Social Media Advertising in the Telecommunication Sector in Kenya: Exploring the Adoption, Value and Influence of Twitter use by Safaricom Limited.

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A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE MASTER OF ARTS DEGREE IN COMMUNICATION STUDIES OF THE SCHOOL OF JOURNALISM AND MASS COMMUNICATION UNIVERSITY OF NAIROBI

2015

DECLARATION

This research project is my original work and has not been submitted for the award of master degree in any university.

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

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ACKNOWLEDGEMENT

I thank the almighty for the strength, courage and grace to get this far in my journey in studies and in life. His mercy and goodness surround me.

I would also like to acknowledge my supervisor Dr. Silas Oriaso for his guidance and patience through this process.

And my mother, for always encouraging me to do better and to achieve more even when paths are not clear. For being a driving force in my life and always reminding me that when there's life, there's hope.

To my family and friends who had to make time for me even when I could not do the same for them and still understand and cheer me on. Bless you.

ABSTRACT

Technology is continually revolutionizing how we communicate and go about our daily lives. Social media in particular has changed the way we communicate and interact with each other. Social media has created an audience in itself. The title of this study is Social Media Advertising in the Telecommunication Sector in Kenya: Exploring the Adoption, Value and Influence of Twitter use by Safaricom Limited. Current business world, marketers and businesses are rushing to social media sites because that is where customers, suppliers, prospective employees and other stakeholders are found. This study is exploring Twitter as one such social media site that provides users with only 140 characters per message and allows one to attach links, images and videos. The main objective of this study was to investigate the adoption, value and influence of advertising on Twitter by Safaricom limited as a leader in the Telecommunication Sector in Kenya, and as a representation of the sector. With specific objectives being; to find out the adoption of advertising on Twitter by Safaricom and its audience, to establish the value that Advertising on Twitter has for Safaricom and its customers and to establish the influence that Safaricom Adverts on Twitter have on their customers. This study used a mixed method of both qualitative and quantitative methods to come up with findings that indicated that Safaricom has a substantial following on Twitter majority of which are the youth and young professionals. Safaricom uses its account @SafaricomLimited to post an average of four (4) adverts per day about different products and services, sponsored events and open days. Twitter is valuable to Safaricom as it allows for direct feedback and interaction with their customers. To customers, they get to know about new services and products while getting more information about existing ones. It also introduces them to new offers and bargains. This study concluded that Safaricom has adopted well in advertising on Twitter, and takes great value from its interactions and influence on the platform, building brand equity and pushing sales while using influencers to push their message. Although advertising in social media has been well adopted and has great value and influence to businesses and customers alike, this study recommends the creation of clear guidelines and regulations to social media advertising as exists in traditional media use to streamline it while guarding against negative publicity and unsolicited defaming of organizations.

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CHAPTER 1: INTRODUCTION

1.0   Introduction

"*If you can't beat them, join them*" is a phrase used often, but can it be used to explain the reason why corporates in Kenya are engaged in social media? Kenya is quickly becoming digital with a large percentage of people using social media to engage and communicate; with the youth taking the lead. These social media users create a huge part of advertising audience and potential customers. Like the audience, corporate organizations are striving to join in the conversation to get their message heard. This study endeavored to find out why this is so, as pertains to the telecommunication sector, with the intention to explore the adoption, value/use and influence of twitter, a social media site as used by Safaricom Limited to advertise.

1.1   Background

Communication in Kenya in the 20th Century before the Internet, was not as fast as it is now. As much as waiting for a letter was exciting, it increased the levels of anxiety and anticipation because it would take a substantial amount of time, depending on distance, for a letter to get to its recipient; leading to it being referred to as 'snail mail'. Telegrams were the fastest way to convey urgent messages, thus had to be charged per word, and made as brief as possible, with the full-stop (.) being replaced by the word "STOP" making the message cumbersome and difficult to understand as times. Telephones then, landline telephones referred as such by the nature of the connectivity, that is using physical cables and wires, could mostly be found in offices because very few households could afford them. The Kenya Posts and Telecommunication Corporation had the mandate over all aspects of communication. Some would now argue that this helped in building a sense of community, patience and creativity, virtues that lack in the youth of the 21st Century who are used to instant gratification.

After independence, many Kenyans could only tune into the sole, government-owned radio and television station. The Kenya Broadcasting Corporation (KBC), and its predecessor – the Voice of Kenya (VoK), owned and funded by the government, more often than not, used as its mouthpiece than a public space. The liberalization of the airwaves in the early 1990s

created opportunities for a more diverse media playing field. The return of multiparty democracy in 1992 opened the way for the licensing of frequency modulated (FM) radio stations; increased freedom for the public and other institutions, including increased avenues for advertising and marketing (Oriare, Okello-Orlale, & Ugangu, 2010). At present there are over 15 TV stations, more than 90 FM stations, eight daily newspapers and many weeklies (CAK, 2012). All privately owned except KBC. Advertising revenue is fiercely competed for by all media and sourced from both local and international multinational companies (Maweu, 2013).

The advancement in technology through time has seen communication improve drastically. Lin & Atkin (2007, p. 3) note that technology in communication has allowed us to share our experiences and cultures whenever these linkages exist. Even though national borders survive today, they are essentially political boundaries maintained by nation-states. Social changes facilitated by the diffusion of communication technologies in one society may no longer be confined by these artificial boundaries.

The Internet being the engine of technology has affected communication in a number of ways. The system has created a global village by enabling us to instantly communicate across the world. The Internet's ability to bypass network-control mechanisms is due to its decentralized structure, as it is a network of networks that has no direct control by any one person, group or government. The Internet conceptualized in 1982 when Transmission Control Protocol/Internet Protocol (TCP/IP) established a more efficient system that used Advanced Research Projects Agency Network (ARPANET) to allow numerous networks across the world to interconnect to become one network (Lin & Atkin, 2007, p.20). It has had a big impact on how people keep in touch with family, friends or do business with colleagues working remotely.

Technology has revolutionized interpersonal communication through the use of interactive media that allows for exchange of various media types including text, audio and images on applications such as WhatsApp and Viber. There has been a shift in the way we communicate; rather than face-to-face interaction, we're tending to prefer mediated communication. "We'd rather e-mail than meet; we'd rather text than talk on the phone". (Keller, 2013). The Internet continues to grow rapidly and seamlessly into an online world already inhabited by over a billion potential customers. Given its scale and the benefits it

offers, it is a big part of the future of all businesses. It is far more than 'just another channel to market' (Dave & Smith, 2008). Websites and application have since come up because of the Internet, enabling people to create and share content or socially interact and network, thus forming social media. A survey commissioned in the United Kingdom found that respondents spent an average of 3 hours and 45 minutes talking on the phone, e-mailing and sending text messages (BBC News, 2004).

Kenya, like many other countries, has not been left behind in the new media "revolution", with the country's appetite for technological innovation raved about globally. One would be considered anti-social for not having a social media account on one or all the sites, as it has become most Kenyan's 'new age' way of socializing. Most of the social media sites are free to register. The fact that the messages are instant "real time" provides an easier alternative to communicate compared to traditional ways where feedback was delayed or sometimes lost in translation.

Launched in March 2006, 284 million active users and more than 500 million tweets sent per day, Twitter is quickly catching on in Kenya; becoming more popular than other social media sites like Facebook with its short messaging platform that allows messages with up to 140 characters only, hashtags, picture posting, direct messaging, replying and tagging of other users. Kenyans on Twitter (#KOT) have become a force to reckon with. The now famous hashtag #Someonetell… has gotten powerful individuals and organizations e.g Bishop TD Jakes and CNN to apologize for their utterances, goes to show the power of the social media site in driving opinions and changing perception.

Twitter and other social media platforms have since been used to mobilize the public for demonstrations and protests; at times used for debates, and as an avenue for people to voice their opinions. Usually a common hashtag is created to consolidate all comments. It has gone as far as the public using twitter as a watchdog for social injustice and a platform for sharing news and events. Hashtags like #occupyplayground against the land grabbing of a school's playground in Nairobi is an example of this. #MyDressMyChoice campaign organized by a facebook group; kilimani mums led to protests in Nairobi's Central Business District on 17th November 2014, to stand in solidarity with women who were attacked and stripped in the streets of Nairobi, intending to urge the police and the government to take action on the perpetrators and send a message condemning violence and sexual assault

against women. People took it from a hashtag to a protest; and thousands of men and women turned up in solidarity (Kimani, 2014). Larry Madowo in an article titled Activism in the digital age: Tweet, tweet and retweeted comments that the traditional model of activism is dead. In its place is a more connected, conscious online form of protest. "In 2011, TIME magazine named 'The Protester' the Person of the Year after months of demonstrations around the world. If they did it again today, that protester wouldn't be on the streets, but on a feed or timeline somewhere, channeling their outrage about whatever it is they're unhappy about" (Madowo, 2015).

When it comes to advertisements, at a point in time, one could sing along to a jingle, memorize a catchy slogan or recognize the product as soon as the voice-over came on. Ads like *Turn on the stove…* by Knorr, Tusker's *Imara kama simba* slogan, Sportsman – *Sawa hasa* among others. It was interesting to note that some of these ads are better than some of the ads we see on TV today. "Are our ad companies' creativity regressing?" questions, Wamathai (2014). Taking out a full page, full color ad on the local dailies ensured visibility and didn't come cheap either. With the digital age, buying airtime on TV, space on a newspaper or a minute or two to run your *informercial* on radio is just not enough to get your service or product to the masses. For advertising to be successful, it is not enough to send out a message and then hope for a result. Customers are today exposed to so many advertisements each day that can be annoying to them. This over exposure has led to customers having a negative attitude towards advertising making it harder for organizations to reach their audience (Karlsson, 2007). With social media, marketers and advertisers are coming up with creative strategies to leave their brands lingering in their audiences' minds in terms of clever hasgtags tied into conversations like: #butwithAromat, #Truststudded among others.

Coca-Cola Kenya in January 2015, launched a campaign dubbed "Share a Coke" that became the talk on social media with media users wanting their names or handles to be printed on personalized coke bottles or cans so that they can share pictures of the same with their friends and followers. According to Kangethe (2015), Coca-Cola Kenya Marketing Manager Mona Karingi said that the company will also roll out experiential and social media marketing campaigns that will allow consumers to choose the names they want to see printed real time or through online platforms. Coca-Cola Kenya was leveraging on social media platforms such as Facebook, Twitter or Instagram as well as other interactive

advertising platforms for consumers to not only order for customized names for their choice but also share messages photos or videos of their #ShareACokeKE memorable moments (Kangethe, 2015).

1.1.1   Profile of Twitter

Twitter expert, Amanda McArthur in an article; *The Real History of Twitter, In Brief*; says that Twitter began in 2006. Jack Dorsey, the co-founder had originally imagined Twitter as an SMS-based communications platform. Groups of friends could keep tabs on what each other were doing based on their status updates. Its mission is to give everyone the power to create and share ideas and information instantly, without barriers. Twitter has seen quite a success since its inception with 284 million monthly active users and 500 million Tweets sent per day, 80 percent of Twitter active users are on mobile while supporting over 35 languages as at 2015.

The micro-blogging site enables its users to send and read short messages of up to 140 characters called tweets. Users tweet on a wide range of topics, and can tweet at anyone with a public profile, from prominent personalities to corporate brands, breaking news and coverage of real-time events. The public timeline conveying tweets from users worldwide is an extensive real-time information stream. Tweet structures vary from plain text, to use of hashtags (#) that mark key topics or keywords, to use of links to other news sources, photos and videos (Sambuli, Crandall, Costello, & Orwa, 2013, p. 18).

A study by Twitter advertising found that primary Twitter users tend to be younger. *The compete* study found that 18 to 34 year olds are 21% more likely to be logging into Twitter primarily via a mobile device. This is largely because younger consumers tend to be stronger adopters of mobile in general. The study found no statistically significant difference in the gender breakdown of primary mobile users of Twitter (Twitter advertising, 2013).

Businesses use Twitter to help them achieve their marketing goals, such as growing their community of followers, driving more visitors to their website, and capturing more leads to follow up with later. Twitter creates opportunities for businesses to engage with their customers through more personal interactions. These interactions help build positive sentiment towards the businesses and encourage positive word of mouth referrals. This is

through interactions like promoted tweets; which are paid-for tweets that help amplify tweets to a wider audience to drive more engagement with the organization's content. Promoted accounts; are ad units included in followers campaigns that enable subscribers to quickly gain relevant followers whom provide free advertising through retweets. Promoted trends and a way to measure campaigns through the campaigns dashboard; which shows a variety of metrics related to followers campaign, such as the number of times users see the ad, the number of times it's clicked on, your follow rate and your cost-per-follow (Twitter advertising, 2013).

1.1.2   Profile of Safaricom Limited

Safaricom Company Limited started as a department of Kenya Posts and Telecommunications Corporation, the former monopoly operator, launched operations in 1993 based on an analogue Extended Total Access Communications System (ETACS) network and was upgraded to Global System for Mobile (GSM) in 1996, license awarded in 1999. Safaricom was incorporated on April 1997 as a private limited liability company. It was converted into a public company with limited liability on 16 May, 2002. The Government of Kenya ceased to have a controlling interest in Safaricom under the State Corporations Act following the offer and sale of 25 percent of the issued shares in Safaricom held by the Government of Kenya to the public in March 2008, rendering the provisions of the State Corporations Act inapplicable (Safaricom).

As posted on their linkedIn page, Safaricom employs over 4,000 staff directly and over 500,000 indirectly, with approximately 3,000 base stations across the country and the largest call center in Sub-Saharan Africa. Safaricom offers a wide range of products and services that include: Telephony, broadband Internet and financial services. These products include M-PESA and M-Shwari, among others. Its headquarters are located in Safaricom House, Waiyaki Way in Westlands, Nairobi. Safaricom also has charitable functions where it helps the less fortunate in the society through the Safaricom Foundation. Since inception, the foundation has disbursed 2 billion shillings in different initiatives that provide sustainable community based solutions, contributing towards Kenya's development agenda, and the Millennium Development Goals (Safaricom).

According to the quarterly statistics report by Communication Authority of Kenya (CAK) of the July-September 2014 quarter, Safaricom has a market share of 66.7 percent of the total 32.8 million mobile subscribers. Safaricom, the government and Unilever were among the top advertisers in 2011 in which the 20 biggest spenders' budget totaled Sh27 billion. Brand research firm Millward Brown disclosed (Okulo, 2012). Safaricom earned Sh23 billion in profits in the year ending March 2014, stamping its position as the most profitable company in East Africa. The firm grew its net profit by 31.2 per cent, buoyed by strong growth in its customer base and increased revenues services such as SMS, M-Pesa; the innovative money transfer platform and data (Mumo, 2014).

Safaricom uses different ways to promote its services and products to the market and consumers at large. No channel is irrelevant as both have significant appeals and attracts an equal measure of listening and viewership. Exposure and medium for any Safaricom ads would vary, depending on the messages and strategic objectives of the campaign being run (Tech Mtaa, 2010).

Marketing plays a crucial role in enhancing a company's growth and performance in capturing new markets, retaining the market and promoting financial muscles in profits of an organization. Safaricom employs various marketing mix and techniques that include: auditory marketing - this has been achieved through the use of music and jingles that has come from Safaricom choir marketing the Safaricom products, services and brands in diverse promotions. The use of "skiza" on the caller ring back tone, "niko na safaricom" song promo and the thematic "mpesa" advert called relax "uko na mpesa" have facilitated the profitability of the company profile through brand loyalty (www.safaricom.co.ke); new product creation, animation, pricing, place, content localization, brand alliances, use of celebrities - use of personalities through Niko na Safaricom Live countrywide music tour enhances attraction to the Safaricom products due to association hence the reputation and brand improvement; and constant promotions to enhance the uptake of its products hence, resulting to increased revenue leading to profitability (Oloko, Anene, Kiara, Kathambi, & Mutulu, 2014).

