

**ADOPTION OF SOCIAL MEDIA AMONG INTERNET
MARKETING FIRMS IN KENYA**

BY

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DECLARATION

This research project is my original work and has not been submitted for a degree in this or any other University for examination.

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DEDICATION

Special dedication to The God Almighty for giving me this victory, to my dear wife Catherine for tolerance, to my sons Wayne and Benton for inspiration and to my entire family for their overwhelming support and appreciation.

ABSTRACT

The survey had two major objectives. First was to establish the extent of adoption of social media among internet marketing firms in Kenya. Further, it intended to establish the factors considered in adoption of social media among internet marketing firms in Kenya. Lastly it set out to identify the benefits that exist or may be exploited through adoption of social media applications among internet marketing firms in Kenya.

In undertaking the study, internet marketing firms in Kenya were targeted. Primary data was collected from 50 respondents using a semi-structured questionnaire. The questionnaires were sent via email, some were administered via mobile phones while others were administered using “drop and pick later” method. The respondents who are senior managers and owners were identified using the internet. The analysis was done through means, standard deviations and factor analysis and were presented through tables, frequencies and percentages.

Results of the study show that internet marketing firms had embraced the use of social media with regard to managing their business functions. They expect to benefit a lot from their adoption of social media. The results have also revealed that majority of the business owners are between 30 and 40 years meaning they are young and educated. Many have a degree education.

The extent of adoption is very scattered especially in service firms as well as media companies. The extent of adoption in institutions of learning is still at its early stages and is expected to grow in the near future. The main factors considered are marketing and communication whose scores are high. Public relations, customer care and sales are also considered factors though to a lesser extent. Market research and ICT are also ranking below public relations, customer care and sales.

Arising from the study findings, it is recommended that internet marketing firms should endeavor to promote the adoption of social media to help young entrepreneurs benefit from the increased access to information through the internet. Adoption of social media will improve the quality of their customer service through understanding the customers better and responding effectively to their needs. Many young potential clients are all on social media. They actually prefer communication via social networking sites than even email. Internet marketing firms should increase the number of firms adopting social media by outsourcing some aspects of their business such web development, search engine optimization, social media optimization and web hosting.

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CHAPTER ONE: INTRODUCTION

1.1Background

Many organizations look for information communication technologies that will bring benefits to their operations. There has been a constant flow of new technologies and applications geared to improve productivity in various functions such as operations, strategy and marketing. Managers face challenges in management of time, objectives and resources in order to accomplish tasks and implement business ideas (Waldron, 1994).

Many international businesses have embraced social media which is enhancing their customer experiences. This way, their customers get to interact first hand with the businesses. This improves customer satisfaction which is a major factor in business growth and profitability. As the business world slowly gets online, social media will be a great business development and management tool. Every organization must establish and solidify its web presence. Social media plays a great part in this mission. Social media presents a whole new way for consumers to communicate and express themselves without limitations (Mackaay, 1990).

This is true for national and multi-national corporations that conduct business through the web. Many businesses today have a Twitter account and a Face book fan page, this being the obvious applications. Each day, there are new applications for social media in market research, marketing communications, brand management, innovation, and even supply chain management. In Kenya, we need concerted efforts from especially the academic scene to drill down the immense benefits that social media may bring to the economy. As

we modernize our ICT infrastructure, the Universities must endeavor to produce social media professionals who will help organizations benefit from the power of social media (Mackaay, 1990).

1.1.1 The Concept of Social Media

Social Media have been described as technological tools applied by businesses to allow users share and discuss information. They are Internet based designed in form of applications that manage textual information. They build on the ideological and technological foundations of Web 2.0. This allows the creation and exchange of User Generated Content (UGC) for personal and business purposes. This creates a big challenge for firms as contended by Kietzmann et al. (2011). Web 2.0 refers to a platform where content and applications are no longer created and published by individuals, but instead are continuously modified by all users in a participatory and collaborative fashion. UGC can therefore be seen as the sum of all ways in which people make use of social media. It represents the various forms of media content that are publicly available and created by end-users (Glaser, 2007).

According to Cook (2008), online social networks are becoming important components in gaining competitive advantage. Users are the major content contributors in many online social networks. With that in mind, the free content provided by a large audience enhances the companies cost advantage. Internet marketing firms understand and address clients' needs at a very affordable cost. The business functions that benefit from the

power of social media are in brand strategy, public relations, research and development, sales, stockbrokers, and supply chain management (Glaser, 2007).

In adopting social media, several factors are considered. Firstly you require people trained in formulating and implementing social media strategies. This has not yet gained root in Kenya as evidenced by the few businesses that have fully embraced social media. Those with a social media presence are only concentrating their efforts in getting feedback from clients as discussed by Keen (2006). The most likely areas of application of social media are in marketing, operations and strategy formulation. Any firm seeking business transformation will have to solidify its social media presence. This includes incorporating it in their strategy formulation (Mackaay, 1990).

There are concerns of control, time wastage and liability raised by many Kenyan businesses wishing to adopt social media. This is in sharp contrast to the many blue-chip bigger brands that have even created managerial positions for social media. They have appreciated the power of social media in internet marketing (Glaser, 2007).

1.1.2 Internet Marketing Firms in Kenya

Internet marketing involves the activities that promote a business through the internet. This could be firms with or without websites. There are many forms of internet marketing that include use of mobile phones sms, emails, blogs, graphics, animations etc. It involves all marketing media that requires information communication technology for propagation. Internet marketing firms in Kenya engage in these activities for their clients.

Internet marketing firms offer banner advertisements, affiliate marketing, social media optimization services, emailing and texting (Charlesworth, 2009).

Internet marketing firms apply social media through installation of social media plug-ins on clients' websites and blogs, designing email marketing and propagation strategies, banner advertisements as well as social media optimization. This way, potential and existing clients have an easier way of knowing, liking, recommending, commenting etc on items they are interested in an organization's website, blog, text messages or emails. By installing the plug-ins, you give people power to broadcast your products and services at the touch of a button. Twitter calls it tweeting or retweeting which means that you share the item with members of your group who may in turn share with others in their groups (Glaser, 2007).

