

**EFFECTS OF FACEBOOK ADVERTISING ON COSMETICS SALES
AND PURCHASE BY WOMEN IN KENYA**

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2018

DECLARATION

I hereby wish to make a declaration that the project paper is my original work and was carried during my study and has never been presented to any other institution of higher learning.

Sign.....Date.....

Alubala, A. Agneta.

K50/80770/2015.

This research project has been submitted for examination under my supervision and approval.

Sign.....Date.....

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DEDICATION

To the Almighty God,

For His amazing Grace

ACKNOWLEDGMENT

My thanksgiving first goes to our Creator, for the gift of life, strength and opportunity to study. I am also profoundly grateful to my kindred for all the support in my academic pursuits.

I am very thankful to my supervisor Dr. Silas Oriaso under whose guidance this project has been carried out. His endurance, priceless recommendations and endless motivation aided in steering this research project to fruition. I take this juncture to appreciate my fellow students, colleagues and comrades who were always there in times of need.

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LIST OF ACRONYMS

ANOVA:	Analysis of Variance
CCK:	Communications Commission of Kenya
ICT:	Information Communication and Technology
ITU:	International Telecommunication Union
SPSS:	Statistical Package for Social Sciences
FB:	Facebook

ABSTRACT

Facebook advertising is the new mantra for several brands. This study sought to investigate the effect of Facebook advertising on cosmetic sales and purchase by women in Kenya. Specifically, this investigation was directed by the following specific objectives: to determine the extent to which Facebook is used to advertise cosmetics products in Kenya, to determine the effect of Facebook advertising of cosmetics on attitude and belief of Kenyan women about the product and finally examine the effect of Facebook advertising on the buying decision of Kenyan women on cosmetics product. The study was anchored on the hierarchy of effect model. A descriptive research design was employed with mixed qualitative and quantitative research methods. The target population comprised women who bought and sold cosmetics on Facebook in Kenya. Simple random sampling was used to arrive at a sample of 384. The study relied on data collected by way of structured questionnaires and interviews. Data was analysed descriptively. Correlation analysis was run to check for relationship among the factors. Finally, a multivariate regression analysis was also conducted. The study revealed that Facebook adverts affected attitude, behaviour, perception of women, which then affected the sales and purchase of cosmetics. The study recommended that growth of social media advertisement awareness to be created among women at all levels in order to increase their attitude of purchasing cosmetics through Facebook and improved the quality of advertisements on Facebook.

CHAPTER ONE

INTRODUCTION

1.0: Overview

This section contains the overview of effect of Facebook advertising on cosmetics sales and purchase on women in Kenya. The chapter also highlights the problem of study which established the disparity that this investigation sought to address. Additionally, the section provides the justification, significance and scope of the study. It also provides limitations, delimitations and assumptions of the study.

1.1: Introduction

Initially, advertisers idealised with the old-style media of communication to reach out prospect buyers, and create advertising campaigns which led to cut-throat competition. Conversely, the trend has changed rapidly. Contemporary studies have revealed that the figures for conventional mass media audiences are jumping and to a great degree shifting towards the new forms of media platforms to receive information (Rudloff & Fray, 2010; O'Toole, 2000). This justifies the massive embracement from the more conventional mainstream media specifically among the youth to contemporary platforms such as social media. Currently, a high portion of people depend on social media to communicate even though psychologists have raised concern over its impact in the development of adolescents. Nevertheless, the new platform has created more opportunities as they target the niche market that has emerged online. With the advancement of the Internet into Web 2.0 version which offers improved functionalities and experience, social media is nowadays facilitating shared conversations and tailor-made content has developed in support of this improvement. Evidently, social media, particularly social networking sites (SNS), has allowed users to articulate personal issues, create and manage social networks with others, and develop individual social networks (Ellison, Steinfield, and Lampe 2007, Weinberg 2009; Kaplan and Haenlein 2010; Meerman Scott 2010).

Social networking sites develop a unique medium in the area of communication according to findings from studies that have been conducted recently (Drury, 2008; Iyengar et al., 2009; Palmer & Koenig-Lewis, 2009; Shih, 2009). Such sites can be described as a platform for creating product awareness to stimulate demand. Nielsen (2010) illustrates the high frequency of occurrence of the

practice by indicating that users spend on average nearly five and a half hours monthly on social network platforms. The amount of time spent fluctuates depending on the area from two and half up to six and a half hours. Besides, the population of active users of the networks has jumped by 30% within a year, with Facebook having the highest, accounting for slightly over 50% of the users with an average of 19 million user sessions per month.

