a small and medium enterprise (SME) that grew from a blog with one employee to a full-fledged company with an amazing team of 13, owing the growth to Facebook advertising. While using Facebook as their only marketing platform, Eat Out grew its business, winning awards including Kenya Tourism Award for Best Digital Media in 2013 (Ochieng's 2016). This shows how significant Sponsored Facebook Advertisements are for the growth of businesses.

## **1.7 Scope and Limitations**

The scope of the study was clothing businesses owners within the Nairobi Central Business District because the city of Nairobi is highly populated by this type of business. Sponsored Facebook Advertisements, were the main focus of this study whereas free posts with images uploaded online without payments were not part of this study. The research did not focus on franchises and fashion houses but sole ownership clothing businesses.

One of the limitations the researcher had was time constraints while analysing and transcribing long recorded interviews. Moreover, the study was done under an academic timeframe, meaning its findings did not represent the whole country's business owner's perspectives.

Facebook does not have an office in Kenya but its business is being managed from South Africa. Getting Key Informants, who are the marketing executives at Facebook, was a challenge. This was attested by the fact that the researcher did not get any response to the interviews sent to them via email. Instead, the researcher interviewed a social media expert and a digital marketer in Kenya.

It was a challenge obtaining the sample size because there are less clothing business owners that use Sponsored Facebook advertisements; most of them upload pictures of items on sale onto their Facebook pages that act as advertisements.

## **1.8 Operational Definitions**

### **Sponsored Facebook Advertisements**

These are advertisements uploaded on the Facebook platform once they have been paid for by business owners.

### **The DRIP model theory**

This stands for Differentiate, Reinforce, Inform and Persuade. A communication theory that was used to inform this study's qualitative research method.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Overview**

This chapter briefly describes the evolution of advertising, defines it, explains what Sponsored Facebook advertising entails and states the process of posting the advertisements online. It also explores the different researches done that are similar to the current one, establishing the reasons that influence business owners to use Facebook as an advertising platform including its challenges. The types of messages and types of advertisements the platforms offers are also laid out in this chapter. Policies that guide Facebook advertising both locally and internationally are discussed and lastly the theoretical approach that underpins this research is explained.

#### **2.1 Evolution of Advertising**

In 1704, the first newspaper advertisement was created in Long Island and published in the Boston Newsletter. Thereafter, the first advertising agency was opened in 1843 by Woolney Palmer in Philadelphia. The 1800's was a period marked by many advertising agencies sprouting in the United States of America. With the development of the radio, American Telephone and Telegraph Company (AT&T's) in New York offered 10 minutes of radio time to anyone who would pay \$100 in 1922, acting as the first radio advertisement. The first television spots were created for advertisements in 1941 in New York City and by 1956 great strides had been made in the advertising industry through video recorded commercials. MTV then debuted fast and energetic video images that changed the nature of commercials in 1981. The internet became a reality in 1993 as 5million users worldwide got online ("Ad age advertising century timeline,"1999).

Between 1999 and 2002 the web expanded fast and users needed to navigate it better, therefore the search engines gained popularity and advertisers created advertisements that were more targeted. According to a research by Davey (2016), the World Wide Web revolutionized advertising by changing the way advertisements were broadcast and the way consumers acted towards them. His research posits that customers get to choose the advertisements they want to see as opposed to the mass media way of watching and listening to what is available. Apenteng (2014) adds that the internet brought about social media which is a means of interaction among people in which they create, exchange, and share, information and ideas in virtual communities and networks. It is an internet platform used by businessmen today to develop their companies. It has changed the way people communicate and consume goods creating a connected society through devices that are open to the mass of society (Davey,2016). One of the social media platforms is Facebook. To increase its profitability in 2006, Facebook started working with advertisers on small display advertisements, sponsored links and eventually moved onto advertisements targeted to a user's demographics and interests (Apenteng, 2014). This is the common practice to date all over the world.

Recently, the Kenyan government connected the country to the rest of the world with fiber optics when it signed up with The East African Marine System (Teams) in 2009. It linked Kenya's coastal town of Mombasa with Fujairah in the United Arab Emirates (UAE) with a 5,000-km fiber-optic undersea cable ("The East African Marine System," 2009). Barasa (2012) posits that The Eastern Africa Submarine Cable System (EASSy) cable was introduced on 16th July 2009. It increased internet coverage in Kenya to over 5000 kilometers of terrestrial cable all around with over 500 kilometers of metropolitan fiber optic cable in Nairobi, 50kilometers in Kisumu and Mombasa, 20kilometers in Nakuru, Eldoret and Thika. Thereafter, the Kenya Data Networks

(KDN) extend this coverage to other towns in Kenya. With this expansive network coverage and high speeds Kenyans got access to Facebook advertisements fast and spontaneously.

## **2.2 Sponsored Facebook Advertisements**

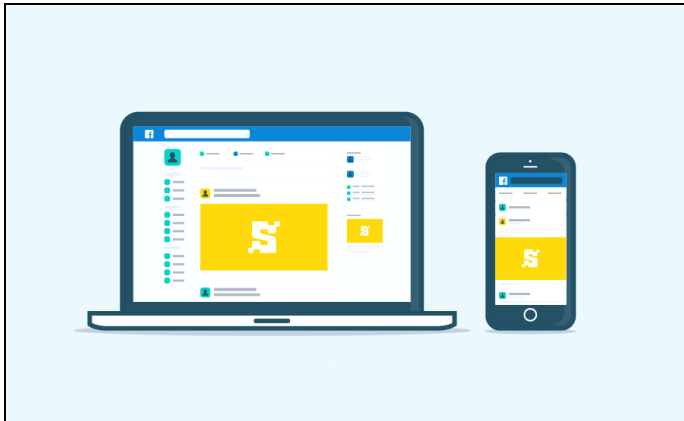
These are advertisements created by businesses on Facebook that are aimed at Facebook users based on user activity, demographic information and device use information (“Facebook ad,” 2015). Orpana (2011) states that Sponsored Facebook Advertisements were launched in 2007 along with features that make it possible to target one’s market according to age, gender, physical location and personal interests. These advertisements are created once a business opens a Facebook Page. That means, products, groups, teams, services and applications create a page but not individuals. For this reason businesses cannot contact users directly via Facebook without an established connection in any other way other than the advertisements (Orpana, 2011).

Torr (2017) states that just like mass media advertisements, Facebook advertisement’s goals should be SMART meaning; specific, measurable, attainable, relevant, and timely. This is because they will help achieve better returns on the investment made by the advertiser.

## **2.3 Types of Sponsored Facebook Advertisements**

Strikesocial.com is a website that analyses types of Facebook advertisements. It states that an advertiser has three main options of placing Facebook advertisements: the desktop right column, the desktop news feed and the mobile news feed, as indicated by the rectangular boxes in the diagram below (Lynn, 2017).

*Figure 1: Positions of Facebook Advertisements on a monitor and cellphone*



*Source: [www.strikesocial.com](http://www.strikesocial.com)*

As shown in Figure 1, the advertisements are positioned in the grey rectangles as displayed on monitor and the cellphone

Strikesocial.com states that there are different ways of advertising on Facebook. Namely:

### **2.3.1 Advertising with images on Facebook**

This type of Facebook advertising is the most commonly used, giving viewers a snapshot of a business brand, product or service available for display on the desktop right column, desktop news feed and mobile news feed (Lynn, 2017).



Figure 2: An Example of an Image Facebook advertisement



Source: [www.strikesocial.com](http://www.strikesocial.com)

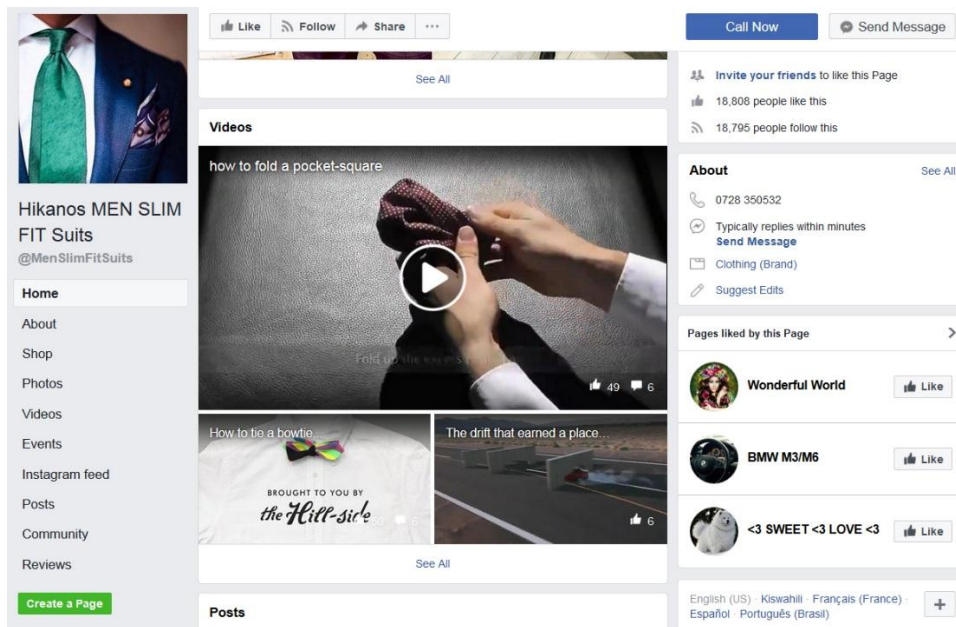
As shown in Figure 2, the advertisement consists of an image placed with its brief description. Dorine Collections used an image containing three sweaters as well as text giving information about location, their prices and the business' contacts.