1.2 Problem Statement

This study explored the adoption, value and influence of advertising on twitter by Safaricom, a free social media site that provides users with only 140 characters per message and allows users to attach videos, links and images. Safaricom has two verified Twitter accounts: @SafaricomLtd and @Safaricom_Care with 403900 and 249600 followers respectively as at March 2015. According to Kaplain & Haenlein (2010) each social media application usually attracts a certain group of people and firms should be active wherever their customers are present.

According to Ritchel Matt in an article, Growing up Digital, Wired for Distraction." on The New York Times published on the 21st November 2010, the growth of the Internet and social media has various negative aspects that include wastage of time, building of shallow and harmful relationships, and, eventually, causing rather than alleviating users' depression, loneliness, social isolation, and withdrawal among others. On the other hand, with the rapid increase in the number of Internet users around the world, the Internet has become the fastest growing advertising medium in this decade (Ha 2008).

Current business world, marketers and businesses are rushing to online social media sites because that is where customers, suppliers, prospective employees and other stakeholders are to be found (Rauniar, Rawski, Yang, & Johnson, 2014). The question is, why an organization should choose social media over the traditional advertising mediums or vice versa, as much as choosing the right medium for any given purpose depends on the target group to be reached and the message to be communicated (Kaplan & Haenlein, 2010); and how does corporate organizations and businesses determine which social media site will work best for their product or service.

Facebook was launched in February 2004 and has more than 908,000,000 registered users. The micro-blogging site Twitter, launched on July 15, 2006 has more than 500,000,000 registered users, while Google+ launched on June 28, 2011 has more than 250,000,000 registered users. It is clear that Facebook has been in existence longer, has more users, with more platforms for advertising compared to Twitter and the other sites e.g (i) Facebook Offers (ii) Promoted Posts (iii) Sponsored Stories (iv) Page Post Ads (v) Facebook Object (Like) Ads (vi) External Website (Standard) Ads with its advertising motto being "*Connect*

with over 1 billion people with Facebook Advertising" as compared to Twitter which has less platforms of advertising suited to businesses. These include; (i) Promoted Tweets, (ii) Promoted Trends, (iii) Promoted Accounts and the informal endorsed tweets from influencers (Goyal, 2013).

Apart from Twitter, Safaricom has accounts on other social media sites including Facebook, LinkedIn, Instagram and Youtube. In an article on Advertising age by B.L Ochman titled "*Why Twitter is a better brand platform than Facebook*", she notes that, "Advertising on Twitter actually makes sense. Promoted Tweets have a one to three percent average engagement rate according to Twitter's advertising blog. If your promoted Tweet is interesting and relevant, people will engage with it. People are on Facebook to have fun with their friends and family. They're on Twitter to get news, learn, have fun, and engage with brands" (Ochman, 2012).

1.3   Objectives of the study

This study was guided by general and specific objectives as follows:

1.3.1   General Objective

The general objective of this study was to investigate the adoption, value and influence of advertising on Twitter by Safaricom limited, a current market leader in the Telecommunication Sector in Kenya.

1.3.2   Specific Objectives

i.   To find out the adoption of advertising on Twitter by Safaricom and its audience

ii.   To establish the value that Advertising on Twitter has for Safaricom and its customers

iii. To establish the influence that Safaricom Adverts on Twitter have on their customers

1.4   Research Questions

- How have Safaricom and its customers adopted to advertising on Twitter?
- What value does advertising on Twitter hold for Safaricom and its customers?
- What influence do Safaricom adverts on Twitter have on their customers?

1.5 Justification of the Study

This study intended to explore the usage of Twitter, a social media site as a platform for advertising by businesses. It seeks to use Safaricom Limited as a representation of the telecommunication sector in Kenya. By finding out the effectiveness of the platform for advertising, this study had a potential to be of help to other corporate organizations in the telecommunication sector and other sectors already using social media or intend to use social media in selecting Twitter as a platform for use in advertising over other media. While looking at diversity in the range of products and services advertised by Safaricom and the manner in which the advertising campaigns are generated and implemented, this study is able to advice other corporates and organizations on working strategies to use when advertising on Twitter.

It has widely been claimed that social media marketing can encourage interaction between consumers and brands. Thereby strengthening a brand's personality, differentiating a brand from its competitors, and setting the stage for a perceived relationship. It can extend the exposure time for a brand's message by encouraging sticky interactions that last far beyond a thirty-second [spot on TV and radio] and repeat visits to the brand's site. When well designed, a response device can be embedded in the conversation, enabling conversion from message exposure to purchase (Tuten, 2008, p. 21-20). This study intended to investigate the validity of this statement by finding out the value and influence Safaricom advertisements have on Twitter and how this can be used to inform other brands in the long run.

1.6 Significance of the Study

Innovative advertising strategies are being applied to catch attention of #KOT (Kenyans on Twitter). An example being the Aromat campaign by Unilever whose catchphrase "…but with Aromat…" intended to show the difference it made to meals. Kenyans on Twitter (#KOT) took this to another level by using the hashtag #ButWithAromat to humorously show how the condiment was transformative in unimaginable ways. Leading in widely popularizing the brand. Twitter in Kenya has become such an active market that recently Nendo, a Nairobi-based boutique consultancy focused on Strategy and Storytelling for Digital Africa, published the A-to-Z of Kenyan Twitter, which seeks to decipher common words used by Kenyans on Twitter e.g #bigwigs to mean influential twitter personalities. This study investigated strategies employed by Safaricom in advertising including the use of

Twitter advertising tools like promoted Tweets and use of influencers and their effectiveness on Twitter and how, if true, the "*power of KOT*" drives markets. The results of this study can therefore be used to advice other corporate organizations and businesses using Twitter for advertising on working strategies.

1.7   Scope and Limitation of the Study

This study was limited to advertisements on the social media platform – Twitter, posted by Safaricom Limited. It did not look at how other companies use Twitter. It did not go into other media platforms like Facebook, Instagram, YouTube, Myscape etc. This study was a project requirement for the attainment of a Master in Arts (communication Studies), not for practical application.

CHAPTER 2: LITERATURE REVIEW

2.0   Introduction

This chapter looks at various aspects, including evolution of social media, its uses and challenges to corporate organizations, evolution of advertising and role of advertising while analyzing existing related research done on social media. Social media is the integration of digital media including combinations of electronic texts, graphics, moving images and sound into a structured computerized environment that allows people to interact with the data for appropriate purposes. The digital environment can include the internet, telecoms and interactive digital television. The web is becoming part of general business for communication, sales and services. It is changing business practices. Its technical limitations affect the amount of material and speed of access to material (Njoroge, 2013).

2.1   General Review on Social Media and Advertising

2.1.1   Evolution of Social Media in the World

Social Media can be defined as a group of internet based applications that builds on the ideological and technological foundations of Web 2.0 and allows the creation and exchange of user-generated content (Kaplan & Haenlein, 2010). It is a countless array of internet based tools and platforms that increase and enhance the sharing of information. This new form of media makes the transfer of text, photos, audio, video, and information in general increasingly fluid among internet users. Social media has relevance not only for regular internet users, but business as well (Kaplan & Haenlein, 2010). Social media sites include: Facebook, Twitter, Flickr, MySpace, YouTube, Linkedin, Tumblr, Instagram, Pinterest, Vine among others.

Atkins (2015) notes that social media has come a long way from its original concept of connecting real world friends. It has branched out into a number of sophisticated platforms, transformed the way we communicate with strangers and friends alike, and provided a whole new marketing channel for brands to communicate with their audience. Kaplain & Haenlein (2010) observed that by 1979, Tom Truscott and Jim Ellis from Duke University had created the Usenet, a worldwide discussion system that allowed Internet users to post

public messages. Yet, the era of social media as we understand it today probably started about 20 years earlier, when Bruce and Susan Abelson founded "Open Diary," an early social networking site that brought together online diary writers into one community.

The staff at digital trends in an article on their website; think differently. They say that social networking started with BBS (Bulletin Board System) becoming popular in the 80s and 90s. These online meeting places were effectively and independently produced hunks of code that allowed users to communicate with a central system where they could download files and post messages to other users. Accessed over telephone lines via a modem, these BBS were run by people who natured the social aspects of the projects they were running at the time. Other social interaction options before the boom of the internet is CompuServe, a service that began in the 1970s as a business-oriented mainframe computer communication solution, but expanded into the public domain in the late 1980s (Digital Trends Staff, 2014).

In 2002, the launch of Friendster saw social networking hit a high. Dubbed the "Circle of Friends," Friendster, unlike other social networks before it, like; classmates.com that provided a virtual reunion of classmate; promoted the idea that a rich online community can exist only between people who truly have common bonds. And it ensured there were plenty of ways to discover those bonds. Friendster boasted more than three million registered users and as many with investment interests (Digital Trends Staff, 2014).

A year later in 2003, LinkedIn and MySpace were launch, where LinkedIn took a more serious, approach to the social networking phenomenon. LinkedIn was, and still is, a networking resource for serious people who want to connect with other professionals. LinkedIn contacts are referred to as "connections". Today, LinkedIn boasts more than 297 million members. MySpace on the other hand keyed in on the young adult demographic with music, music videos, and a funky, feature-filled environment. Facebook, the leading global networking site was launched in 2004 as a Harvard-only exercise and remained a campus-oriented site for two full years before finally opening to the general public in 2006 (Digital Trends Staff, 2014). According to Atkin (2014) by December 2014, Facebook had hit 1.32 billion users. Many people would say that the success of Facebook was due to its ease of use, others to its multitude of easily accessed features while some confess to its highly targeted advertising model. In the same year as Facebook, Flickr was launched. Its purpose was to

help people send photos and videos to people who matter to them, and the wider public (Atkins, 2014).

In February 2005 YouTube was founded. YouTube now allows billions of people to discover, watch and share originally created videos. According to its website, it sets out to provide a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small (youtube.com). Then came Twitter founded in 2006 and incorporated in April 2007. The micro blogging service enables users to send and read short 140 character messages called "tweets". Registered users can read and post tweets, but unregistered users can only read them (twitter.com). The growing availability of high-speed internet access further added to the popularity of the concept of social media, leading to the creation of more social networking sites. Other social media sites launched after Twitter include, Tumblr in 2007, Pinterest, Google Plus and Snapchat in 2011, Vine and Instagram in 2013 (Atkins, 2014).

2.1.2   Evolution of Advertising: Ancient, Traditional and Present

Hansen & Christensen (2003) define advertising as any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. While many people say that advertising is as old as buying and selling, some authors believe that it is older than that. Presbrey (1929) was of the opinion that clay bricks and pottery, one of the earliest forms of art that were made by the Babylonians some three thousand years before Christ, were found to have stenciled inscriptions which have been called the first advertisements. While Tungate (2007) suggests that advertising must have began with the Egyptians and Greeks.

Presbrey (1929) says that we owe our knowledge of the Egyptian hieroglyphics to an advertisement. The first written advertisements were not offers of things for sale; they were announcements on papyrus of rewards for the return of runaway slaves, with a description of the runaways posted on temples. Early examples of Roman advertising were found in the ruins of Pompeii. It is also claimed that prehistoric cave paintings were a form of advertising. It is hence safe to say that advertising has been around for as long as there have been goods to sell and a medium to talk them up; from the crier in the street to the handbill tacked to a tree (Tungate, 2007, p. 10).

Advertising got a lot of prominence with the appearance of the printing press and the movable type in 1447 invented by a former German goldsmith Johannes Gutenberg. 17th Century doctor, Théophraste Renaudot was the first French journalist and the inventor of the personal ad. Renaudot was a writer and a thinker whose reflections on the Parisian poor led him to create what he called "*bureau des addresses et des rencontres*" – a recruitment office and notice board for the jobless. This establishment soon became a veritable information clearinghouse for those seeking and offering work, buying and selling goods, and making public announcements of all kinds. To disseminate this information more widely, Renaudot created the first French newspaper called La Gazette in 1631 (Tungate 2007, p. 11).

Tungate (2007) also mentions another pioneer in advertising in the United Kingdom; William Tayler, who opened an office in London's Warwick Square in 1786. The firm later known as Tayler & Newton, acted as an advertising sales representative for printers. Several of whom had launched newspapers to promote their trade. It is a fact, seconded across the board that advertising got its prominence with the industrial revolution, aided and abetted by the rise of the newspaper as mass medium. Advances in technology meant that customer goods could be produced and packaged on a previously unimagined scale (Tungate, 2007).

A video called *The History of Advertising in 60 Seconds*, done by Adobe, posted on Mashable.com in October 2014, gives a step by step progression of advertising through the years beginning in 1704, with the first American Newspaper Ad on the Boston Newsletter; First recruitment Ad in 1776; 1835, first billboards, The first Ad agency called V.B. Palmers Advertising Agency coming up in 1843. In 1891, companies like Kodak began selling their brands leading to the development of brand identities form. 1908 saw companies like Ford coming up with sponsored publicity events by buying space on local dailies and putting up ads of the same. Soap operas started airing on the radio in 1920, when soap companies realized that women liked to listen to radio dramas while doing their chores (Drell, 2014).

The first television commercial was done in 1941, and it was advertising Bulova watches. It was 10 seconds long. In 1960s focus groups and research were started when psychologists got involved in the advertising market, transforming the industry into a calculated science. Infomercials took hold in 1980, and in 1995, brands like Budweiser started buying TV spots. In 2002, the advertising budgets became a lot bigger and the ads a lot less predictable with

companies like Pepsi spending 7.5 million dollars on a Britney Spears TV ad. With the rise of the internet, advertising became more dynamic with ads appearing alongside search results. Now brands are working with publishers to create new and dynamic content. With continued advancement of technology advertising will keep evolving and changing with the times (Drell, 2014).

2.1.3 Differences Between Social Media and Mass Media in terms of Interactivity

Mass media is a distinct set of activities that involve particular technological configurations like TV, radio, or newspapers; associated with formally constituted institutions or media outlets e.g. stations or systems, operate according to certain laws like the media act of Kenya; produced by persons occupying certain roles i.e. owners, regulators, distributors, producers for example, the media council of Kenya; conveying information, entertainment, images and symbols to a mass audience. (Lorimer & Scannell, 1994) While social media or social networking sites are defined as web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system (Boyd & Ellison, 2007), though the nature varies from site to site. Examples of social media include Facebook, YouTube, Twitter, Myspace among others. Social media can be categorized as computer mediated communication that uses internet connection as its back bone. With advancement of technology, one can connect to the internet on their mobile phones and tablets.

Unlike traditional mass media, social media is participative. The audience is assumed to be part of the creative process or force that generates content. It creates a collaborative process through which information is created, shared, altered and destroyed (Evans, 2012). Traditional mass media used traditional communication model which views communication as a one-way or linear process in which the speaker speaks and the listener listens (Lasswell, 1948). Though mass communication has since welcomed feedback as we see on our news bulletins from local television stations like KTN and Citizen TV that conduct opinion polls where viewers get to call in or send text messages, this does not necessarily change the structure of the news. On the other hand, social media uses the two-way communication

model where there is an exchange and progression of ideas towards a mutually accepted direction or goal (Kaul, 2000).