1.2: Background of the study

One of the main objectives of advertisers has always been to continuously understand consumer's attitudes towards advertising. Adverts that are fruitful in creating awareness messages to viewers help in promoting brand building. With the advancement in technologies globally over the past decades, advertisers are progressively depending on a variety of interactive technologies to publicize and sponsor products and services. Moreover, the concept of promoting up-to-date content creates an opportunity for clients to interact electronically in an appropriate method. This powerful quality can be viewed as the future of advertising and may become more rhetorical in customers' minds than the conventional advertising medium such as televisions as a marketing stimulus that stands out relative to others in their surrounding (Yaakop & Hemsley-Brown 2011).

Social network sites like Facebook, twitter and others have become a medium for creating brand awareness. Nevertheless, investigations carried regarding the platforms and how it is alleged by its users still remains scanty. This claim is supported by Boyd and Ellison (2007) who opined that there is insufficient empirical evidence in the area of customer insights of advertising on social networking sites and the volatile nature of technology makes it even more difficult to come up with comprehensive findings.

Facebook Ads is a platform developed by the company to offer advertising services. Tuten (2008) writes that the platform has provided advertisers more strategic advantages, including targeted display ads and sponsored stories called Social Ads, branded profiles which are called Facebook Pages, a developer incentive plan to promote content development known as Facebook Developers, and News feed. Furthermore, the Ads are target specific users according to individual profiles and traits in the network. For example, Ads can be sent to users whose peers have recently visited a product's Facebook page or website.

By promoting ad impressions that are similar to news feeds, the platform enables people to conduct discussions through word-of-mouth communication regarding a product. In comparison to other social media platforms, the number of Facebook users has exponentially jumped over the last decade representing the highest and most commonly used online platform today with a population of over 1.94 billion users (Facebook, 2017) and the number is still projected to climb.

Facebook is a platform where people can share facts, opinions and knowledge (Drury, 2008). Facebook provides a real-time access; from production, where consumer views can be collected, allowing customers to share experiences in real time by for example 'Liking or commenting' on Facebook or Blogs.

Facebook is a digital communication platform in which clients engage with a seller before they can purchase a product irrespective of their location. Facebook can be accessed by consumer's real time; at the time they are produced, letting customers to share understandings in real time (Snopes, 2006). Social media networking is defined as the use of different kinds of digital platforms of information that are developed, executed, disseminated, and used by online users as an approach to inform prospect clients about products, brands, services, and qualities (Chauhan and Pillai, 2013). Organizations are currently cognizant of the pending drive to concentrate in creating personal two-way relations with clients to improve interactions (Li and Bernoff, 2011).

Critical to note is the fact that 55% of the world population is under 35 years (UNDP 2013). In Kenya, this is over 65%. Over 30.7 million Kenyans have mobile phones; over 9.4 million have data enabled devices. Internet penetration in Kenya is at 41.1% (CAK, 2014). Over 5 Million Kenyans are actively using Facebook as the main social network for communication. Facebook is among the most popular social media in Kenya. The country has approximately 4,448,000 users, of which 65% are male and 35% are female users (Facebook, 2014). The online platform is most prevalent in the age group of 18-24 years representing 44% of all users. Age groups of 24-34 years and 35-44 years are the second and third highest clusters in Kenya with 34% and 10%. Local brands have a good following on Facebook; Safaricom has 860,000 Likes, KTN 1,385,000 Likes. Airtel 390,000 Likes, Orange 168,000 likes, YU at 76,000 likes among others (Facebook, 2014). Most Facebook users are middle and high class people.

Advertisers mainly focus on target groups that they believe most likely to be interested in the products they are advertising. Identifying the right target group before choosing a communication strategy is necessary in ensuring the message is received politely by the audience. Audience research therefore is very vital for any advertiser before crafting their message since it facilitates reception of the message and hence ensures that it leads to action.

According to a recent research that investigated the contribution of women on the social-economic fabric of the nation (Consumer Insight 2016), Kenyan women place beauty second only after food. The research indicates that 7 in 10 women prefer to splurge money on cosmetics at the expense of basic commodities or self-improvement investments such as savings.