### 2.3.2 Advertising with video on Facebook

By using videos, Facebook gives advertisers the opportunity to explain, entertain or gain loyal brand followers. When properly executed, video breaks down difficult concepts and makes advertisements more entertaining (Lynn, 2017).

Video advertising is normally displayed on the desktop right column, desktop news feed and mobile phone news feed. It's important for a business to note that Facebook only supports certain types of video files (Lynn, 2017).

*Figure 3: An Example of a video Facebook advertisement*



*Source: www.strikesocial.com*

As shown in Figure 3, the advertisement is a video streaming online with its brief description on how to fold a pocket square.

### **2.3.3 Advertising with Canvas on Facebook**

This type of advertising was introduced by Facebook in 2016. Strike social website states that Canvas advertising is a mobile phone-optimized media option that offers a full-screen experience with images, videos, links and text (Lynn, 2017).

*Figure 4: An Example of a Canvas Facebook advertisement*



*Source: [www.strikesocial.com](http://www.strikesocial.com)*

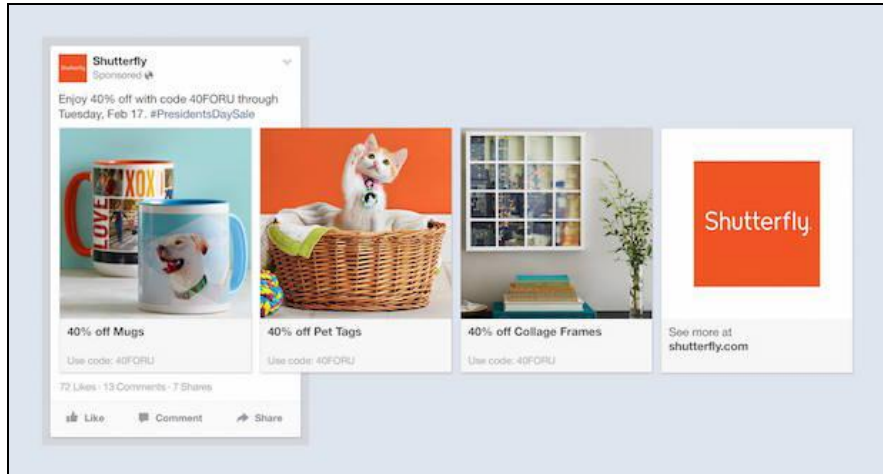
As shown in Figure 4, the advertisement of a resort is beautifully displayed on a cellphone filling up the screen.

This type of advertisement is popular with retail advertisers because the format allows for rich, glossy layouts that mimic a magazine. The full-screen aspect brings brands to life by interesting story telling (Lynn, 2017). Adespresso.com adds that with Canvas, customers can swipe using their fingertips, through a selection of images, tilt the image in different directions and zoom in or zoom out (Hootsuite,2017).

#### **2.3.4 Advertising with Carousel on Facebook**

Facebook released the Multi-Product advertisement in June 2014, also called the Carousel advertisement. It is extremely useful for online advertisers who want to display multiple products that they offer at their stores as well as attract their audiences (Hootsuite, 2017).

Figure 5: An Example of a Multiproduct or Carousel Facebook advertisement



Source: [www.blog.hubspot.com](http://www.blog.hubspot.com)

As shown in Figure 5, the advertisement has several windows of advertisements from one post. Shutterfly is a store that displayed mugs, pet tags and picture frames being sold at the business premise. The last window provides the website as to where more information could be found.

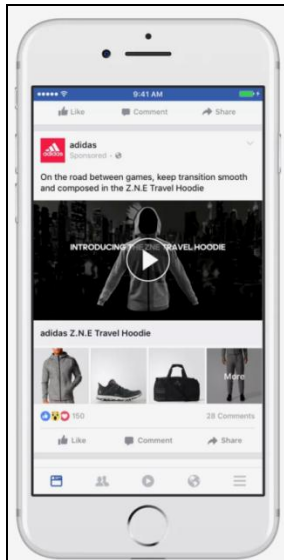
A business owner can add up to 10 pictures or videos, headlines or links or calls to action in a single advertisement placement. Facebook users are able to view the posts by swiping left to right on mobile or clicking through on desktop. Carousel advertising is available on the desktop right column, desktop news feed and mobile news feed (Lynn, 2017).

### 2.3.5 Advertising with Collection on Facebook

It's a mobile newsfeed advertisement that was launched in March 2017 designed to get people shopping. Collection on Facebook helps people find and buy products shown in a marketer's video, slideshow or image. This format displays a row of 4 product images that expand into a

full-screen catalog of up to 50 product images. Tapping on a product image takes a user to the mobile site (Lynn, 2017).

*Figure 6: An Example of a Collection Facebook advertisement*



*Source: [www.strikesocial.com](http://www.strikesocial.com)*

As shown in Figure 6, the adidas advertisement has 4 images that could expand into catalogues of the products images once an online user clicks on one of them.

In summary, Facebook advertisers have an array of advertising formats to choose from. They have room for flexibility but a business owner should carefully consider an option that would be most relevant to their brand.

## **2.4 Types of Facebook Messages**

Clothing businesses create Sponsored Facebook advertisements from where they post different types of messages used to entice online users to buy their products. Ryan, Chouman, Peruta (2013) research about social media and the transformation of brand communication, state that there are five different post types used to put messages across on Facebook. Event posts that are used to promote activity, contest posts that encourage online audiences to compete with each other, special promotional posts that promote special offers, product promotion that present the products to the audience and brand related posts that makes reference to the brand itself.

Cvijikj and Michahelles (2011) study identified content types in their study that focused on online engagement factors on Facebook pages. These are, products announcements that inform the online audience about launched products, information content that indicate sales location, designed posts in the form of questions with a goal to engage users in dialogue, questionnaires that use Facebook poll to obtain answers on specific questions, competition posts that announce competitions, rules and winners and statement content that state opinions on certain topics.

According to Vries, Gensler, and Leeftang (2012) study about determining drivers for brand popularity, there are two kinds of brand posts. Informative brand posts that contain information about the brand and its products and entertainment brand posts that have unrelated content to the brand that is funny and entertaining.

From the above studies the researcher found four types of messages that Facebook advertisers post on their business pages. These are, Informational messages, Entertainment messages, Promotional messages and Social messages.

#### **2.4.1 Informational Messages**

According to Hong (2011) as cited in Rog (2014) study, information messages are specified posts that provide information to the consumers about a product, brand or services. This information is based on facts about them like the business geographical location, types of products being sold and their prices.

#### **2.4.2 Entertainment Messages**

These are messages that display content that provide amusement or enjoyment (Rog 2014). This content is not specifically related to the company or brand. It is generally contained in funny movies and anecdotes. Such examples are; links to multimedia, fun trivia about the brand and Facebook games (Hong, 2011).

#### **2.4.3 Promotional messages**

Ryan, Peruta and Chouman (2013) as cited in Rog (2014) study state that these posts contain a contest and encourages online audiences to participate by competing with each other, with or without rewards. The study further stipulates that these posts promote special offers to attract attention. Posts that highlight a contest, promotion, coupon or any other offer aimed to attract attention is a promotional message (Rog, 2014).

#### **2.4.4 Social posts**

According to Hong (2011), social posts contain content that encourage user participation by asking a question. These posts aim at promoting interactions with consumers and give them the opportunity to enable more discussions.

### **2.5 Uses of Facebook Advertisements**

Sponsored Facebook Advertisements influence intention to purchase, raise brand awareness, generate leads and increase sales (Facebook, 2016). Jean (2017) states that raising brand awareness is achieved by using incentives such as free shipping of goods and free sampling. Creating content that is compelling and unique makes a brand a trustworthy resource that people go to for information regarding a product. Brands can also be made aware by creating contests which attract participants who, when signing up, refer their friends therefore getting more entries. An example of a contest prize would be free tailoring of a piece of garment purchased at a shop for a year (Craig, 2014).

#### **2.5.1 Influence Intention to Purchase**

Intention to purchase refers to a consumer purposing to either purchase or reject a product. It is one of the main criteria used in measuring the effectiveness of advertising and to anticipate a consumer response (Haugtvedi and Yalch, 2005). Yang (1996) study (as cited Zhang, 2015) establishes that the consumers' intention to purchase may be highly dependent on their interests in online stores. Throughits findings, the study explains that convenience, time saving and the innovativeness of online shopping plays a significant role in affecting consumer purchase intentions. Other factors are; environmental influences; for example culture, family, and social



class; the presence of alternative products and individual differences such as education, attitudes and lifestyle.

### **2.5.2 Raise Brand Awareness**

According to Naidoo (2011), Facebook advertising enhances brand reputation and image by increasing their goodwill and trustworthiness. Naidoo (2011) continues to state that businesses end up being of great amount of credibility when they are enabled to make conversations with their customers.