Marketers are finding that interactive and targeted marketing are the keys to success and that traditional advertising is essentially a waste of money. Six out of 10 marketers recently surveyed by Forrester Research stated that they would increase their budget for interactive marketing by shifting away from traditional advertising (Bernoff, 2009).

2.1.4 Role of Social Media in Communication

Initially social media was meant to create a social environment where individuals can connect with friends and family, this has since been taken to a different level with social media being used for various different reasons. Al-Deen & Hendricks (2012) note that social media has become an integral part of contemporary classroom, of advertising and public relations industries, of political campaigning and of numerous aspects of our daily existence. It provides opportunities for users to engage in self-presentation of identity and talk with family, friends and colleagues. Webb *et al* (2012) assert that social networks offer opportunities for expression that are less restrictive. Users may disclose at levels quite different information than in their face-to-face conversations.

Everyone has different reasons why and how the use social media. Some people will go on simply to update their status or view their friends' statuses, (status is an update feature which allows users to discuss their thoughts, whereabouts, or important information with their friends) or to look at photos from the weekend's night out or a trip. Some use it to connect to people they've met, a potential girlfriend/boyfriend perhaps, or someone who shares the same interests. One great advantage of the personal side of Facebook is keeping in touch with people hundreds of miles away on the other side of the world. In the past it would have been almost impossible to keep in touch, much less keep up to date with what other people are doing (Collins, 2013).

Social media is also used for entertainment. Videos, such as Youtube viral offerings, are easily spread on social networking sites. Facebook, with all the game applications that have appeared over the last couple of years, most popular of these is a game called Farmville which has approximately 72.9 Million users per month from across the world. According to

a study led by market research firm Penn Schoen Berland, published in The Hollywood Reporter, 88% of respondents view social networking sites like Twitter and Facebook as a new form of entertainment. People post their views and comments while watching TV, comedy, reality TV, sports and news, they also share jokes and funny videos (Sosil, 2012).

The use of social media and social networking for teaching and learning has exploded in recent years. Some teachers in the developed and developing world see Web 2.0 as a means by which more student-centred and social constructivist teaching techniques may be designed in an online environment, as it enables students to contribute and collaborate to e-learning environments in a number of ways. These include, a marked difference from first generation e-learning tools that behaved in a more traditional teaching-centred manner and in which social interaction and social learning was much less possible. Social media also provides mechanisms for peer learning and peer assessment, and for the development of active learning communities of practice (Wenger et al, 2009). Examples of social media technologies that can be used for learning and teaching include: discussion forums, blogs, twitter feeds, podcasts and videocasts, wikis, and 3D virtual worlds (Edudemic Staff, 2015).

With the rise of internet marketing, social media is increasingly being embraced by the corporate world. Innovative ways of utilizing these tools by connecting directly with customers are being found. Social media is best defined in the context of the previous industrial media paradigm by Saravanakumar & SuganthaLakshmi (2012). They claim that traditional media such as television, newspapers, radio and magazines are in one-direction static show technologies. New web technology has made it simple for anyone to create and most importantly, issue own content. A blog post, tweet or YouTube video can be twisted and viewed by millions almost for free. Advertisers don't have to reimburse publishers or distributors huge sums of money to embed their messages and they can make their own interesting content that viewers will flock to. Herein lied the core of this study. As various researchers agree that social media is being used for marketing, it is important to find out how this applies to the Kenyan market and the telecommunications sector at that (Saravanakumar & SuganthaLakshmi, 2012).

2.1.5   Challenges posed by Social Media Use on Corporate Organizations

Social media does not come without a price. Some would argue that while it enables the detailed following of friends half way across the world, it can foster a society where we don't know the names of our own next-door neighbors (Kaplan & Haenlein, 2010). Social media is usually interactive in a way that traditional media is not, so users can comment on and edit published material, making it difficult to control content. Social media blurs private/public boundaries when individuals' personal information and opinions enter the public domain. It is often said that the internet does not forget. Anything posted can later be retrieved and used for or against an individual or organization leading to ruining of reputations.

Ethical challenges of social media use include integrity issues. An article from the Business Ethics Briefing issue 22 of 2011, from the Institute of Business Ethics quotes an IBE survey of large companies with 2,000 employees or more, 6 of 7 respondents identified integrity risk as the main ethical challenge with regard to social media. When an employee uses social media in an irresponsible way either on behalf of the company or through their personal social media account, it can undermine the company's commitment to ethical practice and expose it to integrity risk. Alternatively, employees might post negative comments about the company on their personal social media profile. This is harder for companies to control. While the decision to post videos, pictures, thoughts, experiences, and observations to social networking sites is personal, a single act can create far-reaching ethical consequences for individuals as well as organizations (Deloitte, 2009).

The institute of Business Ethics Briefing also mentions that; while using social media for advertising and marketing, a company's ability to meet fair competition guidelines can be jeopardized by employees using social media on behalf of the company; for example, if an employee, whilst representing the company, takes matters into their own hands and uses social media unethically, to discredit the reputation of their employer's competitors. Other times, people may also create parody accounts to discredit products from other companies.

2.1.6   Role of Advertising in Marketing and Brand Promotion

Consumer research has demonstrated that emotions play an important role in decision-making and marketers have long made attempts to target consumers' emotions. Advertisements with the intent of eliciting emotional responses from the consumer have become embedded in our culture (Kemp et al 2012). As much as a section of people have accused advertising of enhancing consumerism and promoting a hedonistic culture, advertising plays an integral role in marketing.

According to Martinez et al (2009), the first role of advertising is not to sell but to enhance brand awareness and brand beliefs by communicating the existence of the brand and informing consumers of its attributes. If the company advertising can achieve this goal, consumers will be more likely to try the brand or remain loyal. Advertising has a central role to play in developing brand image, whether at the corporate, retail or product level. It informs consumers of the functional capabilities of the brand while simultaneously permeating the brand with symbolic values and meanings relevant to the consumer. (Meenaghan 1995) sentiments agreed by Martinez et al (2009) who posit that advertising enhances brand knowledge and, later on, purchase intentions. They say that research findings show that advertising, rather than sales promotion, encourages consumers to try brand extensions, even in the case of line extensions that belong to the same product category.

According to Byzalov & Shachar (2004) exposure to advertising increases consumers' tendency to purchase the promoted product because the informative content of advertising resolves some of the uncertainty that consumers face and thus reduces the risk associated with the product. This they call the "risk-reduction" role of advertising. This depends on other factors such as the effectiveness of the advertisement message, the familiarity of the consumer with the product, hence new products being launched in the market should be advertised more often implying a higher budget and a strategic use of media for this to be effective.

Research also suggests that feelings play an important role in the formation of attitudes and judgments about advertisements (Byzalov & Shachar, 2004). Therefore the role of advertising in this is to appeal to people's feelings and emotions in order to get a change in

attitude leading to behavior change. Advertisements, particularly those for hedonic products, may also be effective at appealing to the pre-existing emotions of consumers and their emotion regulation propensities. Hedonic products are goods and services with subjective features that elicit pleasurable affective responses from the consumer (Byzalov & Shachar, 2004, p, 340). Advertisements therefore ride on emotions to stimulate our hedonistic rationalizations. By use of messaging like "*The best a man can get*" on Gillete razors, making one feel like they should get the product because they deserve it or will make them better in some way.

Advertising methods also raise awareness of social issues. Powerful images, resonant music and well-worded text can evoke feelings in viewers to promote societal changes. Behavior change advert campaigns against drug abuse, road safety, vaccination among others, use advertising to pass on their message and to educate people on important issues affecting the society. While in the past their role was limited to developing mass media materials, advertising agencies are now adopting a wide range of approaches including infotainment, advocacy, social mobilization and interpersonal communication (IPC) to promote targeted behavior change (Prasad & Singh 2010, p. 101). Adverts are not limited to buying and selling but are now also used to address social ills and to educate.

2.1.7 Mass Media and Advertising

Wimmer & Dominick (2013) define mass media as the channels that carry mass communication. Leading to the definition of mass communication as any form of communication transmitted through a medium (channel) that simultaneously reaches a large number of people. Mass media includes: radio, Television, newspapers, magazines, billboards, films, recordings, books and the internet. The traditional definition of media has long ceased to apply as through technology, other forms of categories have appeared. For examples smartphones, smart TVs and tablets which now qualify as individual mass media that can be used to send messages to a large group of people through, emails, text messages from the service providers' platform or applications like Whatsapp; which Wimmer & Dominick (2013) call smart media.

Mass media play a significant role in shaping people's values and value orientation in contemporary society. Media content may articulate a value, demonstrate its applications, and foster a cultural environment for its adoption as a preferred standard for social comparison (Perk & Pan, 2009). Media changes are an integral part of the insurgence of a consumer society. In a study analyzing survey data from China, Wei & Pan (1999) found that exposure to advertisements and consumer magazines was related to acceptance of the values of conspicuous consumption, self-fulfillment, individual indulgence, and worshipping of Western lifestyles. In a longitudinal study of television advertising effects in the United States, Moschis & Moore (1982) found that exposure to advertising encouraged the development of materialistic values.

Mass media and advertising go hand in hand. They both feed off of each other. Advertising is a form of communication paid for by individuals or companies, with the aim of influencing people to think or act in a particular way or provide information. Examples of advertisements for products include: soft drink and detergent ads; for behavior change include EABL's *don't drink and drive* ad. Nelson (1974) argues that the producer of the advertisement is not primarily interested in providing information for the consumer but more so in selling his product. (p. 729). The advertising message therefore says anything the seller of the brand wishes. Which at times can be misleading, as the product may not match what is advertised.

Advertising is generally divided into two categories: above-the-line advertising which uses mass media such as press, TV, radio and Web sites and below-the-line advertising, targeted at individuals, for example through direct mail, mobile phones or email (Green, 2012). Ads appear in many different forms of mass media. The producers of adverts pay for airtime on mass media for their ads to be aired. Inturn mass media like TV, Press and radio strive to get as many audiences as possible to be able to attract advertisers because that's where their revenue comes from. According to a media buyer at Mediacom, a Kenyan media buying agency, a full page, full color ad in the local dailies costs between Sh500,000 to Sh700,000 depending on the day of the week and the page.

2.2 Empirical Review on Social Media, and Social Media Advertising

2.2.1 Adoption of Social Media in Kenya

There has been rapid growth in Internet penetration in Kenya over the past five years, leading to Kenya being branded 'silicon savannah' (Kaigwa, 2013). The Quarterly Sector Statistics Report of July-September 2014 from Communication Authority of Kenya recorded 14.8 million data/internet subscriptions up from 14.0 million subscriptions in the previous quarter, representing a 5.8 percent increase. The number of estimated Internet users stood at 23.2 million up from 22.3 million users in the last quarter, representing a 4.1 percent increase during the period (CAK 2014). Kenyans are second to South Africans in Africa for the quantity of tweets they put out. While in 2013, Kenya had the 6th largest number of Facebook accounts after Egypt, South Africa, Nigeria, Morocco, Algeria and Tunisia with almost 2 million users (Sambuli, Crandall, Costello, & Orwa, 2013).

Social media has gained incremental attention among scholars, who have in turn, been responding and keeping pace with the increased usage and impact of this new medium (Khang, Ki, & Ye, 2012). Njoroge (2013) on the study of impact of social media among the youth on behavior change, a case study of university students in selected universities in Nairobi found out that there is high usage of social media among the youth with 60.3% of the respondents admitting to spending 2-5 hours a day on the internet. The study further found out that most of the youth were on social media sites, with Facebook, Whatsapp and Twitter topping the list.

A study done by a Consumer Insight study titled *Holla* found out that Kenyan urban youth spend at least $250 million (Sh2.2 billion) annually to purchase data for accessing Facebook and Twitter on their mobile phones. According to CAK, Safaricom accounted for 73.2 per cent of the market share during the review period. The company in its half-year results reported Sh4.3 billion in mobile data earnings (Mungai & Omondi, 2014). This study intended to look at aspect specific to advertising on Twitter that these studies did not look at.

2.2.2   The Value of Social Media to Advertising

Mangold & Faulds (2009) in a study comparing social media and traditional media argues that; social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a nontraditional sense it enables customers to talk directly to one another. But in a research done in India on Social media marketing, (Saravanakumar & SuganthaLakshmi, 2012) concluded that; with the number of users rising each day in Facebook and other social networking sites, [social media] is bound to bring in more customers for business and much more promotions and marketing thus making it, the better platform for marketing. Hence this study testing this hypothesis by looking at the adoption, value and influence of Twitter for advertising.

Research done in Kenya by brand research firm Millward Brown, found that Advertising on social media sites was expected to account for between 5 to 10 per cent of the total spend for 2012. The research carried out in 2012 for the year 2011 found out that online sales had started happening and predicted that online advertising will increase as companies embrace social media and online media space. This sentiment is also agreed on by Goyal (2013) in his study on advertising on social media which predicted that in the year 2013, $4 billion will be spent on social media advertising across the globe and social media industry will generate over 1,00,000 new jobs all around the world. An observation by Millward Brown East Africa's Managing Director Prasun Basu, also added that the diversification into social media would not largely impact largely on the amount spent by client on traditional media (Okulo, 2012).

It is now common place for journalists and news organizations to integrate social media, and post links on their social media pages that direct traffic back to news organizations' websites as well as compelling audiences back to traditional media. This is a form of advertising, posits Mwangi (2012) in a study on Social Media Revolution: Exploring the impact on journalist and news organizations. As this study looked at the value of advertising on Twitter by Safaricom, the biggest spender in advertising revenue, it is supported by the statement: Social media platforms in Kenya have gained different uses other than just allowing one to grow their network. Social media has become a tool for people to sell their services and products online, discussion forums have been built on these platforms, mobilize crowds for different reasons, disaster management and many more (Mola, 2014).

2.2.3   The Influence of Social Media on Advertising

Ståhlbröst (2013) in another social media study, established that the selection of social software [which social site] to use, the timing of the involvement activities and the maturity of the innovation is one of the challenges affecting user involvement in social media. A survey of the University of Nairobi students to find out the effectiveness of social media advertising on collage going, social networking site users concluded that there indeed is some interaction with advertisements of social media sites. Brand information posted influences the youth's attitude towards them. Social networking sites are increasingly becoming the first point of reference before purchasing decisions are made hence a key determinant of purchasing intent (Miseda, 2012). 50 percent of the respondents of the study admitted to be influenced into buying a product or service after seeing an advert on social media. Some went ahead to explain that arriving to the decision to buy was also influenced partly by seeing what their friends had commented about the said product or service on social media (Miseda, 2012).

In a report by Sales force marketing cloud on a survey done in 2014 in the United States on mobile behavior found out that 53 percent of the respondents liked or followed a brand on social media from a mobile device, while 46 percent of consumers reported that brands do not provide meaningful content on social media. Two-thirds of consumers said that it is important that companies they interact with are seen as a technology leader.

As these studies agree that social media use is on the increase and that is where potential customers are, hence businesses and organizations rushing to capture their attention, most do not explore the actual effectiveness of the adverts posted on social media especially Twitter, as a platform. This study looked at Twitter as a medium for advertising. Supported by the findings from (Wright, Khanfar, Harrington, & Kizer, 2010) study looking at the lasting effects of social media trends on advertising that recognized that marketing messages have to be strategic, relevant, and measurable.

Most local traditional media outlets have been vamping up their online presence, with websites, which are some of the top visited sites in the country, and an increasing social media presence, notably on Facebook, YouTube, and Twitter, notes Sambuli *et al* (2013). These local media outlets use such platforms to re-share information they have disseminated

on their television or radio stations or in their newspapers. However, rarely do these outlets explicitly use their social network presence as a source of news, except for the occasional sampling of tweets or Facebook posts or comments on live broadcasts. Traditional media outlets in Kenya are increasingly asking their followers to share their opinions on particular issues on their Facebook or Twitter pages, but they do not yet mine social media data for information other than the aggregation of sentiments, Sambuli et al (2013) continues.

