

**EFFECT OF SOCIAL MEDIA MARKETING STRATEGY ON THE  
PERFORMANCE OF WOMEN OWNED MICRO AND SMALL  
ENTERPRISES IN KASARANI DIVISION, NAIROBI COUNTY,  
KENYA**

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## **DECLARATION**

This research project is my original work and has never been presented for any academic award in any other university or learning institution.

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## **ACKNOWLEDGEMENT**

I would like to thank the Almighty God, and my supervisor Dr. Mary Kinoti for her great support and guidance throughout the project.

## **DEDICATION**

This project is dedicated to my family.

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## **LIST OF ABBREVIATIONS AND ACRONYMS**

DMSED	Department of Micro-and Small-Enterprise Development
ICT	Information Communication Technology
MSEs	Micro and Small Enterprises
SPSS	Statistical Package for Social Sciences

## **ABSTRACT**

MSEs in Kenya have a chance to use the uncharted frontier that is the African internet space. They can use social media to grow and expand their businesses to unimaginable heights through reaching the expansive clientele that consists of the over 22 million Kenyans who have access to the Internet. Based on these facts, the study sought to establish the effect of social media marketing strategy on the performance of women micro and small enterprises in Kasarani Division, Nairobi County. The study was guided by the following objectives; to find out the type of social media marketing strategies used by women owned MSEs, the adoption of social media as a marketing strategy on the performance of women owned MSEs and social media marketing challenges facing women owned MSEs in Kasarani Division, Nairobi County. The study employed a descriptive survey design. Convenience and random sampling was used to select a sample population of 110 women owned MSEs from Clay City, Njiru, Mwiki, Ruai and Kasarani wards in Kasarani Sub-county. The study used semi-structured questionnaire to collect primary data from the women owners of each sampled MSE. Descriptive data was collected and then analyzed using Statistical Package for Social Sciences (SPSS). The study found that most MSEs in Kasarani Division use social media and specifically Facebook as a marketing strategy. The study also found that MSE Owners personally engage or hire people to meet current and potential customer on social media to enable them to received new customers on social media. Due to the higher level of education of the women engaging in MSEs, the study found that social media marketing is user friendly and for that reason, majority do not fear that hackers will damage the image of their business when they use social media for marketing their products. However, there was fear that the use of social media for marketing may expose their business to legal suits. On performance the study found that social media marketing has positively resulted to increase in sales revenue, number of customer and the number of employees. The study recommends that MSEs should adopt the various social media marketing practises more in their business to achieve the desired levels of performance. The study also recommends that MSEs should establish their weaknesses and strengths on how to enhance their performance through social media.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Social media marketing incorporates the use of online social media instruments like the Facebook, Twitter, and LinkedIn to pursue clients in creative ways. Given the many purchasers using internet organizing, businesses of all sorts are getting included into online social media in an effort to contact new audience and fortify their ties with existing customers (Hoffman & Fodor, 2010). Social networking gives small entrepreneurs various opportunities to gain closer and more useful relationship with customers. In any case, all social media are not the same and some are more set to meet certain marketing strategies compared others. Huge companies with massive spending budget for promotion and marketing can afford different publicizing media to propel their business, for instance, television, promotional programmes and billboard among others. However, this is impossible for many small businesses considering the related cost of advertising. Social media has presented a platform that is free for all to advertise themselves via social network, friends and connections. SMEs can leverage on this opportunity and propel their business thereby leading to increased sales.

Two theories will bolster this study, which are Diffusion of Innovations Theory and Technology Acceptance Model. Diffusion of innovations theory hopes to clear up how, why, and at what rate new advancement and ideas spread (Rogers, 2003). Kotler and Roberto (1989) investigated diffusion of innovations and its application to social marketing projects. There are various types of adopters in each target audience that, in light of numerous different studies, usually are addressed in particular proportions and

possess unique motivations for grasping a new behavior (Kotler & Roberto, 1989). The technology acceptance model (TAM) is a theory that relates to information systems modelling how customers come to recognize and use advancements (Venkatesh & Davis, 2000). One's use of an advancement system is influenced indirectly or directly by the customer's behavioural intentions, perspective, perceived usefulness of the structure, and perceived straightforwardness of the system. TAM recommends that external factors impact intention and certifiable use through mediated outcomes for perceived ease of use and perceived usefulness (Venkatesh & Davis, 2000).

MSEs in Kenya have a chance to use the uncharted frontier that is the African internet space (Mwangi & Birundu, 2015). They can use it to grow and expand their businesses to unimaginable heights through reaching the expansive clientele that consists of the over 22 million Kenyans who have access to the Internet. In addition, they can follow the countrywide trend of embracing e-commerce. For the women and youth in Kenya who might have a hard time setting up businesses, social media marketing provides a level playground. This means that they are able to compete for the same clientele just as other established companies and they are able to grow, if they maximize the benefits of the Internet space into the success of their companies (SME Digest, 2015).

### **1.1.1 Online networking Advertising**

Social media contains online content made by individuals utilizing exceedingly accessible and adaptable publishing innovations. Social media create more connectivity among people than any other time in the past and the existing mediums are changing quickly as new advancements come available. Online users can manage real time communication and every brand worldwide is being included in the

conversation whether they are having an interest or not. Getting into online networking implies opening up a firm's image to the entire world and surrendering control over how the message is spread. There are numerous interpersonal interaction stages which incorporate Facebook, YouTube and Instagram among others. As indicated by Statistica (2016), Facebook at present has more than 1.7 billion dynamic clients consistently around the world. YouTube has over a billion clients, almost 33% of web users spend countless hours watching YouTube and attracting billions of views while Instagram, a photograph sharing application, has more than 400 million accounts that are monthly active (Statistica, 2016).

Social media marketing involve the process of gaining attention or traffic through web-based social media destinations (Sinclair & Vogus, 2011). Numerous organizations see the utilization of these social networking as a productive advertising tools from which they can pinpoint many advantages. To begin with, organizations can acquire boundless measures of criticism in regards to their items and brands by checking consumer's online conversations, in this way empowering them to identify any issue as quick as possible and work to enhance the performance of future brand (Madupu, 2006). Second, online networking gives a real-time asset with respect to market trends and buyer needs. Organizations can utilize these resources to alter promoting messages and create exceptional focused on features for future products. Third, companies can watch whether their brands are really suited to meet consumers' wants and can determine which elements of their products make them extraordinary or remarkable in buyer's eyes. Through web-based social networking, organizations permit purchasers to end up included in making new brands and product whether willingly or not (Cox, 2010).

### **1.1.2 The Concept of Entrepreneurship**

As indicated by Sikalieh, Mokaya and Namusonge (2012), the absence of accord on the importance of the term entrepreneurship makes it imperative that analysts give a clear explanation of their significance when they utilize it. Hofer and Bygrave (1992) offer such an significance by considering the procedure of business enterprise instead of characterizing the term entrepreneur. In their work, Hofer and Bygrave (1992) characterize the entrepreneurial process as one that includes all the functions, exercises, and activity connected with the perceiving of the creation of organizations and opportunities to seek after them. Entrepreneurs are one of the keys variables to developing any nation's economy in the 21st Century, much as in the past periods. These are the people who take the risks and come up with the enterprises that employ individuals, bring advancement and new product to the economy, and serve as a motivator for others to attempt their fortunes and turn into a win.

