CONSUMER ENGAGEMENT PRACTICES AND PERFORMANCE OF WOMEN OWNED ONLINE BUSINESSES IN KISUMU CITY, KENYA

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A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF THE DEGREE OF MASTERS IN BUSINESS ADMINISTRATION IN MARKETING, FACULTY OF BUSINESS AND MANAGEMENT SCIENCE, UNIVERSITY OF NAIROBI.

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DECLARATION

Declaration

This research project is my original work and has not been presented for any degree in any other University

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Approval

This research project has been submitted for examinations with my approval as the student university supervisor.

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DEDICATION

I dedicate my work to the two most precious Super-Heroes of my life- My awesome hubby Harpreet Singh Msoni through whom today my Angel late daddy Abdulrasul's dream is being fulfilled- the dream of me graduating with my Master's degree. I further devote this project to my two beautiful daughters - Simran Kaur & Harleen Kaur and to my mother Roshan Banu!

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ABBREVIATIONS AND ACRONYMS

CE	:	Customer Engagement
CEB	:	Customer Engagement Behavior
CEP	:	Consumer Engagement practice
HBB	:	Home-based business
KEBS	:	Kenya Bureau of Standards
MYWO	:	Maendeleo ya Wanawake Organisation
OSNs	:	Online Social Networks
PRIMA	:	Public Risk Management Association
PRIMO	:	Public Risk Management Organization
SME	:	Small and Medium Enterprises

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OPERATIONAL DEFINITION OF TERMS

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Business Performance   This relates to the capacity of the female-owned internet company to carry out its main objective of providing a product or service that satisfies the needs and demands of clients.

Consumer Engagement   Customer engagement refers to interactions between external consumers or customers and businesses (or brands) online.

Customer Feedback   This refers to Customers' testimonials concerning their interactions with a good or service. Its goal is to ascertain their degree of happiness and inform the product, customer success, and marketing teams of areas for growth.

Native Advertisement   This is a kind of compensated media made to correspond to a media source's content. Paid video content on the YouTube app would be an example of mobile native advertising

Online Business   Any business or commercial transaction that involves the dissemination of information online falls under this category.

Social Media Approach   This is a strategy for maximizing contact and engagement on social media to meet a company's goal.

ABSTRACT

The purpose of the study was to assess the influence of consumer engagement practices on the performance of women owned online businesses in Kisumu CBD. The study was informed by social development theory, brand relationship theory and the information integration theory. The study adopted descriptive survey design. The study targeted only the 2090 women online business operating within Kisumu City which are classified into 6 major categories. The study used Nassiuma's (2000) formula to get a sample size of 105. The study adopted stratified random to determine the sample size of each business stratum. The questionnaire was used to collect the primary data desirable for the study. Content validity was used to establish validity of the data collection instruments against the set study objectives. A reliability coefficient (Cronbanch's Coefficient Alpha) was computed to indicate reliability of the instrument. Quantitative information was gathered for this investigation. Version 24 of the Statistical Package for Social Sciences (SPSS) was used to analyze quantitative data. The data analysis included both descriptive and inferential statistics. Use of percentages, frequencies, measurements of central tendency (mean), and measures of dispersion were all part of descriptive statistics (standard deviation). Multiple regressions and Pearson's correlation coefficient were used in the inferential statistics. According to the study's results, gathering client feedback enables businesses to determine what adjustments to make to their goods and services. Further personalize interactions help the business to meet customer expectations. The study concludes that colleting customer feedback helps to improve customer satisfaction and retention. The researcher further concluded that offering personalized services to the customers sets a business apart from its competitor. Furthermore, the study concluded that personalized customer interaction helps the business understand the characteristics of its customers. In addition, the study concluded that personalized customer interaction help the business to bridge the gap between customer and brand. The study recommends that businesses should be in continual contact with their clients through digital channels like emails and social media. Customers are more likely to use the company's services again and again when they get prompt replies and services. Customers should be given a range of sensible alternatives by businesses.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

According to Brodie (2016), consumer engagement is seen as a strategy to develop, maintain, and improve customer connections and is seen as a strategic necessity to establish a sustainable competitive advantage (Vandoorn, 2017). The potential impact of consumer participation on customer happiness, customer loyalty, and business success is also recognized. Consumer engagement has risen to the top of organizations' marketing priorities today. Businesses may increase their resources by keeping an appropriate level of contact with their consumers. When customer engagement strategies and support services are done correctly, they not only produce long-lasting connections but also more pleased clients who stick with the brand and company in question (Fernandes & Esteves, 2016).

Consumer engagement may be distinguished from other exchange-focused practices like behavioral loyalty (i.e. repeat purchases) and other analogous ones on behaviors that are often investigated in marketing by defining it as actions outside of the primary transaction (Dick & Basu, 2018). However, defining it as a phrase that refers to all consumer behaviors other than purchases includes a wide range of consumer behaviors (such as product return, product usage, product disposal, and brand learning), perhaps at the expense of superfluous meaning that could diminish the term's overall effectiveness. As a result, we suggest that a behavioral definition of customer engagement better captures both the implicit and explicit connotations of the word, and that limiting and clarifying this definition may aid in the construction of workable pillars for strong theory (Suddaby 2015). Organizations are investing significant resources, frequently by hiring full-time managers, in order to drive consumer involvement in a strategic direction (Verhoef, 2017).

Loomba (2016) asserts that the main goal of customer engagement is to maintain customer satisfaction through the organization's ability to engender trust, credibility, and a sense of security, as well as through the development of enduring relationships that boost performance and lead to long-term benefits. The majority of commercial organizations, however, are unaware of customer interaction strategies and how they affect customer happiness. A business connection that is catastrophic and maybe

dangerous might result from failing to recognize the significance of the elements. Due to the bad word-of-mouth impact, this might cause unsatisfied consumers to move to a rival or cause the firm to lose prospective new customers (Barris, 2017). Therefore, every company should understand the purpose and significance of providing after-sale care and put it into practice to please clients and win their loyalty.

It is especially concerning because customer interaction continues to be a challenge for social media users, according to research in commerce. Furthermore, Track Maven (2016) contends that from 2014 to 2015, social media content per brand climbed by 35% across numerous platforms, yet content engagement decreased by 17% during the same time frame. Even social media firms who claim to be able to measure engagement have been unable to demonstrate a connection between engagement and customer satisfaction or sales KPIs (Elliott, 2017). Despite the fact that social media strategy is used in marketing by almost nine out of ten American companies with at least 100 employees, researchers are unclear as to how this leads to higher consumer value (Marketer, 2017).

Customers need a seamless experience across all channels, and they are free to switch their brand and buying preferences at any time. To provide a tailored, integrated, and seamless experience across the whole customer journey, businesses must thus close organizational gaps and actively connect with consumers. The customer engagement hub (CEH), according to Gartner (2017), is an architectural framework that integrates several technologies to provide the best possible customer interaction. It links every division; for instance, it enables the synchronization of marketing, sales, and customer support operations.