According to the study done by Consumer Insights (2016), 64% of the women surveyed said they prioritized in improving their physical appearance, with many of them stating they would give it a significance rating of 3.82 on a scale of 1 to 5. This is mainly because of the tendency of the society to judge women on physical appearance while their counterparts are judged by their financial capabilities. The study therefore focused on women and cosmetics as the audience of the advertisements and how Facebook as medium of communication impacts on their purchasing decisions.

1.3 Statement of the problem

From the time when Facebook was introduced, an increasing number of organizations are adopting the use of social media as their advertising game plan. They have apparently established the huge potential of the social media campaigns in promoting customer relations and improving product patronage. Social media has of late been embraced as a platform for advertising and are still evolving in Kenya, with 5.5million Facebook users as at June 2016 in Kenya. Conversely, although sufficient empirical evidence exists regarding online communications, not all of this work is easily transferable to the social media space (Bond, Ferraro, Luxton and Sands, 2010). In addition, it still remains unknown how online forces impact Internet users' opinions and thoughts toward online advertising (Campbell and Wright, 2008). Besides that, capitals investment in online advertising are often targeted imperfectly because of lack of information and insufficient studies conducted on customers' opinions of online advertising which triggers advertisers to choose the wrong

advertisement characteristics; sending ambiguous messages; and cannot clearly recognize the intended audience (Hadija, 2008). Given its spread and uptake, Facebook has become extremely important for brands to build their communities and also for running digital advertising operation. Previous studies have been done on Facebook and Twitter usage as advertising vehicles. Also studies have been done to ascertain the cognizance and assertiveness of youth on social media advertisement. No study has been done to assess the attitude and perception of women on social media usage in advertisement. This study therefore assessed the use of social networking as an advertising vehicle with a major focus on Facebook usage among women in Kenya.

1.4 Objectives

The objectives of the study are as follows:

1.4.1 General Objective

The general objective of the research paper was to investigate the effects of Facebook advertising on cosmetic sales and purchases on women in Kenya.

1.4.2 Specific Objectives

- i. To explore the extent to which Facebook is used to enhance sales of cosmetics products in Kenya.
- ii. To investigate the effect of Facebook advertising of cosmetics on attitude and belief of Kenyan women about the product.
- iii. To examine the effect of Facebook advertising on the buying decision of Kenyan women on cosmetics products.

1.5 Research questions

- i. What is the extent of Facebook use in enhancing sales of cosmetics products in Kenya?
- ii. What attitude and beliefs do women have on cosmetic products and beauty services advertised on Facebook?
- iii. What is the effect of Facebook advertising on the buying decision of Kenyan women on cosmetics products?

1.6 Justification of the study

The intent of any advertising is simply to provide avenue for marketing, developing or improving the image of product and services. Establishing attitude and perception among women in social media advertising will help in streamlining the process and control techniques employed by a large number of marketers using social media in advertising their products.

Findings of this study will also help in establishing the attitude and perception of women in advertisement and more specifically on Facebook.

1.7 Significance of the Study

The study has addressed the gap that most advertisers find in using Facebook as a form of advertising cosmetics to women in Kenya, this help increase sales and purchases of cosmetic products and their customers. The knowledge can be used by advertisers towards adopting of social media specifically Facebook in everyday communication of their brands.

1.8 Scope of the study

This study focused on women who purchase cosmetic commodities advertised on Facebook in Kenya. The study was formulated to determine the effect of Facebook advertising of cosmetics on attitude and purchasing decision of women and focused mainly on the perception, attitude, purchasing decision. The study was anchored on hierarchy of effect theory.

1.9 Operational Definitions

Facebook: A popular free social networking website that allows registered users to create profiles, upload photos and video, send message and keep in touch with world. It is currently, used as a major site for reaching out to potential client's with brand message.

Social media: A collective term to describe the various online media platforms that enable user to connect to each other, by either generating content for social interaction and collaborative participation or consuming said content at own will.

Trust: The willingness to believe in online information or the source of information itself online

Women: Adult human female who are registered users of Facebook and who use the platform to buy or sale cosmetic products

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview

This section seeks to unravel and analyse existing literature related to the research questions. The chapter is divided into three major parts. The introductory part deals with the theoretical review, the second part re-examines the existing body of knowledge in accordance with the study variables and the third part deals with empirical studies carried out in the past and in accordance with the variables presented in the research model, critique, and summary and research gaps.