Bolton and Thompson (2000) have characterized entrepreneur as a business visionary who creates and innovates a perceived benefit of something around the apparent opportunities. A few people still pursue for a chances to make something after they have achieved a position and carry on with an existence of extravagance, they can't stop themselves in view of their normal conduct. The perceived esteem can be financial, social or tasteful capital. Entrepreneur can be found in expansive partnerships, for example, private or open areas. Enterprise is the heart of the cutting edge business: a constrain behind imaginative organizations that portray the present day economy. It is the dynamic procedure of making incremental riches by people who assume the real dangers as far as value, time or potentially vocation responsibility of giving quality to some product or service. Business assumes an imperative part in the financial development and improvement of country. It is a

deliberate action incorporates into start, advancement and circulation of riches and administration (Vogel, 2012).

Female-run ventures are consistently developing everywhere throughout the world, adding to household incomes and development of national economies (Chamlou, 2008). However, as indicated by Kibas (2003), standards and societal attitudes restrain a few ladies from considering beginning a business, while systemic obstructions imply that numerous ladies entrepreneurs remain bound to independent ventures regularly working in the casual economy. This not just restricts their capacity to win a salary for themselves and their families yet hinders them from understanding their maximum capacity to add to financial improvement, environmental stewardship and work creation. Giving resources to women is a standout amongst the best method for expanding balance and advancing comprehensive and feasible monetary development. Interests in women-specific programme can accomplish huge expansive influences for improvement, since women for the most part spend a greater amount of their wage on the wellbeing, training and prosperity of their families and groups than men do (Chamlou, 2008).

In Africa, women have played a more limited role as proprietors and managers in the formal sector, regardless of the fact that they are increasing in numbers at business levels (Spring, 2009). Women make up 50 percent of the population in the world, 40 percent of the overall workforce, yet simply guarantee around 1 percent of the world's wealth. Interestingly with men, women's unemployment level is higher both in trained and less educated classes. Given a chance, women put the lion's share of their compensation into their families and gatherings, yet unfortunately most women experience pointless barriers that significantly limit their ability fully contribute in the economy (Chamlou, 2008). Around the globe, the amount of female business people

continues extending perseveringly. Spring (2009) battles that women produce more than 80 percent of the food for Sub Saharan Africa, 50-60 percent for Asia, 26 percent for the Caribbean, 34 percent for North Africa and the Middle East, and more than 30 percent for Latin America.

### **1.1.3 Micro and Small Enterprises**

What is stated or identified as micro and small enterprises in many industrialized countries may differ in other developing countries (World Bank, 2014). In developed countries micro enterprises can be labeled as small or medium in developing countries. This is because the amount of capital invested and the number of people employed in operating and implementing MSEs and the level of technology vary from one country to another. In some countries MSEs labeled based in the number of employees and others on capital invested. Most definitions of MSEs depend up on the policy makers (financiers, labor officers, traders and service personnel). The common criteria that are used by different countries are: number of employees, assets employed, sales turn over or the combination of the above three factors (Bereket, 2010).

As per Camilleri (2005), in Africa, MSEs was isolated in three levels. Category one are the enterprises whose capital is not exscinding 100 Euro. These MSEs are small and are involved in the field of trade. Their potential income or development is right around zero. The second class involves enterprises whose capital is between Euro 100 and Euro 700. These are the developing undertakings that sometimes have premises and adequate specialized learning like carpenter and traditional blacksmiths. Their advancements are straightforward, their devices fundamental and their needs for the most part in working capital additionally in hard equipment. Also, there are the undertakings whose capital is between Euro 700 and Euro 10,000. In this

circumstance, activities are not occasional but rather permanent enterprises, for example, welders work with settled premises and more modern innovations which require moderately essential investments. The element smaller scale enterprises with high potential development can be absorbed to small enterprises (Camilleri, 2005).

As per Cowling, Liu, Ledgerb and Zhang (2015), wander execution has been fundamentally measured as (a) the capacity to maintain the business adequately, and (b) the capacity to grow it. Distinctive factors, individual, and task related, influence the proficiency and development of the venture. A continually reoccurring vital determinant of performance is the business person's education and experience, which are pointers of intellectual capacity. This is in accordance with fundamental discoveries in brain research that underline psychological capacity as the most critical determinant of performance. The conclusion is that the part of a business visionary's performance must be surveyed if contrasts in the circumstance are considered, since entrepreneurial performance and the adjustments in the environment influence venture performance (Cowling, Liu, Ledgerb& Zhang, 2015).

Business performance can be seen from the level of sales, rate of return of capital, profitability, the rate of turnover, and attained market share (Delen, Kuzey & Uyar, 2013). Brynjolfsson, Hitt and Kim (2011) utilize three pointers for execution estimation of proficiency, development, and benefit. The business performance is the marvel of numerous angles that are hard to measure. variety of the literature demonstrates that both quantitative (e.g. return for capital invested, benefit, deals) and qualitative indicators (e.g. the capacity to offer quality items and administrations, the ability to grow new items and procedures, the capacity to oversee and work in gatherings, work profitability and corporate duty to the earth) have constraints and are prescribed to be utilized reciprocally (Brynjolfsson et al., 2011).

Cao and Zhang (2011) measured the performance of small and micro enterprises with reference to the three angles specifically gainfulness, profitability, and market while Lee and Tsang (2001) utilizing performance exertion represented by the growth venture comprising of offers development, the development of the organization's advantages, and benefit development. In SMEs Studies, business performance estimation approach normally utilizes a blend of mixture of approaches, both financial and non-financial, however challenges usually emerge as supervisors or owners are not willing or object to give a robust performance data (Brynjolfsson et al., 2011).

#### **1.1.4 Micro and Small Enterprises in Kenya**

As indicated by Page and Söderbom (2015), MSEs are classified as very-small ventures with 6-10 workers operating in-the-open or as small-scale ventures with 11-50 representatives working from legitimate business premises. The MSME Bill 2009 in Kenya has utilized two criteria to describe MSMEs as a rule: Number of individuals/workers and the organization's yearly turnover. For ventures in the assembling segment, the definition considers the interest in plant and apparatus and the enlisted capital (Webster and Bischoff, 2011). Kenya, in the same way as other developing nations, has understood that the Micro Small and Enterprise (MSME) segment, which incorporates the Smaller scale undertakings, assumes a noteworthy part in lessening numerous financial difficulties that face the general public. As indicated by the Department of Micro-and Small-Enterprise Development (DMSED) of the Ministry of Labour and Human Resource Development, in 2012 there were around 4.8 million MSMEs utilizing 7.1 million individuals (Republic of Kenya, 2014).

The MSEs assume a vital part in the economy of any developing economy. As per the Financial Study (2014), the part contributed more than 65percent of new occupations made in the year 2013 in Kenya. Notwithstanding their significance in monetary improvement, MSEs everywhere throughout the world are more inclined to disappointment because of the particular qualities controlled by the organizations, their proprietors and administrators (Samarakoon & Jasek, 2011)). In Kenya, entrepreneurial venture have a low survival rate as entrepreneurs begin to run businesses yet can't transform them into maintainable organizations. As per the Kenya National Bureau of Statistics (2013), most new MSEs in Kenya don't move from the primary stage (existence) to different stages, for example, survival, achievement, take off and asset development. For MSEs to survive and prevail in their business operations, it is imperative that its proprietors or administrators have certain entrepreneurial qualities and do particular business practices (Webster and Bischoff, 2011).