The situation is different in Ethiopia, where transactions often conclude as soon as the purchasing procedure is complete. Even though the proclamation no. 685/2010 about trade practices and consumer protection expressly states that we cannot return a product once we have paid for it and received it, this is the case in practice. "Without prejudice to guarantees on products or legal or contractual conditions more favourable to the customer, the consumer may seek the replacement of the good or a refund within fifteen days of the date of purchase of the good," the proclamation reads. Muslim (2017). The researcher also pointed out that, aside from a few electronics stores, a few car manufacturers with after-sales service centers, and Ethiopian Telecom, which offers

post-sale support for mobile, internet, and fixed line telephone services, the reality on the ground is very different in most business organizations.

From tiny businesses and supermarkets to large corporations, the phrase "sold products could not be returned" is often heard and seen in Kenya. This demonstrates how the connection between customers and sellers ends when the products or services are delivered. In order to assure customer satisfaction and repeat business, Kotler (2015) suggested that the selling process should extend beyond the delivery of products and services and include a "follow-up" stage. This step ensures that the product was installed, instructed, and serviced correctly. However, there are just a small number of electronics firms in Kenya that provide warranties as a part of their post-purchase services, and there are also only a small number of automakers with repair centers. Many businesses in Kenya lack customer engagement strategies and are unaware of the advantages of offering such services. Ehinlanwo and Zairi (2016) claim that while firms make every effort to be more cost-effective, increase profit margins, and satisfy consumer demand for a product or service, the provision of aftersales support is becoming more and more important. Additionally, Potluri and Hawariat's (2017) research demonstrates that it is becoming harder to distinguish items due to advancements in product design, technology, and pricing. As a consequence, businesses must give post-purchase support to their clients.

1.1.1 Firm Performance and Customer Engagement

"Firm performance" refers to a company's ability to efficiently utilize its resources to carry out certain tasks in accordance with its stated objectives while also taking into account the importance of those obligations to its users (Gijsbers, & Wilks, 2017). A specific result of management, economics, and marketing is an organization's performance, as well as the performance of its structural and procedural components. This outcome would provide the organization and its structural and procedural components efficiency, competitiveness, and effectiveness (Verboncu & Zalman, 2017). In order to make its current shareholders richer, the firm aims to raise earnings (Selvam, 2016). Investors want superior financial performance, which may be measured in terms of profitability, growth, and market capitalization (Cho & Pucik, 2017). Profitability, growth, and market value are a few connected factors that have an impact on a company's performance. A metric called profitability evaluates a company's previous ability to make money (Glick, 2016).

1.1.2 Women Online Enterprises Kisumu, Kenya

Women's companies provide them the chance to influence local choices so that they better represent their preferences and requirements, according to the World Bank Group's current Gender Strategy (World Bank, 2017). Poor women who launch internet enterprises enhance their emotional intelligence, leadership skills, self-confidence, and inner potential (Mindaye 2016). They are thus better equipped to understand the actual state of their followers. Additionally, such online women-owned businesses have indirect positive benefits to the extent that they reduce poverty and enhance community wellbeing. The strong link between gender equality and the alleviation of poverty (World Bank, 2017) demands a bigger focus on female empowerment. Women's programs also promote change in rural regions where women are disproportionately disadvantaged and gaps are growing since they are implemented there. (World Bank, 2017).

Online female entrepreneurs are aggressive and persistent in utilizing social media to sell their products and services. On the other hand, they also employ portable mobile technology, which benefits them in terms of day-to-day activities and banking. In the end, they stand to gain much from this as all that is needed to use it is a cell phone and simple or basic reading. Other benefits may include, among others, the system's easy accessibility to a huge section of the population and the fact that it does not only depend on any physical infrastructure, such as actual phone lines (Elder & Rashid, 2017). Like any other city, Kisumu was negatively impacted by the COVID-19 pandemic's socioeconomic effects on the Kenyan economy. For instance, Kisumu saw employment losses and the closure of several enterprises, which sparked an increase in women running internet businesses in the city. Women came to the realization that they were more capable than they had previously thought, and selling online with a click of a button enabled them to support themselves. The amount of customer engagement techniques they used, which measured their company performance in terms of their customer retention and successful continuation of their firms, was ultimately what decided the continuity of their online operations (Mbogo, 2018).

1.2 Research Problem

In comparison to the product, customer engagement techniques have a substantially higher profit margin. In other words, in certain markets, customer interaction is seen as a major source of money. As a result, providing many more service plans for customer

interaction increases profitability. Modern marketing management places a premium on maximizing client lifetime value and sustaining long-term connections with them via consumer engagement services, which fosters brand loyalty. Consumer engagement is recognized as a crucial element that influences developing strong bonds with clients. On the other hand, in a market where there is fierce brand rivalry, a default and free basic after-sales service also contributes significantly to grabbing more client attention. In today's businesses, providing proper customer involvement has grown to be a key source of income, profit, and expertise. However, phrases like "sold items could not be returned" are often read and heard in internet enterprises run by women. This demonstrates how the connection between customers and sellers ends when the products or services are delivered. The company does not currently provide any customer engagement services, and they do not see the advantages of providing sustained consumer involvement. As a result, consumers become dissatisfied, lose brand loyalty, and the performance of women-owned internet enterprises suffers.

1.3 Objective of the Study

The objective of the study was to determine the influence of consumer engagement practices on the performance of women owned online businesses in Kisumu CBD.

1.4 Significant of the study

This study will provide insights into the causes and effects of consumer participation as well as serve as a conceptual foundation for further research for marketing academics, gender experts, and practitioners. The study also aims to demonstrate the many ways in which social media platforms may raise consumer satisfaction and engagement. Because of this, they have grown to be very well-liked by enterprises all around the globe. Social media, in addition to encouraging effective engagement and interaction, makes brand marketing simple, even on a tight budget.

It offers crucial information about the state of online companies in Kenya today through a social media analysis. There doesn't seem to be much prior research in these areas. This study thereby broadens our understanding of how customer interaction strategies impact the success of online companies in Kenya, especially those run by women. Finally, it will provide decision-makers a better knowledge of crucial areas where new regulations, legislation, or amendments to current ones may have an immediate effect on the nation's online retailers. An example of one of these areas is the taxation of online

firms. The research also supports and contradicts some of the earlier empirical results about the potential advantages and drawbacks of internet enterprises in developing nations.

The study's conclusions will motivate a broad spectrum of Kenyan women business owners to embrace and effectively use digital tools and social media platforms in order to build successful businesses. By examining the success rate of Kenyan women entrepreneurs who utilize technology and digital platforms for business transactions, it is feasible to instruct other Kenyan women entrepreneurs on how to use them in both official and informal companies to acquire a competitive advantage in the market. Additionally, this study will improve the theoretical frameworks and methodology for examining online enterprises operated by women in developing nations like Kenya. The study can serve as a model for future research in a related area.

CHAPTER TWO
LITERATURE REVIEW

2.1 Introduction

This chapter gives insight into literature and outlines the theories that formed the basis of the study. It also provides an overview of the theoretical and empirical reviews. The chapter also covers the conceptual framework, research gaps, and a summary of the examined literature.

2.2 Theoretical Framework

Social development theory, brand connection theory, and information integration theory all provided insight for the research.