Internet marketing firms are engaged in activities that support business functions such as operations, communications through ICT. There are many ways social media is used by internet marketing firms e.g. Face book has the "Like" button which notifies others in your network of your actions. If they also like it, the software is designed to collate the data and provide vital statistics for business analysis purposes. For successful adoption of social media, internet marketing firms need to be online with a vibrant website that has a blog. They also have to put in place some applications and technologies to manage the huge number of transactions (Glaser, 2007).

The extent of adoption of social media and the factors considered point to the whole purpose of a social media campaign which is to create awareness about an organization, its products and services and its development plans. Other than the applications and technologies, the internet marketing firms must have qualified personnel to manage the process on a 24 hour basis. Knowledge is very important to enable optimal utilization of the social media resources (Mackaay, 1990). The extent of adoption of social media is more pronounced in social networking sites, blogs, discussion forums and micro blogs.

1.2 Statement of the Research Problem

Adoption of social media is expected to a great extent in view of its benefits. However studies show that this is not so. Many firms worldwide are slowly accepting social media as an important tool that could revolutionize the way they conduct business. For a business to succeed, it should engage in or focus on satisfying customer needs more efficiently than its competitors. As cook (2002) observes, today's customers are increasingly sophisticated, educated, confident and informed. They have high expectations of the service they want to receive, want greater choice and will not be manipulated. Firms must look for better ways of serving them. One such is social media which some firms have adopted but the extent is still not yet known.

In respect of internet marketing firms, a question arises then, to what extent has social media been adopted? If adoption is to be encouraged, factors considered need to be well known. So far, factors considered include cost cutting, revenue cutting measures and sales growth. These however are in firms other than internet marketing firms, how would

this be in internet marketing firms? To appreciate this may result from more collaboration, better coordination, and increased access to tactical knowledge and other embedded resources which are the potential benefits of social media (Hossam, 2008).

Social media may play a major part in reducing costs and growing revenues for internet marketing firms. It is becoming a mainstream attracting users from all generations in society (Huijboom, 2009). Social media improves information communication technology capabilities but there are no concrete accounts of the benefits accrued and the factors at play in internet marketing firms in Kenya.

Social media is categorized as one of the new media fields of business, marketing, reputation management and networking. We need to document where the highest concentrations of people are in social media in order to align our business operations to serve them better. Several studies have found that the social computing penetration in firms in Kenya is still sparsely distributed.

This research concerns extent of adoption of social media and factors considered during adoption. With many Kenyans joining various social sites each and every day, it becomes easy for the population to be aware and use social media applications. In view of these two questions arise. Firstly, what is the extent of adoption of social media among internet marketing firms in Kenya? Secondly, what factors are considered in the adoption of social media among internet marketing firms in Kenya?

1.3 Research Objectives

The objectives of this research project will be to:

- i. Determine the extent of adoption of social media by internet marketing firms in Kenya.
- ii. Establish the factors considered in adoption of social media by internet marketing firms in Kenya.

1.4 Importance of the study

This study is very important to the academics, government and the business fraternity especially as Kenya implements vision 2030. Business processes will become fully integrated with the internet. It will become a must to have a vibrant website that is interactive as well as enhanced for e-commerce. Social media will be one of the applications and technologies to drive this agenda with internet marketing firms leading the way. Social media is a powerful tool in generating and increasing traffic and content for businesses websites.

There will be increased web presence by businesses requiring better security to safeguard the envisaged online business transactions (Mackaay, 1990). Adoption of social media has a direct effect in the achievement of organizational objectives. This study may also be used to improve the role of government in security provision for the general public and especially for online businesses in Kenya. For a number of years in Kenya, there have been very few studies on the real benefits that businesses can enjoy by adopting the use of social media as an interactive information system.

CHAPTER TWO: LITERATURE REVIEW

2.1 Adoption of Social Media

Social media and its adoption process has been examined by Günther et al., (2009) and others. They applied the Unified Theory of Acceptance and Use of Technology (UTAUT) framework. This confirmed the new constructs of reputation and privacy as major concerns to be addressed before businesses adopt social media. DiMicco et al., (2008) and others have done studies on motivations and purpose for use of social media applications by technology companies. They identified the constructs of caring, climbing and campaigning while maintaining connection with weak ties as among the primary reason to use social media applications. Granovetter, (1973) and Burt, (2004) have both identified the importance of weak ties and the requirement of diverse and varied ties in the network of businesses to gather resources and information for their businesses. The concept of the strength of weak ties is clearly magnified by the use of social media in internet marketing.

There has also emerged the Social Influence Model (SIM) of Technology Adoption. This is a fairly new model in social computing. It is a theoretically grounded model considered during technology adoption. It looks at four computing states that later converge to generate a social influence. The social influence will eventually lead to technology adoption through embedment and embracement.

Some facets of the technology acceptance model come into play including usefulness and ease of use as shown below.

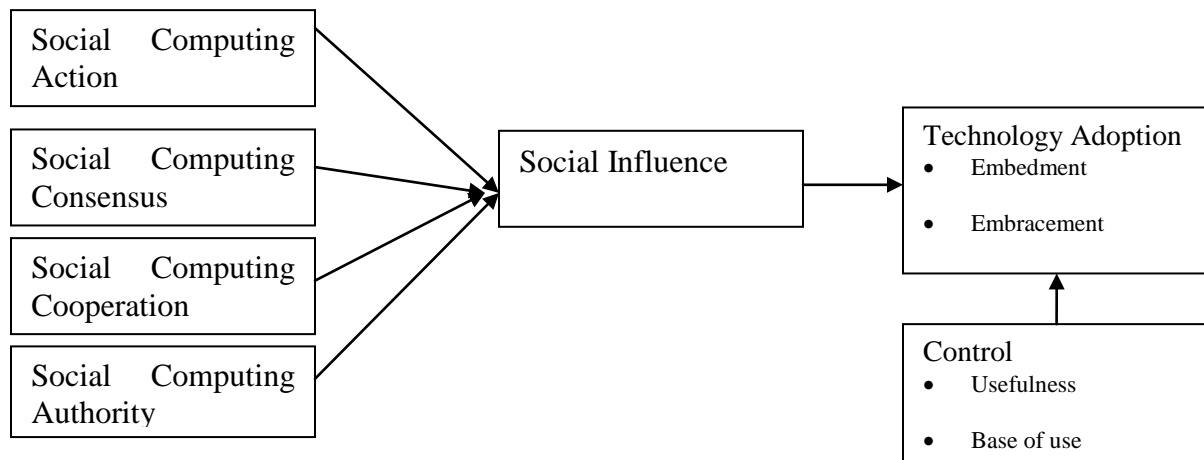


Figure 1: Social Influence Model of Technology Adoption (Source: Vannoy and Prashant, 2010)

The SIM has made assertions that the above variants are antecedents of social influence. They actually augment usefulness and ease of use (Vannoy and Prashant, 2010).