## **1.2 Research Problem**

Today numerous organizations are utilizing online networking strategically by presenting reports on Facebook, LinkedIn, Google+ or Twitter. However, few have an online networking strategy that helps them utilize web-based social networking to bolster their business objectives (Tuten & Solomon, 2014). Advertisers are just too happy to see the social web as another set of channels through which to showcase their products or services (Hoffman & Fodor, 2010). Online networking works best when it is a piece of a coordinated E-correspondences methodology E-communications scheme where Social media cooperates with Email, Inquiry and Substance promoting. It is not yet clear if organizations are reconsidering whatever remains of their system or marketing mix in response to likely the most troublesome

asset since the introduction of the Web: social media (Saravanakumar & Lakshmi, 2012). Big companies with tremendous spending plan for marketing and promotion can receive diverse types of publicizing media to advance their business, for example, TV, radio, board and special projects among others.

However, this is impractical for small companies considering the cost of publicizing. Social media has offered a free for all stage for using social network and friends to create awareness, and SMEs can leverage on this and advance their business in this manner prompting to enhanced sales (Stelzner, 2012). Vij and James (2014) contend that numerous MSEs in Africa don't comprehend the effect and the possibilities of utilizing social media, and continue to depend on traditional media to speak with their audience. In spite of the tremendous marketing openings exhibited by web-based social networking, MSEs in Kenya confront different difficulties, for example, the absence of staff assets accessible to actualize an online networking technique. Legal restrictions likewise introduce a barrier to a portion of the MSEs organizations in utilizing online networking. Numerous MSEs additionally evade the use of online networking in view of the expanding instances of cybercrime (Kabue, 2013).

There are different local and worldwide studies directed on the impact of online networking advertising on firm performance. Srinivasan, Bajaj and Bhanot (2016) considered the effect of online networking marketing techniques utilized by SME ventures on client procurement and maintenance. The study found that online networking support impacts strong influence brand trust, which thusly, affect client acquisition and client retention. It was likewise found that there is a solid positive relationship amongst sales and measure of time spent v on social media and that online networking marketing techniques impact customer acquisition and retention and to increment in market share..

Ayedun, Oloyede, Oluwunmi and Oyedele (2014) examined the impact of promoting systems on corporate performance of estate surveying and valuation firms in Kaduna Metropolis of Nigeria. The study found that there is a positive relationship between marketing techniques embraced and corporate performance of the firms. Dlodlo and Dhurup (2010) researched barriers to e-marketing adoption among SMEs in the Vaal Triangle of South Africa. It was found that the significant hindrances towards the non-embracement of e-marketing incorporate innovation contrariness with target markets, absence of learning, partner unreadiness, innovation bewilderment and innovation discernment.

In Kenya, Kabue (2013) explored elements affecting adoption of web-based social networking advertising on development of SMEs in Nairobi County. The study uncovered that there is a positive relationship between advertising techniques adoption and corporate performance of the firms. The study discovered that a large portion of the respondents have access to web and are making a tremendous presence in web-based social networking destinations with less consideration regarding undertaking on the web advertising. Nyambu (2013) explored the impact of online networking promoting on execution of media transmission firms in Kenya using the case of Safaricom Ltd. The study found that web-based social networking enhanced the performance of the organization as it offers a stage for advertising at a cheaper cost contrasted with different types of marketing accessible. The study additionally established that promotional campaign boosted performance of media transmission firms in Kenya as it expanded deals and income past the advancement time frame.

Regardless of the way that the above studies have been done on the effect of online interpersonal interaction showcasing on firm performance, none has particularly based on the effect of social media marketing among women entrepreneurs, an examination

the present study hopes to fill by inquiring about the effect of social media marketing strategy on the performance of women micro and small enterprises in Kasarani Division, Nairobi County. The study sought to asking the question;; what is the effect of social media marketing strategy on the performance of women micro and small enterprises in Kasarani Division, Nairobi County?

### **1.3 Objectives of the Study**

The study was guided by the following research objectives:

- i. To find out the type of social media marketing strategies used by women owned MSEs in Kasarani Division, Nairobi County
- ii. To establish the effect of the adoption of social media as a marketing strategy on the performance of women owned MSEs in Kasarani Division, Nairobi County
- iii. Establish the social media marketing challenges facing women owned MSEs in Kasarani Division, Nairobi County

### **1.4 Value of the Study**

The study findings will benefit micro and small enterprises in Kenya and the region. The study will help the owner-managers in these firms come with better social marketing strategies that will give them a competitive edge. The findings of the study will also help government and other stakeholders in coming up with policies that will help entrepreneurs overcome the challenges they are facing in adopting social media as a tool for doing business. The findings will also be valuable to future researchers and academicians as it will extent the existing knowledge besides acting as a source of reference. In addition, the study would suggest areas for further research that future scholars and academicians can further knowledge on.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This section reviews the theories that support the study. These are the technology n Acceptance Model (TAM) and Diffusion of Innovations Theory. The idea of social media marketing is likewise examined before talking about difficulties that MSEs confront in relations to web-based social networking marketing. Lastly studies related to the presented are reviewed to expose the research gap to be filled.

#### **2.2 Theoretical Foundation**

##### **2.2.1 Technology Acceptance Model**

In the field of Data Frameworks, numerous researchers have found that data innovation is underutilized in numerous organizations, bringing on immense economic misfortune to their organizations. Accordingly, numerous innovation acknowledgment theories and models have been produced or used to study information technology acceptance. One of these hypotheses is the Technology Acceptance Model (TAM) developed by Davis (1989). He recommends that apparent convenience and perceived simplicity of use are the two most essential individual convictions about utilizing a information technology. Perceived usefulness is defined as how much a man trusts that utilizing a specific framework would improve his or her employment execution.

TAM is seen as an effective enlargement of theory of theory of reasoned action (TRA), as showed by Ajzen and Fishbein (1980). Davis (1989) proposed TAM to clear up why a customer recognizes or rejects information advancement by conforming TRA. TAM outfits a preface with which one take after exhibit outside

elements affect belief, perspective, and desire to use. Two subjective feelings are set by TAM: perceived usefulness and perceived ease of use. According to TAM, one's genuine use of an advancement structure is affected direct or indirectly by the customer's behavioural desires, perspective, perceived usefulness of the system, and perceived ease of the system. TAM, in like manner prescribes that outside components impact desire and authentic use through mediated effects on observed accommodation and saw ease of use.

### **2.2.2 Dissemination of Advancements Hypothesis**

Rogers (2003) defined an innovation as a thought, practice, or project that is seen as new by an individual or other unit of reception. An innovation may have been concocted quite a while prior, however in the event that people see it as new, then it might in any case be an innovation for them. The originality characteristic for adoption is more identified with the three stages (knowledge, persuasion, and decision) of the innovation choice process. Likewise, Rogers (2003) asserted that there is an absence of dispersion research on innovation groups. For Rogers (2003), an innovation bunch comprises of at least one discernable components of innovation that are seen as being firmly interrelated. Uncertainty is an imperative obstruction to the adoption of technology. An innovation's outcomes may make instability and outcomes are the progressions that happen in an individual or a social framework as an after effect of the adoption or rejection of the innovation (Rogers, 2003).

To reduce the uncertainty of accepting the innovation, individuals should be taught about its central focuses and impediments to make them aware of each one of its results. Additionally, Rogers claimed that results can be designated as direct versus indirect (immediate result or result of the immediate result), appealing versus undesirable (functional or dysfunctional), and expected versus sudden (saw and

proposed or not). Rogers' diffusion of innovations speculation is a reasonable one for investigating the choice of technology in social media marketing strategies (Medlin, 2001). Diffusion research incorporates mechanical headways so Rogers (2003) commonly used the word technology and innovation as synonym words. For Rogers (2003), technology is a layout for instrumental action that diminishes the insecurity in the cause-affect associations required in fulfilling a needed result. It is made out of two segments: hardware and programming.