2.2.1 Social Development Theory

The social development hypothesis was developed in 1988 by Jacobs and Garry. The theory examines qualitative alterations to society's framework and structure that help it better achieve its goals and purposes. Development has been described in this sense as a social transformation process as opposed to just a collection of programs and policies implemented to meet predetermined objectives. The main mechanism for social change is raising awareness to enhance organization. In order to effectively seize these chances, society develops new organizational structures as prospects for growth become greater and more plentiful. These new organizational structures are better able to manage the available social energy, skills, and resources and use the opportunities to get the intended results. The results of developmental activities depend on a wide range of factors, and in order for social change to occur, there must be a motivating factor and the essential prerequisites. The motivation must be strong enough to go beyond obstacles that stand in the way of that progress. Development also requires resources like money, technology, and support infrastructure.

In the context of this research, the ability of Kisumu women's organizations to coordinate resources to address their difficulties and opportunities is what leads to progress. Women-owned businesses go through certain phases as they transition from offline to online company, employing various marketing tactics to connect with a broad clientele and boost productivity. The pioneer contributed new concepts, procedures, and customs that preserved previously rejected components. Innovations are eventually accepted, replicated, arranged, and utilized by other group members. At four separate

levels, including the physical, social, mental, and psychological, organizational enhancements offered to support the innovations may occur concurrently (Stelzner 2011).

2.2.2 Social Exchange Theory

Blau and Emerson are the authors of the social exchange theory (1965). It is a sociological and psychological theory that looks at how two people interact socially and balance risks and benefits using cost-benefit analysis. The theory also accounts for economic relationships, and cost-benefit analysis is used when one party owns goods that the other parties value (Roeckelein, 2018). According to social exchange theory, these calculations occur in close friendships, professional relationships, casual conversations with customers at the register, and other fleeting exchanges. According to social exchange theory, a connection may stop or be forsaken if the expenses are larger than the advantages, like in the case of investing a lot of time or money in it without getting anything in return.

Despite their different scientific presuppositions, these two theoretical forerunners may be credited with giving rise to modern trade conceptions. Arguments over the characters of social commerce players were common at initially, but today only a small number of these conflicts still exist (Homans, 2013). Human behavior may be explained by people assessing the benefits and drawbacks of their interactions with society and the environment, according to the Social Exchange Theory (Cook. 2013). Only when the benefits exceed the drawbacks is it worthwhile to participate in a certain activity. As a result, a person will refrain from participating in the conduct if they feel the negative effects exceed the good ones. The odds are in favor of projecting a lower value for any social contract if one does not value connections, is doubtful about others, or thinks they won't keep their end of the agreement. Likewise (Peter, 2015). Although the expected advantages would be less significant, it would still be more costly in absolute terms.

Such a worldview may give rise to a short-term viewpoint oriented on immediate, particular benefits, as well as the Dark Triad's socially unacceptable activities (see below). Even if we accept the existence of costs and benefits, we are wary of Neo-Classical Economics' apparent premise that individuals are logical, calculative, and rational creatures. As was previously said, the objective of the present investigation is

to ascertain the impact of customer interaction techniques on women-owned online businesses in Kisumu town.

2.2.3 Information Integration Theory

Information integration theory states that inputs are combined to produce beliefs or attitudes (Anderson 1981). According to the information integration hypothesis, people acquire, process, and then integrate stimulus information with their prior attitudes or beliefs to establish and change their attitudes or beliefs. Additionally, it is more likely that a person would access a brand attitude upon observing brand-related signals and bias information processing in a way indicated by the valence of those attitudes the more accessible or prominent that attitude is. (1989, Houston and Fazio). Because of this, opinions about the brand alliance are probably going to be impacted by previous opinions of each brand, and opinions of each brand in the future are probably going to be influenced by the context of the other brand (Lynch, Chakravarti, & Mitra 2009). Similar to this, consumer researchers have known for a long time that judgements of a product or service are impacted by the perceptual or evaluative qualities of nearby material, which are referred to as context effects. The brand alliance stimulus information accesses associated emotions and attitudes about those brands and goods that are retained in memory via advertising or direct experience. The hypothesis was applicable to the current experiment because it explains how user training enhances customer views about brand loyalty. Thus, the concept helps to explain how receiving client feedback influences the efficiency of online enterprises.

2.3 Literature Review on Study Variables

2.3.1 Consumer Engagement Practices

Customer engagement behaviors (CEBs) are defined by Van Doornet (2017) as expressions of a customer's behavior toward a brand or organization that continue after the customer has made a purchasing decision and are motivated by motivating factors. Word-of-mouth (WOM), referrals, assistance for a variety of clients, blogging, writing reviews, and even participation in legal programs are all examples of CEBs. The authors present a theoretical model that considers the customer, the business, and society at large using CEBs as an illustration. They also look at how this model varies from typical customer attitudes like loyalty, trust, and satisfaction. Enginkaya and Esen (2018) utilized their research to define and assess online consumer engagement after interviews with online shoppers. To measure consumer participation, a scale of online customer

engagement was developed. It was found that client engagement is characterized by trust, dedication, and the utilization of predetermined dimensions.

In order to assess the impact of customer engagement on loyalty across two distinctive service environments, namely the health care and retail sectors, Fernandes and Esteves (2016) used data from both industries. According to the study, customers exhibited a variety of inclinations throughout their contacts with service providers depending on the service frameworks used by the service providers. These attitudes will lead to an improvement in client behavior. Comparative studies show that customers' propensity and behavior toward healthcare is much greater than that of retail. In conclusion, the study's results demonstrated that corporate engagement of any kind was positively correlated with client loyalty.

Alireza and colleagues (2016) looked at how after-sales services affected customer satisfaction and intention to repurchase. Iran's consumer electronics market received 302 responses to the survey. The level of post-sale assistance has a significant impact on consumer behavior intentions, including their propensity to repurchase and recommend a product or service to friends. In an online retail setting, Parihar (2018) established a link between customer engagement and loyalty. The nature of the connection affects customer engagement and loyalty. According to the study's results, risk likelihood and severity had no impact on consumer engagement in the online environment since online shoppers opted not to take risks. On the other side, it was shown that traits like sign, curiosity, and pleasure have a positive impact on consumer participation, leading to an increase in customer loyalty among online purchasers.

Social media should be used to engage customers, says Greenberg (2018). Blogs, wikis, podcasts, and video blogs are examples of social media platforms. User-generated content includes things like comments and reviews, social tags and bookmarks, ranking and rating systems, photos, and videos. These tools are intended to support consumer involvement rather than to replace it. Each has advantages and disadvantages of its own when utilized carefully. In order to comprehend the link between customer engagement and other criteria like trust, commitment, and happiness better, Hollbeek (2009) devised an approach. He also looked at the link between consumer engagement and other aspects like brand loyalty and choice. There was discussion of a variety of elements, including as circumstances, objects, and words, that affect a person's capacity for

communication. User-generated hotel evaluations were the main focus of an investigation of consumer engagement strategies. They evaluated how hotel management and prospective customers perceived CEBs as part of their study. According to early research, consumers' apparent motivating factors change in response to their goals, with positive CEBs putting a larger weight on ideal assessments than negative CEBs.