A brand image is established in the consumer's mind regarding a product through word of mouth, advertising packaging and via comments or reviews of those who have used a particular brand before (Zhang, 2015). Dolich (1969) research (as cited in Zhang, 2015) considers brand image as an important factor in business because it influences the consumer decision process on either to buy the brand or not.

### **2.5.3 Engage and Attract Customers**

Facebook advertisements encourage customer engagements with business owners. It helps to retain existing customers as well as increase brand credibility. This is because engaging in conversations with customers allow for intensified relationships and gaining insights (Naidoo, 2011).

According to adespresso.com, a website that analyses different aspects of online advertisements, Facebook advertisements are important because they assist in driving traffic to a website and to increase its overall reach sending users to a dedicated landing page having them potentially buy products.

## **2.6 Reasons that influence Business Owners to use Facebook Advertisements**

There are many customers available online that business owners have access to. According to Kieti (2015), as of June 2016, Kenya had approximately 5.5 million users on Facebook as a social media platform. Nairobi had the most Facebook users in 2015 with over 60% of Kenyans (2.5 – 3 million) accessing Facebook. Suthar (2015) states that Facebook's main advantage is that it has many users from all walks of life, who are potential customers.

The Facebook advertising process is simplified. It requires a picture or video with a short description unlike mass media advertising that takes time to conceptualize and develop eventually being printed after numerous days. The Facebook advertisements are uploaded online in a few minutes, reducing their overall planning time (Suthar 2015). At the same time they offer longer exposure time. Facebook advertisements help introduce one's business to potential new customers. Billboards and newspaper advertisements on the other hand have limited exposure time (Suthar 2015). This means that Facebook advertisements have longer shelf lives than mass media advertisements that are pulled down once their allocated period has elapsed.

Wandaka, JoAnne and Evers (2016) in their research on Social Media Marketing in Micro and Small Fashion Enterprises in Nairobi, sought to establish the use of social media marketing and its effect on performance in fashion enterprises in Kenya. It revealed that majority of the ventures used Facebook in conducting marketing activities by creating a virtual market place where customers could communicate directly with fashion enterprises in real time and build a relationship with the retailer, thus increasing sales or repeat buying. Even though there is a

challenge of lack of touch or fitting of fashion products that customers face, one is able to window shop virtually before visiting the store to make a purchase.

Oyza, Edwin (2015) states that Facebook is popular with small and medium sized enterprises because besides being translated into 37 languages, Facebook allows members to: post, read and respond to classified advertisements. It also allows members who have common interests to find each other and interact, publicize an event, invite guests and track who plans to attend. Facebook advertisers create and promote a public page built around a specific topic and can always see which contacts are online and chat.

Powell, Ralls (2010) report establishes that there is specialized treatment of committed clients to a product in Facebook advertising. The platform allows its users to become "fans" of various goods and services, and many companies offer special promotions for consumers who do become such fans in order to gain access to more consumers.

According to Gay et al. (2007) the speed of posting the advertisements is very fast and extremely cost effective, besides that, the internet has no geographical boundaries. Customers online, in two distant locations on the globe can view the same Facebook advertisement simultaneously. They are cheaper than other advertisement services (Suthar, 2015), case in point when newspaper advertisements have to be placed on particular sections of a publication compared to Facebook advertisements that don't have such huge fees for targeting a particular demographic group.

Suthar (2015) states that when a friend likes an advertisement, this activity is updated on a friend's news feed acting as double exposure. The Facebook newsfeed page has an icon that prompts what friends on Facebook have commented on. By clicking on it, a second party sees what the friend has viewed, liked or commented on. From time to time the Facebook advertisements uploaded as videos, photos and posts go viral especially when Facebook users perceive them as interesting and creative. Once a user likes it, comments on it and shares it fast and many times it becomes viral (Suthar 2015).

## **2.7 Challenges of Using Facebook as an Advertising Platform**

Facebook has its challenges as an advertising platform. If it is not well mastered, it could end up working against a business. According to Brookins (2016), negative publicity occurs when controversial advertisements are placed online. This could happen for instance, if a business advertised their product using a celebrity that does not sit well with targeted audiences. Negative publicity happens when a customer has had a bad experience with a brand, then feel compelled to share the experience on a Facebook wall. This means that a business owner has to be prepared to handle negative feedback immediately, before it ruins the brand's reputation. Rhonda (2010) states that these negative feedbacks should not be ignored but take time to neutralize the harmful posts.

Research reveals that 65% of people feel constantly bombarded by promotional messages and more than half of this number do believe that these advertisement messages have little relevance to them (The Economist, 2004). For this reason, sometimes it is difficult for Facebook advertisers to catch people's attention. According to Bergemann, Bonatti (2011) research, some

consumers consider advertising annoying on average and see increased targeting as a further violation of their privacy. As a result, a variety of techniques were created by Facebook to allow consumers avoid advertisements, such as, skipping past advertisements, blocking online advertisements, filtering emails or subscribing to do ‘not call’, ‘do not mail, or ‘do not track’ programs.

Kelly et al. (2010) study (as cited in Kelly, 2014) suggests that if users expect negative experiences, they avoid particular Facebook advertisements. This expectation could be from previous negative experiences with advertisements or a warning from people of authority (parents or teachers) on the dangers for instance, catching a computer virus. Kelly et al.(2010) continues to state that information about the advertisements would be ignored if the message is not of relevance to the receiver of the message. Another cause of advertising avoidance identified was skepticism of the advertising message. The study thereafter states that “if consumers are skeptical of the claims made by the advertisement or if the claims are not appropriate to the media environment, then they are likely to ignore the message and potentially disregard other messages in this medium.”

Time is one of the setbacks of handling a Facebook page in that a business always needs a dedicated member of staff who can monitor and respond to posts on a regular basis (daracreative.com, 2017). Business managers need to be aware that setting up a Facebook page does not mean people would automatically follow an advertisement. It needs maintenance which takes time, resources and energy. Suthar (2015) agrees that Facebook advertising requires a lot of time and resources in terms of responding to customers queries online. If a business reaches

more likers and followers, it would need time to do a lot of replying on comments on its page. Hiring an extra person to handle this information flow would therefore be necessary.

There is stiff competition amongst Facebook Advertisers especially those with similar content, making it hard for them to stand out (Suthar 2015). This prompts the advertisers to look for strategies to stand out from the rest of online advertisers.

## **2.8 Policies Guiding Facebook Advertisements**

To safely use Facebook advertisements, advertisers ought to understand the policies and rules that guide sponsored Facebook advertisements. The Facebook Business website supplies advertisers with directives to go through before loading advertisements on their platform. For instance, to build a user friendly Facebook advertisement, the Facebook administration emphasizes on three policies. First, advertisements must not contain content that asserts or implies personal attributes such as a person's race, sexual orientation, ethnic origin, religion, criminal record, age or name and financial status. For instance one could advertise this statement, "Date Christian Singles!" but not this, "Are you Christian?" Another approved statement would be, "We have financial services to cover every financial need," over, "Broke? Bankrupt? Check out our services."

Secondly, Facebook advertisements should not contain adult content, that is, nudity, depictions of people in explicit or suggestive positions or activities that are overly or sexually provocative. Thirdly, advertisements linking to Facebook branded content should make limited reference to 'Facebook' in its advertisements text for the purpose of clarifying the destination of the advertisement.

Facebook further gives steps to be taken if an advertisement is disapproved. A business owner is advised that Facebook usually sends an email explaining what was not done well when loading an advertisement. Using that information in the disapproval email, Facebook advises that a business owner should create a compliant advertisement using the editing steps provided. Once done, the advertiser should resubmit the advertisement for review.

Some of the content prohibited by Facebook administration are; illegal products or services, discriminatory practices, tobacco products, drugs and drug-related products, unsafe supplements, adult products or services and adult content. Sensational content and third-party infringement are also some of the prohibited content. Surveillance equipment, profanity and bad grammar, multilevel marketing, counterfeit documents and unauthorized streaming devices are also not encouraged.

There is some content that need restrictions for instance, in reference to alcohol, the advertisements must comply with local laws, established industry codes, licenses and approvals. Dating services and real money gambling advertisements are only allowed with prior written permission from Facebook administrators. Video advertisements must also comply with the rules avoiding disruptive content such as flashing screens. Advertisements for movie trailers and TV shows are allowed with prior written permission from Facebook ([www.facebook.com/business](http://www.facebook.com/business)).

Nkirote and Douglas, an advocate and a lawyer respectively, compiled the code of advertising practice and direct marketing as mandated by the Advertising Standards Body of Kenya (ASBK). This body handles the Kenyan code of advertising practice and covers all media and

communication channels (Mworia & Mango 2003). It is an independent body set up by the marketing and advertising industry, charged with the responsibility of regulating the advertising industry in Kenya. It stipulates that it is the primary responsibility for advertisers and those preparing and publishing advertisements to observe the code. This includes, advertising agencies, marketing research companies, sales promotion and internet advertising (Mworia & Mango 2003).