### **2.3 Social media Promoting Methodology**

As per Hoffman and Fodor (2010), keeping in mind the end goal to pick up customer trust, set up expertise, and meets potential clients, each business needs social media presence. It is essentially insufficient to have social media sites up for your business; without a reasonable procedure for web-based social networking use, your business will battle to get the client engagement levels and expanded deals you are searching for. To get the most out of your web-based social networking endeavors, your methodology ought to incorporate the accompanying; figuring out which sites are most gainful to post to and when to post to them, choosing how vast you need your web-based social networking presence to distinguish, the right measurements to use to quantify your advance towards web-based social networking objectives and how and why to draw in present and potential clients online (Michaelidou et al., 2011).

No single procedure is legitimate for every company. The customer base, the thing or organization, the destinations and the beauty care products of the company itself are all elements that affect the path that will lead to accomplishment (Michaelidou et al., 2011). It is important that the organization stays predictable with its picture, both in the controlling principles of the campaign and the method for engagement that the management chooses. The social affair of individuals exists in two spaces. The first is

the already captured audience that visits the firm site. They are starting now careful and are getting the full effect of the website. They are the perfect partners to engage in the organization's word-of-mouth marketing. As an after effect of their commonality with the message they can spread it to the group that is off-site (Hoffman and Fodor, 2010).

In spite of the way that the gathering of spectators will help the company reach different people, a decision must be made on what external frameworks the company will be active on. Regardless, the association needs a Facebook and Twitter presence. These are two of the most standard and element casual groups and by a long the majority of people the company needs to reach were active there. Past that, the marketing manager should look at stages that are more based on the business. Advancement has engaged people to talk with each unique over the world in each convincing way that is accessible. As better methodologies for passing on are exhibited and by chance rule distinctive systems, they add to the affiliation's showcasing instruments. With these choices, it is of fundamental choose the best platforms for the company, the ones that get the message out to the gathering of spectators and allow customer made substance to spread the organization's product and services marketing (Kirtiř & Karahan, 2011).

As per Hoffman and Fodor (2010), microblogging stages (like Twitter and Facebook's action streams) are the most recent innovation to rise in a long line of interpersonal interaction situations. What top competitors are doing on the web ought to be explored. Their web-based social networking pages on every social media system ought to be looked at to perceive the amount of a presence they have. Notwithstanding looking at whether competitors have a social media presence, it is essential to investigate their current pages. This investigation can be utilized to help in

making the organization's social media strategy. As part of an organization's substance procedure an article date-book ought to be made. The publication date-book records the dates you expect to post websites, Facebook posts and other substance you may plan to use amid your web-based social networking effort (Berthon et al., 2012).

## **2.4 Challenges Facing MSEs in Adopting Social Media as a Marketing Strategy**

### **2.4.1 Technological Challenges**

According to Kannabiran and Dharmalingam (2012), choice of technology is as important a criterion for SMEs as is its cost and implementation challenges. The basic technological choice revolves around the choice of social media marketing platform that would suit the SME the best. A very important factor in this regard is the social media marketing platform intensity of the industry the SME belongs to. The extent of potential customers in the virtual space, the number of potential competitors already operating on this space, the business volumes and revenue scales such a platform can offer should be considered before deciding to take the plunge. This choice would also depend on the sophistication of the solution platform in which factors like market assessment via analysis of customer activity, business trends and forecasting are available such that joining the platform can improve cross-selling and up-selling for the enterprise (Dlodlo & Dhurup, 2010).

This in turn would depend on the business friendly features the platform provides to its users. Today, social media marketing platform platforms are striving to be technically and architecturally capable of providing basic tools to all its users so that they can have full access to various forms of information like full categorization of products on the platform, provisions for promotional activities and customized targeted campaigns like via e-mails etc. Reports and analytics or a sophisticated

search engine across product categories are essential tools that the platform of choice must provide for enterprises to benefit from joining the platform. Scalability and flexibility offered by the platform is another crucial criterion for future business development (Amha & Ageba, 2006).

#### **2.4.2 Inadequate Skills**

There is an absence of learning and abilities from users of social media and methodologies to bolster SMEs in accomplishing their business targets (Migir, 2006). SMEs confront the test that they are proprietor managed and the proprietor makes all or the vast majority of the choices about the business (key heading). Shockingly the owner-manager's chief's impediments get to be limitations of the business. This barrier of lacking information and aptitudes of utilizing social media can be named a key level issue.

Social media should be viewed as an essential fixing to enable MSEs realizes their goals (Steyn & Leonard, 2012). The proprietor of an MSE is the focal point of the business, making all or a large portion of the choices in the small business, so the reception of social media by the SMEs relies on upon the proprietor's ICT knowledge and abilities, identity and mentality towards technology. IT-abilities problem forms part of the more concerning issue of a deficiency of pros in IT/ICT in Africa. In Kenya Service of Data and Innovation has attempted to expand ICT aptitudes through government supported projects. In any case, the attitude of the owner-manager towards web-based social networking and ICT all in all needs to change (Mutula & Brakel, 2006).

### **2.4.3 Legal Challenges**

Joining the social media marketing platform also brings forth certain legal factors that need to be adequately covered by any SME (Mwobobia, 2012). The spurt of Information Technology has led to the evolution of its own set of rules and regulations which the SMEs have to be aware of before they adopt the technology. Given the difference in the form of doing business over the virtual space as compared to traditional practices, newer forms of contracts and agreements have to be forged with different players in the ecosystem. Matter pertaining to legal jurisdiction, liabilities etc. in the case of e-commerce is quite unique to this sector and are often platform specific as well. Privacy and security rules vis-a-vis electronic transactions and the global standards and regulations pertaining to these issues are very important factors that SMEs must be well aware of before engaging in social media marketing platform platforms. Tax and custom duty regulations are other important legal aspects that enterprises engaging in e-commerce must be well versed in these aspects (Mutula & Brakel, 2006).

### **2.4.4 Costs**

As indicated by Migir (2006), numerous social media exist under a freemium plan of action, where beginning access is free however can be redesigned at a cost. However, some SMEs may not know about this, so the apparent cost may be higher. Additionally, once an organisation has submitted itself to a web-based social networking system, it must put time and exertion in utilizing the diverse web-based social networking diverts viably in an intelligent interchanges technique. It should likewise work to keep up informal communities dynamic and intrigued, which is expensive as far as HR.

There are not kidding concerns with respect to the loss of economically touchy and private information on these frameworks, and in addition information proprietorship (on account of organizations utilizing stages that are possessed by outsiders, which are all the time not situated in Europe). The future of social software is in the cloud as a software-as-a-service model. It is less expensive, less demanding for organizations to keep up and more adaptable. From an innovation supplier point of view, cloud-based programming has the benefit of having the capacity to gain from client communications with it (not at all like more seasoned programming models). Nonetheless, challenges for associations can emerge from this (Steyn & Leonard, 2012).

## **2.5 Web-based social networking Technique and Execution**

Srinivasan, Bajaj and Bhanot (2016) considered the effect of social media strategies utilized by SMEs on client acquisition and retention. The study found that social media participation strong influence on brand trust, which thus, affects customer acquisition and retention. It was likewise found that there is a solid positive connection a sales and amount of time spent on social media and that web-based social networking promoting techniques affect customer acquisition and retention and to increment in piece of the overall industry.

Ayedun et al (2014) examined the impact of advertising procedures on corporate execution of estate surveying and valuation firms in Kaduna City of Nigeria. The study found that there is a positive relationship between marketing methodologies adopted and corporate performance of the firms. Dlodlo and Dhurup (2010) explored barriers to e- marketing adoption among SMEs in the Vaal Triangle of South Africa. It was found that the real obstacles towards the non-appropriation of e-marketing

incorporate innovation incongruence with target markets, absence of learning, partner unreadiness, and innovation confusion and innovation recognition.