To better understand the link between customer engagement and business performance, Oko (2017) performed a study of refrigerator users (consumers) in South East Nigeria. The study easily selected one hundred twenty (120) customer and vendor (manufacturers) respondents from each of the major commercial cities in the five (5) states of South East Nigeria. Cross-sectional surveying was the approach utilized in the research. Questionnaires were used to collect primary data for the investigation. The study's findings indicate that after-sales services have a positive impact on consumers' perceptions of brand loyalty but little impact on staff turnover and company profitability. The study's conclusions indicate that there is still room for improvement in after-sales services and customer loyalty management because many marketers and product managers, especially in the household appliances market, have not fully grasped and utilized after-sales service's full potential or the strategic importance of managing customer loyalty given after-sales services' inputs.

Kwanda (2017) looked at how consumer interaction affected Kenyan manufacturing companies' customer loyalty and satisfaction. A survey of 170 participants from fifteen different firms in Mombasa, Kenya, was used for this study. The study's data analysis validated the positive correlations between customer satisfaction and after-sales service quality, between customer contentment and customer loyalty, and between after-sales service quality and customer loyalty in both direct and indirect ways.

2.3.2 Collecting Customer Feedback on the Performance of Women Businesses

According to Sydänmaanlakka (2016), the definition of feedback is "valuable information or criticism on earlier action or behavior from an individual or group so that they may better the present situation or subsequent action and self-behavior." Positive customer feedback is also fostered by appropriate human contact since pleasant communication may be more valuable than presenting information in a mocking manner (Mets, 2017)

The capacity of a business to use consumer information efficiently is acknowledged as a key element in gaining competitive advantage. Additionally, the use of customer data to boost customer happiness is intimately related to financial success (Birch-Jensen, 2018). Understanding client feedback is a crucial organizational learning tool in service operations (Caemmerer & Wilson, 2017).

There are two basic categories for collecting client feedback: solicited or active feedback and uninvited or passive input (Berry & Parasuraman, 2016). Information obtained from customers via customer measures like Net Promoter Score (NPS) and Customer Effort Score (CES), among others, is known as active or solicited feedback. The section has a more thorough explanation of how customer metrics are created. Unsolicited customer feedback may serve as a benchmark for evaluating staff performance both internally and externally. On the other hand, unsolicited feedback depends on the customer's willingness to communicate their input directly to the frontline supervisors who often receive it. According to Baker and Sinkula, uninvited feedback has difficulty moving from tacit to explicit knowledge, which is necessary for organizational learning. By providing clear instructions on how to do this, an organization may encourage frontline line managers to provide unsolicited input, and both monetary and non-monetary appreciation can inspire staff to share more (Kuan Tambyah & Mattila, 2019).

2.3.3 Personalize Customer Interactions on the Performance of Women Businesses

Personalization has been described as focusing on very small segments of the market or, at its most extreme, one person at a time. It is a set of tools for designing a distinctive end-user experience that includes technology and application features. Building a meaningful one-to-one relationship with each individual (customer) and assisting in the accomplishment of a goal that effectively and knowledgeably addresses each person's need are key components of personalization, which aims to increase customer loyalty (Reicken 2018).

One of the elements that affects how customers perceive the success of websites is personalization (Chakraborthy, 2017). Additionally, it is considered a means to guide clients toward information they are unsure about (Belkin, 2017). Customers often lack the capacity to use the most contextually relevant terms when requesting information from information retrieval systems. Personalization using a feedback mechanism for

query reformulation is successful in these circumstances (Belkin, 2017). Many businesses now prioritize their customers and use customer-oriented strategies. Customer focus refers to a company's capacity to gather data from customers in order to develop appropriate market strategies that might result in improved services for consumers (Brady & Cronin, 2016).

Customers come first at customer-oriented businesses, but other stakeholders, like the company's employees, are also taken into consideration (Deshpande & Farley, 2017). High levels of client orientation, according to Kelley (2018), boost both staff motivation and organizational commitment. The customer's view of the quality of the service is also influenced by a customer-oriented strategy. The gathering of customer feedback is one way to comprehend how they see things.

No matter whether the business is a digital native, a brick and mortar operator, a manufacturer or supplier in the background, or both, personalization is not only a critical capacity but also one that punches beyond its weight. Consumers don't just desire personalisation, they want it. In all company sectors and throughout all employee and customer communication channels, personalization has become a need (Sota, 2016). Delivering data-driven content that is personalized for each client is crucial now more than ever because of the constant rise in customer expectations. Delivering improved customer experiences is among the biggest goals for 60% of CEOs in the next two to three years, according to a 2021 poll by the IBM Institute for Business Value (Awang, 2016). Leaders understand that improving client experiences is crucial if they want to maintain competitiveness and increase market share. However, fragmented technology and data overload are obstacles that might make providing tailored information challenging (Connolly & Sigala, 2015).

A research on the customer viewpoint of customized marketing was undertaken by Fridh & Teodor (2018). It was an exploratory study on how consumers perceive personalized marketing and how it influences their purchasing decisions. The study's objectives were to investigate how consumers perceive customized marketing and how that impression influences how they decide which products to buy. The research used a qualitative approach. Primary data was gathered via a variety of semi-structured interviews with men and women between the ages of 40 and 59 who had participated in e-commerce at least once during the previous six months. The study's conclusions showed that different consumer decision-making processes are influenced by how consumers perceive tailored marketing. The customer becomes more receptive to customized marketing when they have a favorable opinion of it, which has an additional effect on the various phases of the process

2.3.4 Native Advertising on the Performance of Women Businesses

Native advertising, which is intended to blend in with the page's content and be consistent with the overall viewpoint of the chosen page and media platform, is a means of communication for businesses, goods, or services to advertise and engage target audiences (Barban, 2018). Native advertising, according to Berug and Harro (2015), is sponsored material intended to seem like journalistic content to the user. A novel idea in brand, product, or service promotion is native advertising. It is a sort of advertising disguising itself as news material, including sponsored postings, search engine marketing, print news articles sponsored or promoted by a particular business, or social media posts.

Native advertising's primary goal is to increase customer connection with current, relevant material. Native advertising, also known as content marketing or sponsored content, has been around for a while and can be seen and heard on TV and radio channels as brand-sponsored shows. However, as social media and mobile media have grown in popularity, native advertising has made greater strides. Native advertising, a kind of paid advertising that takes on the form and purpose of the media content in which it appears, may be found on social media and search engines in a variety of sizes and forms (Barban, 2018).

The capacity of consumers to successfully deal with advertising communications is predicted on the identification of the persuasive character of the messages, according to Wojdynski and Evans' (2017) persuasion knowledge model. The use of persuasive

knowledge is believed to be affected by the disclosure of such information in advertising only for consumers who pay attention to the material visually and who successfully remember the disclosure content, according to study on television product placement (Hoelzel, 2015). According to certain research, native web advertising had a favorable response from consumers. Users are less suspicious of native advertising than they are of banner ads, according to Tutaj and Reijmersdal's (2018) research, and they perceive the content to be both more informative and entertaining. Users believe that websites with native advertisements are more responsive to their consumers than websites with typical banner ads, according to Becker-(2017) Olsen's research (although attitude was most positive when there was no advertising at all). However, there is evidence that readers' failure to recognize native ads as adverts at least largely explains the favorable effects of native advertising (Barban, 2018). This makes sense since studies in conventional formats have shown that readers are more attentive to editorial information than commercial messaging because they are less inclined to read the latter (Cameron, 2017).