Social network sites have become an integral part of social, learning and working life for many students. The design theory of emergent knowledge process (Markus et al., 2002) helps examine the relationship between information systems characteristics and the adoption of social media. It's quite evident that information technologies are changing the way people communicate. In fact email is being treated as an old fashioned communication channel by the younger generation (Murnan, 2006). Their preferred communication platform is the online social network site.

Garton et al. (1997) asserts that certain relationships such as friendship, co-working or information exchange interconnect individual actors. This constitutes a social network.

Internet marketing firms can tap into this through social media. The Organization for Economic Co-operation and Development (OECD, 2007) asserts that for UGC to be considered as such, it has to meet some basic criteria: first, it has to be published on a publicly accessible website or a social networking site accessible to a selected group of people; secondly, it has to demonstrate a certain creative effort; and lastly it should have been created outside of professional routine and practices.

2.2 Extent of adoption of Social Media

Social media is one of the greatest tools that internet marketing firms can apply to grow their businesses. There are many advantages and limitations depending on the type of social media that your firm adopts. Social networking sites are the most popular form of social media. A social networking site must allow for creation of personal information. It must also allow for invitation of friends and colleagues to those profiles including sending of emails and instant messages between each other.

Wikipedia lists U.S.-based Face book (Founded by Mark Zuckerberg to stay in touch with fellow students from Harvard University) and MySpace (with 1,500 employees and more than 250 million registered users as of 2009) as the largest social networking sites. Many companies are already using social networking sites to support the creation of brand communities (Muniz & O'Guinn, 2001).

Blogs represent the earliest possible form of social media. According to OECD (2007), these are special forms of websites that display dated posts in reverse chronological

order. They represent the social media equivalent of personal web pages. They can move in a multitude of different variations, starting from personal diaries describing an author's life to summaries of some relevant information in some specific content area.

Many organizations are using blogs to update staff, clients and shareholders on matters they intend to pass across urgently. According to Technorati (2008), blogs exceed all the other Internet applications in the number of users. There are different forms of blogs in use today that present various risks. This may be customers who are dissatisfied with a company and end up setting up blogs to engage in virtual complaints. This can take the form of protest websites or blogs as put forth by Ward and Ostrom (2006).

Multimedia Sharing and Content Communities have a major distinct feature which is sharing of media content between users. These could be text, photos, videos and PowerPoint presentations. In this case, you do not need to create a personal profile page as is the case with blogs. This form of social media carries the risk of being turned to a platform to share copyright-protected materials. However, they still remain as a major channel of choice for many corporate as they serve millions of user per day.

Collaborative projects are a model of social media that allows joint and concurrent creation of content by various end-users. Perhaps this is the most liberal form of UGC. This form of social media has two major categories namely wikis-websites that will allow users to add, remove or change mainly text based content and social bookmarking applications-enabling any group-based collection and rating of internet links and media

content. Over time, the joint actions of many actors lends credence to the nature of data being updated leading to a better outcome. This can be compared with the efficient market operations hypothesis in behavioral finance (Fama, 1970).

Virtual worlds are of two major categories. Virtual game worlds are built on the assumption that they replicate a three-dimensional environment. This allows users to appear in the form of personalized avatars interacting with each other as they would in real life. They give us an opportunity to witness the ultimate manifestation of social media. They provide the highest level of social presence and media richness of all applications discussed earlier. This has been applied successfully by Japanese auto maker Toyota using pictures and mechanics.

Virtual social worlds are yet another group for virtual worlds. They allow inhabitants to choose their behavior more freely and essentially live a virtual life similar to their real life. In their study, Haenlein & Kaplan (2009) and Kaplan & Haenlein (2009a, 2009b) discovered that users of virtual social worlds show behavior that more and more closely mirrors the one observed in real life settings. Virtual social worlds offer a multitude of opportunities for companies in marketing, human resources and process management as discussed by Kaplan & Haenlein (2009c).

2.3 Social Media in Different Sectors of the Economy

Social media can be applied to all functions of internet marketing firms in any economy. Depending on your nature of activities, you will find a social media site that concentrates on your niche and one that can fit in marketing, operations, strategy, public relations, recruitment etc. However the adoption process has to be formulated in line with special needs of an internet marketing firm. In internet marketing firms in Kenya, your main dilemma lies in letting your potential clients know about your products and services, their benefits, where to find them and perhaps the pricing structure. This is where internet marketing riding on social media will give your business a great advantage (Mackaay, 1990).

Different social media sites have their different rules and regulations. This will inform on the nature of businesses that can benefit from their presence there. Twitter has a magic touch on senior executives. It's thus suitable to market service sector businesses where perception is a major factor affecting revenue generation. Social media is slowly changing the way we create, collaborate and consume information. Relating to the market place is now a notch higher. There is emergence of possibilities and challenges in all sections of internet marketing organizations. They have been forced to relook how they relate to workers. There is increased exchange of knowledge and expertise which will definitely transform and accelerate business growth (Glaser, 2007).

2.4 Factors Considered in Adoption of Social Media

Social media is studied in line with its implications on business operations. Operations serve as a major part of the business revenue cycle. Familiarity with use of computers and other devices are some of the leading factors in improving business operations. We have the concept of blogging which requires ease of use to gain maximum benefits. This is a major component of inbound marketing. Businesses have discovered that traditional marketing strategies are very expensive and may not achieve the intended targets. Blogs have been used to generate traffic that is eventually converted into clients (Glaser, 2007).

Bloggers have to familiarize with different computer applications, peer to peer support and organization culture to reap maximum benefits. In studying consumer behavior, it's important to think of the possible synergies that may be derived from a social media presence. Consumer behavior dictates tomorrow's brands. Organizations embracing social media will keep up with their client's tastes and preferences. This will guide future strategy formulation and implementation (Burt, 2004).