Durkin, McGowan and McKeown (2013) investigated web-based social networking reception in little to medium-sized ventures in Ireland. It was found that an assortment of various ways to deal with web-based social networking selection which regularly changed by hierarchical setting and staff competency level. It was additionally observed that organizations shared nervousness were they not to embrace what was seen to be another crucial tool for business development. Kabue (2013) researched factors affecting adoption of social media advertising on development of SMEs in Nairobi County. The study discovered that a large portion of the respondents have access to web and are making a tremendous access in web-based social networking sites with less consideration regarding undertaking internet advertising.

Nyambu (2013) explored the impact of social media marketing on performance of telecommunication firms in Kenya using the case of Safaricom Ltd. The study found that social media enhanced the performance of the organization as it offers a stage for advertising at a cheaper cost contrasted with different types of marketing accessible. The study additionally settled that special promotional campaign boosted performance of telecommunication firms in Kenya as it expanded deals and income past the advancement time frame.

## **2.6 Outline and Research Crevice**

Srinivasan, Bajaj and Bhanot (2016) studied the effect of web-based social networking marketing techniques utilized by MSMEs on client acquisition and retention. The study found that social media has a strong impacts on brand trust and brand awareness, which thus, affect customer acquisition and customer retention. It

was likewise found that there is a solid positive relationship amongst deals and measure of time spent via web-based networking media and that web-based social networking marketing systems affect customer acquisition and customer retention and to increment in market share.

Nyambu (2013) researched the impact of social media marketing on performance of media transmission firms in Kenya using the case of Safaricom Ltd. The study found that social media enhanced the performance of the association as it offers a stage for advertising at a less expensive cost contrasted with different types of marketing tools. The study additionally found that promotional campaign helped performance of media transmission firms in Kenya as it expanded deals and income beyond the time frame.

Ayedun, Oloyede, Oluwunmi and Oyedele (2014) studied the impact of advertising procedures on corporate execution of domain studying and valuation firms in Kaduna Metropolis of Nigeria. Kabue (2013) explored variables affecting selection of social media promoting on development of SMEs in Nairobi County. The study uncovered that there is a positive relationship between showcasing techniques received and corporate performance of the organizations.

The study discovered that the vast majority of the respondents have access to web and are making a gigantic presence in web-based social networking sites with less attention to undertaking internet publicizing. In spite of the fact that the above studies had been done on the impact of web-based social networking showcasing on firm execution, none has especially cantered around the impact of social media promoting among ladies business people, an exploration the present study expected to fill by examining the impact of web-based social networking advertising system on the

execution of ladies smaller scale and little endeavors in Kasarani Division, Nairobi County.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This section plots the techniques to be utilized as a part of completing this study. Particularly the data collection, sampling and data analysis strategies to be utilized are talked about.

#### **3.2 Research Plan**

The study utilized a descriptive survey outline. This outline has been picked in light of the fact that a review which depends on some type of irregular inspecting strategy was to deliver an example which is illustrative of the specific population under study and create discoveries which might be summed up to the more extensive population (Babbie, 2004). It additionally depicted the qualities of a population in their regular setting completely (Chandran, 2004).

#### **3.2 Research Design**

The target population alludes to a gathering of people, items or objects from which tests are taken for estimation (Mugenda & Mugenda, 2008). Target population is the particular population about which data is coveted. The Objective population of this study was every one of the MSEs in Kasarani Division whose proprietor administrators are ladies. As per the Nairobi City County, there are 1,103 enrolled and ladies claimed MSEs in Kasarani Division.

#### **3.4 Sample Size**

The example size was 10% of the population which is 110 MSEs. As indicated by Cooper and Schindler (2003), a sample size of 10% is sufficiently illustrative.

Convenience and random sampling was utilized to choose 22 ladies claimed MSEs from each of the five wards making up Kasarani Sub-area and which are; Earth City, Njiru, Mwiki, Ruai and Kasarani.

**Table 3.1: Sample Size**

<b>Ward</b>	<b>Frequency</b>	<b>Percent</b>
Clay City	22	20
Njiru	22	20
Mwiki	22	20
Kasarani	22	20
Ruai	22	20
<b>Total</b>	<b>110</b>	<b>100</b>

### **3.5 Data Collection**

In this study, essential information was gathered utilizing semi-structured questionnaires from the ladies proprietors of each inspected MSE. As indicated by Ngechu (2004), semi-structured questionnaires are less expensive than personal interviewing and snappier if the example is huge and broadly scattered like for our situation. Drop and pick technique was utilized on the grounds that the distinctive proprietors have diverse schedules. The questionnaire had four parts. The initial segment secured demographic data and business foundation, the second part was on social media marketing strategy, the third covered challenges while the fourth part covered performance of MSEs.

### **3.6 Information Examination**

Before handling the reactions, the finished questionnaires were edited for fulfillment and consistency. Descriptive analysis will be employed. The Data was coded to empower the reactions to be assembled into classifications. Data was analysed using Statistical Package for Social Sciences (SPSS). Descriptive statistics was utilized for

the most part to abridge the information. Frequency tables were utilized to present the information gathered for simplicity of comprehension.

## CHAPTER FOUR

### DATA ANALYSIS AND INTERPRETATION OF FINDINGS

#### 4.1 Introduction

This chapter discusses the interpretation and presentation of the study findings. The purpose of the study was to establish the effect of social media marketing strategy on the performance of women micro and small enterprises in Kasarani Division, Nairobi County. The researcher made use of frequency tables and figures to present data. The finding was intended on answering the study's research questions. Data composed was collated and reports were produced in form of tables and figures.

#### 4.2 Response Rate

The study targeted a sample of 110 owned MSEs from Clay City, Njiru, Mwiki, Ruai and Kasarani wards. However, out of 110 questionnaires distributed, 92 respondents completely filled in and returned the questionnaires, contributing to 83.4% response rate. This is a reliable response rate for data analysis as Mugenda and Mugenda (2003) pointed that for generalization a response rate of 70% and over is excellent.

**Table 4.1: Response Rate**

<b>Response</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Filled in questionnaires	92	83.4
Un returned questionnaires	18	16.6
<b>Total</b>	<b>110</b>	<b>100</b>

### 4.3 Demographic Information of the Respondents

As part of demographic information, the researcher requested the respondents to indicate their age bracket, highest level of education, nature of business, the period the business has been in existence and the location of the business.

#### 4.3.1 Age of the Respondents

The study sought to find out the age of the respondents. Results are shown on Table 4.2.

**Table 4.2 Age of the Respondents**

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
35 and below	48	52%
36-45	27	29%
46-60	13	14%
Above 60	5	5%
<b>Total</b>	<b>92</b>	<b>100</b>

From the findings 52% of the respondents were aged below 35 years, 29% were between 36-45, 14% were between 46-60 and 5% were above 60 years. This shows that majority of women involved in entrepreneurial ventures are youth (below the age of 35). This is also the age whereby people are more energetic and more likely to be involved in the risky ventures of entrepreneurship.

### 4.3.2 Level of Education

The study sought to investigate the level of education of the respondents. Results are given on Table 4.3.

**Table 4.1: Level of Education**

	<b>Frequency</b>	<b>Percentage</b>
Secondary	26	28%
College	44	48%
Undergraduate	13	14%
Others	9	10%
<b>Total</b>	<b>92</b>	<b>100</b>

From the findings, 48% of the respondents had a college diploma, 28% had gone up to secondary school, 14% had an undergraduate degree while 10% had other qualifications. This shows that majority of women who have gone into self employment (entrepreneurship) have a college diploma or secondary school education. This is because those who have a college diploma cannot find employment opportunities in the formal sector and hence end up starting their own businesses.