Native advertising, a modern marketing innovation, is becoming more and more popular, and as a consequence, several problems have emerged (Berug & Harro, 2015). The differences between conventional advertising channels and journalistic or regular content are no longer as sharp as they once were because to native advertising. Native advertising is regarded in this study to be an umbrella phrase that may apply to a variety of related techniques, all of which have the same goal of pushing commercial views while appearing as ordinary material, despite the lack of consensus on an official definition (Carlson, 2016).

2.3.5 Social Media Approach on the Performance of Women Businesses

Users of social media may discuss and exchange ideas, disseminate information, and control communications in a virtual environment provided by social media (anywhere, anytime). There are many various sorts of social media, from social sharing websites like YouTube and MySpace to social networking sites like Facebook and LinkedIn. The World Wide Web made the internet a global network, and as internet usage increased, social media emerged and gained popularity, especially after 2003. By the end of the first decade of the twenty-first century, social media marketing (SMM) had also gained momentum globally. India is not an exception (Vij, 2017). Contrary to conventional

media, which distributes information without allowing readers, viewers, or listeners to take part in its evolution, social media speeds up discourse.

According to Hensel and Deis (2016), marketers should think about all of their options for utilizing social media in a way that will increase advertising and enhance marketing. Any social media strategy has advantages, disadvantages, and difficulties; they must be addressed before a particular social media strategy is put into practice. Businesses need to aid in enabling the social media inputs and dialogues. Social media monitoring techniques should be utilized to ensure that consumers aren't harming a company's reputation online. Thanks to online social media platforms, one person may now communicate with hundreds or even thousands of people regarding products and the companies that sell them. Consumers to consumer communications now have a far greater impact as a consequence.

Sandeep and Sharma (2017) conducted an empirical research on consumer social media behavior and marketer social media marketing techniques. To gather the main information on customer motivations, beliefs, and experiences, a questionnaire was employed. Exploratory factor analysis was employed in the investigation. Online surveys created using Google Documents were given to the respondents. The study's findings and the studied literature were used to inform the paper's recommendations for successful Social Media Marketing (SMM) tactics. Marketers and media planners can use the study's findings to their advantage to achieve successful marketing outcomes.

Munyandinda (2019) research on the impact of social media on company development was conducted by. The study targeted 81 respondents who were chosen at random from the employees received questionnaires. For the workers, convenience sampling was used. According to the first aim, it seemed that every responder had the same view about joining a social networking site. According to the study's results, there is a substantial correlation between social media platforms like Facebook, Whatsapp, Twitter, Instagram, and linkedIn and company growth.

Godson, Egala, and Shurong (2022) conducted research on social media and its relationship to business performance. A review of the literature 70 papers altogether, published between 2003 and 2021, were examined. According to the review, businesses that use social media marketing strategies have better customer relationships, higher customer satisfaction ratings, and improved financial performance. The conclusion also

examines the main social media research results to date as well as the future directions for this area of study. Both scholars and social media marketing practitioners may benefit from the results.

CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Introduction

The chapter describes the techniques to be used for gathering data as well as how the data was evaluated, understood, and finally presented. The methods utilized to collect data and information in order to accomplish research goals are referred to as research technique.

3.2 Design of the Study

A descriptive research approach was used in the study. The researcher intended to pinpoint the factors influencing women-owned internet enterprises, thus she used this research methodology for the study. This study's descriptive survey approach was successful in obtaining the needed data via the use of questionnaires.

3.3 Study Area

The third-largest city in Kenya is Kisumu. Kisumu, the county capital of Kisumu County, has a population of 397,957 as of the 2019 Kenyan census. Kisumu County's rural population was 714,668 at the time of the same census, suggesting that the city is home to the bulk of the county's 1,155,574 urban people.) Due to its water and rail links, Kisumu—the county seat of Kisumu County and the immediate previous capital of Nyanza Province—is a crucial stop on the commercial route between Lake Victoria and Mombasa. Additionally, it serves as the main terminal for the agricultural output of the Western and Nyanza provinces. It is the biggest and most significant city in Western Kenya. The western Kenyan Great Lakes region's commerce and transportation center is Kisumu.

3.4 Target Population

SMEs in Kisumu County served as the unit of observation, while the SME owners served as the unit of analysis. One response, the owner, was provided by each SME. According to Kisumu County Business Register (2022) there are 7,456 Women online Business in Kisumu County, However, the study targeted only the 2090 women online business operating within Kisumu City which are classified into 6 major categories as indicated in Table 3.1.

Table 3. 1: Target Population

Categories of Businesses	Number Women Online Business in Kisumu County	Target
General Trade, Wholesale, Retail, Shops And Services	537	537
Informal Sector	176	176
Transport, Storage & Communications	156	156
Accommodation And Catering	332	332
Professional , Technical Services And Financial Services	257	257
Private Education, Health And Entertainment	632	632
Total	**2090**	**2090**

(Source, Department of Licensing, County Government of Kisumu 2022)

3.5 Sample and Sampling Technique

Sampling is the process of taking a representative sample of a population. The study used Nassiuma's (2000) formula to get a sample size of 105 as indicated

$$n = \frac{NC^2}{C^2 + (N-1)e^2}$$ n = Represents sample size

N = Represents study population

C = Represents coefficient of variation ($21\% \leq C \leq 30\%$), and

e = Represents error margin ($2\% \leq e \leq 5\%$).

Calculating the sample size,

$$n \quad = \quad \frac{2090\,(0.21)^2}{0.21^2 + (2090-1)0.02^2}$$

n   =   104.773 The study sample size was 105

In order to calculate the sample size for each company strata, the research used stratified randomization. The formula was suitable to guarantee that each unit in the population under study would be chosen with an equal chance.

Table 3. 2: Sample Size

Categories of Businesses	Number Women Online Business in Kisumu County	Target	Sample Size
General Trade, Wholesale, Retail, Shops And Services	537	537	27
Informal Sector	176	176	9
Transport, Storage & Communications	156	156	8
Accommodation And Catering	332	332	17
Professional , Technical Services And Financial Services	257	257	13
Private Education, Health And Entertainment	632	632	31
Total	**2090**	**2090**	**105**

3.6 Data Collection and Analysis

The data for this investigation were acquired quantitatively. Version 24 of the Statistical Package for Social Sciences (SPSS) was used to analyze quantitative data. Both descriptive and inferential statistics were used in the data analysis. The use of percentages, frequencies, measures of central tendency (mean), and measures of dispersion (standard deviation) are all part of descriptive statistics (standard deviation). The inferential statistics employed several regressions and Pearson's correlation coefficient.

CHAPTER FOUR

DATA ANAYSIS, FINDINGS AND DISCUSSION

4.1 Introduction

Data analysis, results presentation, and discussion of the findings are the chapter's main topics. The chapter provides result on the relationship between customer engagement practices on the performance of online businesses by women entrepreneurs. The research findings were presented in form of tables.

4.2 Response Rate

The study issues 105 questionnaires were distributed however 80 were correctly completed and returned. This reflected an overall success rate of responses of 76%.