Riding on knowledge of consumer behavior is the power of prediction be it for demand, equity valuation etc. Social media tools can be harnessed to provide vital information on demand trends. This is very valuable for manufacturing entities to plan their production schedules. The emergence of social commerce is also gaining popularity (Kock, 2010). All organizations have to define and integrate a social media strategy to harness its full potential. This will include developing information technology infrastructures and strategies geared towards improving business operations. Marketing is defined by the

American Marketing Association (2007) as a set activity, set of institution, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large.

Market penetration and customer satisfaction are key indicators of financial performance. Service companies in particular invest a lot of money to get feedback on their market share and general performance of their brands. Surveys and benchmarking are popular tools applied in measuring results of marketing campaigns and customer satisfaction. Businesses invest a lot of money and resources for these activities. Social media will play a pivotal role in this endeavor by reducing the time and cost of gathering information about consumers wherever they are (Glaser, 2007). This greatly reduces the huge marketing budgets businesses have to set aside to achieve similar objectives. Reduction of costs will translate to better price offerings, larger market share and overall growth in asset base regionally and globally.

2.5 Summary

Most internet marketing firms just like in other firms have adopted social media for marketing, communication and public relations. Others have applied it to customer care, sales and market research. Still others have it in ICT reflecting the diverse nature in which firms differ in their application of social media. The leading factors are familiarity with ease of use computers and other devices, ease of use of social media applications, familiarity with use of computer applications and peer to peer support. We also found that organization culture, management style, corporate structure, communication

hierarchy and legacy systems in place play a big role as factors to consider in adoption of social media among internet marketing firms. What would be the findings in other firms/

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Research Design

The research design used was descriptive survey. According to Frederickson (1996), descriptive surveys are the preferred strategy when “how” or “why” questions are being posed, or when the investigator has little control over events. Social media is focused on a contemporary phenomenon within some real-life context.

3.2 Population

The target population consisted of internet marketing firms Kenya. With minimal all the internet marketing firms with offices in Nairobi were targeted. This study was thus a census. In any case, the internet marketing firms in Nairobi are not many .They are about 50.

3.3 Data Collection

This is a survey and relied on primary data that was collected from the respondents who were senior officers responsible for marketing, ICT, operations and strategy formulation. using a questionnaire (Appendix I) that was divided into three sections. The questionnaires were administered on a “dropped and picked later” method, through emails and on mobile phone. The questionnaire was divided into three sections; Section A consists of the demographic profiles of the respondent’s internet marketing firms. Section B covered the extent of adoption of social media by the internet marketing firms.

Section C looked into the factors considered in adoption of social media by internet marketing firms in Nairobi, Kenya.

3.4 Data Analysis

Collected data from the questionnaires was arranged to enable data coding and tabulation. Data collected was analyzed using descriptive statistics and the findings were presented using tables, frequencies and percentages. This aided in analyzing and presenting vital information on the adoption of social media among internet marketing firms in Kenya.

Section A was analyzed through tables and percentages to depict a pattern. It covered information on demographics from the internet marketing firms covered in the study.

Section B helped understand the extent of adoption of social media. It involved analysis of applications and technologies commonly in use by internet marketing firms in Kenya through tables and percentages.

Section C covered the factors considered in adoption of social media. Mean score and standard deviation were used to analyze and interpret the factors considered in social media adoption by these firms. Due to the quantitative nature of data to be gathered, Statistical Package for Social Sciences (SPSS), as the most suitable tool to analyze the data was used. Factor analysis was also used to find the coefficients of factors and statements and further to group them.

CHAPTER FOUR: DATA ANALYSIS, FINDINGS AND RESULTS

INTERPRETATION

4.1 General Information of the Respondents

Age of respondents and other findings are discussed in this chapter.

4.1.1 Age of Respondents

Table 1: Distribution of respondents by age

Age	Frequency	Percent	Cumulative Percent
20-25 Years	4	8.0	8.0
26-30 Years	14	28.0	36.0
31-35 Years	16	32.0	68.0
36-40 Years	16	32.0	100.0
Total	50	100.0	

Source: Research data

Respondents between the ages of 31 and 40 were the majority; representing 64.0% of the respondents, followed by respondents aged 26 – 30 who represented 28% of all respondents. Respondents aged 20 – 25 represented 8%.

4.1.2 Gender of Respondents

Table 2: Distribution of respondents by gender

Gender	Frequency	Percent	Cumulative Percent
Female	12	24.0	24.0
Male	38	76.0	100.0
Total	50	100.0	

Source: Research data

Male respondents were the majority; representing 76% of the total respondents. Female respondents represented 24% of all the respondents.

4.1.3 Education Level of Respondents

Table 3: Distribution of respondents by education level

Education Level	Frequency	Percent	Cumulative Percent
Diploma	2	4.0	4.0
Degree(Bachelors)	43	86.0	90.0
Masters	5	10.0	100.0
Total	50	100.0	

Source: Research data

Majority of the respondents had Degree (Bachelors) level of education; representing 86% of all the respondents. Respondents with Masters Level of education accounted for 10% of the respondents, while those with Diploma level of education represented 4% of the respondents. No respondent reported having Doctorate level education.

4.2 Number of Staff in the Internet Marketing Firms

Table 4: Distribution of number of staff in the firms

No. of Staff	Frequency	Percent	Cumulative Percent
0-19	48	96.0	96.0
20-39	2	4.0	100.0
Total	50	100.0	

Source: Research data

96% of the Internet marketing firms have between 0-19 members of staff while those with 20-39 members of staff represented only 4%.

4.3 Number of Years the Firms Have Been Using Social Media

Table 5: Distribution of number of years the firms have been using social media

Period Using Social Media	Freq uency	Percent	Cumulative Percent
Less than 1 year	2	4.0	4.0
Between 1 and 2 years	3	6.0	10.0
Between 2 and 3 years	7	14.0	24.0
Between 3 and 4years	22	44.0	68.0
Between 4 and 5years	14	28.0	96.0
Between 6and 7years	1	2.0	98.0
Between 7 and 8 years	1	2.0	100.0
Total	50	100.0	

Source: Research data

44% of the Internet marketing firms have been using social media at between 3 and 4 years, 28% have been on social media at between 4 and 5 years, 14% have been on it for between 2 and 3 years, 6% have been using social media at between 1 and 2 years, 4% have used it in less than an year while 4% have used it at between 6 and 8 years.