This also shows that diploma holders gain technical knowledge that from college and opt to use by starting their own businesses rather than looking for low paying jobs. Women, after completing their secondary education either do not have the money to finance their university/college education and are thus forced to venture into businesses. On the other hand, most women with undergraduate degrees in Kenya would rather look for formal employment than start their own businesses.

## 4.4 Business Information

### 4.4.1 Nature of Business

The study also sought to investigate the nature of businesses being operated by respondents. Results are given on Table 4.4.

**Table 4.4: Nature of Business**

	<b>Frequency</b>	<b>Percentage</b>
Fashion business	24	26
Food	14	15
Manufacturing	3	3
Transport	5	5
ICT	14	15
Education	12	13
Retailing	20	22
<b>Total</b>	<b>92</b>	<b>100</b>

The study required the respondents to indicate nature of business they were operating. From the study, 26% of the respondents indicated that they were operating fashion business, 22% of the respondents were in retail business, 15% were both in food and ICT business, and 13% were in education while only 6% and 3% were in transport and manufacturing business respectively. This means that most women entrepreneurs venture into fashion and retail business as compared to those who venture into manufacturing and transport businesses.

The above is because fashion business, which includes selling of clothes, shoes and hairdressing as well as retail are not capital intensive as compared to manufacturing and transport hence easy to start for most women who cannot easily find financing for capital intensive businesses. The other reason is because retail and fashion does not require specialized skills, training, experience or licensing and hence easy to start for

women entrepreneurs. It can also be noted that the area under study (Kasarani Division) is mostly a residential area where fashion and retail businesses are more common than manufacturing and transport. These businesses are also fast moving and have ready market in these areas. This means that most women entrepreneurs have no access to credit to venture into capital intensive businesses like manufacturing, which are the preserve of men.

#### 4.4.2 Age of the Business

The study sought to establish the period the business has been in existence. Results are shown on Table 4.5.

**Table 4.5: Age of the Business**

	<b>Frequency</b>	<b>Percentage</b>
Less than 5 years	51	55.9
5-10 years	26	28.8
Over 10 years	14	15.3
<b>Total</b>	<b>92</b>	<b>100</b>

From the findings, 55.9% of the businesses had been in operation for less than 5 years, 28.8% for between 5-10 years and those in operation for over 10 years were 15.3%. This means that most of the women run businesses in this area do not survive beyond 5 years. This is because of challenges such as lack of government support, inadequate management skills, lack of credit and county government harassment among others.

#### 4.4.3 Location of the Business

The study sought to find out the location of the business in Kasarani Division. Results are given on Table 4.6.

**Table 4.6: Location of the business**

	<b>Frequency</b>	<b>Percentage</b>
Clay City	25	27
Mwiki	12	13
Kasarani	31	34
Njiru	5	5
Ruai	19	21
<b>Total</b>	<b>92</b>	<b>100</b>

On the location of the business within Kasarani Division, 34% of the businesses were located in Kasarani area followed by Clay City which had 27% of all the MSE whose owners responded to the study. It was also established 21% of MSEs were located in Ruai, 13% in Mwiki while 5% were located in Njiru. This can be explained by the fact that of the five wards, Kasarani also happens to be the most convenient in terms of distance from Nairobi central business district and that's why most business owners were interviewed from there. This ward also happens to be the most populous of the five wards according to the Kenya National Bureau of Statistics.

#### **4.5 Type of Social Media Marketing Strategies**

The study sought to establish whether women owned MSEs use social media as a marketing strategy.

##### **4.5.1 Owner Manager Use of Social Media Marketing**

**Table 4.7: Use of Social Media Marketing**

	<b>Frequency</b>	<b>Percentage</b>
Yes	80	87.3
No	12	12.7
<b>Total</b>	<b>92</b>	<b>100</b>

From the findings 87.3% of the respondents admitted to using social media as a marketing strategy while only 12.7% said they do not use social media as a marketing strategy. This means that most women entrepreneurs in this area have embraced social media as a marketing strategy because of the availability of cheap internet and smartphones. It can also be found that most of the clients in these businesses are the youth who are the largest users of social media where they can be easily reached.

#### 4.5.2 Social Media Platform Used As a Marketing Tool

The study further sought to find out the kind of social media platform these businesses use as a marketing tool. Results are given on Table 4.8.

**Table 4.8: Social Media Platform Used As a Marketing Tool**

	<b>Frequency</b>	<b>Percentage</b>
Facebook	77	83.3
Twitter	6	7
Instagram	9	9.7
<b>Total</b>	<b>92</b>	<b>100</b>

From the findings, 83.3% of the respondents use Facebook for marketing, 9.7% uses Instagram while 7% use Twitter. This shows the majority of women entrepreneurs in Kasarani use Facebook more for marketing than any other social media platform. This is because Facebook is relatively older than the other social media in Kenya, with over 22 million Kenyans using the platform and so many people would prefer using it for marketing. Facebook is also easier to use than Twitter which is restricted by the number of characters (140). Any Facebook post a product will be seen and shared by many of your Facebook friends as compared to Instagram and Twitter whereby people have first to follow you in order to read/see your posts.

#### 4.5.3 Level of Engagement in Business

The study also sought to establish the engagement of business owners in social media marketing. Results are given on Table 4.9.

**Table 4.9: Level of Engagement in Business**

<b>Statements</b>	<b>Mean</b>	<b>Std. Dev</b>
I personally engage current and potential customer on social media	4.56	0.310
I have hired someone to help in social media marketing	3.96	0.653
I have a social media marketing plan for my business	3.46	0.716
I have received new customers on social media	4.42	0.423

From the findings, whether I personally engage current and potential customer on social media had the highest mean of 4.56 followed by whether I have received new customers on social media with a mean of 4.42 and whether I have hired someone to help in social media marketing with a mean of 3.96. Whether I have a social media marketing plan for my business had the lowest mean of 3.46. This shows that most of the women entrepreneurs in the area engage current and potential customer on social media and have received new customers because of this but they do not have a plan on the use of social media as a marketing strategy.

This means that most of these entrepreneurs engage in social media marketing without a plan/strategy on how to execute the same. This is in agreement with Sikalieh et al. (2012) who argue that most entrepreneurs do not develop business plans for strategy execution and this is one of the reasons as to why majority of small businesses do not survive above 5 years. This reason as to why these entrepreneurs do not have a social media plan is either because they do not have the skills to develop one owing to their lack of business management training or because they are just ignorant.

#### **4.6 Challenges of Social Media Marketing**

The study further sought to find out the challenges facing social media marketing. The results are shown in table 4.10 below.

**Table 4.10 Challenges of Social Media Marketing**

<b>Statements</b>	<b>Mean</b>	<b>Std. Dev</b>
The social media platform we are using is not user friendly	2.23	0.367
I fear that the use of social media for marketing may expose my business to legal suits	4.38	0.526
I feel that we may break some laws and regulations in the course of using social media marketing for my business	2.55	0.313
I am experiencing a shortage of funds to invest in social media marketing	3.69	0.797
Due to insufficient funds, I am unable to attract skilled staff to run my social media marketing	4.08	0.708
I am not computer literate	2.91	0.667
I am not much interested in using social media to market my products/services for fear of exposing my secrets to competitors	2.44	0.434
I fear that when I use social media for marketing my products, hackers will damage the image of my business	2.15	0.357

Whether respondents fear that the use of social media for marketing may expose their business to legal suits had the highest mean of 4.38 followed by whether due to insufficient funds respondents are unable to attract skilled staff to run their social media marketing with a mean of 4.08 and whether respondents are experiencing a shortage of funds to invest in social media marketing with a mean of 3.69. Whether respondents were not computer literate had a mean of 2.91, whether respondents feel that they may break some laws and regulations in the course of using social media marketing for their business had a mean of 2.55 and whether respondents are not

much interested in using social media to market my products/services for fear of exposing my secrets to competitors had a mean of 2.44.