Table 4. 1: Response rate

Response	Frequency	Percentage (%)
Expected response	105	100
Received response	80	76
Non-received response	25	24

Source: Research Data,2022

4.3 Demographic Information

The respondents' degree of education is indicated by the demographic data supplied,

4.3.3 Respondents' Highest Level of Education

The greatest degree of schooling for each responder was requested. The results are shown in Table 4.2.

Table 4. 2: Respondents' Highest Level of Education

	Frequency	Percentage
Primary Education	22	28
Secondary Education	28	35
Diploma Education	22	27
University Education	10	13
Total	**80**	**100**

Source: Research Data,2022

According to the results, 28% of respondents said that primary education was the highest level of education they had attained, 35% said that secondary education was the highest level of education they had attained, 27% said that diploma education was the highest level of education they had attained, and 13% said that university education was the highest level of education they had attained. This suggests that for the vast majority of respondents secondary education was their greatest degree of schooling.

4.4 Result for the Study Objectives

4.4.1 Own a smart phone

The respondents were asked to indicate whether they own a smart phone. The findings were as shown in Table 4.3

Table 4. 3: Own a smart phone

	Frequency	Percentage
Yes	80	100
No	0	0
Total	**80**	**10**

Source: Research Data,2022

From the findings all the respondents stated that they own a smartphone

4.4.2 Physical location for the business

The respondents were asked to indicate whether they have a physical location for their business. The findings were as shown in Table 4.4

Table 4. 4: Physical location for the business

	Frequency	Percentage
Yes	23	29
No	57	71
Total	**80**	**10**

Source: Research Data (2022)

From the findings 29% of the respondents stated that they have a physical location for the business while 71% stated they don't have a a physical location for the business. This implies that majority of women owners of online business in Kisumu don't have a physical location for their business.

4.4.3 Online social platform used to sell products/services

The respondents were asked to indicate online platform used by women owners of online business in Kisumu. The findings were as shown in Table 4.5

Table 4. 5: Online social platform used to sell products/services

	Frequency	**Percentage**
WhatsApp	40	50
Facebook	29	36
Instagram	11	24
Twitter	0	0
Total	**80**	**100**

Source: Research Data,2022

According to the results, 36% of women said they sell their goods online on Facebook, 24% of women said they sell their products online on Instagram, and 50% of respondents said they sell their products online on WhatsApp. This suggests that the vast majority of those surveyed use WhatsApp to market their items online.

4.4.4 Type of product/ service sold online

The respondents were asked to indicate the type of products/services women sell online. The findings were as shown in Table 4.6

Table 4. 6: Type of product/ service sold online

	Frequency	Percentage
Food	25	31
Beauty/clothing	30	38
Household	13	16
Hairdressing/beauty saloon	12	15
Total	**80**	**100**

Source: Research Data,2022

According to the survey's findings, 31% of respondents claimed to sell food products and services online, 38% claimed to sell fashion and beauty products online, 16% claimed to sell home goods and services online, and 15% claimed to sell products for hair salons and other beauty salons. This shows that the majority of Kisumu's female citizens are involved in the online retail of beauty products.

4.5 Influence of customer engagement practices and performance of online businesses

The purpose of the study was to ascertain how customer interaction strategies affected the success of online firms run by women entrepreneurs. The results were as shown in Table 4.7

Table 4. 7: Aspect of brand symbols on Brand Kenya positioning

Customer Engagement Practices	Mean	Std
Collecting Customer Feedback		
Collecting customer feedback help the business understand customer preference	4.64	0.876
Collecting customer feedback help the business identify the necessary changes required on their products and services	4.82	0.765
Collecting customer feedback enable the business to assess the market trend	4.46	0.567

24

Colleting customer feedback helps to improve customer satisfaction and retention	4.17	0.641
Colleting customer feedback helps the business to work on customer complaints before they get out of hand	4.23	0.643
Personalize Interactions		
Personalize interactions help the business to meet customer expectations	4.33	0.653
Personalize interactions increased customer loyalty	4.345	0.692
Personalized customer interaction help the business to bridge the gap between customer and brand.	4.351	0.767
Personalized customer interaction help the business understand the characteristics of its customers	4.345	0.692
Offering personalized services to the customers sets a business apart from its competitor.	4.22	0.643
Native Advertising		
Native advertising encourage consumer participation	4.02	0.521
Native advertising capture consumer attention on business products and services	4.26	0.231
Native advertising capture empower consumer in developing business products and services	4.89	0.345
Native advertising help the business to introduce a new product or service in the market	4.28	0.534

Native advertising messages are able to attract more attention	4.62	0.323

Social Media Approach

Social media approach help the business to reach out to a wide number of potential customers	4.40	0.764
Social media approach help the business to learn the buying patterns of its ideal customers	4.62	0.656
Social media approach help the business to build good relationship with customers	4.47	0.674
Social media approach help the business to increase brand awareness	4.62	0.674
Social media approach help to keep business products and service on top of customers mind	4.68	0.765

Source: Research Data,2022

According to the results, the majority of respondents agreed (mean = 4.64; standard deviation = 0.876) that gathering customer feedback helps businesses in understanding consumer preferences. The majority of respondents (mean =4.82; standard deviation = 0.765) also agreed that gathering consumer feedback helps businesses in determining the improvements that need to be made to their goods and services. Additionally, the majority of respondents agreed (mean = 4.46; standard deviation = 0.567) that gathering consumer input helps businesses determine market trends. The majority of respondents (mean = 4.17; standard deviation = 0.641) also agreed that gathering customer feedback helps to increase customer satisfaction and retention. Additionally, the majority of respondents agreed that gathering customer feedback enables businesses to address consumer issues before they spiral out of control. (mean 4.23; standard deviation 0.643)

This supports the claim stated by Hill, Brierley, and MacDougall (2017) that customer input is one of the most important variables for the business. Operations, marketing, and product development are among the many areas it improves. But even though it sometimes goes unseen, it's one of the most important components of running a business. Finding out what consumers think is the only way for a business to provide them the best experience.

According to the results, the vast majority of respondents (mean = 4.33; standard deviation = 0.653) agreed that personalized interactions help businesses satisfy consumer expectations. The survey also revealed that the majority of participants believed that personalized interactions boosted client loyalty (mean = 4.345; standard deviation = 0.692). The majority of respondents (mean = 4.351; standard deviation = 0.767) agreed, according to the data, that individualized customer interactions help businesses close the gap between customers and brands. The majority of respondents (mean = 4.345; standard deviation = 0.692) also agreed that individualized customer interactions aid businesses in better understanding the peculiarities of their clientele. The majority of respondents (mean = 4.22; standard deviation = 0.643) also agreed that providing consumers with individualized services distinguishes one organization from another. This supports the assertion made by Isidore & Arun (2021) that individualized customer service effectively fills the gap between customers and brands. When customers get in touch with a professional for products and services, they want a swift and reliable answer to their issues. With the assistance of customized service, business employees may respond to customer enquiries more swiftly and in accordance with their preferences.