4.4 Access of Social Media by Internet Marketing Firms in Kenya

For majority of the firms, access is in the firm's office. Almost 60% of the respondents confirmed accessing social media in their homes while 40% said did not. About 82% have accessed social media on their Desktop computers while 18% have not. There were 52% of the respondents who reported accessing social media on their Laptops leaving 48% who have not. Mobile phones allow access to social media with 50% reporting using them while the other have has not. There are 64% of the respondents who have used smart phone to access social media applications for business purposes.

4.5 Relevance of Social Media Applications in Meeting Business

Objectives

Table 6: Distribution of relevance of social media in meeting business objectives

Extent	Frequency	Percent	Cumulative Percent
Moderate	3	6.0	6.0
A large e extent	12	24.0	30.0
A very Large extent	35	70.0	100.0
Total	50	100.0	

Source: Research data

From the above we find that majority of the respondents find the social media relevant to a very large extent for meeting business objectives at 70% of the Internet marketing firms polled. Another 24% find it relevant to a large extent while 6% find it relevant to moderate extent.

4.6 Adoption of Various Forms of Social Media

The study used a likert-type scale in which 5,4,3,2 and 1 represented continuum scores for *To a great extent*, *To a great extent*, *To a moderate extent*, *To a little extent* and *Not at all* respectively.

Table 7: Extent of use of forms of social media

Types	N	Mean	Std. Deviation
Social Network Sites	50	4.84	0.422
Blogs	50	3.54	1.297
Multimedia	50	2.78	1.200
Micro blogs	50	3.18	1.403
Collaborative Projects	50	1.68	0.794
Content Communities	50	2.14	1.212
Discussion Forums	50	3.42	0.992
Podcasts	50	1.53	1.014
Virtual worlds	50	1.58	1.090

Source: Research data

Social Network sites, Blogs, Micro blogs and Discussion Forums

Table 7 shows that these have a mean of 4.84, 3.54, 3.18 and 3.42 respectively which is to a great extent from likert scale used in the study. This shows that many respondents accepted that social Network sites, Blogs. Micro blogs and Discussion Forums are being used to a greater extent by internet marketing firms as their preferred form of social media. The standard deviations are 0.422, 1.297, 1.403 and 0.992 respectively which are

small indicating that many respondents had common responses regarding social network sites, Blogs, Micro blogs and Discussion Forums as leading forms of social media that are used to a great extent.

Multimedia & Content Communities

Table 7 shows that these have a mean of 3.54 which is to a moderate extent from likert scale used in the study. This shows that many respondents from the study accepted that blogs is being used to a moderate extent by firms as a form of social media. The standard deviation is 1.297 which is small and this indicates that many respondents had a common response about blogs as a form of social media that is used to a moderate extent.

Collaborative Projects, Podcasts and Virtual Worlds

Table 7 shows that these have a mean of 3.54 which is to a moderate extent from likert scale used in the study. This shows that many respondents from the study accepted that blogs is being used to a moderate extent by firms as a form of social media. The standard deviation is 1.297 which is small and this indicates that many respondents had a common response about blogs as a form of social media that is used to a moderate extent.

4.7 Extent of Use of Social Media Applications for Business Functions

Table 8: Use of Social media Applications for business functions

Business Functions	N	Mean	Std. Deviation
Marketing	50	4.66	.519
Communication	50	4.12	.918
Public Relation	50	3.38	1.159
Finance	50	1.32	.868
Customer care	50	3.38	1.193
Sales	50	3.34	1.002
Market Research	50	2.68	.999
Opinion polling	50	1.64	1.139
ICT	50	2.58	.766
Staff Recruitment	50	1.96	.832
Operation Management	50	1.54	.762

Source: Research data

Marketing/Communication/Public Relations/Customer Care/Sales

Table 8 shows that these have a mean of 4.66, 4.12, 3.38, 3.38 and 3.34 respectively which is to a great extent from likert scale used in the study. This shows that many respondents from the study accepted that marketing, communication; public relations, customer care and sales are major business functions where social media applications are used to a great extent. The standard deviations of 0.519,.0918,1.159,1.193 and 1.002 respectively are small and indicating that many respondents had a common view about marketing,communication,public relations, customer and sales as business functions where social media application are being used to a great extent.

Operations Management/Finance/Opinion Polling/Staff Recruitment

Table 8 shows that these have means of 1.54, 1.32, 1.64, and 1.96 which are all from likert scale used in the study. This shows that many response from the study felt that

operation management, finance, opinion polling and staff recruitment are business functions where social media applications are not at all used. The standard deviations of 0.762, 0.868, 1.139 and 0.832 respectively are very small and this indicates that the respondents had a common view about the business functions benefiting from adoption of social media application, meaning that it is not used at all.

Market Research/ICT

Table 8 shows that these have means of 2.68 and 2.58 respectively which are all from likert scale used in the study. This shows that many respondents from the study felt that market research and ICT are business functions where social media applications are not at all used. The standard deviations of 0.999 and 0.766 respectively are very small and this indicates that the respondents had a common view about the business functions benefiting from adoption of social media application, meaning that it is not used at all.

4.8 Extent of Applying Social Media in the Firm's Activities

Table 9: Applications of Social Media in the firms Activities

Activities	N	Mean	Std. Deviation
Promote Product/Service	50	4.62	.567
Launch Product/Service	50	3.98	1.097
Have online users/Groups	50	3.84	.934
Collect and track customers	50	2.90	1.249
Advertise on social work	50	3.74	1.084
Have a page on SNS	50	3.80	.990
Monitor trends among customers	50	2.86	2.222
Research new product ideas via SNS	50	2.68	1.096

Source: Research data

Promote Product/Services

Table 9 shows this factors have a mean of 4.62 which is to a great extent from likert scale used in the study. This shows that many response from the study responded that social media is being used to a greater extent by firms to promote product/services activities of the firm. The standard deviation is 0.567 which is very small and this indicates that many respondents had a common response that the application of social media is being used in promoting product/services activities to a great extent.