2.3   Theoretical Framework

The theoretical position taken by this study was the eclectic approach. It borrowed from three different theories to derive the best explanation. The theories used include; Uses and Gratification Theory by Elihu Katz (1974), Technological Acceptance Theory (TAM) by Fred Harris (1985) and Social Influence Model by Noah Friedkin (1986).

Theories and models used in advertising have evolved through time, as advertising as a discipline also evolved. With every stage, there has been a theory or a model to explain it. The evolution stemmed from the old learning theories on which advertising is still based on (Karlsson, 2007). The evolution of advertising estimated to have began with cave painting and followed by criers, is explained by the social theories that predicted coordinated behaviors and meanings by observational learning and imitation through modeling. Then came the Attention Interest Desire Action (AIDA) created by Strong in 1925, a behavioral model that had a purpose to make sure that an advertisement raised awareness, stimulated interest, and lead the customer to desire and eventually take action (Hackley, 2005). After that era, advertisements started being disseminated through mainstream/traditional media like press, radio and tvs; public information model by Grunig came in to play. Its purpose was to disseminate information through one-way communication (Plessis, 2000).

Globalization driven by advancement in information technology, led to the need for increased interaction, leading to the invention of the internet, then came mobile phones and social media, creating platforms where people can provide feedback leading to two-way communication models. This model is characterized by technological based theories like Technological Acceptance Model, used in this study. Chuttur (2009) notes that this model proposes that system use is a response that can be explained or predicated by the motivation of the user, influenced by an external stimulus consisting of the features and capabilities of

the technology. It is evident though that the world of advertising is moving to a convergent model where convergence refers to a process, but not an endpoint. We are entering an era where media will be everywhere and we will use all kinds of media [for advertising] in relation to each other (Jenkins, 2004).

2.3.1 Technology Acceptance Model

As stated in the introduction, this study intends to use an eclectic approach consisting of three theories. The first theory being; Fred Harris' Technology Acceptance Model (TAM) of 1985; explains the use of technology; in this case, social media as a form of technology. Technology enabled social interaction processes, such as everyday interaction, sharing photo, presentation of self, etc., on social media sites (Raniar, 2014). The widespread popularity of these social media sites suggests that these online technologies are successful because of the acceptance and usage in the personal, social, and professional life of individual users. If this means that it is primarily voluntary, then the causes of these behaviors have to be rooted in personal intentions and motives. In his proposal, Davis (1985) suggested that users' motivation be explained by three factors: perceived ease of use, perceived usefulness, and attitude towards using the system. Chuttur (2009) explains Davis' hypothesis that the attitude of a user toward a system is a major determinant of whether the user will actually use or reject the system.

2.3.2 Uses and Gratification Theory

The second theory; Elihu Katz (1974) Uses and gratification theory based on the question, 'What do people do with media?' was useful in this study as it attempted to make sense of the fact that people consume media messages for all sorts of reasons, and that the effect of a given message is unlikely to be the same for everyone. (Griffin 2012 p. 358) This theory asserts that audiences decide which media they want to use and what effects they want the media to have. From the literature review chapter, it is realized that many people use social media for different reasons: some for connecting with friends, some for public relations and others, for entertainment. For this reason companies such as Safaricom advertise on Twitter, a social media site to connect to their audience and in some way satisfy the needs of its customers by using this platform to get feedback and answer queries. It also explains what advertisers like Safaricom will have to do in terms of content in order to satisfy those needs that the audience is seeking in order to keep them engaged.

2.3.3 Social Influence Model

The third theory that frames this study is the Social Influence Model or the Social Influence Networking Theory by Noah E. Friedkin (1986) postulates that; individuals tend to be influenced by others in the same network they are in. The position of a group member on an issue is most times influenced by the views or positions of other members in the same group (Friedkin 1986). This theory explains why advertisers use influencers or people who are popular in a certain group to help disseminate their ads in terms of endorsements, in KOT lingo; *bigwigs*. One may not be a follower of Safaricom on Twitter but may get the same advert from a 3rd party who may tweet about it or retweet the ad or something said about it.

2.3.4 Relevance of the Theories to the Study

As explained above, this study used an eclectic approach on theories and models. This is because no one theory was adequate in explaining the study in relation to its objectives, hence the mix. Fred Harris' Technology Acceptance Model (TAM) explains the aspect of adoption in this study. The reach and audience of Safaricom on Twitter is defined by the number of people using Twitter; a social media site brought about by technological advancement. An advertisement posted on Twitter will only be effective if there is an audience. This theory also explains how people have adopted to using Twitter and its ease of use; and how corporate organizations have accepted the use of Twitter and how they are adapting to using it as a medium for advertising. Uses and Gratifications Theory (UGT) By Elihu Katz (1974) explains the value aspect of the study. It was used to answer the question; what value advertising on Twitter adds to Safaricom as users and as advertisers, and what value do advertisements on social media add to the social media user. This study endeavored to find out why Safaricom uses Twitter as an advertising medium and what value it adds to them and their customers.

Social Influence Model (SIM) by Friedkin (1886) addresses the aspect of influence. This theory postulates that individuals tend to be influenced by others in the same network they are in. This study intended to find out if Safaricom through their ads have any influence over consumer behavior. The service on Twitter where one can retweet a tweet by someone else to his/her followers according to the level of influence they have, affects the decisions that one may make. This study attempted to find out if Safaricom uses social influencers for advertisements and who consumers view as influencers.

CHAPTER 3: RESEARCH METHODOLOGY

3.0   Introduction

This chapter highlights the research methodology that will be applied in this study. Research methodology constitutes of the procedures by which researchers go about their work of describing, explaining and predicting phenomena. It is also defined as the study of methods by which knowledge is gained (Rajasekar, Philominathan, & Chinnathambi, 2006). It outlines the work plan of research to be carried out in terms of design, setting, sample population and data collection instruments.

3.1   Research Design

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure (Kothari, 2004). The design for this study constituted the blueprint for the collection, measurement and analysis of data. This study used exploratory research design. Exploratory research is conducted to investigate an issue or topic in order to develop insight and ideas about its underlying nature and to gain as much information in as short a time as possible, with little expenditure of money and effort (McNabb, 2010). This study, intended to explore the adoption, value and influence of Twitter use by Safaricom, as a social media platform for advertising. Safaricom in this case is used as a representative of the telecommunication sector in Kenya. Merriam (2001) suggests that insights gleaned from such studies can directly influence policy, procedures, and future research.

This study used a combination of qualitative and quantitative methods to explore and describe the adoption, value and influence of social media/Twitter advertising by Safaricom Limited. Qualitative because it aims at discovering the underlying motives and desires (Kothari, 2004) involving quality in terms of value that is not quantifiable. Qualitative because it is based on the measurement of quantity or amount (Kothari, 2004); and provides an accurate account of characteristics of particular individuals, situations, or groups; comprehensive data collected by employing different methods or instruments should result in a complete description of the variable or the population (Burns & Grove, 2001), in addressing the issue of reach and audience of Safaricom.

3.2 Research Setting

Setting refers to the location from which the data will be collected. This study was set in Nairobi. The new forms of ICTs, including Internet, fax and computers, are found mostly in urban areas (Pigato, 2001). A survey on '*How Africa Tweets*' carried out by a Strategic Communications Company; Portland, unveiled the most active cities in Africa on Twitter between October and December 2013; Nairobi sits in 6th place after Johannesburg, Ekurhuleni, Cairo, Durban and Alexandria (Girling, 2014). This is evidence that Nairobi was an adequate location for this study. Apart from having easier access to the Internet and technological infrastructure, Nairobi is also a convenient place for the researcher in terms of proximity to the researcher.

Figure 3.1: Map of Nairobi
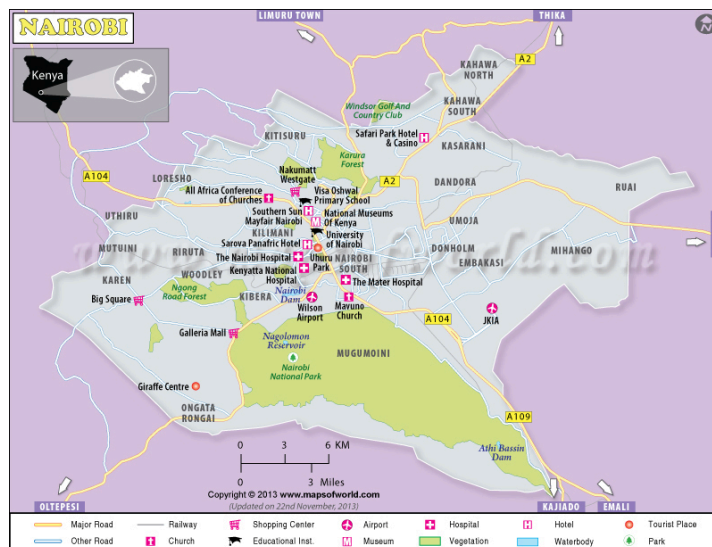
Map of Nairobi. Source: www.mapsoftheworld.com (2013)

3.3 Research Population

Population in research is the collective term used to describe the quantity and types of cases in the study, whether they are events, objects or people. It consists of all the possible elements so that the researcher can generalize the results of the study beyond those of the group (Cargan, 2007, p 236). This study targeted adults from the age of 18 years who have access to the Internet and are users of social media site Twitter. A compete study done by twitter advertising found out that people aged between 18 and 34 years form primary users of twitter (Twitter advertising, 2013). Characteristics for eligibility for the study included: adults who are literate, in school, employed or unemployed, or in business.

3.4   Sample Size and Sampling Procedure

A sample refers to the number of items to be selected from the population to constitute a representation (Kothari, 2004). The sample representation for used was 360 adults meeting the study's population criteria. This was done to be able to get a 360 degrees view. According to the 2009, Kenya Population and Housing Census done by the Kenya National Bureau of Statistics, Nairobi had a population of 3.1 Million with 1.1 Million being over the age of 18. The size of the sample according to Kathari (2004) should be one that fulfills the requirements of efficiency, representativeness, reliability and flexibility, characteristics that are attributed to the number decided upon. Convenience sampling method was used to come up with the sample to be studied. This method is where the researcher typically chooses elements that are readily available, nearby, or willing to participate. The study chose respondents that fit the criteria from universities in the Central Business District and its environs for convenient purposes and willingness to participate. This also means that it saved a lot of time, money and effort.

3.5   Data Collection Methods

Data collection is the process of gathering the information required. This study used a mixed method of data collection. These included survey method, interviews and document/ computer analysis on Twitter. These methods were used because they would provide both quantitative and qualitative data. The data collection instrument in form of a questionnaire was fashioned into sections that addressed the objectives and research questions relevant to the study. A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms (Kothari, 2004). The questionnaire provided the quantitative data with the aspect of extension in terms of numbers. The interview method using an interview guide to collect data from a focal marketing and advertising staff of Safaricom Limited got insight on the value and provide an explanation for the data found from the quantitative data. This interview was typed out. Secondary data from Safaricom's twitter accounts through desktop research was done to supplement the data. This helped in verification of the data from the questionnaire and the interview, giving weight to the findings. The researcher enlisted the help of research assistants to administer the questionnaire and record the data for analysis.

3.6 Data Analysis Procedures

Data analysis is the application of reasoning to understand the data that has been gathered. It may involve consistent patterns and summarizing the relevant details revealed in the investigation. The appropriate analytical technique for data analysis is determined by the characteristics of the research design and the nature of the data gathered (Zikmund & Babin, 2006). This study used open coding technique to analyze the data. Open coding involves breaking down data into discrete parts, closely examining them, and comparing them for similarities and differences. Events, happenings, objects and actions /interactions are found to be conceptually similar in nature or related in meaning are grouped under more abstract concepts termed categories (Babbie, 2015). In order to draw conclusions from the data and break it down as mentioned, this study used SPSS (Statistical Package for the Social Sciences) to analyze quantitative data.

3.7 Validity and Reliability of Research Instruments

3.7.1 Validity

Validity in research involves determining the degree to which the researcher's claims about knowledge correspond to the reality (Klenke, 2008). Therefore, validity refers to the degree to which results obtained from the analysis of the data actually represent the variables under study. On the other hand, validity of research instrument is the extent to which such an instrument is able to measure what it is supposed to measure. In this study validity was measured in terms of content of the questionnaire. The content related technique, measured the degree to which the question items reflect the specific objectives covered.

3.7.2 Reliability

Reliability is the dependability or the extent to which the same results can be obtained by independent investigators (Klenke, 2008). It is the ability of a measuring instrument to measure the concept in a consistent manner. To test the reliability of research instruments used, the tools were subjected to an expert review. An expert review determines whether the questions and the manner in which they are asked are adequate for addressing the objectives of the study and to find out whether the target population for the survey has knowledge to answer the questions. The expert review provides a critique (Vallabhaneni, 2005). The study analyzed the Cronbach alpha and the finding were presented in Table 3.1 and appendix 1

and interpreted using the criteria provided by (Macmillan and Schumacher, 2001) in Table 3.1.

Table 3.1: Interpretation of reliability coefficients

Correlation Value	Interpretation
≤0.50	Low
0.51 to 0.79	Moderate
0.80 to 0.89	High (Good)
≥0.90	Very high (Very Good)

Source: (Macmillan and Schumacher, 2007)

Table 3.2: Reliability Statistics

item	Reliability Statistics	
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.806	0.788	30

As shown in the table 3.1, a Cronbach's Alpha reliability statistic of 0.806 was obtained. And this was regarded as god reliability

3.8   Ethical Issues

There are many ethical issues in relation to research when dealing with human subjects, e.g. confidentiality, dignity, benefit-to-risk ratio and informed consent. The integrity of researchers is paramount (Behi & Nolan, 1995). This study created reasonable safeguards to ensure ethical issues were not violated. Permission to conduct this research was sort from the office of the assistant registrar in the School of Journalism and Mass Communication, to support credibility of the study. The respondents were not coerced to participate in the study. No identities are revealed or mentioned, and all information collected was treated in confidence and purely for academic purposes.

CHAPTER 4: DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 Introduction

This chapter presents the analysis and findings of the study. It provides general information of the study population on Social Media Advertising in the Telecommunication Sector in Kenya, exploring the Adoption, Value and Influence of Twitter use by Safaricom Limited. The chapter is organized as follows; study population, questionnaire return, demographic information of the respondents and analysis for each study objective and conclusion from the study findings.

4.1 Findings on the Demographic Information of the Respondents

The study targeted adults from the age of 18 years and above who had access to the Internet and were social media users, where a total of 360 questionnaires were administered and 357 were returned giving a 99.2% response rate. According to Sekaran (2006), a response rate of thirty percent (30%) is regarded as acceptable for most research purposes. For convenience purposes the study was carried out on University students in 5 universities in Nairobi. This is because it was easier to find a large number of adults who fit the desired criteria at ago. These universities included: University of Nairobi, Daystar University, United States International University (USIU), Kenya Methodist University (KEMU) and Kenyatta University. The positive response rate was attributed to the inter alia where the respondents were informed well on the purpose and objectives of the research. The wait and pick method ensured that all the questionnaires were returned. The study also included interviews of two senior Safaricom marketing staff.

The background information on gender, age, educational level and economic status were analyzed and the results presented in tables and charts.