2.2 General literature

This section deals with general literature associated with effect of Facebook cosmetics advertising on sales and purchasing decision of women in Kenya.

2.2.1 Social Media Marketing and Brand Equity

Kotler (2011) writes that “marketing is not the art of coming up with intelligent strategies of getting rid of products. It is much larger than selling products and incorporates value addition” Silk (2006) gives marketing a similar meaning by suggesting it is a process through which an organization adds value with the intention of bringing customer satisfaction. Value is determined by evaluating the total costs of buying and the overall incentives derived from a product (Kotler and Armstrong, 2004). It entails incorporation of different aspects of a product such as product quality, delivery, lead time and aesthetics aspects of a product (Rein, Kotler, Hamlin and Stoller, 2005). Additionally, Kotler and Armstrong (2004) describe marketing as a social and managerial process. It is an activity that promotes exchanges between consumers and sellers; a marketing department has the responsibility of communicating value proposition. Value proposition entails the unique characteristics a product offers (Kotler and Armstrong, 2004).

Marketing management therefore entails effective incorporation of the basic elements of the discipline which includes the product, pricing, promotions and distribution (Rein et al., 2005). Marketers they carry out effective campaigns targeting online consumers. Effective campaigns help build intimacy which influences consumer buying decision over time (Haven and Vittal 2009).

Engagement helps build desire with time. A strong desire among customers could lead to impulse buying or alternatively lead to referral. Advertisers can use four different approaches to engage to engage the target market. The most essential method approach is communication. Communication is very important because it supports the rest of the approaches that include collaboration, education and entertainment (Safko and Brake 2009). Constantinides and Fountain (2008) demonstrated Kotler's (1994) Stimuli and Response model and held the opinion that the original framework needed adjustment because of the advent of social media. According to the authors, traditional marketing tools are not the only one that influences customer buying decisions. New marketing tools such as social media also play a critical role in influencing consumer buying decisions.

Digital marketing is a new concept that is rapidly being embraced in conducting business. The internet is an efficient platform that that should be included in models previously developed. Online marketing therefore has a unique marketing mix. The mix illustrates the manageable online experiences offered by a firm. Secondly, social media experiences offer unpredictable purchasing decisions. Unfortunately, marketers do not have control over what happens in this segment (Constantinides and Fountain, 2008). According to Kotler & Keller (2009), brand equity is the value derived from purchasing a product. Brand equity has great impact on brand image which is also a major contributor when it comes to buying among consumers. Aaker (2009) describes brand equity as resources that build a brand. Customers become willing to pay extra in terms of royalty or premium once they understand the benefits of a product. Aaker classifying brand equity into five dimensions, namely; Brand loyalty, Brand awareness, Brand association, perceived quality, and other proprietary brand assets. From the fifth dimension, the four initial dimensions are at the core of brand equity because they represent the consumer reaction to the evaluation and a brand that can be understood by the consumer. Dimensions other proprietary brand assets not related directly to the consumer because these elements are influenced from four major dimensions.