Launch Product or Service/Have Online Users and Groups/Advertise on Social Networks, Have a Page on Social Networking Sites

Table 9 shows that these have a mean of 3.98, 3.84, 3.74 and 3.80 respectively which points to a great extent from likert scale used in the study. This shows that many response from the study felt that social media is being used to a greater extent by firms for these activities. The standard deviations of 1.097, 0.934, 1.084 and 0.990 are very small indicating that many respondents had a common view that social media applications are being used in these activities.

Collect and Track Customers/Monitor Trends Among Customers/Research New Product Ideas via SNS

Table 9 shows that these have a mean of 2.90, 2.86 and 2.68 respectively which points to a little extent from likert scale used in the study. This shows that many response from the study felt that social media is being used to a little extent by internet marketing firms for these activities. The standard deviations of 1.249, 2.222 and 1.096 indicates that many

respondents had a common view that social media applications are not greatly being used in these activities.

4.9 Social Media Adoption Factors

Table 10: Social Media adoption factors

Factors	T	df	p-Values
Cost Reductions	49.195	49	.000
Market Growth	27.060	49	.000
Software option	28.977	49	.000
Choice of appropriate language	25.266	49	.000
Staff Recruitment	23.390	49	.000
Staff Motivations	22.882	49	.000
Customer satisfaction	25.716	49	.000
Cost Implementation	17.707	49	.000
Measure ROI	38.891	49	.000
Security concern	29.548	49	.000
Familiarity with social media tools	26.665	49	.000
Familiarity with use of computers and other devise	22.149	49	.000
Ease of Use/Learning rate	31.041	49	.000
Familiarity with comp Applications	22.267	49	.000
Peer to Peer Support	34.409	49	.000
Organizational Culture	21.689	49	.000
Management Style	16.099	49	.000
Corporate structure	23.208	49	.000
Communication Hierarchy	17.182	49	.000
Legacy system in place	15.718	49	.000

Source: Research data

Table 10 shows that all the social media adoption factors were significant to be tested as factors to be considered in adopting social media applications for the firm's business purposes their P-values=0.00 i.e. $p\text{-value} < 0.05$ hence they should be considered in adoption of social media among internet marketing firms in Kenya.

Table 11: Variables passing criteria

Variable	Tolerance	Minimum Tolerance
Familiarity with use of computers and other device	.560	.001
Ease of Use/Learning rate	.452	.001
Familiarity with computer Applications	.573	.001
Peer to Peer Support	.255	.001
Organizational Culture	.625	.001
Management Style	1.053	.001
Corporate structure	.409	.001
Communication Hierarchy	.452	.001
Legacy system in place	.999	.001

Source: Research data

All variables passing the tolerance criteria in Table 11 are entered simultaneously with a minimum tolerance level of .001. From this table only factors that met the minimum criteria are included as the rest do not meet the minimum criteria although they are significant.

The following met criteria;

- a) Familiarity with use of computers and other devices
- b) Ease of Use/Learning rate
- c) Familiarity with computer Applications
- d) Peer to Peer Support
- e) Organizational Culture
- f) Management Style
- g) Corporate structure
- h) Communication Hierarchy
- i) Legacy system in place

Table 12: Standardized Canonical Discriminate Coefficients of Factors

Factors	Coefficients
Cost Reductions	1.312
Market Growth	-.104
Software option	.142
Choice of appropriate language	-1.535
Staff Recruitment	-.001
Staff Motivations	.243
Customer satisfaction	.092
Cost Implementation	.362
Measure ROI	.377
Security concern	-.204
Familiarity with social media tools	-.026

Source: Research data

The table groups factors as per their effects i.e. negative or positive

Table 12 shows that factors with negative coefficient affect adoption of social media negatively to a greater extent and those with positive coefficients affect adoption of social media in internet marketing firms in Kenya positively. The magnitudes indicate that the coefficients point to the direction of the strength of the level of extent of adoption.

Table 13: Statements regarding use of Social Media application

Statements	t	Df	P-values
It will grow	75.644	49	.000
Tactical not Strategic	49.000	49	.000
Part of overall firm	49.319	49	.000
High Priority	27.817	49	.000
Difficult to measure	18.288	49	.000
Not Relevant for Business	19.569	49	.000
Interest growing	27.283	49	.000

Source: Research data

Table 14 shows that all the Statements regarding use of Social Media application are significant to be tested in application for business purposes in the firm since their P-values=0.00 i.e. p-value<0.05.

Table 14: Standardized Canonical Discriminate Function Coefficients Statements

Statements	coefficient
It will grow	-.077
Its Tactical not Strategic	-.439
It's Part of overall firm goals and strategy	-.114
Its designated as high priority	.004
It's Difficult to measure the value	1.065
Not Relevant for Business	.308
Interest growing within the firm	-.415

Source: Research data

Table 15 shows that statements with negative coefficient affect the use of social media application negatively to a greater extent while those with positive coefficients affect use of social media in internet marketing firms in Kenya positively.

CHAPTER FIVE: DISCUSSION, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This study had two objectives. The first objective was to establish the extent of adoption of social media. The second sought to establish the factors considered in adoption of social media among internet marketing firms in Kenya. The overall objective was to identify the benefits of adoption of social media that may be derived by the internet marketing firms. This chapter presents the discussion of findings, conclusion and recommendations for further study.

5.1 Discussion

From the data analysis, it was established that the majority of the respondents were aged between the ages of 31 and 40, had at least a degree level of education and the larger proportion were male. It was also established that internet marketing firms in Kenya have their major activities in social networking sites, blogs, micro blogs and discussion forums. Many of the internet marketing firms polled have between 0-19 members of staff. These points to the fact that many are start-ups. They are in their infancy stage but expect growth through adoption of social media. There is an indication that many of the internet marketing firms have been using social media at between 3 and 5 years. These points to the current developments in the Kenyan ICT front including the commissioning of the fiber optic cable and concerted government efforts through the Kenya ICT Board to increase the use of technology for business purposes.

5.2 Conclusions

From the research findings, it can be concluded that adoption of social media is a top agenda among internet marketing firms in Kenya. In term of the extent and factors considered during adoption of social media among internet marketing firms in Kenya, it was discovered that social networking sites are the most important modes of social media for many business functions and activities. This are closely followed by blogs, micro blogs and discussion forums. Many internet marketing firms in Kenya use social media to promote and launch products and services have online user groups, advertising on social networks and are having a page on SNS which helps gather data on existing and potential clients.