4.1.1   Gender Representation of Respondents

The study attempted to analyze gender representation of the respondents as shown in Table 4.1 in terms of the number of male and female respondents.

Table 4.1: Gender representation of respondents

Gender	Frequency	Percent
Male	180	50.4
Female	177	49.6
Total	357	100.0

From the analysis, gender representation was almost balanced, with 50.4 percent of the respondents being male, while 49.6 percent female, indicating that the study took into consideration gender representation to achieve a balanced view to the findings and to avoid biases. Another characteristic that was put into consideration on demographic distribution of respondents was the educational level.

4.1.2   Educational Level of the Respondents

The respondents were asked to indicate their educational level in order to show diversity captured by the study and the responses for each category were presented as follows.

Table 4.2: Educational level of the respondents

Level	Frequency	Percent
Primary School	6	1.7
Secondary school	14	3.9
Tertiary Level	20	5.6
Undergraduate	264	73.9
Post graduate	42	11.8
No response	11	3.1
Total	357	100.0

Source: Researcher 2015

As illustrated in Table 4.3, education level of the respondents varried with majority (73.9%) of the respondents having attained undergraduate qualification. While 1.7%, 3.9%, 5.6% and

11.8% had attained primary, secondary and postgraduate qualification respectively. With respect to age the finding were as follows;

Table 4.3: Age of the respondents

Years	Frequency	Percent
18 – 25 Years	215	60.2
26 - 32 Years	107	30.0
33 - 39 Years	23	6.4
40 Years and above	10	2.8
No Response	2	.6
Total	**357**	**100.0**

Source: Researcher 2015

As shown the table 4.3, respondents between 18-25 years=60.2% and 26-32 years= 30%. This means that the majority of the respondents were aged between 18-32 years which was the active age that engage in twitter and other social media sites. This findings and corroborated by a Social Networking fact sheet by Pew Internet Project's research related to social networking, that found out that as of January 2014, 74% of online adults used social networking sites. Between February 2005 and August 2006, the use of social networking sites among young adult internet users ages 18-29 jumped from 9% to 49% (www.pewinternet.com).

4.1.3   Employment Status of the Respondents

The employment status of the respondents was a factor thought to have significant impact on access and use of the social media sites including Twitter, and the purchasing power of the audience targeted, accordingly the study profiled the status of the respondents in terms of source of income and the finding were presented as shown in the figure 1.

Figure 4.1: Employment status
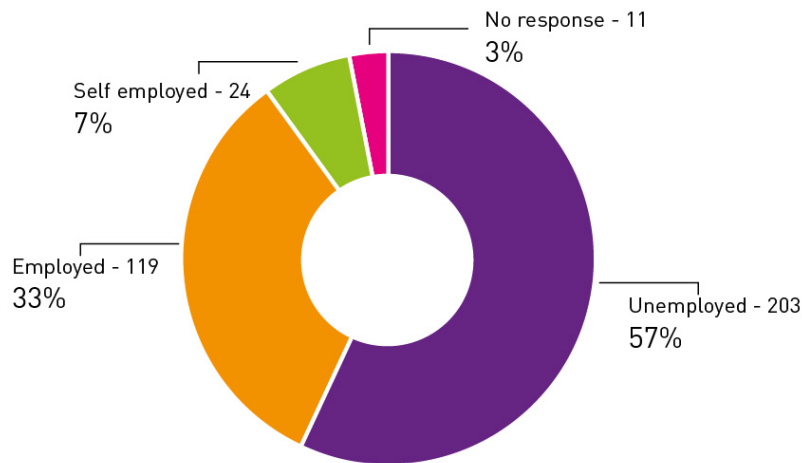
Source: Researcher 2015

As illustrated in Figure 4.1, majority of the respondents 57% were unemployed, 33% employed while the remaining were either self-employed or did not give a response. Due to the study having been done majorly on university campuses in Nairobi, it is therefore understandible that majority of the respondents were unemployed because they are students. In all, majority of the respondents had access to twitter and have sufficient information about social media.

4.1.4 Communication Platforms used by Safaricom

The interview with a Safaricom senior executive revealed that safaricom use both traditional media; these include above the line: TV, radio, daily newspapers and below the line through activations which includes billboards, posters, fliers, and new media; digital media. It was revealed that the media used is informed by the nature of the campaign and the target audience for the campaign. This was supported by the interviewee one (1), who said,

"We usually have to map our consumer media consumption habits to decide what medium will work best".

In digital media, they have accounts on social media sites like LinkedIn, Facebook and Twitter. Safaricom twitter accounts are the focus of this study; have a dedicated digital team that works 24 hours, 7 days a week. This team includes a Public Relations and communications team, and a digital agency.

4.1.5 Social Media Platforms used by Respondents

Among the respondents, 94.4% had accounts on social media, only 5.6% did not have. In terms of presence in the social media in general, the responses were as shown in Table 4.4

Table 4.4: Social media sites used by the respondents

Social media	Number of respondents
Twitter	236
Facebook	314
Instagram	217
Linkedin	158
Myspace	59

Source: Researcher 2015

As shown in the table 4.4, majority of the respondents were on facebook (314) followed by twitter (236). Other than twitter, most respondents had subscribed to other sites including facebook, instagram, linkedin, myspace, whatsup, viber, skype, 2go, 9gag, snapchat, xbox and apchat. The reasons for the subscriptions to other social sites include; additional features like the capability for calling, chatting, fun, sharing photos, flexibility to connect with friends and limitations in bundles. This finding relate with those from a survey conducted in September 2014, by the Pew Research Center done on American adults who use the internet, that found out that Facebook remains by far the most popular social media site (Duggan, Ellison, Lampe, Lenhart & Madden, 2015).

4.2 Findings on adoption of advertising on Twitter by Safaricom and its audience

The first objective of the study sought to find out the adoption of advertising on Twitter by Safaricom and its audience. The objective addressed aspects relating to the customer, who is the audience in terms of their background on Twitter usage and experience in order to determine the level of adoption before looking at direct aspects of advertising. It also looked at who Safaricom audience and reach on Twitter is. Another aspect looked at how Safaricom

Limited has adopted to Twitter. This included an analysis of Safaricom's Twitter accounts; how they use them and who their followers are. The findings are as follows:

4.2.1 Respondents Twitter Usage and Experience

In order to determine the level of adoption in terms of advertising, it was important for the study to set the stage by investigating the background of the respondents in terms of Twitter usage and their experience using Twitter. This was looked at in terms of years of usage or duration, channels of access, ease of use and time spent on twitter per day. These are addressed in subsequent figures and presentations as follows:

The duration in which the respondents had been on Twitter varied as shown in Figure 4.2

Figure 4.2: How long respondents have been on Twitter
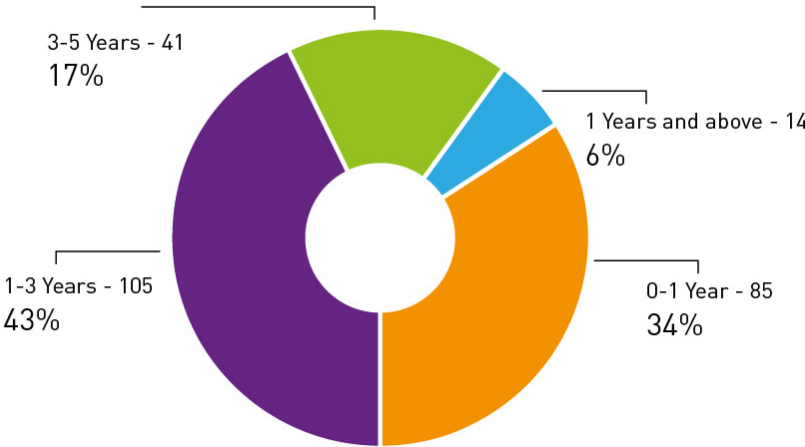
Source: Researcher 2015

As shown in the Figure 4.2, about 43% of the respondents had been on Twitter for 1-3 years, 34% 0-1 years, 17% between 3-5 years while the remaining 5% had been on Twitter for more than five years.

The respondents access Twitter via a variety of channels as shown in Figure 4.3

Figure 4.3: Channels used by respondents to access Twitter

53.5%

6.2%   7%

Phone   Tablet   Computer
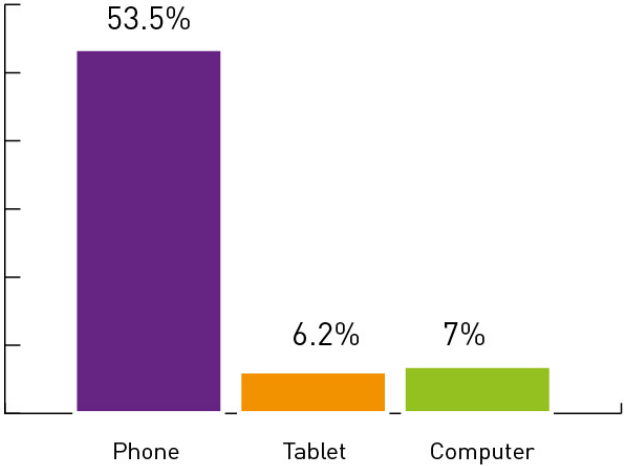
Source: Researcher 2015

As illustrated in figure 4.3, majority of the respondents (53.5%) access twitter through mobile phone, while the rest, 7% and 6% access through the computer and tablets/ipads respectively. The finding indicate that mobile phones penetration and advent of smart phones with internet capability have enhanced access to social media including twitter. A study done by Mashable found out that 65% of time spent on social media happens on mobile phones (Fox, 2013). Kemp (2015) connects the increased mobile use with the potential for faster mobile internet access which has grown exponetially, with 39% of all global mobile connections now classified as 'broadband' (i.e. 3G or 4G). While according to BIA/Kelsey, a leading research in the United States and advisory company, predicted that native ad spending on social media alone would grow from $3.1 billion in 2014 to $5 billion in 2017. The growth is due to increased mobile usage. Native ads work best on content streams that are accessed on smartphones and tablets (Garner, 2015).

When the respondents were asked if they find it easy to access and use twitter accounts the finding were as shown in figure 4.4

Figure 4.4: The ease in Twitter use

NO - 64
27%

YES - 177
73%

Source: Researcher 2015

As illustrated in the figure 4.4, majority of the respondents (73%) find twitter easy to use. Davis' (1989) Perceived ease of use is one of the five-item scale that has been used in studies using the Technology Acceptance Model (TAM), others are perceived usefulness, personality, experience and Intent to use. Ease of use is the degree to which using the technology is free of effort. If a given piece of technology or system is overly complex or otherwise difficult to use, it is not likely to be used when an alternative method exists (Willis, 2008). Therefore from the study, 73% is a good number to lead to the conclusion that Twitter is easy to use, hence a high acceptance rate.

The respondents agreed that they spend time on twitter at varied durations as shown in table 4.5.

Table 4.5: Time spent on Twitter per day

Duration	Frequency	Percent
Less than 15 minutes	98	27.5
Between 16 minutes - 1 hour	71	19.9
Between 1 - 3 hours	51	14.3
More than 3 hours	20	5.6
No response	117	32.8
Total	**357**	**100.0**

Source: Researcher 2015

As shown in Table 4.6 majority of the respondents 27.5% spend less than 15 minutes on twitter, 19.9% between 16 minutes to 1 hour, while 14.3% spend 1-3 hours and another 5.6% spend more than 3 hours. The implication of this finding show that Safaricom should ensure that the messages on adverts posted on Twitter are captured well within a maximum period of 15 minutes to ensure all user have access to the message. This is not far off from a Cowen and Company poll of U.S. adults that found that users across all age groups spend an average of 17.1 minutes to 17 minutes on Twitter (Bennett, 2014).

4.2.2   Safaricom Audience and Reach on Twitter

According to the content analysis, as at 4th of July 2015, the 2 Safaricom Twitter accounts had a total of 747,000 followers, an increase from 653,500 in March of the same year as shown on Table 4.6. On the other hand figure 4.5, a screenshot of Safaricom's 2 verified twitter accounts taken on the 31st of August shows a substantial increase in followers. This is supported by sentiments of Smith (2009) that noted that the growth of social access points means that usage has grown at staggering rates.

4.2.3   Safaricom Twitter Accounts

From the content analysis it was observed that Safaricom operates two (2) verified accounts, Safaricom Limited - @SafaricomLtd, opened in February 2010 and is the main account for Safaricom Limited. Most if not all, ads are posted from this account. The account also handles customer feedback and queries. Safaricom - @Safaricom_Care on the other hand was opened in June 2011; used for queries and support issues. The account operates round the clock, that is 24 hours a day 7 days a week.

In terms of usage the content analysis was conducted for the two Twitter accounts and in the last three months, i.e. between April to June 2015 usage was as shown in Table 4.6.

Table 4.6: Safaricom twitter usage as at 4th July 2015

Safaricom Twitter account	Followers	Following	Tweets	Favorites
Safaricom - @Safaricom_Care	456,000	32,000	501,000	755
Safaricom Limited - @SafaricomLtd	291,000	39,400	364,000	302
Total	**747,000**	**71,400**	**866,895**	**1065**

Source: Researcher 2015

Figure 4.5: Screen shots of Safaricom twitter accounts as at 31ˢᵗ August 2015

Safaricom Limited Twitter page @SafaricomLtd
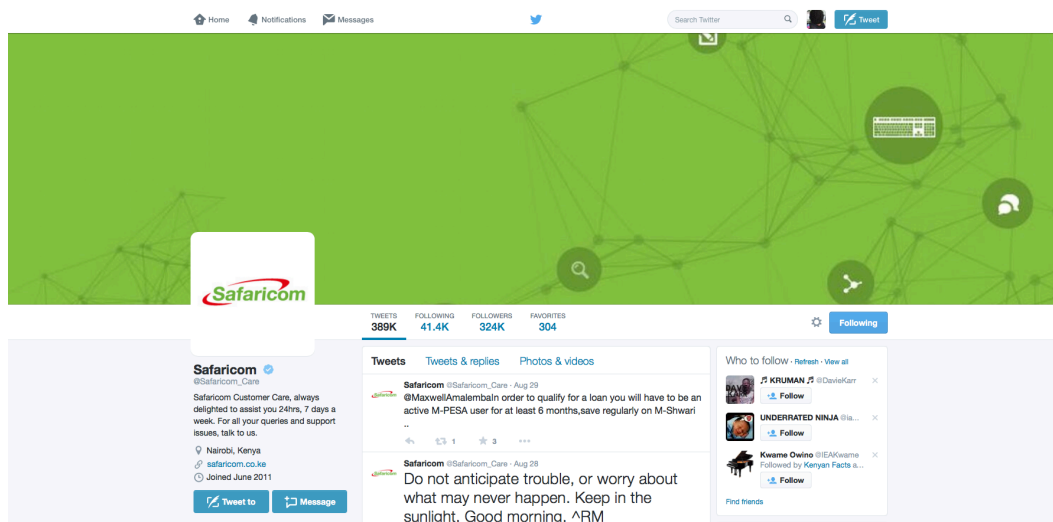
Safaricom Customer Care Twitter page @Safaricom_Care

Source: Researcher 2015

Safaricom Limited @SafaricomLtd started posting adverts on Twitter in 2010, and in the 3 months (April-June, 2015) a total 290 adverts were posted and Safaricom - @Safaricom_Care had only one (1) advert posted in response to a query.

Through the interview, the study further revealed that advertising on Twitter by Safaricom is dependent on the nature of the campaign and the target audience. Each campaign is targeted towards different types of audiences, though they may cut across.