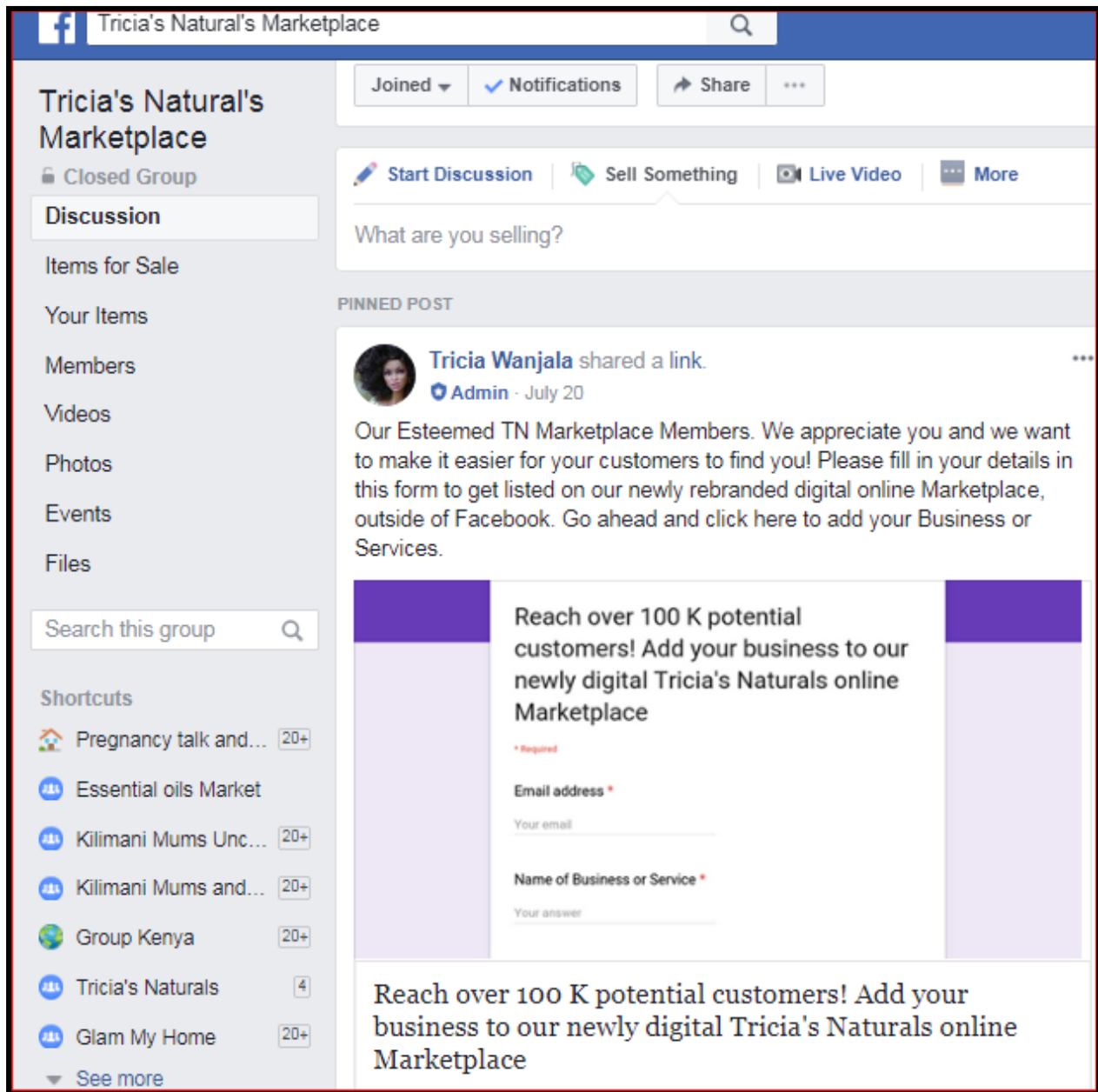


Figure 2.1: An Excerpt of Social Media marketing from Tricia's Natural market place.

2.3 Empirical literature

Empirical studies take the approach of gathering data and relevant information through firsthand observation or through hypothesis development (Sekaran, 2006). This study seeks to investigate different dimensions of the variables that have already been identified. The use of empirical study is effective because only observable data is used. This is important because it helps improve the validity and accuracy of the findings of the research. This investigation relied on empirical evidence that has already been presented by other researchers. This is important because it provides a roadmap for the research and research contrasting information about the topic under investigation.

2.3.1 Attitudes towards Advertisement

Consumers have different attitudes towards advertising. Currently, research on digital advertising and consumer behaviors literature are increasingly growing. A few years ago the gap that existed in this type of literature was very vast. The mostly used digital marketing tools that have been embraced currently includes SMS advertisement and email marketing. However, these types of digital marketing services are relatively new. Hence, this studies to explore these new areas. It is anticipated that the findings was diverse but comprehensive. A good number of studies that have concentrated on e-mail and other digital forms of advertising have established some consumers have negative attitudes towards the various form of digital advertising. Some consumers feel annoyed when they go to their inbox and find promotional information from merchants. On the flipside, others studies have shown some consumers have positive attitudes digital marketing services because they create a personal touch with consumers.

A research done in Turkey came up with findings which supported this theory. The disparity in attitudes between the two types of groups is attributed to consumer preferences which are unique and vary greatly. Web-based advertisements have been found to lure customers much closer compared to the traditional marketing tools. Examples of these tools that create this personal touch include e-mail advertisement. The advantage with the digital platform is that it provides other avenues of advertising that could be appealing to consumers.