Researching new product ideas via SNS was the least activity that internet marketing firms have used social media applications for. Cost reductions stand out as one of the major objectives to adopt social media. This is closely followed by measuring return on investments. Cost of implementation was also ranked high since it costs very little to have a page up and running. Staff motivations were also pointed out as a major benefit derived from adopting social media among internet marketing firms in Kenya.

5.3 Recommendations

Internet marketing firms should provide and improve the adoption of social media in their business functions and activities so as to derive maximum benefits. Top on the agenda being cost reductions, measuring return on investment, cost of implementation and delivery of quality customer service in their businesses in a bid to bridge the gap between

customer perceptions of social media applications and the anticipated benefits. This can be done by better understanding their customers and responding effectively to their needs. Internet marketing firms should also increase the number of social media applications especially in their marketing functions. Outsourcing of some aspects of internet marketing firms should also be considered as an option to grow their businesses.

5.4 Limitations of the Study

One of the limitations of this study was time and resource constraints. These included time and resources to meet the respondents and get in-depth knowledge of their social media adoption. The study was also limited in scope. Having only been conducted among internet marketing firms in Kenya, the adoption of social media among others firms may differ from those in the internet marketing firms studied. Another limitation of the study was that most of the respondents found challenges filling the soft copy of the questionnaire which affected the turn-around period after receipt of the questionnaire.

5.5 Suggestions for Further Research

Arising from the research findings, it would be helpful to replicate the study in another setting particularly in other service sectors of the Kenyan economy. A study could also be carried out on the relationship between the adoption of various social media applications and the benefits that could be derived by other firms. With the current trend in the growth of social media especially social networking sites, a broader study can help identify the benefits other firms have and/or would identify. We should also consider gaps in the implementation process.

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APPENDIX I: QUESTIONNAIRE

This questionnaire seeks your responses on the extent and the factors you consider in adoption of social media applications for your firm's business functions.

Section A: General Information (Please tick as appropriate).

- 1) Please specify your gender Male []
Female..... []

- 2) Please specify your age?
- a. Below 20 years..... []
 - b. 20-25 years..... []
 - c. 26-30 years..... []
 - d. 31-35 years..... []
 - e. 36-40 years..... []
 - f. 41-45 years..... []
 - g. 46-50 years..... []
 - h. 51-55 years..... []
 - i. Above 55 years..... []

- 3) What is your highest level of education?
- a. Diploma []
- b. Degree (Bachelors)..... []
- c. Masters..... []
- d. Others (Please Specify)..... []

- 4) What is the number of staff in your organization?
- a. 0-19..... []
- b. 20-39 []
- c. 40-59 []
- d. 60 and above []

5) How long have you been using social media applications in your organization?

- a. Less than 1 year..... []
- b. Between 1 and 2 years..... []
- c. Between 2 and 3 years..... []
- d. Between 3 and 4 years..... []
- e. Between 4 and 5 years..... []
- f. Between 5 and 6 years..... []
- g. Between 6 and 7 years..... []
- h. Between 7 and 8 years..... []
- i. Between 8 and 9 years..... []
- j. Between 9 and 10 years..... []
- k. More than 10 years..... []

6) Where do you access social media applications?

- a. In the firm's office..... []
- b. In a cyber cafe []
- c. At home []
- d. Other (Please Specify)..... []

7) What technology devices do you use for your social media applications?

- a. Desktop Computer []
- b. Laptop Computer..... []
- c. Mobile Phone..... []
- d. Smart Phone..... []
- e. Other (Please Specify)..... []

8) How often do you use social media applications for business activities?

- a. Daily []
- b. Weekly..... []
- c. Monthly..... []
- d. Occasionally..... []
- e. Other (Please Specify)..... []

9) To what extent would you rate the relevance of social media in meeting your business objectives?

- a. A very large extent []
- b. A large extent..... []
- c. Moderate []
- d. Small extent..... []
- e. No extent..... []

Section B: Social Media Adoption Extent

1) To what extent has your firm used the following forms of social media? Tick to indicate the degree of extent.

Type	5.To a very great extent	4.To a great extent	3.To a moderate extent	2.To a little extent	1.Not at all
Social Network Sites					
Blogs					
Multimedia sharing					
Micro blogs					
Collaborative Projects - Wikis					
Content Communities					
Discussion Forums					
Podcasts					
Virtual worlds					
Others (Please Specify and rate appropriately)					

- 2) To what extent has your firm used social media applications for the following business functions? Tick to indicate the extent

Business Function	5.To a very great extent	4.To a great extent	3.To a moderate extent	2.To a little extent	1.Not at all
Marketing					
Communications					
Public relations					
Finance					
Customer care					
Sales					
Market Research					
Opinion polling					
ICT					
Staff recruitment					
Operations management					
Other (Please Specify and rate appropriately)					

- 3) To what extent are you applying to apply social media applications for the following functions?

Activities	5.To a very great extent	4.To a great extent	3.To a moderate extent	2.To a little extent	1.Not at all
Promote Product/Service					
Launch a Product/Service					
Have an online user(s) group(s) for customers					
Collect and track customer reviews					
Advertise on social networks					
Have a page/group(s) on a SNS					
Monitor trends among customers					
Research new product ideas via SNS					
Other (Please Specify and rate appropriately)					

Section C: Social Media Adoption Factors

- 1) To what extent did you consider the following factors in adoption of social media applications for business purposes?

Factors	5.To a very great extent	4.To a great extent	3.To a moderate extent	2.To a little extent	1.Not at all
Costs reductions					
Markets growth					
Software Options					
Choice of appropriate language					
Staff recruitment					
Staff motivations					
Customer satisfaction					
Cost of implementation					
Measuring Return On Investment					
Security concerns					
Familiarity with social media tools					
Familiarity with use of computers and other devices					
Ease of Use/Learning rate					
Familiarity with computer applications					
Peer to peer support					
Organizational culture					
Management style					
Corporate structure					
Communication hierarchy					
Legacy systems in place					
Other (Please Specify and rate appropriately)					

- 2) To what extent do you agree with the following statements regarding the use of social media applications for business purposes in your firm?