According to the survey, the vast majority of respondents (mean = 4.02; standard deviation = 0.521) agreed that native advertising promotes customer engagement. Additionally, the majority of respondents (mean = 4.26; standard deviation = 0.231) highly agreed that native advertising attracts customers' attention to commercial goods and services. Additionally, the majority of respondents (mean = 4.89; standard deviation = 0.345) believed that native advertising capturing empowers consumers in creating commercial goods and services. According to the results, the majority of respondents (mean = 4.28; standard deviation = 0.534) firmly agreed that native advertising aids a company's efforts to launch a new product or service. The majority of respondents (mean = 4.62; standard deviation = 0.323) also strongly agree that native

advertising messages may grab people's attention. The findings back up Wojdynski & Golan's (2016) argument that native advertising is advantageous since it can be scaled up and of a high standard, allowing advertisers to fill the gap between banner ads and brand publication. Native advertising is necessary to grow your customer base of loyal, repeat customers and draw in new ones since it helps you engage with your audience and build trust and loyalty.

The vast majority of respondents (mean = 4.40; standard deviation = 0.764) also agreed that using social media to promote a company helps it connect with a large pool of prospective clients. According to the results, the majority of respondents (mean = 4.62; standard deviation = 0.656) agreed that a social media strategy helps a firm understand the purchasing habits of its target clients. Additionally, the majority of respondents (mean = 4.47; standard deviation = 0.674) felt that using social media effectively helps businesses establish strong bonds with their clientele. According to the results, the majority of respondents (mean = 4.62; standard deviation = 0.674) firmly agreed that using social media to promote a brand helps businesses grow. Additionally, the majority of respondents (mean = 4.68; standard deviation = 0.765) highly agree that using social media to engage consumers helps businesses stay top-of-mind. The results is supported by a study Bormann & Neher's (2012) who claim that social media enables marketers to interact with and engage prospects wherever they are. Social media is an important tool for networking and communication. Using these platforms to give your company a voice is crucial for enhancing the overall brand perception. Social media is a useful tool for businesses to communicate with and engage with clients. The greater the business's chances of conversion are, the more it communicates with its audience.

4.6 Performance of Online Businesses

The researcher south to determine the performance of women owned online businesses.

The results were as shown in Table 4.8

Table 4. 8: Performance of Online Businesses

Performance of Online Businesses	Mean	Std.
The customer retention rate of the business is high	4.177	0.912
Profits have increased	3.984	1.032
Customers are giving positive feedback	4.145	0.921
Customer complaints have been reduced	4.563	0.608
Sales /volumes has increased	4.181	0.513

The majority of respondents (mean=4.177, SD=0.912) said that the company's customer retention rate had increased considerably, according to the data. The majority of participants (mean = 3.984, SD = 1.032) continued by stating that the profitability of the firm had greatly increased. Similar to this, most respondents (mean = 4.145, SD = 0.921) believed that there had been an increase in the number of customers leaving positive reviews. The majority of respondents, according to the study's results, thought that there were much less customer complaints (mean = 4.563, SD = 0.608). The great majority of respondents (mean=4.181, SD=0.513) also said that the sales volume had significantly increased.

4.7 Correlation Analysis

The association between customer interaction methods and the success of internet firms run by women entrepreneurs was examined using a Pearson's correlation analysis.

Table 4. 9: Correlation Analysis

		Collecting Customer Feedback	Personalize Interactions	Native Advertising	Social Media Approach
Collecting Customer Feedback	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	80			
Personalize Interactions	Pearson Correlation	.659**	1		
	Sig. (2-tailed)	.002			
	N	80	80		
Native Advertising	Pearson Correlation	.109	.042	1	
	Sig. (2-tailed)	.647	.860		
	N	80	80	80	
Social Media Approach	Pearson Correlation	.739**	.742**	-.052	1
	Sig. (2-tailed)	.000	.000	.827	
	N	80	80	80	80
Performance of online businesses	Pearson Correlation	.382**	.547**	.394**	.572**
	Sig. (2-tailed)	.002	.026	.003	.033
	N	80	80	80	80

The study looked at the connection between customer feedback gathering and female entrepreneurs' internet enterprises' success. According to the findings, r=.382 and p=0.05, respectively. This demonstrated that there is a strong positive correlation between gathering customer feedback and the success of women entrepreneurs' internet enterprises. The study also looked at how personalized encounters affected how well women entrepreneurs performed their online enterprises. The findings show that r=0.547 and p=0.05. This demonstrated that there is a strong correlation between the effectiveness of online enterprises run by women entrepreneurs and their ability to communicate personally.

The study also sought to determine the impact of native advertising on women entrepreneurs' online firms' performance. The findings show that r=0.394 and p=0.05. This shown that native advertising significantly improves the performance of internet enterprises run by female entrepreneurs. The study also sought to determine the impact of social media strategy on how well women entrepreneurs execute their online

enterprises. The findings show that r=0.572 and p0.05. This demonstrated that there is a strong positive correlation between the use of social media and the success of internet firms run by women entrepreneurs.

4.8 Regression Analysis

4.8.2 Regression Model Summary

Table 4. 10: Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.681a	.464	.458	.62786

a. Predictors: (Constant), Collecting Customer Feedback, Personalize Interactions

Native Advertising, Social Media Approach

b. Dependent Variable: Performance of online businesses by women entrepreneurs

As indicated in Table 4.10, the research used a regression analysis to determine the strength of the association between the independent and dependent variables. The results indicate that the success of online firms run by women entrepreneurs is described by independent variables in this research by 46.4%, while a variance of 53.6% is attributable to additional factors that were not included in this study.

4.8.2 ANOVA of the Regression Model

Table 4. 11: ANOVA of the Regression Model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123.922	3	41.307	21.879	.000b
	Residual	143.491	76	1.888		
	Total	267.413	79			

a. Predictors: (Constant), Collecting Customer Feedback, Personalize Interactions
Native Advertising, Social Media Approach

b. Dependent Variable: Performance of online businesses by women entrepreneurs

The F statistic in the aforementioned ANOVA table is 21.879, as shown in Table 4.11. The model is assumed to be statistically significant since the estimated f is bigger than the f statistic. As a consequence, there is compelling evidence that the regression

findings are statistically significant and that the variance in the results is negligible, which means it is unlikely that a change in the study units (population) will significantly alter the model's predictions for the data.

4.8.3 Multiple Regression Coefficients

Table 4. 12: Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1(Constant)	1.082	.127		8.529	.000
Collecting Customer Feedback	.314	.033	.433	9.515	.006
Personalize Interactions	.159	.042	.220	3.786	.000
Native Advertising	. 313	.033	.432	9.485	.004
Social Media Approach	.225	.040	.304	5.625	.003

Dependent Variable: Performance of online businesses by women entrepreneurs

The study also conducted a regression analysis to establish the regression coefficients connecting the independent and dependent variables as illustrated by the equation illustrated below:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Y stands for the success of women entrepreneurs' internet companies. X^1 stands for gathering consumer input, X_2 for personalizing interactions, X_3 for native advertising, and X_4 for social media strategy. Without the use of predictor factors, the value of the performance of internet firms run by women entrepreneurs is defined as Constant, or 0. From the results in Table 4.12 the given equation was answered by the values of Unstandardized Coefficients (β). The results indicate that collecting customer feedback, personalize interactions, native advertising and social media approach have a positive relationship with performance of online businesses by women entrepreneurs. Thus,

$$Y = 1.082 + 0.314 X_1 + 0.159 X_2 + 0.313 X3 + 0.225 X_{4+} \varepsilon$$

The value of the performance of online businesses operated by women entrepreneurs is 1.082 without the impact of the predictor variables. This explains why the performance of online businesses led by women entrepreneurs would always be 1.082 while keeping all factors fixed at 0. A unit increase in personalized interactions would result in a 0.159 times increase in that performance, a unit increase in native advertising would result in a 0.313 times increase in that performance, and a unit increase in social media would result in a 0.314 times change in the performance of online businesses run by women entrepreneurs.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The primary results are thoroughly summarized in this chapter, after which conclusions are reached and ramifications are discussed. Finally, it offers some advice and ideas for other research fields.