Mworia and Mango (2003) document states that, on issues legal, the code advises that advertisements should not contain anything that might lead or lend support to criminal or illegal activities. More over the advertisements should not contain anything that is in breach of existing laws of Kenya. On Decency, the code states that advertisements should not contain anything that is likely to lead to serious or widespread offence, indignation, or resentment on grounds of tribe, religion, sex and sexual orientation or disability. Honesty is another tenet established and stipulates that an advertisement should not contain anything that offends or takes advantage of susceptibility or vulnerability of the consumers (Mworia & Mango 2003). This is an important code because online traders are notorious for posting items on sale that are different from what they offer at their business premises. On truthfulness, the code states that an advertisement should not mislead by inaccuracy, ambiguity, exaggeration, omission or otherwise. They should readily be backed up with relevant documentation and evidence to establish and substantiate all descriptions, claims and comparisons. Claims made should not be misleading in regards to characteristics of a product, actual value or total price to be paid and conditions of delivery, exchange, return, repair and maintenance. This code also sensitizes the use of the word 'NEW'. It emphasizes that it should be used to advertise an entirely new or novel product or latest



version of a product or service within a period of six months. The word 'FRESH' as well, should not be used in a manner as to mislead or confuse a customer (Mworia & Mango 2003).

It's important to note that the code provides steps on how to handle complaints procedures. When ASBK is presented with complaints from a competitor, the advertising offender is sent a letter addressing the complaint and given an opportunity to file a formal response to the complaint made. If there's no response the Advertising Standards Committee is formed which then invites parties to present their cases. Thereafter, using the evidences brought forth by the parties the committee passes its judgment from their expert opinions. The same process above is undertaken when complaints arise from a consumer towards an advertiser.

## **2.9 Theoretical Frameworks of the study**

### **2.9.1 DRIP Model Theory**

According to a website on communication called mbaskool.com, DRIP, stands for Differentiate, Reinforce, Inform and Persuade. DRIP is a way of modeling advertising messages and is used when setting broad communication goals. In this instance, the business owners several goals are; to improve communication, make their products known to their customers, increase their customer base, promote instant communication, and lastly increase profits.

According to mbaskool.com, a product is Differentiated by defining where it is positioned in the market. The aim at this point is to develop liking for the product from a pool of other similar products. For instance, a clothing business owner that sells jeans could claim that the fabric used is 130% stronger than the others in the market. Here the business owner sets himself apart from the rest.

The site explains that to Reinforce the business message, an advertiser reminds the consumers the benefits of the products, why it is different and then wrapped up in a promise. This can be achieved by demonstrating experience. For instance, it could be reinforced by relating the products to an emotional experience.

To Inform, the advertisers simply make people aware of the brand, mentioning it's availability, pricing, location of a business premise. This will educate the customers about the products.

Lastly, mbaskool.com states that Persuading involves encouraging further positive purchase-related behavior like visiting a website, share it on social media or request for a free trial. At this point the advertiser tries to build a relationship with their customers expecting a purchase at the end of the communication model.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 Overview**

This chapter describes the research design, population and sampling that was used to obtain the respondents. It also elaborates on the data analysis process, pinpointing what makes the whole research viable and reliable. The ethical considerations that the researcher undertook were laid out as well as the work plan and budget of the whole study.

#### **3.1 Philosophical Paradigm**

Constructivism assumptions guided this study. In constructivism, individuals seek an understanding of the world in which they live and work. The goal of this study was to rely as much as possible on the participants' views and perceptions of the situation (Creswell, 2009).

Through qualitative research methods, the researcher gained more knowledge on why clothing business owners use Sponsored Facebook advertisements.

#### **3.2 Research Approach**

A qualitative research approach was applied by conducting in-depth interviews with the clothing business owners within the Nairobi Central Business District. According to Denzin and Lincoln (1994) study (as cited in Vosloo, 2014), qualitative research involves the collection of data through interviews, observations, case study, personal experience, and literature review related to the real time and real person in order to understand the fieldwork deeper.

To triangulate the research, four key informants were interviewed with questions guided by the objectives of his study. One of them is a social media expert at Nation Media Group and

interviewed at his office, while the other is a digital marketer at 5ive Africa, a digital Marketing company in Kenya. The third one was a business editor with Business Daily, the leading business newspaper in Kenya while the fourth Key Informant is the Communications and External Relations Manager with the Competition Authority of Kenya.

### **3.3 Research Design**

A descriptive research design was employed to describe the phenomenon, which in this case is the Sponsored Facebook advertisements and its characteristics. Accurate information about the population of clothing business owners was laid out through observation of the interviewee's Sponsored Facebook pages for a period of time to confirm and understand deeper their responses during interviewees conducted.

### **3.4 Study site**

The research focused on clothing businesses within the Nairobi Central Business District on Moi Avenue, Kenyatta Avenue and Tom Moya Street. This is because these streets are highly concentrated with clothing businesses that have a high traffic of potential customers.

### **3.5 Population of the study**

Kenya has a population of 1.56 million SMEs (Kangethe, 2016). The clothing businesses are a part of the SMEs population. The targeted population however, was clothing business owners within the Nairobi CBD. Because this is a qualitative research, the researcher focused on a sample size of the clothing business owners to represent the overall population.

### **3.6 Sampling**

This study used the snowballing sampling method to pick 15 clothing business owners as participants of the study. First, a Facebook advertiser was identified and interviewed by the researcher using the interview guide in the appendices. The first interviewee pointed the researcher in the direction of more Facebook advertisers until a point of saturation was reached, meaning there were no further participants accessible and nothing new came from the data collected within the timeframe provided. Heckathorn (2002) study (as cited in Dupeleva, 2011) states that in this method, informants with whom contact has already been made, use their social networks to refer the researcher to other people who could potentially contribute to the study. Snowballing sampling method is often used to find and recruit hidden populations, that is, groups not easily accessible to researchers. This population was hidden in the sense that Sponsored Facebook advertisers are not as popular as Free Facebook posts advertisers. Most business owners were private and did not want to discuss details of their businesses. The researcher relied on a few business owners comfortable enough to share information.

This study also employed convenience sampling method because the respondents, Nairobi Central Business District clothing business owners and two of the Key Informants, were easily accessible to the researcher. Ilker Etikan *et al.*( 2016) states that convenience sampling is used where the targeted population meets criteria such as easy accessibility, geographical proximity, availability at a given time or the willingness to participate are included for the purpose of the study.

### **3.7 Data Collection**

The researcher conducted 15 in-depth interviews to get qualitative data from the clothing business owners who advertise on Facebook. The conversations were captured on tape recorders. Other responses were noted down on paper by the researcher. Blumberg (2008) posits that interviews are used by a researcher who wants to know the informant's perspective on issues or if the informant can confirm insights and information the researcher already holds from another source. The researcher therefore sought information from the Sponsored Facebook Advertisers, guided by the objectives of the study.

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

The researcher used document analysis in presenting the data in a narrative format. The document analysis was conducted by observing the 15 interviewees Facebook Pages for a period of one month, between January 1st and January 31<sup>st</sup>, 2018.

The researcher transcribed recorded interviews and organized the data in hard copy thereafter, presented the data into thematic areas by forming themes from the objectives formed that guided the interviews. This gathered information provided the study with valid findings at the end of the study.

### **3.9 Validity and Reliability**

The study's reliability strategies involved proper documentation procedures and steps taken together with setting up a detailed database so that others can follow the procedure. According to Yin (2003) research (as cited in a research by Christine, 2012) reliability refers to consistency, repeatability and stability of results. That means that the results of the researcher should be consistent in

identical situations but different circumstances (Twycross, Shields, 2004, p.36) as cited in Temilade(2011).

Validity was achieved through an interview guide used during the sessions. These interviews were recorded by an instrument – a cell phone recorder. Research experts state that validity is achieved through the correct use of a measuring instrument to check for accuracy of the research findings (Thatcher, 2010, p.125) as cited in Temilade (2011). Moreover the validity of this study was achieved by interviewing clothing business owners who were relevant respondents to this study.

### **3.10 Ethical Considerations**

The researcher received consent from the interviewees before recording. Since the researcher dealt with human subjects, utmost respect and courtesy was observed while giving interviews and having discussions. Confidentiality was highly prioritized because it is essential to protect the information from whom the researcher gathered information from.

The researcher fulfilled the requirements for the Masters of Arts in Communication Studies as guided by the University of Nairobi. The study's proposal was defended and passed thereafter acquiring a Certificate of Field Work (see Appendix III) authorized by School of Journalism. A Certificate of Originality (see Appendix VIII) and A Certificate of Corrections (see Appendix VII) were also awarded by the University of Nairobi. Scientifically, the researcher avoided plagiarism, fabrication of data, faulty data-gathering procedures, and poor data storage and

retention. The researcher used this information purely for academic reasons because business owners are sensitive about the information about their businesses.



## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION

#### 4.0 Overview

The findings of this study are laid out in this chapter. The reasons why clothing business owners used Sponsored Facebook Advertisements were described not forgetting the challenges involved. The types of Facebook Messages they preferred posting and the types of Facebook Advertisements the clothing business owners employed were found out from the interviews conducted. The reasons behind their preferences were also given, guiding the study into formulating conclusions in the next chapter.