4.2.4 Safaricom Twitter Followers

When the interviewees were asked whom they target when advertising on twitter, it was revealed that Safaricom target the youth and mature professionals as supported by interviewee two (2).

"We normally target the youth and mature professionals"

From the survey, it was found out of the 236 repondents on Twitter, 51.8% follow Safaricom limited. This indicates the reach of Safaricom limited on Twitter. According to the demographic details, the characteristics of this audience are that they are above 18 years, from both genders with varied education background and employment status. This fits the criteria by the interviewees from Safaricom's marketing department. The respondents revealed that they go on Twitter to access information and interact with other users. As important as engagement and quality of followers is, if you're going to use social media to drive business results, you need a lot of followers as well (Kerpen, 2011). Figure 4.6 below shows the audience engagement with Safaricom on twitter.

Figure 4.6: Engagement with Safaricom Limited on Twitter
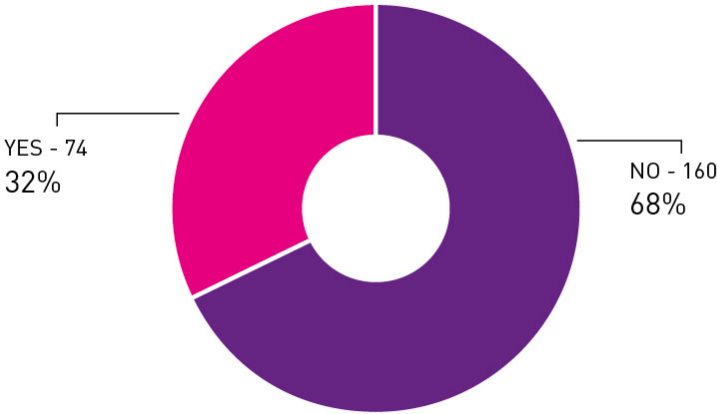
Source: Researcher 2015

Among this population, 32% of the respondents indicated that they engage with Safaricom on the twitter, out of which, 48.4% get responses. When asked if they find the responses satisfactory, 47.1% agreed while 52.9% disagreed, implying that not all queries are satisfactorily answered. A study dubbed; Twitter Engagement Unmasked: A Study of More than 4M Tweets revealed that tweets that include images, media and hashtags tended to

increase the chances of engagement. The same study also revealed that people would want to engage if the response to or from a mention was satisfactory (Enge, 2014).

4.2.5   How Safaricom uses Twitter for Advertising

The second objective of the study was to establish how Safaricom uses twitter for advertising. Safaricom Limited @SafaricomLtd joined twitter in 2010, and is the main twitter account where adverts are posted. In the 3 months studied (April-June 2015) a total 290 adverts were posted. Safaricom - @Safaricom_Care had only one (1) advert posted each in response to a query. A variety of adverts were posted in the three months studied. These included ads on Safaricom open day, Capture Kenya Challenge, internet bundles, Kenya power – Lipa stima, Okoa stima, Offers for New Safaricom shops, Safaricom App Store, Safaricom e-shop, Instagram, Xaba Centres, International calling, MyMarket, Jisort na Bonga promotion, M-Pesa – Lipa na Mpesa, KCB mpesa account, Send money across borders, Chama Account, Mpesa comes home, Product ads – Samsung Galaxy, Neon tablet, Product launch – The big box, Offers – Supa Sunday airtime bonus, Easter, Madaraka day, East Africa Roaming, NTSA and eCitizen – Renew driving license online, Search registry records online and other services chap chap. eCitizen and Ministry of Land, Housing and Urban Development, Adverts for Safaricom sponsored theme nights at the Carnivore – Mulembe nite, Musii nite and Well wishes ads – Mother's day, Madaraka day, Eid.

The findings from the content analysis established that Safaricom also post on their twitter account, answers to queries by customers, pictures and feedback from Safaricom product launches and shop openings, pictures and videos of events they organize or participate in. For example: Safaricom Marathon – Lewa, safaricom Groove Awards and groove with Safaricom countrywide promotions and concerts, Diabetes walk, Mater Heart Run, Safaricom Crystal Rivers – project by Safaricom Staff Pension Scheme, Safaricom Athletes Series, 2015 Kenya Open, Xaba jobs, Safaricom Financials Results, Safaricom Jazz, Announcements and Notices and Daily motivational quotes in pictures. This was coroborated by the interview that gave the reason for answering customer queries via twitter as a way to ease the caller traffic at their call centres.

The study established that 88.2% of the respondents, accessed information about a number of Safaricom products and services, including, airtime, Mpesa, Internet bundles, M-banking, M-swari, okoa jaazi, paybill, and customer care services.

4.2.6 Challenges Experienced when using Twitter

The study also sort to find out what challenges if any are faced in using Twitter. When the respondents were asked if they face any challenge in the use of Twitter, the responses were as shown in the table 4.7. 17.1% admitted to have experienced challenges while the majority 82% said they had not experienced any challenges.

Table 4.7: Challenges experienced when using Twitter

Responses	Frequency	Percent
Yes	40	17.1
No	194	82.9
Total	234	100

Source: Researcher 2015

The key challenges faced include: editing the tweets, navigation, and security and logout. Other respondents indicated that they find twitter user friendly and easy to use. However from the interviews it was revealed that Safaricom has robust social media strategies that are based on data, so they ensure they hit the right target audience, it was also admitted that the challenge they face is sometimes, the intended message of the advert not being fully understood.

4.3 Findings on the Value of Advertising on Twitter for Safaricom and its Customers

The second objective of this study was to investigate the value that advertising on Twitter holds for Safaricom and its customers. This objective was broken down into aspects that would be of value to Safaricom; like visibility, ability to introduce customers to new products and services, message retention and value to customers, some cutting across; like the drive to purchase products/services. These findings were discussed as follows:

4.3.1 Visibility of Safaricom Adverts

The study sort to find out if Safaricom advertises on Twitter and if the respondents have seen the adverts. When the respondents were asked to indicate whether they have seen any Safaricom adverts on twitter the finding were as shown in Figure 4.7.

Figure 4.7: Visibility of Safaricom adverts on Twitter
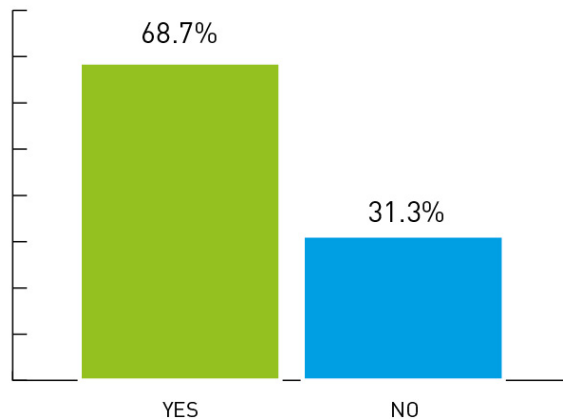
Source: Researcher 2015

The question the respondents were asked was: Have you seen any Safaricom adverts on Twitter? As shown in the figure 68.7% of the respondents confirmed to have seen Safaricom adverts on twitter. Enge (2014) advices that "You need to think carefully about what you do, and ideally create an image that is highly relevant, and that can evoke a reaction from people that see your tweet". On the other hand, Twitter for business advices users to strive to make tweets as interesting, timely and interactive as possible to help generate more clicks, retweets, replies and favorites (Business.twitter.com).

4.3.2 Ability of Adverts to Introduce New Products and Services

A follow up question from the visibility of adverts was asked if one had seen the adverts, did it introduce them to a new product or service? 38.6% of the respondents confirmed that the adverts posted by Safaricom on Twitter introduced them to new products and services as illustrated in figure 4.8.

Figure 4.8: Introduction to new product/service through an advert
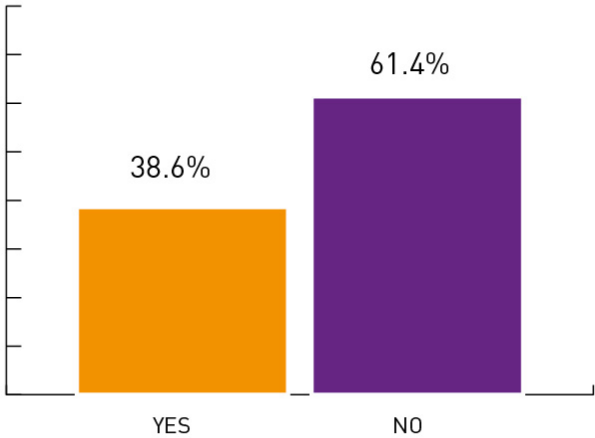
Source: Researcher 2015

These findings imply that Safaricom adverts on twitter are successful in introducing followers to their products and services. Among the products and services that the respondents admitted to have been introduced to include; phones, accessories, promotional products Mpesa, M-swali, bonga points, data/ internet bundles, open days and sponsored events.

4.3.3 Message Retention

The study sort to find out the degree at which messages on adverts posted by Safaricom on Twitter, are retained by the respondents. Only 17.1% indicated that they could remember the main message on the adverts posted by Safaricom on Twitter. The findings are as shown on Table 4.7 below:

Table 4.8: Message retention in terms of ability to remember the advert

Response	Frequency	Percent
Yes	32	17.1
No	155	82.9
Total	187	100.0

Source: Researcher 2015

As illustrated in table 4.7 the respondents who remembered the ads, recalled information on Safaricom sponsored events (marathon, walks and road shows), Internet bundles and airtime, mobile payments products, promotional products such as phones, tablets, and phone

accessories. This findings show that Safaricom used the principle from Twitter business that urges businesses to tweet about industry, seasonal and cultural events to capitalize on the real-time nature of Twitter (business.twitter.com). The respondents described the messages on the adverts posted on Safaricom Twitter account as being precise, short, with details, and products that are affordable, however, the did not like the short repayment period of Safaricom credit services.

4.3.4   Value of Advertising on Twitter for Safaricom Customers

Respondents were asked to indicate the statement that describes them in relation to Safaricom adverts posted on twitter with 1=strongly disagree, 2=disagree, 3=agree and 4 =strongly agree and the findings were tabulated as shown in table 4.9.

Table 4.9: Value of advertising on Twitter for Safaricom customers

Responses %	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
I try to find out more about the product or service from Safaricom website	**17.5**	**35**	27.5	12.1	7.9
Because of the adverts I know more about Safaricom products/ services	**21**	**39.9**	23	7	9
The adverts often make me buy things on impulse.	**13.5**	**22.4**	31.2	18.6	14.3
I rely on my own judgment when buying.	**42.4**	**33.2**	16	4.2	4.2
I get to know about bargains and offers.	**29.2**	**40.3**	21.5	5.2	3.8
I never seem to afford the products/services advertised.	**11.4**	**23.7**	39	16.1	9.7
I get information on places to buy Safaricom products and services	**28.9**	**33.6**	26.8	5.5	5.1
I get to know about new promotions	**26.6**	**37.8**	23.2	6	6.4
I read about what other people have commented about the adverts	**21.7**	**33.6**	26.4	11.1	7.2
I prefer getting adverts on twitter	**8.8**	**28.6**	32.4	15.1	15.1

Source: Researcher 2015

As shown in Table 4.9, majority of the respondents agreed that the Safaricom adverts enable them to find out more on products or services from Safaricom website; meaning that the adverts create enough interest in them to want to find out more information about the products or services being advertised, know more about Safaricom products/ services, make impulse purchase, know about bargains and offers, get information on places to buy Safaricom products and services, know about new promotions and read about what other people have commented about the adverts. This finding implies that the adverts posted on twitter to some extent were successful in creating brand equity and driving sales. According

to twitter marketing 47 percent of users who follow a business are more likely to visit the company's website (business.twitter.com).

To determine the effectiveness when advertising on twitter, interviewee one (1) revealed that there is a response mechanism employed by the digital team that checks the conversations happening around the campaigns. Also, twitter has a feedback mechanism that tells you how many people viewed your tweet, re-tweeted or favorited it. In terms of value, it was revealed that it is hard to measure the return on investment on twitter, unless the campaign is tied to a measureable call to action. The interviewee otherwise noted that usually Safaricom use twitter for brand equity. Interviewee two (2), on the same question said that in judging effectiveness, Safaricom looks at the twitter sentiments of products, feedback online, rise in sales and product knowledge in the market.

The interviews with Safaricom marketing team revealed that advertising on Twitter adds value to their marketing strategy as they are able to engage with the customer one on one and get direct feedback on products or services advertised and at times, input on the messaging of the adverts in order to gauge whether the message intended by the advert has been understood or not. This finding supports Mangold & Faulds (2009) findings in a study comparing social media and traditional media arguing that; social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a nontraditional sense it enables customers to talk directly to one another.

4.4   Findings on the Influence of Advertising on Twitter for Safaricom and its customers

The third objective of the study sought to establish the influence of Advertising on Twitter for Safaricom and its customers. The respondents were asked to indicate the statement that describes them in relation to Safaricom products with 1=strongly disagree, 2=disagree, 3=agree and 4 =strongly agree and the findings were presented as follows;

Figure 4.9: Influence of advertising on Twitter for Safaricom and its customers
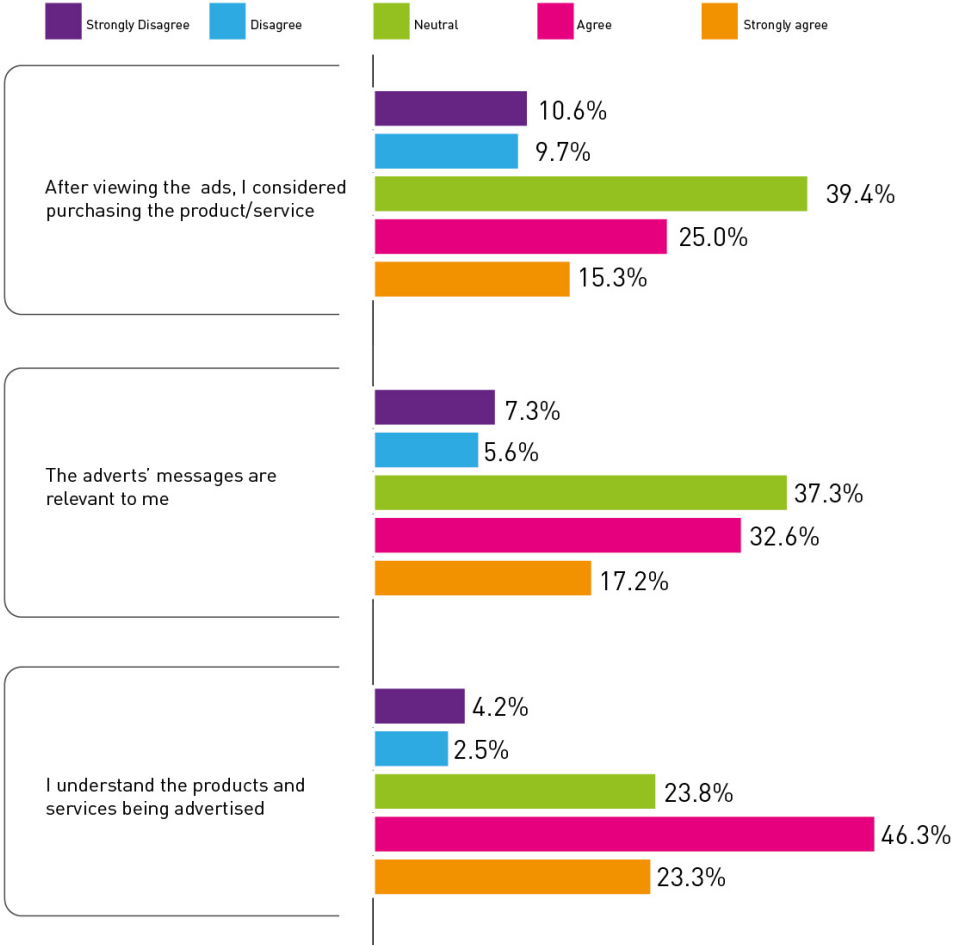
Source: Researcher 2015

As illustrated in figure 4.9, about 15.3% of the respondents strongly agreed and another 25% agreed that after viewing the ads, they considered purchasing the product/service. This finding implies that the Safaricom adverts on Twitter influenced the buying decision of products and services to 40.3% of the Safaricom Twitter followers. This finding is corroborated by a study done at University of Nairobi on Effectiveness of social media advertising on college going students mentioned in the literature review. The study found out that brand information posted influences the youth's attitude towards them, and that social networking sites are increasingly becoming the first point of reference before purchasing decisions are made hence a key determinant of purchasing intent (Miseda, 2012).