Whether the social media platform respondents are using is not user friendly had a mean of 2.23, whether respondents fear that when they use social media for marketing their products hackers will damage the image of their business had the lowest mean of 2.15. This shows that the main challenges facing women entrepreneurs in Kasarani is fear of legal suits that may arise from the use of media marketing and lack of sufficient funds to invest in social media marketing. It also shows that majority of the entrepreneurs are not only willing to use social media as a marketing strategy but are also computer literate.

Kenyan security agencies have been using non-existent laws to apprehend users of social media on the grounds of national security and this has scared away many entrepreneurs from using the media in marketing. Most of these entrepreneurs are not trained paralegals and they do not understand their rights and cannot also afford to hire legal help. It can also be found that most of the entrepreneurs have low turnover and profits and they do not have enough funds to invest in social media marketing. This can be attributed to the tight credit market in the Kenyan economy which makes it hard for small businesses to access credit. It can also be seen that most Kenyan entrepreneurs are willing to adopt social media marketing as the majority of them are computer literate but the above challenges must first be addressed.

#### 4.7 MSE Performance

The study further sought to find out the MSE performance. The results are shown in table 4.11 below.

**Table 4.11: MSE Performance**

<b>Statements</b>	<b>Mean</b>	<b>Std. Dev</b>
My sales revenue has been increasing	4.67	0.878
Number of employees has been increasing	4.11	0.865
Number of customers has been increasing	4.54	0.748
I see my business being in operation in the next five years	4.30	0.611
I am planning to expand my business	4.37	1.204

On the level of agreement on the MSE performance, the respondents strongly agreed that sales revenue has been increasing as shown by a mean score of 4.67, number of customer was also found to have an increasing trend with a mean response of 4.54. The study also found that most of the respondents saw their business being in operation in the next five years with a mean score of 4.30 and that they are planning to expand their business as shown by a mean score of 4.37. The respondents were also on agreement that the number of employees has also increased as shown by a mean score of 4.11. This shows that majority of women owned businesses are doing well in terms of revenues and customer growth. It also shows that majority of the women entrepreneurs are planning to expand their businesses but are not sure whether the business will survive for the next five years. This is because of the uncertainty in some of these regions.

Most of the small businesses in Nairobi can be closed any time by County Government officers due to non-payment of dues. There is also no legally binding lease on the premises where most of these businesses are situated and the landlord can terminate the contract any time. There is also the aspect of the coming elections. Elections in Kenya are characterised by violent clashes that lead to looting of small businesses. These are some of the reasons that the entrepreneurs think they will not be in operation in the next five years. Most of the respondents are not increasing number of employees because they want to maximise profits while some opt to hire relatives and family members who do not get salaries. There is also the fear that employees will steal.

#### 4.8 Correlation between Social Media Marketing and MSE Performance

To quantify the strength of the relationship between the variables, the study used Karl Pearson’s coefficient of correlation. The findings are presented as follows;

**Table 4.12: Correlation Analysis**

		Performance of women MSEs	Social Media Marketing Strategy
Performance of women MSEs	Pearson Correlation	1	
	Sig. (2-tailed)		
Social Media Marketing Strategy	Pearson Correlation	.608	1
	Sig. (2-tailed)	.002	

Results in table 4.2 above reveal that the correlation between social media as a marketing strategy has a strong positive and significant correlation with the performance of women owned MSEs ( $R=0.608$ ,  $p\text{ value}<0.005$ ). This implies that the

use of social media as a marketing strategy is associated with an increase in performance of women owned MSEs in Kenya.

#### **4.9 Discussion of the Findings**

The main objective of the study was to examine the effect of social media marketing strategy on the performance of women micro and small enterprises in Kasarani Division, Nairobi County. The study found that most MSEs in Kasarani Division use social media and specifically Facebook as a marketing strategy. This shows that social media is a marketing tool used by many businesses irrespective of the nature of the business itself. Facebook may be the main social media marketing due to a large number of users as compared to other social media platforms. This is in line with Michaelidou et al. (2011) statements that to get the most out of your social media efforts, your strategy should include; determining which sites are most beneficial to post to and when to post to them, deciding how large you want your social media presence to be, identifying the right metrics to use to measure your progress towards social media goals and how and why to engage current and potential customers online.

The study also established that women owners personally engage current and potential customer on social media which has enabled them to received new customers on social media. The study also revealed that the women owners have hired someone to help in social media marketing. On the challenges these businesses face on social media marketing, the study found that these women do not fear that when they use social media for marketing their products, hackers will damage the image of the business.

It was also found that social media platform these women are using is not user friendly is a misguided fact as the respondents indicated the opposite of the fact. The results are in tandem with Amha and Ageba(2006) who argued that social media marketing platform platforms are striving to be technically and architecturally capable of providing basic tools to all it users so that they can have full access to various forms of information like full categorization of products on the platform, provisions for promotional activities and customized targeted campaigns like via e-mails. They add that scalability and flexibility offered by the platform is another crucial criterion for future business development.

Furthermore, the study found that these women fear that the use of social media for marketing may expose their business to legal suits. However, the study found that the MSEs were experiencing a shortage of funds to invest in social media marketing and due to insufficient funds; they are unable to attract skilled staff to run their social media marketing. This could be due to the difference in the form of doing business over the virtual space as compared to traditional practices, which requires newer forms of contracts and agreements to be forged with different players in the ecosystem (Mwobobia, 2012).

The study also found that the sales revenue has been increasing, number of customer has increased and this can be attributed to social media marketing. Srinivasan, Bajaj and Bhanot (2016) also found that social media participation has a strong influence on brand awareness and brand trust, which in turn, have a strong influence on customer acquisition and customer retention. The study also found that most of these businesses would be in operation in the next five years as the number of employees has been also in the increasing trend. The study finally established that most of the MSEs are planning to expand their business. This is in accordance with Ayedun et al (2014)

who studied the effect of marketing strategies on corporate performance of estate surveying and valuation firms in Kaduna Metropolis of Nigeria, and found that there is a positive relationship between marketing strategies adopted and corporate performance of the firms.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

In this chapter, the researcher presents the summary, conclusion and recommendations based on the findings and interpretations of the research. The researcher also presents the limitations that were identified when carrying out this research. Further, the researcher provides suggestions for further research on the area and closes the chapter with providing implications for policy and practice that can emanate from the findings of the research.

#### **5.2 Summary of the Research Findings**

On biographic information, it was found that the majority of women involved in entrepreneurial ventures are youth (below the age of 35). It was also found that the majority of women who have gone into self employment (entrepreneurship) have a college diploma or secondary school education. From the findings, all the respondents were literate and understand the role of social media in marketing.

On the nature of business, it was found that most women entrepreneurs venture into fashion and retail business as compared to those who venture into manufacturing and transport businesses. It was also found that most of the women run businesses in this area do not survive beyond 5 years and that Kasarani Division had the largest concentration of businesses.