5.2 Summary of Findings

The goal of the research was to provide a summary of its primary important results. The majority of respondents, according to the results, felt that gathering customer feedback helps businesses better understand their clients' preferences. The majority of respondents also said that gathering consumer input helps businesses in determining what adjustments to make to their goods and services. The majority of respondents agreed, according to the data, that personalized interactions enable businesses to exceed customers' expectations. The majority of respondents, according to the survey, believed that personalized encounters boosted client loyalty. Additionally, the vast majority of respondents concurred that native advertising capture empowers consumers in creating commercial goods and services. Additionally, the vast majority of respondents firmly concur that native advertising messaging may draw in greater attention. Additionally, the vast majority of respondents agreed that using social media to promote a company enables it to connect with a large number of prospective clients.

5.3 Conclusion

According to the research's results, gathering customer feedback enables businesses to address consumer issues before they become a major problem. The research also revealed that colleting consumer feedback helps to boost customer happiness and retention. The research also came to the conclusion that gathering client input helps businesses determine industry trends. According to the study's results, there is a strong correlation between gathering consumer feedback and the success of online enterprises run by women entrepreneurs.

The study came to the additional conclusion that providing clients with individualized services helps businesses stand out from their rivals. The research also came to the conclusion that tailored consumer interactions aid businesses in comprehending the qualities of their clientele. Additionally, the research came to the conclusion that

tailored customer interactions aid businesses in bridging the gap between consumers and brands. According to the study's results, there is a strong correlation between the success of online firms run by women entrepreneurs and the provision of individualized services.

Additionally, the research came to the conclusion that native advertising messages may grab greater attention. Additionally, the research came to the conclusion that native advertising aids businesses in entering new markets with goods or services. Consumers are empowered by native advertising to build commercial goods and services. From the data the research found that there is considerable favorable association between native advertising and performance of internet enterprises by women entrepreneurs

According to the study's findings, businesses may use social media to keep their services and goods front of mind with their clients. The use of social media by the company promotes brand recognition. The use of social media by businesses aids in creating strong customer relationships. According to the study's results, social media strategy and the success of women entrepreneurs' online enterprises are significantly positively correlated.

5.4 Recommendations

In the light of the foregoing findings, the study recommends the following:

Businesses should be in continual contact with their clients through digital channels like emails and social media. Customers are more likely to use the company's services again and again when they get prompt replies and services. Customers should be given a range of sensible alternatives by businesses. A consumer may need a bit extra direction while using a company's website. Companies should always search for methods to enhance their client services. Each client may have a different relationship with the company and its goods. As a result, it is crucial for your business to understand what your clients think of your goods and services. Businesses could use channels that are often utilized by consumers to connect with their target demographic more quickly

5.4.2 Areas for Further Research

The study recommends that the following follow-up researches be done:

Since the study was conducted among women owned business the researcher suggested that further studies should be conducted among online shopping sites such as Jumia and Killmall

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APPENDICES

APPENDIX I: LETTER OF INTRODUCTION

Dear respondent,

RE: Humble request for support in Research Project

I am an MBA student and in my final year of study at the University of Nairobi. As partial requirement for graduating, I am conducting research for my study titled**Influenceof Consumer Engagement Practices on The Performance of Women Owned Online Businesses in Kisumu Town.**Iam kindly requesting for your support in terms of your valuable time in responding to the attached questionnaire. Your accurate and honest response will be critical in ensuring my objective in this study is accomplished. Data and information from this study will be used for academic purposes only and you may choose not to reveal your names for your own comfort and confidentiality.

Thanking you in advance.

Yours faithfully

…………………..
Shaheen A,H Chandbhai

APPENDIX II: QUESTIONNAIRE

SECTION A: GENERAL INFORMATION /BUSINESS DEMOGRAPHICS

80 participants

1. What is your highest level of education?(please tick)

   University Degree ☐   Diploma? ☐

   Secondary Education ☐   Primary Education ☐

2. Do you own a smart phone?

   Yes ☐   No ☐

3. Do you have a physical location for your business?

   Yes ☐   No ☐

4. In which online social platform do you sell more your products/services?

   WhatsaApp ☐

   Facebook ☐

   Instagram ☐

   Twitter ☐

What types of products/services is your business majorly engaged in Online?

Food ☐

Beauty/clothing ☐

Household ☐

Hairdressing/beauty saloon ☐

SECTION B: CUSTOMER ENGAGEMENTPRACTICES.

Kindly indicate your level of agreement with the following statement regarding the effect of customer engagement practices on performance of online business. Use a scale of 1-5, where SA- Strongly Agree A- Agree, N- Neutral, D- Disagree SD- Strongly Disagree

Customer Engagement Practices	SA	A	N	D	SD
Collecting Customer Feedback					
Collecting customer feedback help the business understand customer preference					
Collecting customer feedback help the business identify the necessary changes required on their products and services					
Collecting customer feedback enable the business to assess the market trend					
Colleting customer feedback helps to improve customer satisfaction and retention					
Colleting customer feedback helps the business to work on customer complaints before they get out of hand					
Personalize Interactions					
Personalize interactions help the business to meet customer expectations					
Personalize interactions increased customer loyalty					
Personalized customer interaction help the business to bridge the gap between customer and brand.					

Personalized customer interaction help the business understand the characteristics of its customers					
Offering personalized services to the customers sets a business apart from its competitor.					
Native Advertising					
Native advertising encourage consumer participation					
Native advertising capture consumer attention on business products and services					
Native advertising capture empower consumer in developing business products and services					
Native advertising help the business to introduce a new product or service in the market					
Native advertising messages are able to attract more attention					
Social Media Approach					
Social media approach help the business to reach out to a wide number of potential customers					
Social media approach help the business to learn the buying patterns of its ideal customers					
Social media approach help the business to build good relationship with customers					
Social media approach help the business to increase brand awareness					
Social media approach help to keep business products and service on top of customers mind					

SECTION C: PERFORMANCE

Kindly tick the boxes in level of improvement to your business that leads to success. Using a scale of 1-5 where 1= greatly improved, 2= Improved, 3= Constant, 4= Decreasing and 5= greatly decreased

Statement on Performance	1	2	3	4	5
The customer retention rate of the business is high					
Profits have increased					
Customers are giving positive feedback					
Customer complaints have been reduced					
Sales /volumes has increased					

"Thank You & All the Best in empowering yourself and fellow women around you!"