From the researcher's observation, most of the participants were apprehensive when first approached. Some relaxed as the interviews proceeded and not all respondents wanted to be recorded for privacy reasons. The clothing businesses offered a range of products from clothes to jewelry and accessories, sunglasses, belts, shoes and caps; targeting all ages from children to grown-ups of up to 65 years of age, both male and female.

#### 4.1 Reasons why clothing business owners use Sponsored Facebook Advertisements

The study sought to find out the reasons why business owners use Sponsored Facebook Advertisements. From the interviews conducted, most of them noted that they used Facebook to communicate with their growing customer base and make them aware of their products.

Respondent one, on August fourth, 2017 stated,

Once I started using my Sponsored Facebook Advertisements, I got a lot of communication from online customers about the products they wanted from within and outside Nairobi. I also made my clients aware that Kenya could produce good quality customized leather products.

As one of the reasons given by most of the interviewees, Sponsored Facebook advertisements were easily shared especially among the youth, therefore reaching more potential customers.

Respondent three, on August fifth, 2017 stated,

The fact that Facebook is popular with many users and easily accessible gives me reason enough to use sponsored Facebook advertisements as a communication tool with my online customers and potential one.

Moreover, most of the respondents noted that Sponsored Facebook advertisements increase traffic to their business pages. Respondent four, in August seventh, 2017 stated,

Sponsored Facebook advertisements built up my likes and follows online therefore increasing traffic to my business page and the shop at large. Once I saw this trend, I got enticed and kept on advertising with Facebook.

From a content analysis made by the researcher, it was a true that Sponsored Facebook Advertisements increased the likes and follows of most of the respondents' business pages. The suit and ties page had 18,406 Likes with 18,380 Follows as of 1<sup>st</sup> January 2018, By 18<sup>th</sup> January, the Likes had grown to 18,713 while the Follows were at 18,696 (see appendix IV). According to the social media expert at Nation Media Group, the increase in traffic on the business page was a good achievement. He noted, "From my expert opinion, this increase in traffic is steady and promising for a Sponsored Facebook advertiser."

Building of brands, according to all business owners interviewed was the main reason they had decided to advertise on Facebook. By selecting a target audience and population, an advertiser gets to choose the amount of people he or she wants to reach. Clients thereafter, gives them reviews on their products which is then used to rank a business. Respondent 10, on the 13<sup>th</sup> August, 2017 stated, "My Sponsored Facebook advertisement has built my brand and as a matter

of fact my company tops the search engine on Facebook because one of my clients gave me a 5 star ranking on my products and services therefore putting my brand out there as the best.”

Out of the 15 interviews conducted, eight of them stated that, through advertising on Facebook they had enabled instantaneous interaction between them and the customers, reaching people that were geographically far from their business premises. Respondent 8, on the 10<sup>th</sup>, August 2017 responded, “I promptly respond to interested Facebook customers, they also call in to ask about the products’ information while buyers from out of town call in to make orders. I would, thereafter organize for delivery of goods once payment has been made.”

A number of interviewees noted that, Facebook advertisements are cheaper compared to mainstream advertisements such as television and radio advertisements. Respondent 15, on the 16<sup>th</sup> August 2017, was recorded stating, “It’s much more expensive to book a newspaper slot or television slot to advertise my clothes as compared to paying for my sponsored Facebook advertisements.”

The study found out from the respondents that the cheapest sponsored Facebook advertisement at the time was ksh.7000 compared to a newspaper’s cheapest classified advertisement that cost ksh.15,000. These classified advertisements are usually placed at the back of the newspapers and expire on a daily basis. Sponsored Facebook on the other hand, have a longer shelf life.

It is important to note that one of the interviewees stated that the Sponsored Facebook advertisements influenced her customers’ intention to buy her products. She explained that her

advertisements drew potential customers to her shop, who would have otherwise passed the building she was located in, on first floor. The researcher can confirm that her shop was on the first floor of a building on Tom Mboya Street because the interview was conducted at her business premise. It made sense that her Facebook advertisement drew the customers to her shop after seeing it online, thus influencing their intention to buy.

In summary, the researcher got responses that the clothing business owners used Facebook advertisements because they wanted to build their business brands, grow their customer base and therefore increase traffic to their pages online and at their business premises. They also used them because Facebook was a popular forum with much more users than other online advertising platforms. The advertisements enabled simultaneous interactivity with fast communication about their products to their online customers and one interviewee believed strongly that the advertisements influenced her customer's intention to buy her products. All these reasons show that Sponsored Facebook advertisements are better and effective communication tools between clothing business' owners and customers online.

#### **4.2 Challenges of Using Sponsored Facebook Advertisements**

The researcher sought to find out the challenges that the clothing business owners faced as they employed the use of Sponsored Facebook Advertisements.

According to most respondents, the sponsored Facebook advertisements were expensive at first because they were an extra cost they had to incur. They later on realized the advertisements were worth their while as sales grew over time with the benefits outweighing the challenges.

Three of the respondents stated that Sponsored Facebook advertisements were an extra cost when a business owner, not conversant with technology, had to employ someone else to upload the advertisements for them. Respondent one the, fourth of August, said, “A business owner who is not tech savvy has to hire someone to create, update and maintain their Facebook Pages, which is an extra cost in the long run.”

Respondent 14 also explained that it was expensive in the sense that her budget had to increase every time an advertisement was created as Facebook dictates. Other two respondents noted that to advertise, one needed to restock their products to have a variety to showcase on the advertisement. It would not make any economic sense to advertise the last remaining item through a Sponsored Facebook Advertisement.

Another challenge the suit and tie business owner gave was that Facebook did not communicate about a set date to pick its payments from the advertiser’s bank accounts. This implied that one could not afford to have an account with less money for payment otherwise Facebook administration would close the business page if it missed on a payment. Respondent four stated,

I had an unfortunate incident whereby my account had less money, therefore Facebook did not pick the payments and thereafter closed my account and blacklisted it. I had to open a new Facebook Page and pay for the advertisements afterwards from another bank account.

Respondent thee said that competitors had cost him his accounts by launching complaints against him to Facebook administration. He felt that Facebook needed to hear his side of the story before it closed his accounts without warning. Respondent seven, who stocked a range of men, women

and children's clothes also noted that there was stiff competition amongst the advertisers who had similar products to hers. She stated

There is stiff competition amongst Sponsored Facebook Advertisers, to beat competition I have had to apply different strategies to get clients flocking my page. For instance, I always post my advertisements right before the weekend and midweek when the working-class online users were at their workstations. I believe at that time they browsed a lot.

To beat competition, respondent 10 stated that one had to be creative with his artwork before posting the advertisements on Facebook. He hired creatives to design advertisements before he posted one online to increase his products' visual appeal.

From the interviews conducted, the study noted the challenges that faced clothing business owners while posting sponsored Facebook advertisements were; that they were an extra cost that one had to incur, Facebook did not communicate when its administrator would pick payments from businesses' bank accounts and competitors cost one of them his Sponsored Facebook Advertisements' accounts by making wrongful reports to Facebook administration. To beat this competition, the study noted that the respondents had to employ some strategies to overcome some of the challenges.

#### **4.3 Types of Facebook Advertisements Commonly Used by Clothing Business Owners**

This study sought to find out the types of advertisements that clothing business owners used and the reasons behind using them. Most of those interviewed said that they preferred using Image Facebook advertisements. The researcher agreed, because from observation, all the respondents used image Facebook advertisements. Respondent two, explained, " I prefer advertising with

images because they are easily understood. Though from time to time I post video advertisements, I'm aware that online users ignore them because they take up their cell phone data bundles.”

This study confirmed the above statement because it observed the above respondent's Facebook business page that he had posted 2 videos within the past 2 years (see appendix V).

The image advertisements were easy to create according to most of the respondents interviewed. A jewelry and accessories business owner, respondent six, stated that image advertisements took a shorter time to be understood. He stated,

I always use Image Facebook advertisements as opposed to videos when creating my advertisements because I feel people get to understand an image much faster than a video. As they stream, video advertisements cover much time compared to an image on the screen.

Video advertisements according to another respondent, were preferred especially when sharing extra information about his leather products such as demonstrations on how to use some of his products. The videos are also useful for entertainment purposes.

One of the respondents stated that she preferred the Collection Facebook type of advertisement because it displayed a lot of her products at one click. She said, “Information about my products get to be displayed in bulk all at once by one click of a button. This is much better than image advertisements that would have to be displayed one at a time.”

All in all, most of the interviewees stated that they used image advertisements more than the other options like videos for several reasons. One of them said that Image advertisements uploaded fast, were easily and fast understood by customers online and did not take up their potential customers' internet bundles while viewing them. On the contrary though, according to one respondent, image advertisements displayed less content compared to the others and were less entertaining as opposed to carousel advertisements and video advertisements respectively.

#### **4.4 Types of Messages Used on Facebook Advertisements by Clothing Business Owners**

The researcher sought to find out the type of messages that the Facebook advertisers use and why their preferences. From content analysis of their business pages, the researcher observed from their pages, that most of them shared informational messages that stated their products' prices, colors, sizes, types of products and their availability at their business premises. A few facts about the products were also shared (see appendix VI).