On social media marketing as a strategy, it was found that most women entrepreneurs in this area have embraced social media as a marketing strategy. It was also found that the majority of women entrepreneurs in Kasarani use Facebook more for marketing

than any other social media platform and that most of the entrepreneurs engage in social media marketing without a plan on how to execute the strategy

On challenges of social media use, it was found that the main challenges facing women entrepreneurs in Kasarani is fear of legal suits that may arise from the use of media marketing and lack of sufficient funds to invest in social media marketing. It also shows that majority of the entrepreneurs are not only willing to use social media as a marketing strategy but are also computer literate.

On SME performance, it was found that majority of women owned businesses are doing well in terms of revenues and customer growth. It was also found that the majority of the women entrepreneurs are planning to expand their businesses but are not sure whether the business will survive for the next five years. This is because of the uncertainty in some of these regions.

### **5.3 Conclusions**

It can be concluded that women entrepreneurs are in the youth bracket (35 year and below). It can also be concluded that most of the women entrepreneurs in Kasarani are literate and thus understand the importance of social media for marketing. It can also be concluded that most of the women entrepreneurs in Kasarani engage in businesses that are less capital intensive. Most MSEs in Kasarani Division use social media and specifically Facebook as a marketing strategy. The study therefore concludes that social media specifically Facebook is a marketing tool that when used effectively any businesses irrespective of the nature can positively affect its performance.

MSEs Owners need to personally engage or hire people to meet current and potential customer on social media to enable them to received new customers on social media.

This will enable them to be well versed with the media. Due to the higher level of education of the women engaging in MSEs, they find the social media marketing is user friendly and for that reason, majority do not fear that hackers will damage the image of their business when they use social media for marketing their products.

However, there is fear that the use of social media for marketing may expose their business to legal suits. This indicates that despite many MSEs market their products on social media; they do not know the legal implications on misusing such platforms to market their products. Another major challenge that these MSEs were facing is shortage of funds to invest in social media marketing which has made them unable to attract skilled staff to run their social media marketing.

The study also concludes that social media marketing has positively resulted to increase in sales revenue, number of customer and the number of employees. the increase is due to brand awareness and brand trust from social media, which in turn, have a strong influence on customer acquisition and customer retention.

#### **5.4 Recommendations from the Study**

The study recommends that MSEs should adopt the various social media marketing practises more in their business to achieve the desired levels of performance. The study also recommends that MSEs should establish their weaknesses and strengths on how to enhance their performance through social media.

It is also recommended that despite most women depicting ease of using the marketing platform, awareness and how to operate platforms such as Facebook should be done to MSE owners who do not know how to use these platforms to market their products. Women should also be encouraged to take credit from microfinance

institutions to market themselves as social media marketing platforms helps retain and to attract new customers to the business

The study further recommends that Facebook being a key determinant in the business performance should be enhanced by MSEs. The study also recommends that entrepreneurs make use of other social media marketing platforms with a wide reach such as YouTube. The study also recommends that social networking be incorporated in the MSEs so as to enhance the efforts of business performance MSEs as the outcome of the process is positive.

The study also recommends that the government and other stakeholders promote women entrepreneurs by easing access to credit so that they can be able to not only expand their businesses but also take advantage of modern marketing tools and especially social media. The government and other stakeholders should also sponsor training for women and other entrepreneurs so that they are able to understand how to leverage on social media marketing which includes coming up with good action plans on the use of social media as a marketing strategy. With this help, women will also be able to engage in more capital intensive businesses like manufacturing.

### **5.5 Suggestions for Further Studies**

The present study has exposed the challenges facing women entrepreneurs on social media marketing. The study suggests further studies on the steps in which the various women entrepreneurs are taking to deal with these challenges in order to leverage on social media marketing to grow their businesses.

The study also suggests studies to be conducted on the reasons as to why most women entrepreneurs do not engage in capital intensive businesses like manufacturing, as it has been discovered. This will provide a deeper understanding of the challenges women face when they try to venture into these businesses.

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# APPENDIX I: INTRODUCTION LETTER



## UNIVERSITY OF NAIROBI SCHOOL OF BUSINESS

Telephone: 020-2059162  
Telegrams: "Varsity", Nairobi  
Telex: 22095 Varsity

P.O. Box 30197  
Nairobi, Kenya

DATE 24/10/2016

### TO WHOM IT MAY CONCERN

The bearer of this letter VALENTINE P. CHIRIOTI

Registration No. D66/80285/2012

is a bona fide continuing student in the Master of Business Administration (MBA) degree program in this University.

He/she is required to submit as part of his/her coursework assessment a research project report on a management problem. We would like the students to do their projects on real problems affecting firms in Kenya. We would, therefore, appreciate your assistance to enable him/her collect data in your organization.

The results of the report will be used solely for academic purposes and a copy of the same will be availed to the interviewed organizations on request.

Thank you.



PATRICK NYABUTO  
SENIOR ADMINISTRATIVE ASSISTANT  
SCHOOL OF BUSINESS

## APPENDIX II: QUESTIONNAIRE

### EFFECT OF SOCIAL MEDIA MARKETING STRATEGY ON THE PERFORMANCE OF WOMEN OWNED MICROAND SMALL ENTERPRISES IN KASARANI DIVISION, NAIROBI COUNTY, KENYA

#### Section A: Demographic Information

1. Name (optional).....
2. Age

Age (years)	Tick
35 and below	
36-45	
46-60	
Above 60	

3. Highest Educational Qualification

	Tick
Primary	
Secondary	
Diploma	
Bachelor's degree	
Master's degree	
Other (please specify)	

4. Nature of Business

Nature of Business	Tick
Fashion	

Food	
Manufacturing	
Transport	
ICT	
Education	
Retailing	
Other (please specify)	

5. Period the business has been in existence

<b>Period (years)</b>	<b>Tick</b>
Less 5 years	
5-10 years	
Over 10 years	

6. Location of the business (if more than a branch, location of head office)

<b>Years</b>	<b>Tick</b>
Clay City	
Mwiki	
Kasarani	
Njiru	
Ruai	

**Section B: Social Media Marketing**

Do you use social media as a marketing strategy?

	<b>Tick</b>
Yes	
No	

**(If the answer above is YES),** which kind of social media platform do you use in your business?

<b>Medium</b>	<b>Tick</b>
Facebook	
Twitter	
Instagram	

Other (please specify).....

.....

How much do you agree with the following statements?

1=strongly disagree 2=disagree 3=neutral 4=agree 5=strongly agree

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
I personally engage current and potential customer on social media					
I have hired someone to help in social media marketing					
I have a social media marketing plan for my business					
I have received new customers on social media					

### Section C: Challenges on Social Media Marketing

How much do you agree with the following statements?

1=strongly disagree 2=disagree 3=neutral 4=agree 5=strongly agree

Challenge	1	2	3	4	5
The social media platform we are using is not user friendly					
I fear that the use of social media for marketing may expose my business to legal suits					
I feel that we may break some laws and regulations in the course of using social media marketing for my business					
I am experiencing a shortage of funds to invest in social media marketing					
Due to insufficient funds, I am unable to attract skilled staff to run my social media marketing					
I am not computer literate					
I am not much interested in using social media to market my products/services for fear of exposing my secrets to competitors					
I fear that when I use social media for marketing my products, hackers will damage the image of my business					

**Section D: MSE Performance**

How much do you agree with the following statements?

1=strongly disagree 2=disagree 3=neutral 4=agree 5=strongly agree

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
My sales revenue has been increasing					
Number of employees has been increasing					
Number of customers has been increasing					
I see my business being in operation in the next five years					
I am planning to expand my business					

**Appendix III: List of registered women owned businesses in  
Kasarani division.**