Advertising on social networking sites (SNS) is also equivalent to those run in digital advertising. However, there are slight differences between the two services in terms of presentation. The delivery style differs in terms of language use. The messages are delivered in a less formal way on Facebook compared to other forms of digital platforms. Different users depict different levels of satisfaction with the product advertised. There those users who are so much contented with the product while others are not. A keen examination of facebook post from Tricia's Naturals clearly shows these differences.

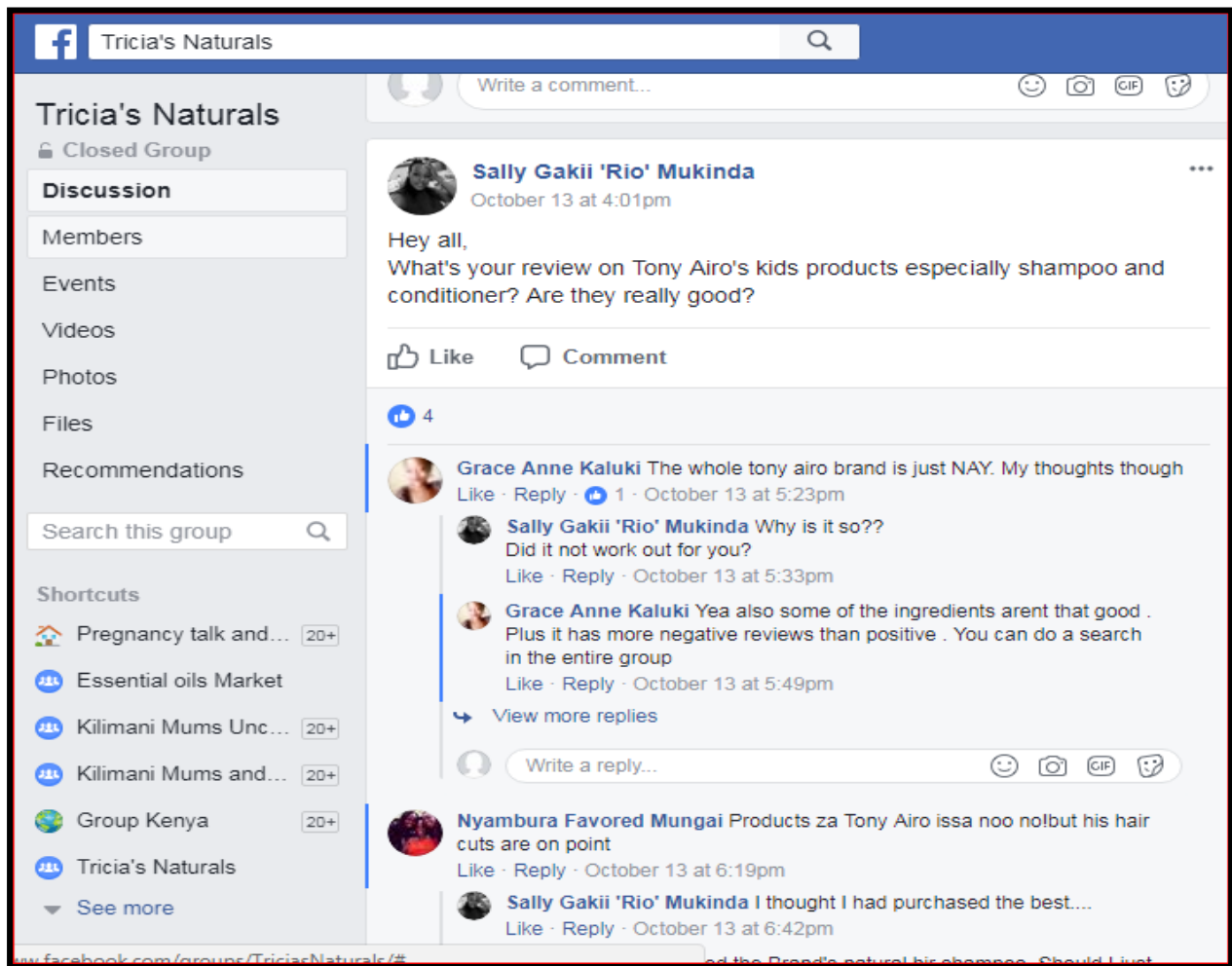


Figure 2.2: Negative review by users.