Seven of the participants stated that they posted promotional messages about incentives and free gifts offered to loyal customers online. Other promotional messages that the respondents said they posted were discounted offers during festive seasons, weddings, and back to school seasons.

Respondent three said,

To my loyal customers I post promotional messages that state that I would offer my loyal customers, free ties and free mending their clothes for free. I noticed that because of this, my customers brought in more clients by sharing my Facebook Advertisements with their friends on Facebook.



It is important to note that most of the respondents mentioned that they avoided posting entertainment messages because they noticed that their online customers felt bothered therefore ignoring some of their posts. Respondent 10 stated, “When I would post entertainment messages followed by the advertisements, I observed that I would get less likes. This is in comparison with when I would continuously post the sponsored advertisements and I would receive much more likes.”

Some respondents said that they did not post social messages that involved politics because it would cost them their clients. Respondent one explained, “ I avoid politics so that I don’t seem to be taking sides with political factions because some customers would leave my page. I have observed this from my counterparts Facebook business page.”

From this research question the study also found out that most of the respondents built a rapport and trust by engaging their customers in conversations through social messages such as asking customers how the products they bought had served them. Another respondent stated that he would get new ideas on products to stock at his shop just by conversing with his customers online.

On the contrary though, Respondent four stated that engaging with customers gave her great expectations of people buying but would end up disappointed. She noticed that a lot of online users asked for prices, location of the business premises and information about the products but they would not buy her products at the end of the day. She stated,

I have encountered a lot of people calling in asking for information about my products but that did not translate into the number of people walking into my shop. I stopped

engaging them unless it was really necessary. All I do on a regular basis is post information about my products, my contacts and location of my business.

From the responses, Clothing business owners preferred posting informational, social and promotional messages when communicating with their customers online. Informational messages made them easy to be reached, social messages gave them more insight about their customers' needs and promotional messages enticed more customers online to follow their pages. Entertainment messages were not as popular as the other three types of Facebook Advertisement messages. Mainly because the advertisers noted that entertainment messages bothered some of their customers.

#### **4.5 Knowledge on Policies and Rules that Govern Facebook Sponsored Advertisements**

The study sought to find out if the interviewees had some knowledge on any rules that guided the use of Sponsored Facebook Advertisements. Most of the respondents interviewed did not know of any policies or rules until an incident occurred. Respondent seven, did not know that seminude images were not allowed until he was issued with a warning. He stated, "I once loaded a video that had a semi-nude woman showcasing the jewelry I was selling, the video was pulled down by Facebook and I was sent a warning through email."

The sunglasses business owner stated that, he had come to learn that the sponsored Facebook Advertisements needed to be uploaded in a particular geographical location otherwise an account would be deleted by Facebook administration.

#### **4.6 Key Informant Opinions**

Despite the researcher not being able to get in touch with Facebook marketing executives at Facebook - South Africa, an interview with Faustine Ngila, an online subeditor and social media expert at Nation Media Group was conducted on the fifth of February, 2018. A second interview was conducted via email with Rama Oluoch an online marketer at 5ive Africa, a digital marketing company in Kenya on the 19<sup>th</sup> of February, 2018. A third interview was conducted with John Cheruiyot a business editor at Business Daily Newspaper on the 20<sup>th</sup> of February 2018. Lastly, a fourth interview was also conducted via email with Mugambi Mutegi, Communications and External Relations Manager at Competition Authority of Kenya on the sixth of April 2018.

On reasons why businessmen and women used Facebook advertisements, Rama stated that business owner used the advertisements because they could access their clients directly, and realize what types of Sponsored Facebook advertisement or messages draw many customers. He added that Facebook encourages businesses to be creative in their communication by penalizing a page for repeating the artwork used.

Faustine, noted some reasons why business owners used Facebook advertisements. He stated that Facebook users are inclined to be sincere people because of Facebook's capabilities to track users geographically and that potential customers' expressions of interests to buy products are genuine. He has also observed that the emoticons used by online customers made platform interactive. He stated, " Facebook's emoticons humanize the platform through the 'like', 'love',

‘ha ha’, ‘wow’, ‘sad’ and ‘angry’ emoticons. The platforms interactivity is achieved through the ‘like’, ‘comment’ and ‘share’ buttons provided for potential customers to respond with.”

John, the business editor stated that Facebook has many followers. He also noted that the reason why business owners use Sponsored Facebook advertisements is because they reached many people very fast compared to walk in customers that most businesses depend on.

Mugambi, noted that the platform is cheaper than other mainstream advertising platforms such as print. He added that these advertisements could be tracked therefore concluding how many people viewed the business page. Mugambi subsequently stated that Sponsored Facebook Advertisements had a mass reach, transcending geography. He explained further, “A Sponsored Facebook Advertisement created in Kenya could be seen by an online user across the globe at no extra cost.”

The study sought to find out the opinion of the experts on the type of Facebook advertisements commonly used as observed by them. Faustine, the social media expert at Nation Media Group, noted that Facebook advertisers preferred using images over videos to showcase their products online. He stated, “Most Kenyans have cellphones that use the Opera Mini browser which reduces data consumption by 80% in comparison with inbuilt cellphone browsers. This browser cannot stream long videos thus the preference to image advertisements by online customers.”

Faustine added that incase an advertiser was to upload a video Sponsored Facebook advertisement, it should be less than one minute, just short enough to linger in a browser’s mind and not too long to act as a bother to the potential customers online.

John, the business editor talked of image advertisements being the most used type of advertisement because it's economical in that it didn't take a lot of time to create and there were no expenses on hiring a creative to bring it together.

Rama, the digital marketer, on the other hand stated that Video and Carousel Facebook advertisements work well for the fashion industry. He responded, "Users respond well to high quality content found in video and carousel Facebook Advertisements as they are also exposed to international brands that serve them with high quality content."

The study sought to find out from the Key Informants, the type of messages advertisers post and the reasons behind their preference. Timing major events, national holidays, festive seasons and special days like Valentines served as an opportunity to post promotional messages. The social media expert, Faustine stated that for instance, before a Churchill show, a major event in Kenya, a clothing business could upload an advertisement, stating that his or her business stand would be at the event so that the people planning to attend would anticipate to see the products at the venue. He further advised that online advertisers should avoid controversial topics such as politics because that could lead to loss of customers.

The business editor, John notes that informational messages should be the main type of message frequenting a business page, Sponsored Facebook advertising for various reasons. He states, "Informational messages states the facts about new arrival of new stocks and brands and their prices, to attract customers online."

On social messages, Faustine stated that an advertiser gets to build a close relationship with online customers by responding to questions posted. He stated,

It is courteous not to leave clients' comments unattended to. Giving prices through inboxes lowers the trust levels of customers online because they are always left wondering whether prices vary from one person to the other. It is professional to post prices on the page for everyone to see. On the contrary though, some online customers feel like that would be getting personalized treatment from the advertiser if prices were sent to their inboxes. It's a give or take situation.

Rama, the online marketer agreed that social messages that are helpful, inspiring and always giving tips are a better way to sell than being direct. This, he stated, helped in '*humanizing*' a business pages online.

Mugambi noted that informational messages are the most preferred Facebook Advertisements with occasional promotional messages. He stated, "Business owners advertise their new stock much more frequently. They also create a buzz around special sales and discounted clothes knowing people want new, different but affordable brands of clothing on sale."

Rama's response on challenges of Facebook advertisements was that reaching a target audience had always been a tasking. He responded, "The challenge lies in reaching the target audience because most businesses owners know Facebook is important but are reluctant to spend on the platform because they don't know how to measure its impact on their business to the every cent they spend."

Hacking of Facebook accounts is one of its main challenges according to Faustine's response. He further explains that jealous competitors always found a way of hacking into business page and post controversial messages to stir trouble for their counterparts.

The researcher sought to find out what Facebook was planning in the near future for its users from the professionals in this field. Faustine brought to light that Facebook was developing an online shopping button. An 'order food' tab was already on Facebook being tested in a small region in the United States of America. He also noted that, "Facebook advertisements have had so much impact on the Kenyan economy such that the platform could end up being used an ecommerce site, rather than just a social media site."

Rama responded that Facebook is lifelong, he explained, "Facebook is here to stay and a business owner just needs to figure out what works for them and put the users first...businesses should invest in its content by hiring skilled photographers and models to help advertise their products but within a budget one can afford."

John stated that Facebook is still popular with more people still getting connected. Therefore, more business owners are bound to use it. On guidelines related to Sponsored Facebook Advertisements, the business editor at Business Daily stated, "Business owners need to be made aware on strategies they need to employ for their adverts to be more visible and the costings to be made more public for them to make wise decisions before uploading their advertisements."

Mugambi noted that Facebook was increasingly becoming a dominant communication platform with a lot of business transactions happening on timelines and private conversations. As the years have passed by the younger generation create accounts on Facebook therefore increase the online population that are the targeted market. On rules and guidelines, Mugambi noted that it was common sense not to sell illegal products and use of abusive language. He also stated that the response time to queries was a big deal. He stated, “The faster an advertiser is the higher the rating assigned to a business.”