About 17.2% and a further 32.65% of the respondents also strongly agreed and agreed respectively that the adverts' messages were relevant to them, while another, 23% and 46% strongly agreed and agreed respectively that they understand the products and services being advertised. It is important that adverts should be strategic and targeted to the right audience for their impact to be felt. This is as mentioned on the findings from (Wright, Khanfar, Harrington, & Kizer, 2010) study looking at the lasting effects of social media trends on advertising that recognized that marketing messages have to be strategic, relevant, and measurable.

4.4.1   Influence of Adverts shown by Retweets and Favorites

The way a message is understood, viewership and influence on Twitter can be determined by the number of retweets (sharing with the viewer's followers) and favorites (Likes) an advert received. From the content analysis, Figure 4.10 below shows the highest retweets and favorites received on an advert in the months studied (April – June 2015).

Figure 4.10: Influence of adverts shown by retweets and favorites
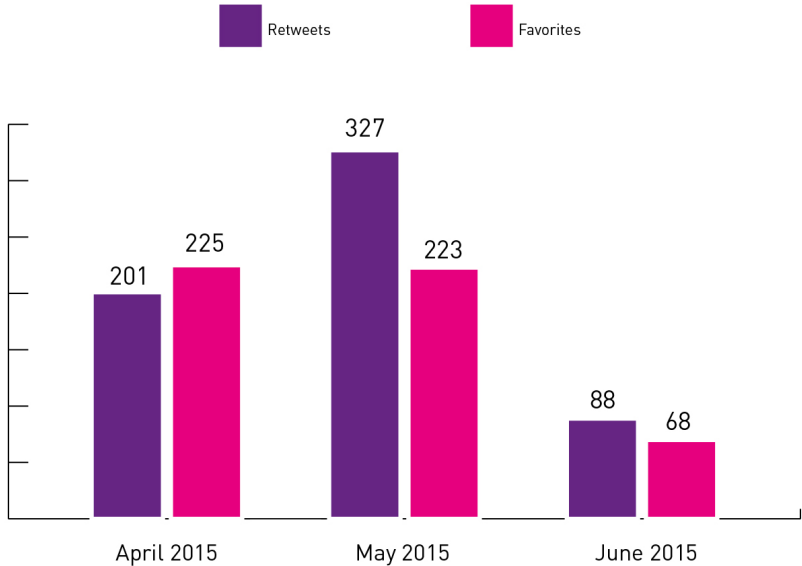
Source: Researcher 2015

Figure 4.11: The advert with the highest retweets and favourites in June 2015

Source: Researcher 2015

The content analysis revealed that in April 2015, an advert about sending money across borders received the highest number of retweets (201) and the highest number of favourites (225). This advert was posted on 6th April 2015. For the month of May, an advert posted on the 2nd, got the highest number of retweets (327) and the highest number of favorites (223). This was the highest number of both retweets and favourites an advert got in the period studied. The advert was about searching registry records online and other services chap chap, sponsored by eCitizen and the Ministry of Land, Housing and Urban Development. In June, the highest number of retweets on an advert was 88 and favourites was 68 in that month. The advert shown on figure 4:11 above, was about Safaricom Open Day, posted on the 23rd. The advert that get the highest number of retweets, more often than not, also gets the highest number of favourites as it is viewed by more people because it is reposted on the other person's timeline. This finding goes further in confirming the point that marketing messages need to be measurable as mentioned earlier (Wright, Khanfar, Harrington, & Kizer, 2010).

4.4.2 Influence by Retweets and Ravorites of Safaricom Adverts by respondents

The study also sort to determine influence of Safaricom advert to the users by finding out if the respondents and the people they follow retweet and/or favorite Safaricom adverts. Figure 4.10 below shows the findings.

Figure 4.12: Influence by retweets and favorites of Safaricom adverts
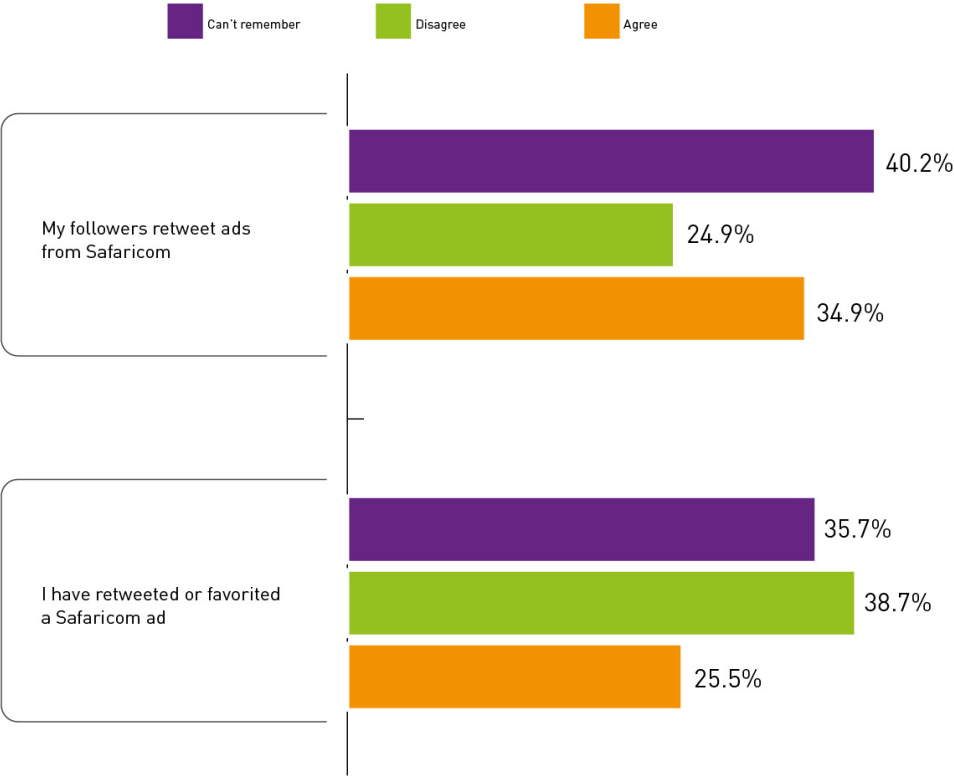
Source: Researcher 2015

About 34.9% of the respondents revealed that their followers retweet adverts from Safaricom and 25.5% admitted to have retweeted or favorited a Safaricom ad. This finding implies that the respondents were influence of Safaricom adverts. Users retweet or reply to a tweet that particularly resonates with them, that they find intriguing or that arouses interest in one way or another. *Favoriting* a tweet can let the original poster know that you liked their tweet, or so you can save the tweet for later (Mindruta 2013).

4.4.3   Influence by Personalities on Twitter

The respondents were asked if they are influenced by personalities on Twitter and which personalities have the most influence. 63.9% of the respondents agreed that they are influenced by personalities on Twitter; the personalities who influence them were varied as shown in figure 4.13.

Figure 4.13: Twitter influential personalities
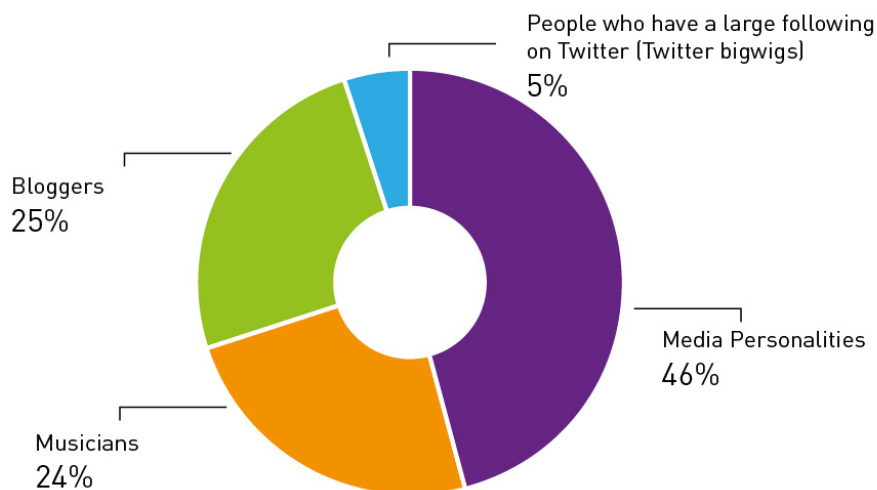
Source: Researcher 2015

As illustrated in the figure 4.13, media personalities were the most influential figures on twitter. Interviewee two (2) revealed that Safaricom uses influencers. The interviewee further explained that influencers play a big role in product placement, and defined social media influencers as people who have a lot of followers (twitter bigwigs), bloggers, radio and Tv presenters, musicians etc. Therefore to increase the visibility of an advert posted on Twitter, Safaricom uses social influencers. Social Influence Model or the Social Influence Networking Theory by Noah E. Friedkin (1986) postulates that; individuals tend to be influenced by others in the same network they are in. This finding is explained by this theory used in this study as it says that interpersonal influences upon opinions are based on such interpersonal visibility, and known personalities/ celebrities influence others only through the weight of their opinions (Friedkin, 1998. p. 55).

4.4.4 How Safaricom Maintains its Influence on Twitter

The study sort to find out what strategy Safaricom uses to increase its visibillity and maintain their influence on Twitter. The interview revealed that Safaricom strives to remain relevant and influencial by managing content posting to ensure that tweet heavily about the product during the "high traffic" times. High traffic times are when there is a lot of activity on twitter. This is usually between 11am and 3pm. The interview also revealed that in addition to influencers and direct posting of adverts, they also use promoted/ paid for tweets

to send specific adverts to increase their reach, as paid for tweets are sent to everyone from a certain area code regardless of whether they are your followers or not. These tweets are labelled as promoted tweets and encourage new followers to follow.

4.4.5   Twitter Preference for Receiving Adverts

When the respondents of the survey were asked whether they prefer to get adverts via twitter the finding was as presented in Figure 4.14

Figure 4.14: Preference for receiving adverts on Twitter
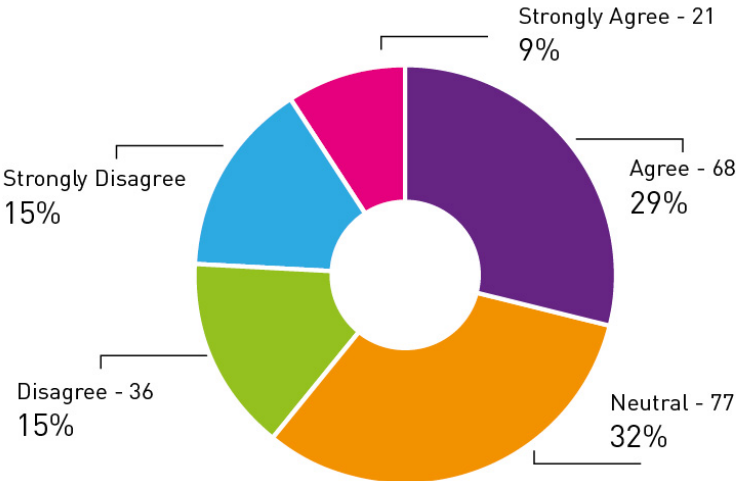
Source: Researcher 2015

When asked if they preferred receiving adverts on Twitter as opposed to other media, about 38% agreed and 30% disagreed on preference to getting adverts via Twitter. This findings show that some people for various reasons; some of which have been discussed in this paper prefer getting adverts on twitter. This is supported by research done by Market Realist, an online research company in the United States that found that Facebook and Twitter made huge gains in mobile ad revenue in 2014. The gains were due to native advertising [These are advertisements that are blended with the surrounding content, format, style, and placement. Examples of native advertising are the ads on the News Feed on Facebook or a promoted Tweet on Twitter]. Facebook reported 66% of its revenue from mobile in the 3rd quarter of 2014, while Twitter reported 85% of its revenue from mobile in in the same quarter (Garner, 2015).

Figure 4.15: Summary of findings

Social Media Advertising in the Telecommunication Sector in Kenya: Exploring the Adoption, Value and Influence of Twitter use by Safaricom Limited.

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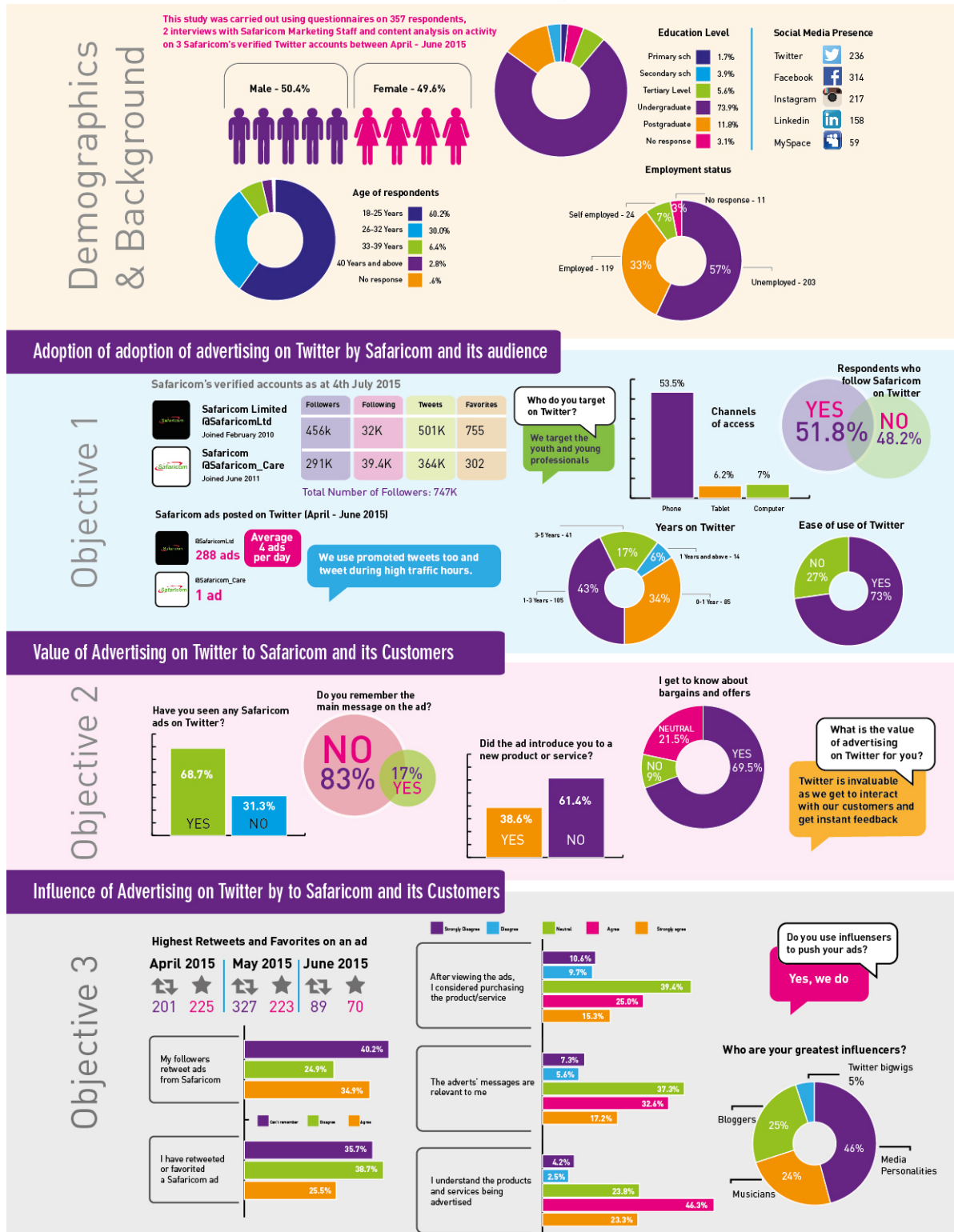
CHAPTER 5: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0   Introduction

This chapter explains the summary, conclusion, recommendations of the study and the extent to which the research objectives have been achieved. The study focused on social media advertising in the telecommunication sector in Kenya: exploring the adoption, value and influence of twitter use by Safaricom Limited.