Assertions	5.To a very great extent	4.To a great extent	3.To a moderate extent	2.To a little extent	1.Not at all
It will grow					
Its tactical not strategic					
It's part of overall firm goals and strategy					
Its designated as high priority					
It's difficult to measure the value					
Not relevant for business					
Interest is growing within the firm					
Other (Please Specify and rate appropriately)					

APPENDIX II: INTERNET MARKETING FIRMS IN KENYA

TRADING NAME	ADDRESS
1) eBrand Kenya Ltd	http://ebrandkenya.com/ 0722860857
2) African Centre for IM	http://acimarketing.org/ info@acimarketing.org
3) JamoDesigns Limited	http://www.jamodesigns.com/ Marketing@jamodesigns.com
4) Ebits Online	http://ebitsonline.com/ info@ebitsonline.com 0738168248
5) Swiftcreatives Communications	http://www.swiftcreatives.com/s/ info@swiftcreatives.com
6) Aspen Solutions	http://www.aspensolutions.co.ke/ info@aspensolutions.co.ke/ 0724576751
7) New Age Infotech Ltd	http://newageinfotech.com/ web@newageinfotech.com 0737991199/0753991199/0702991199
8) Web Designers Mombasa	http://www.webstar.co.ke/
9) Sufuri Digital Media	http://www.sufuri.net/ admin@sufuri.net or idhaaa@gmail.com 0733558844
10) NetBlue Africa	http://www.netblueafrica.com/ info@netblueafrica.com 0750659290
11) Peak and Dale Solutions Ltd	http://www.peakanddale.com/ info@peakanddale.com
12) The Green Camel Ltd	http://www.thegreencamelkenya.com/ info@thegreencamelkenya.com 0721207949 0728989889

- 13) WebSoft Development <http://www.websoftdevelopment.com/>
info@websoftdevelopment.com
0722407837
- 14) Dotsavvy Limited <http://www.dotsavvy africa.com/>
info@dotsavvy africa.com
0736796505
- 15) Crystalint Media <http://crystalintmedia.com/>
info@crystalintmedia.com
- 16) Rupu Limited <http://www.rupu.co.ke/>
hodi@rupu.co.ke
- 17) Incotech Africa Consultants (K) Ltd <http://www.incotech africa.co.ke>
info@incotech africa.co.ke
- 18) SasaHivi Media Ltd <http://www.sasahivi.com/>
info@sasahivi.com
0725330342,0734454173
- 19) Ace Solutions Africa Ltd <http://www.acesolution africa.com/>
020-2337300,020-2461171, 0721585355
- 20) Soft Link Options Ltd <http://www.softlinkoptions.com/>
Support@softlinkoptions.com
020 3559522 , 020 2458484 , 0712 399544
- 21) Kalahari <http://www.kalahari.co.ke/>
support @kalahari.co.ke
0714779854
- 22) Mocality Deals <http://deals.mocality.co.ke/>
0712 098 294
- 23) Internet Solution Kenya <http://www.isolutionskenya.com/>
info@isolutionskenya.com

- 24) Web Host Kenya Ltd
<http://webhostkenya.com/>
sales@webhostkenya.com
0728 787401
- 25) Yengas Technologies
<http://www.hostyetu.com/>
support@hostyetu.com
0737137275
- 26) My Top Company
<http://www.mytopcompany.com/>
- 27) HostingKenya Interactive
<http://hostingkenya.com/>
info@hostingkenya.com
0722683333
- 28) Bencro Transition Design
<http://www.btdkenya.com/>
info@btdkenya.com
0717610682
- 29) Skedes Technologies, Inc
<http://www.skedes.com/>
info@skedes.com
0733675223/0722528121
- 30) Ignited Digital
<http://www.ignited.co.ke/>
info@ignited.co.ke
0724675811
- 31) Kachwanya
<http://www.kachwanya.com/>
info@kachwanya.com
0721415335
- 32) Barizi Web Solutions
<http://www.bariziwebsolutions.com/>
info@bariziwebsolutions.com
0723236438 0721518451
- 33) Digital Consulting Group Ltd
<http://www.thedigitalgroup.biz/>
sales@thedigitalgroup.biz
0722888360/0721846099

- 34) Jenga Web <http://www.jengaweb.com/>
info@jengaweb.com
0737797264
- 35) Pamoja Media Inc <http://www.pamojamedia.com/>
sales@pamojamedia.com
0717514477
- 36) Kololua Technologies Ltd <http://www.kololua.com/>
info@kololua.com
0723 432858
- 37) Ebiz Connect Solutions <http://ebiz.co.ke/>
info@ebiz.co.ke
0208067511
- 38) Sagar Media Ltd <http://sagarmedia.co.ke/>
hello@sagarmedia.co.ke
0723111182 / 0735298466
- 39) TiEL ICT Blog <http://www.tielict.com/blog/>
0723475000
- 40) Smart I Solutions <http://www.smarti-solutions.com>
info@smarti-solutions.com
0202525350 / 0727910389
- 41) Beki Promotions <http://www.bekipromotions.com>
info@bekipromotions.com
0720321107 / 0724493046
- 42) Chui Media <http://www.chuimedia.com>
info@chuimedia.com
0719377858

- 43) Simple Ideas
<http://www.simpleideas.co.ke>
ideas@simpleideas.co.ke
0721 670138
- 44) Digital Unlimited
<http://www.digital-unlimited.com>
0726 869359
- 45) Kenya Websites Experts
<http://www.kenyawebexperts.com>
0722 209414 or 0733 367596
- 46) Safi Web Interactive
<http://www.safiweb.co.ke>
info@safiweb.co.ke or sales@safiweb.co.ke
0721 108764
- 47) Hosting East Africa
<http://www.hostingeastafrica.com>
info@hostingeastafrica.com
- 48) Kenya Website Solutions
<http://www.kenyawbsitesolutions.com>
info@kenyawbsitesolutions.com
0720 811713 or 0729 537538
- 49) B to B Kenya Ltd
<http://www.b2bkenya.com>
info@b2bkenya.com
0722 798721 or 020 3673721
- 50) Web Design Kenya
<http://www.blueweb.co.ke>
info@blueweb.co.ke