## **CHAPTER FIVE**

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.0 Overview**

This chapter briefly describes the study's summary and conclusions to the study. This study found out that Sponsored Facebook advertisements were used by the advertisers to increase brand awareness, increase customer base, and communicate better with customers therefore increase sales, as long as a business owner was conversant with the technology at hand. Thereafter its recommendations based on the findings from the previous chapter are presented by the researcher.

#### **5.1 Summary of the Findings**

This study found out that to beat competition and thrive online, an advertiser needed to create effective messages and use specific types of advertisements to reach potential customers online. The most commonly used type of messages were informational messages while the least popular type of messages from analysis were the entertainment messages. Image advertisements on the other hand were the most commonly used types of Facebook Advertisements, while video advertisements were least preferred from observations made by the researcher on their Facebook business pages.

Through engaging and communicating with online customers, awarding loyal customers online through discounts and incentives, a business owner had a surety of gaining more customers and retaining them over a period of time.

## 5.2 Conclusions

From the interviews, the study concluded that the reasons why clothing business owners within the Nairobi Central Business District used Sponsored Facebook advertisements outweighed the challenges they experienced. For this reason, clothing business owners kept on using this platform to advertise their products.

The concluded reasons were; that Facebook advertisements improved brand awareness because of its large number of online users that businesses were exposed to. Steps to creating the sponsored Facebook advertisements were easy to follow as they were very elaborate on the site. Another reason was that this platform's advertising enabled simultaneous interactivity between the customer and the advertiser. Moreover, Sponsored Facebook Advertisements created employment to tech savvy youth that upload and maintain them, increased the customer base of the clothing businesses, were cheaper compared to mass media advertisements and attracted sincere customers with its emoticons humanizing the platform

The challenges were; that Sponsored Facebook advertisements were expensive when starting up because they were an extra cost incurred. There was also tough competition amongst the Sponsored Facebook advertisers. Other challenges were that Facebook business administrator did not notify advertisers when picking up payments from their bank accounts. Employment of tech savvy people to update the advertisements were an extra cost to businessmen not conversant with technology and Hacking of Facebook advertisement pages could bring about negative publicity

Moreover, the study confirms that this mode of advertising is not very popular considering the few number of participants that took part in the research who had to be identified through snowballing

sampling method. Business owners were sensitive about giving out information thus, some of them did not want to be recorded during the interviews instead the researcher wrote down their responses.

Finally, the researcher concluded that none of the clothing business owners interviewed knew of any policies and rules that govern Facebook advertising until they got into problems like accounts being closed down and advertisements getting rejected.

### **5.3 Recommendations of the Study**

The recommendations below are guided by the three specific objectives of the study

#### **i. Reasons Why Clothing Business Owners Use Facebook as an Advertising Platform**

Under this objective the clothing business owners should invest in the sponsored Facebook advertisements so as to reach a larger target audience who would effectively be communicated with about the businesses' products and availability of items on sale.

Facebook needs to launch its own advertising campaign on Sponsored Facebook Advertisements so that a whole lot more business owners are made aware that this platform exists and is very beneficial to business communication strategies.

#### **ii. Messages Used by Clothing Business Owners While Advertising on Facebook**

Clothing business owners should ensure that the messages are posted strategically so as to maximize on the benefits the Sponsored Facebook Advertisements. Informational messages should be constant with occasional entertainment messages. One should also post social messages to encourage discussions about an ongoing issue in the society to connect with the customers online.

The study also recommends that Facebook advertisers should be proactive and seek knowledge on Sponsored Facebook policies, rules and regulations that their messages might breach. It is important to access this knowledge to avoid cancellation of advertisers' pages and any other inconveniences by Facebook Administration.

### **iii. Types of Facebook Advertisements Commonly used by Clothing Business Owners**

The study recommends that Facebook advertisers in Kenya should utilize the types of Facebook advertisements that would best communicate with the customers online about their products and use a choice that they could afford. The Kenyan Government should sensitize Small and Medium Sized Businesses on benefits of Facebook advertisements as they register their businesses. This information can be loaded on the Government's website, E-Citizen, where it would be easily accessible. Links directed to the government website should be put on Facebook Pages.

## **5.4 Recommendation on Further Studies**

The study recommends a similar study on Sponsored Facebook Advertising to be undertaken interviewing a larger spectrum of businesses to give a wholesome opinion from the entire business community. This is because sponsored Facebook advertisements may not be as profitable to a business as it would be to the next one. A comparative study should be undertaken amongst various organizations and businesses to show this. This will assist business owners that want to use sponsored Facebook advertisements, decide on whether to use it or not.

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## **APPENDICES**

### **APPENDIX I**

#### **INTERVIEW GUIDE FOR THE CLOTHING BUSINESS OWNERS**

1. Where is the location of your business within the Nairobi Central Business District?
2. What kind of customers does your business target?
3. What are the reasons that lead you to using Facebook as an advertising platform?
4. What types of messages do you use and why?
5. What types of advertisements do you prefer and why?
6. Do you know of any policies, rules and regulations that guide Facebook advertisements?
7. What challenges have you faced when advertising on Facebook?

## **APPENDIX II**

### **KEY INFORMANT INTERVIEW GUIDE**

1. What reasons do business owners give for using Facebook as an advertising platform?
2. What types of advertisements are popular among clothing business people?
3. Which kind of messages do clothing business people use while advertising on Facebook?
4. In your view, what is the future of Facebook advertising in Kenya in terms of communication?
5. Which guidelines should clothing business owners be aware of when advertising on Facebook?
6. Do you have any other information on Facebook Advertisements you would like to share?

**APPENDIX III**

**CERTIFICATE OF FIELDWORK**



**UNIVERSITY OF NAIROBI  
COLLEGE OF HUMANITIES & SOCIAL SCIENCES  
SCHOOL OF JOURNALISM & MASS COMMUNICATION**

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**REF: CERTIFICATE OF FIELD WORK**

This is to certify that all corrections proposed at the Board of Examiners' meeting held on 09/6/2017 in respect of M.A/Ph.D final Project/Thesis defence have been effected to my/our satisfaction and the student can be allowed to proceed for field work.

Reg. No: K50/81434/2015

Name: ALICE AKOTH OTHENO

Title: EFFICACY OF FACEBOOK AS AN ADVERTISING

PLATFORM FOR CLOTHING BUSINESS OWNERS IN NAIROBI CBD

Dr Joseph Nyongoti  
SUPERVISOR

[Signature]  
SIGNATURE

17/7/17  
DATE

Dr Samuel Siringi  
ASSOCIATE DIRECTOR

[Signature]  
SIGNATURE

17/7/2017  
DATE

Dr. Neethi Ndati  
DIRECTOR

[Signature]  
SIGNATURE/STAMP

24-10-2017  
DATE

## APPENDIX IV

### SPONSORED FACEBOOK ADS SCREENSHOTS

1<sup>st</sup> January LIKES and FOLLOWERS of Hikanos Suits Advertising Page

This screenshot shows the Facebook profile page for 'Hikanos MEN SLIM FIT Suits' as of January 1st, 2018. The page features a cover photo of a group of people in formal attire. The profile picture is a close-up of a green tie. The page statistics show 18,406 Total Likes and 18,380 Total Follows. A 'Community' tab is selected in the left-hand navigation menu. The right-hand side of the page displays an 'Invite your friends' section with three suggested friends: Rajula Syl, Shilla Violet, and Kombato Wuod Nyayala, each with an 'Invite' button. The bottom of the browser window shows the Windows taskbar with various application icons and a system clock indicating 2:56 PM on 1/1/2018.