5.1   Key Findings

5.1.1   Adoption of advertising on Twitter by Safaricom and its audience

The first objective of the study sought to determine the adoption of advertising on Twitter by Safaricom and its audience. The content analysis revealed that Safaricom had more than 700,000 followers collectively on the 3 verified accounts as at 4th July 2015, a number that keeps growing. Out of the 2 accounts, Safaricom only uses one account to post adverts, at an average of 4 adverts per day. The interviews with Safaricom marketing executives revealed that their target audience on Twitter is dependent on the nature of the campaign; in most cases, the youth and young mature professionals, noting that each campaign is targeted towards different types of audiences, though they may cut across. This was corroborated by findings from the survey that showed that 51.8% of the respondents followed Safaricom on Twitter. The characteristics of the audience included; adults of above 18 years with varied education background and economic status of income. These respondents spend substantial time to access information and interact with Safaricom through the twitter.

5.1.2   Value that Advertising on Twitter has for Safaricom and its customers

Safaricom adverts on Twitter mostly included a message and a picture with a call to action. i.e where more information can be found. It was established that through Twitter adverts, Safaricom Limited introduces followers to new products and services while constantly reminding them of existing ones. Among the products and services introduced include; promotional products (phones /tablets/modems), offers, Mpesa, M-swali, bonga points, data/ Internet bundles, open days and sponsored events. From the interview with Safaricom

executives, advertising on Twitter was discovered as being invaluable as they get to interact directly with the customers who are consumers of the products and services, making them able to know their needs and cater to them while strengthening the brand. Value for the customer; majority of the respondents agreed that the Safaricom adverts enable them to find out more on products or services from Safaricom website; meaning that the adverts create enough interest in them to want to find out more information about the products or services being advertised, know more about Safaricom products/ services, make purchases, know about bargains and offers, get information on places to buy Safaricom products and services, know about new promotions and read about what other people have commented about the adverts.

5.1.3 Influence of Advertising on Twitter for Safaricom and its Customers

Finally, the last objective sought to determine the influence and value of Twitter to Safaricom and its customers. It was established that Safaricom adverts enable its customers find out more on product or service, allowing follow up on Safaricom website, persuade customers to purchase products, know about bargains and offers, get information on places to buy Safaricom products and services, know about new promotions and read about what other people have commented about the adverts and seek clarifications directly from Safaricom staff on the same. By the followers *retweeting* ads from Safaricom they influence others creating a chain effect and a larger audience for the adverts. *Favoriting* the adverts on the other hand, showed that the adverts messages were understood and/or liked increasing the likelihood to purchase. The retweets and the favourites also act as a source of feedback to Safaricom to see the performance and acceptance of the product or service advertised which can then be related to the performance of sales in the market. The use of influencers and promoted tweets by Safaricom was revealed as an accepted strategy to increase the visibility of the adverts in order to reach the target audience.

5.2 Conclusions

5.2.1 Adoption of advertising on Twitter by Safaricom and its audience

In conclusion, Safaricom limited has a wide audience on Twitter, there primary target being the youth and young professionals; though more can be done to increase their reach as Twitter cuts across different age groups and professionals. The study concluded that, Safaricom uses two twitter accounts. One of which most adverts are sent from, the customer

service account that receives and responds to queries from customers to help reduce traffic in their call centre. As much as Safaricom posts an average of 4 adverts a day, marketers still need to enhance message retention from the ads by simplifying the messages further, enhancing creative interactivity by adding short videos using vine and encouraging audience participation.

5.2.2 Value that Advertising on Twitter has for Safaricom and its customers

It was established that advertising on Twitter has great value for Safaricom in terms of giving them a platform to interact directly with consumers and create brand equity and to customers, the ease in getting information and connect with the brand is important. More strategic marketing needs to be employed in terms of how they engage with the existing followers by answering queries satisfactorily and engaging them more. The importance of two-way communication cannot be under-stated as the feedback from key people will help marketers to be aware of new popular mediums and new consumer trends (Wright, Khanfar, Harrington & Kizer, 2010). Reaching targeted audience and getting them to value the brand borders on developing and maintaining relationships.

5.2.3 Influence of Advertising on Twitter for Safaricom and its Customers

The third objective of this study was to establish the influence of Advertising on Twitter for Safaricom and its customers. Safaricom influences its customers with their advertising on Twitter to buy products and push their brand shown by retweets and favorites. The use of promoted tweets also improves their influence though they can increase their influence by making their adverts on Twitter more interactive and creative by employing more innovative ways like vines and videos. In terms of using influencers and personalities as ambassadors for product adverts and tweets, it is important for marketers to select individuals who will carry forward the brand values. As one Twitter influencer (bigwig) @RamzZy_ noted; it is not about the number of followers one has but the retweets and level of engagement.

5.3   Recommendations

5.3.1   Recommendation on areas for further research

1. The impact of influential personalities on social media advertising strategies.

2. Measuring the return on investment of advertising on social media in Kenya.

5.3.2   Recommendation on policy

The study recommends that there should be clear guidelines on use and advertising on social media as there are on other forms of media. That the regulations should apply across the board. Social media allows people to create pseudo names and multiple accounts that can be used negatively to defame or malign persons and organizations. There should be a way of tracking and charging the perpetrators for their actions.

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Item reliability statistics	Item Statistics		
	Mean	Std. Deviation	N
What is your gender?	1.4615	0.51887	13
What is your age?	1.1538	0.37553	13
Level of education	4	0.70711	13
Kindly select from the following the category you belong	1.4615	0.66023	13
How long have you been on twitter?	1.9231	0.86232	13
Which device do you use to go on Twitter in a day?	1.3846	0.76795	13
Approximately how mch time do you spend on Twitter in a day?	1.8462	0.89872	13
Do you find twitter easy to use?	1.3077	0.48038	13
Do you follow safaricom on Twitter?	1.2308	0.43853	13
Have you engaged with safaricom limited on twitter/	1.6923	0.48038	13
Have you seen any safaricom adverts on twitter?	1.3077	0.48038	13
Do you remember any advert posted by safaricom on twitter?	1.4615	0.51887	13
Do you remember the main message on the ad?	1.7692	0.43853	13
I understand the products and services being advertised	2	0.70711	13
The adverts 'messages are relevant to me	2.1538	0.80064	13
After viewing the ads,I considered purchasing the product/service.	2.6923	1.18213	13
I try to find more about product or service from Safaricom Websites	2.4615	1.05003	13
Because of the adverts i know more about Safaricom products and services	2.3077	1.03155	13
The advert often make me buy things on impulse	3.0769	1.03775	13
I rely on my own judgement when buying	2.0769	0.86232	13
I get to know about bargains and offers	2.2308	0.72501	13
I never seem to afford the products /services advertised	2.9231	0.95407	13
I get information on places to buy safaricom products and services	2.4615	0.96742	13
I get to know about new promotions	2.3077	0.94733	13
I read about what other people have commented about the adverts	2.7692	1.01274	13
I prefer getting adverts on twitter	2.9231	1.18754	13
I have retweeted or favourited a safaricom ad?	2	0.91287	13
My followers retweet any ads from safaricom?	2.2308	0.92681	13
Are you influenced by personalities on Twitter	1.4615	0.51887	13
Are there any challenges you have experienced when using twitter?	1.7692	0.43853	13

Appendix

Questionnaire

This questionnaire intends to collect data for a research project to study social media advertising in the telecommunication sector in Kenya: Exploring the adoption, value and influence of twitter used by Safaricom Limited. This is a requirement for the attainment of a Master of Arts Degree in Communication Studies from the School of Journalism and Mass Communication, University of Nairobi.

Data collected through this questionnaire is to be used for academic purposes only and will be treated with confidentiality. This questionnaire is estimated to take less than 10 minutes to fill. Your participation in this research is highly appreciated.

SECTION A – Bio (Can also be helpful in describing Audience characteristics for objective 1)

1.   What is your gender?
  i.   Male   [   ]
  ii. Female   [   ]

2.   What is your age bracket?
  i.   18 - 25 years   [   ]
  ii.   26 - 32 years   [   ]
  iii. 33 - 39 years   [   ]
  iv.   40 years and above   [   ]

3.   Level of education
  i.   Primary School   [   ]
  ii.   Secondary School   [   ]
  iii. Tertiary Level   [   ]
  iv.   Undergraduate   [   ]
  v.   Postgraduate   [   ]
  vi.   Other (Specify) _____

4.   Kindly select from the following the category you belong
  i.   Student   [   ]
  ii.   Employed   [   ]
  iii. Self employed   [   ]
  iv.   Unemployed   [   ]
  v.   Other (Specify) _____

5.   Do you have an account on any social media site?
  i.   Yes   [   ]
  ii. No   [   ]

  b. If yes kindly tick the box (Tick all options true to you)
    i.   Twitter   [   ]

    ii.   Facebook   [   ]

    iii.   Instagram   [   ]

    iv.   LinkedIn   [   ]

    v.   MySpace   [   ]

    vi.   Other (Specify) _____

6.   If you are on more than one social media site, please indicate which one you prefer.
_____

    b. Why _____

7.   Do you use Safaricom products and services?

    i.   Yes   [   ]

    ii.   No   [   ]

    b. If yes please specify _____

SECTION B
Proceed if on Twitter.

8.   How long have you been on Twitter?

0-1 year   [   ]

1-3 years   [   ]

3-5 years   [   ]

5 years and above   [   ]

9.   Which devices do you use to go on Twitter

Phone   [   ]

Tablet   [   ]

Computer   [   ]

Other _____

10.   Approximately how much time do you spend on Twitter in a day?

Less than 15 minutes   [   ]

Between 10 – 1 hour   [   ]

Between 1 – 3 hours   [   ]

More than 3 hours   [   ]

11.   Do you find Twitter easy to use?

Yes [   ] No [   ]

i.   To find out the audience and reach of Safaricom on Twitter.

12.   Do you follow Safaricom on Twitter?

Yes [   ] No [   ]

13.   a.   Have you engaged with Safaricom Limited on Twitter?

    Yes [   ] No [   ]

b.   If yes, did you get a response?
Yes [   ] No [   ]

c.   If you got a response, was it satisfactory?
Yes [   ] No [   ]

ii.   To find out how Safaricom uses Twitter for advertising

14.   Have you seen any Safaricom adverts on twitter?
Yes [   ] No [   ]

15.   Do you remember any advert posted by Safaricom on twitter?
Yes [   ] No [   ]

16.   If the answer to question 15 above is YES, did the advert introduce you to a product or service you did not know about?
Yes [   ] No [   ]

b.   If yes, please be specific as to which product it was.

_____

iii.   To establish the influence and value of Advertising on Twitter for Safaricom and its customers

17.   Do you remember the main message on the ad?
Yes [   ] No [   ]
Please be specific (If yes, what was the message?)

_____

18.   What did you like most or dislike about this advert? Please be specific

_____

19.   Please tick the box from each of the following statements that best describes you in relation to Safaricom adverts posted on Twitter:

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
I understand the products and services being advertised.					
The adverts'					

messages are relevant to me.				
After viewing the ads, I considered purchasing the product/ service.				

20.   Please check one box that best indicates how descriptive the statement is of you.

	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree
I try to find out more about the product or service from Safaricom website					
Because of the adverts I know more about Safaricom products/ services					
The adverts often make me buy things on impulse.					
I rely on my own judgment when buying.					
I get to know about bargains and offers.					
I never seem to afford the products/services advertised.					
I get information on places to buy Safaricom products and services					
I get to know about new promotions					
I read about what					

other people have commented about the adverts				
I prefer getting adverts on twitter				

21.   Influence: Please tick an appropriate box

	Agree	Disagree	Can't remember
I have *retweeted* or *favourited* a Safaricom ad?			
My followers retweet any ads from Safaricom?			

22.   Are you influenced by personalities on Twitter
           Yes [   ] No [   ]

If yes, please indicate
   i.   Media personalities   [   ]
   ii.   Musician   [   ]
  iii.   Bloggers   [   ]
  iv.   People who have a large following on Twitter (#Twitterbigwigs) [   ]

23.   Are there any challenges you have experience when using twitter?
           Yes [   ] No [   ]

If yes, please specify
_____

Thank you for participating.

Interview Guide for Safaricom Marketing and Advertising Executive

1. What media does Safaricom use to advertise on?
2. What informs your decision in terms of which medium to advertise on?
3. Who manages your twitter accounts?
4. Who do you target when advertising on twitter?
5. Which products do you advertise on twitter?
6. How often do you advertise on twitter?
7. How do you judge effectiveness when advertising on twitter?
8. What is the value of advertising on Twitter compared to other media?
9. Do you use promoted tweets to advertise on Twitter? Do you use influencers?
10. What strategy do you employ to increase the visibility of an advert posted on Twitter?
11. What else do you use twitter for apart from advertising?
12. What challenges do you face when advertising on twitter?

Content Analysis on Safaricom Limited's Twitter Accounts

The researcher will look for:

1. How many accounts Safaricom has on twitter
2. When the twitter accounts were opened
3. How many followers Safaricom has on its twitter accounts
   As at 4th July
4. When Safaricom started posting adverts on twitter
5. How many adverts have been posted in the last 3 month (April-June 2015) on the twitter accounts and from which accounts
6. Which products and services are advertised on Safaricom's twitter account (period – April-June 2015)
7. What responses the adverts posted elicit in terms of retweets, favorites and feedback if any
8. What else does Safaricom post on their twitter account

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OUR REF
YOUR REF

DATE: August 13, 2015

TO WHOM IT MAY CONCERN

RE: MWENDA, Martha Akongo - K50/69731/2013

This is to confirm that the above named is a bona fide student of the University of Nairobi's School of Journalism and Mass Communication registered for Master of Arts degree in Communication Studies.

Ms. Mwenda has completed her course work and is currently going to collect data for her research project leading to a Master of Arts Degree in Communication Studies.

Any assistance accorded to her will be highly appreciated.

Ndung'u wa Munywe
Assistant Registrar
School of Journalism & Mass Communication

NwM/dm