Metric	Value
Total Likes	18,406
Total Follows	18,380

18<sup>th</sup> January LIKES and FOLLOWERS of Hikanos Suits Advertising Page

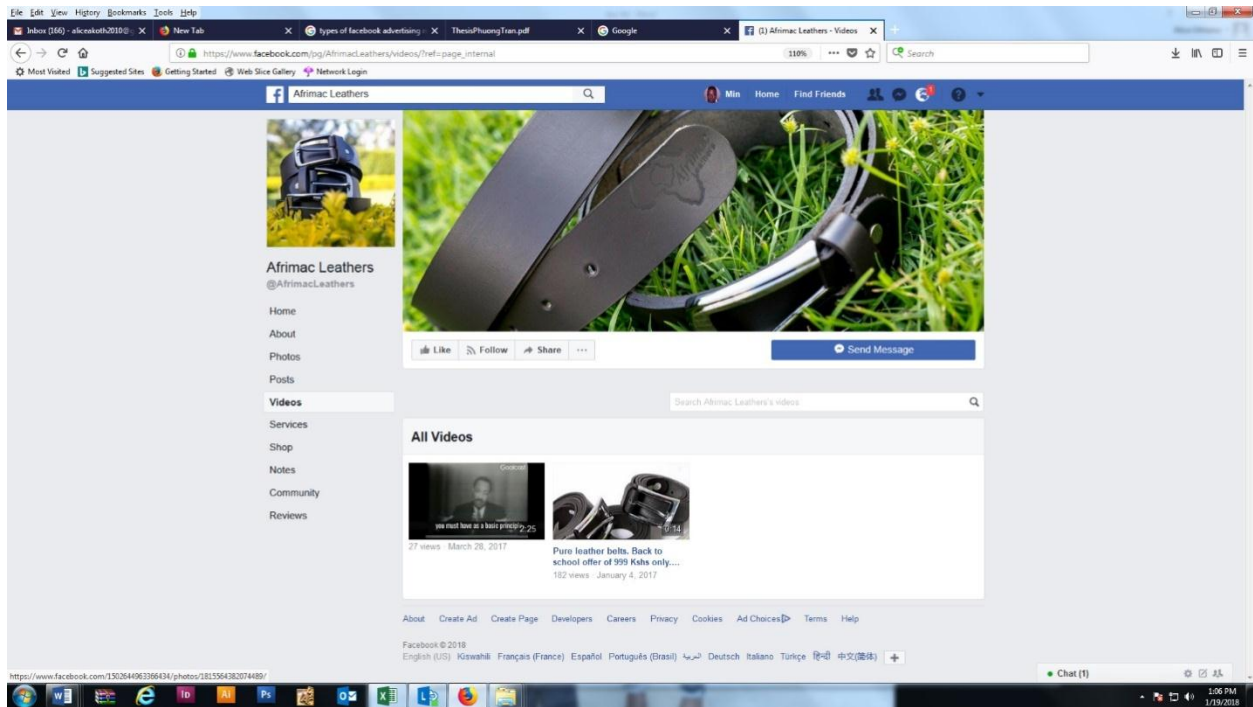
This screenshot shows the Facebook profile page for 'Hikanos MEN SLIM FIT Suits' as of January 18th, 2018. The page layout is identical to the previous screenshot, but the statistics have updated. The page now shows 18,713 Total Likes and 18,696 Total Follows. The 'Community' tab remains selected in the left-hand navigation menu. The 'Invite your friends' section still lists Rajula Syl, Shilla Violet, and Kombato Wuod Nyayala with 'Invite' buttons. The bottom of the browser window shows the Windows taskbar with various application icons and a system clock indicating 2:56 PM on 1/18/2018.

Metric	Value
Total Likes	18,713
Total Follows	18,696



## APPENDIX V

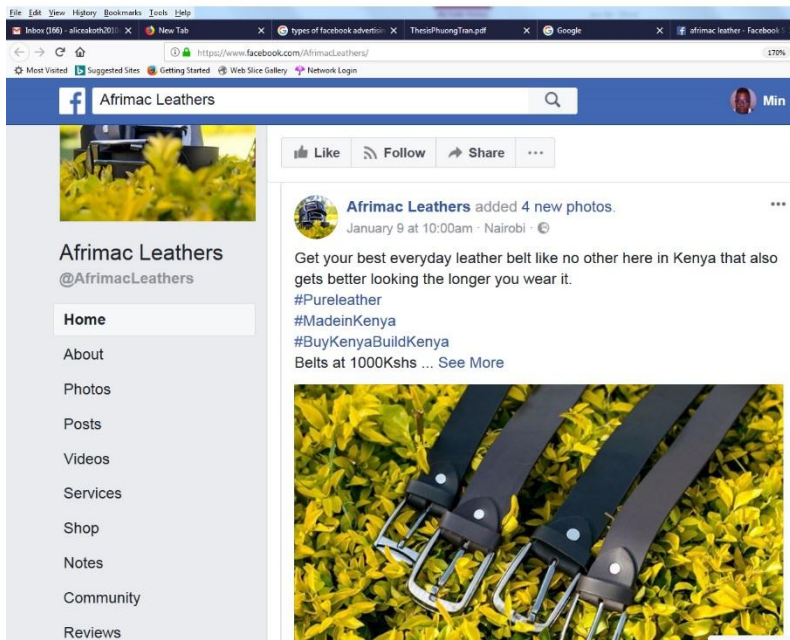
### AFRIMAC LEATHERS VIDEO ADVERTISEMENTS



## APPENDIX VI

### TYPES OF MESSAGES ON FACEBOOK ADVERTISEMENTS

#### AFRIMAC LEATHERS

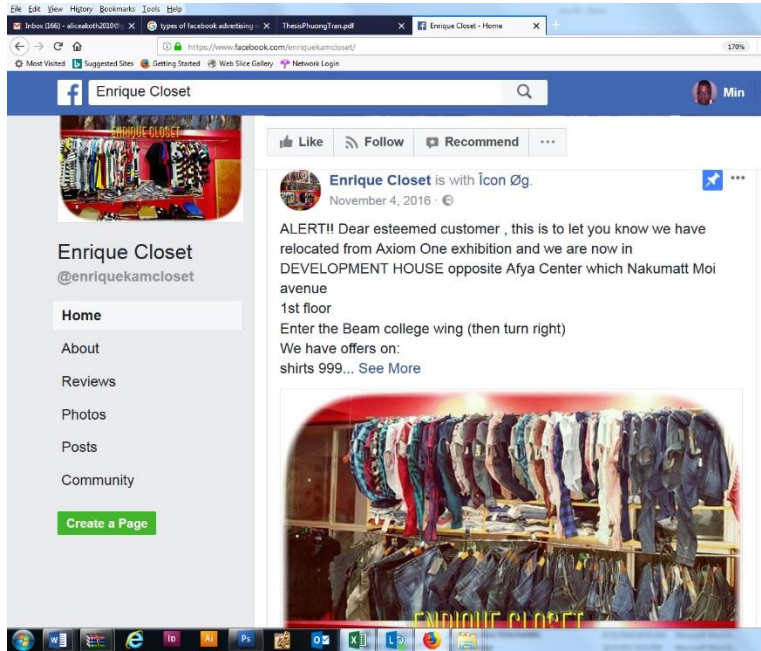


#### MWESH COLLECTIONS

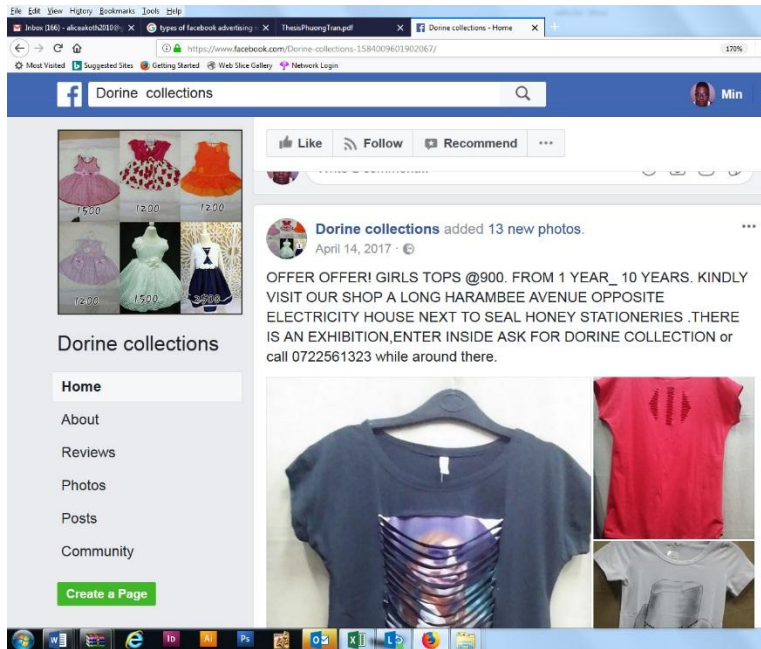


# APPENDIX VI TYPES OF MESSAGES ON FACEBOOK ADVERTISEMENTS

## ENRIQUE CLOSET



## DORINE COLLECTIONS



**APPENDIX VII**

**CERTIFICATE OF CORRECTIONS**



**UNIVERSITY OF NAIROBI  
COLLEGE OF HUMANITIES & SOCIAL SCIENCES  
SCHOOL OF JOURNALISM & MASS COMMUNICATION**

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Nairobi, GPO  
Kenya

**REF: CERTIFICATE OF CORRECTIONS**

This is to certify that all corrections proposed at the Board of Examiners meeting held on 16/12/2018 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: K50/81434/2015

Name: ALICE AKOTH OTHIENO

Title: SPONSORED FACEBOOK ADVERTISEMENTS AS

ADVERTISING PLATFORMS FOR CLOTHING BUSINESS OWNERS  
IN NAIROBI CENTRAL BUSINESS DISTRICT

Dr. Joseph Nyanzi  
SUPERVISOR

[Signature]  
SIGNATURE

4/10/2018  
DATE

Dr Samuel Siringi  
ASSOCIATE DIRECTOR

[Signature]  
SIGNATURE

13/11/2018  
DATE

Dr. Neeth Ndat.  
DIRECTOR

[Signature]  
SIGNATURE/STAMP  
**UNIVERSITY OF NAIROBI**  
**SCHOOL OF JOURNALISM & MASS COMMUNICATION**  
**13 NOV 2018**

13-11-2018  
DATE

## APPENDIX VIII

### CERTIFICATE OF ORIGINALITY

#### Turnitin *Originality Report*

- Processed on: 18-Sep-2018 11:37 EAT
- ID: 1003944296
- Word Count: 13471
- Submitted: 1

**SPONSORED FACEBOOK ADVERTISEMENTS AS ADVERTIS...** *By Alice Othieno*



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■ 1% match (Internet from 12-Jan-2018)

<https://help.aitarget.com/hc/en-us/articles/115004330467-Facebook-Instagram->

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