2.4 Experiences with Facebook

Social media is an important platform that provides a platform where people can interact socially. Socially media has greatly occupied people's life in all spheres i.e politically, socially and terms of business (Lin & Lu, 2011). Web-based services are increasingly replacing traditional processes (Kane et al., 2009). The media provides a platform where users can create their profile and communicate with peers and corporate representatives directly (Kwon & Wen 2009). The process helps create a link between different groups of people who create a potential market where products can be sold (Boyd & Ellison, 2008). Some of the most commonly social media sites include Facebook, MySpace, Google+ and Twitter among many others (Pempek et al., 2009). Facebook remains arguably the most successful social media website. Enough research has not been carried relating to social media use (Pempek, et al., 2009). Research is on-going relating to social media (Joinson, 2008). Most researchers are interested with Facebook on how it influences relationships with others. Findings have revealed Facebook use has the potential of impacting the real social life of an individual (Ellison, 2007). Existing pieces of evidence have revealed very few people use social media productively (Johnson & Yang, 2009). They use the platform to reveal their social lives, tastes and preferences (Lin & Lu, 2010). Studies are yet to identify what precisely users do but facts reveal most use it to talk what goes on with their lives among their peers (Taylor et al., 2011). A small percentage use social media to explore what to buy online. Calder et al. (2009) carried a study on social engagement and interactivity. The study revealed the level of interactivity in social media is very high which makes social media website and ideal environment for running advertisements.

2.5 Advertising on Facebook

Initially, Facebook was started as a social media but corporate are taking advantage of the platform. Later on, it was designed to allow advertisements to be carried out. It has become an effective tool for advertisement. The benefits of Facebook surpass functionality offered by traditional forms of advertising. Advertising in Facebook is almost free and cost effective compared to the traditional methods of advertising. The platform is less expensive compared to traditional methods of advertising. Besides, its scope of coverage is very wide because it comprises mixed market segments which create a ready market for firms (Todi, 2008). The social media site has greatly transformed the way businesses conduct their activities. Firms continue to credit Facebook for

providing an avenue where they can run their advertisements and friendly costs and the number of prospect buyers is high (Mangold & Faulds, 2009).

Sponsored Advertisement appears on sections of Facebook where users are given an opportunity to pick a product they like. Firms use data generated from the website using computer programs such as cookies to determine consumer taste and preferences. According to comScore's (2012) report, despite the fact that Facebook has been rated as top advertising platform, firms are required to develop a page which will give its products brand exposure (Alon, 2005). The main intention of building such a page is to ensure firms attract lure prospect customers to buying their products (Arndt, 1967). Word of mouth (WOM) information is normally considered more reliable than messages carried in social media platform (Shavitt et al., 1998). These tools are very powerful has in marketing (Chu & Kim, 2011).

Published research work shows social media users rely on information from their peer more than what is published. Hence, they would buy a product as long as a friend has recommended for them (Soares et al., 2012). The ComScore's report of 2012 suggests that brands have unique marketing objectives: Some of these objectives include achieving an effective brand image.

There are different forms of reactions that are expected from the audience. The first expected reaction is that the intended audience will pay attention to the advertisement. Once they pay attention, they will be lured click to read specific information (Wasko & Faraj, 2005). They will then proceed to share to their friends. A review by friends can help generate critical information which could be used to make purchasing decisions. Research indicates WOM information can help consumers change their mindset about a particular product (Hennig et al., 2004).

Social has a unique advantage which includes reaching out to a vast population (Hennig-Thurau et al., 2004). Wiertz and De Ruyter (2007) carried out a research on the trends of firms that conducted business online. The study found out that consumers value quality and brand image consider the impact of products they purchase to the community. They primarily rely on online platforms such as Facebook to decide whether to buy a product (Wasko & Faraj, 2005). A strong desire of taking part in societal activity may take place on social media for the purpose of informing the rest of the members (Wright et al., 2010). This provides a platform where advertisement links

are shared which automatically leads to brand recognition. Social media is link a virtual community where users freely advise one another when it comes to recommending products. Personalities such as celebrities enjoy large following on social media. Corporations use this advantage by getting the celebrities to advertise products on their behalf.

Social media websites such as Facebook are new tools of advertising. There is scanty information relating to the platform in regards to advertising. A number of researchers have suggested that Facebook and other social media websites should be incorporated into organizational marketing mix. However, they feel further analysis should be done before such a decision is made (Mangold & Faulds, 2009). A good number of them have also tried to carry out exploratory investigations (Todi, 2008). Harris & Dennis (2011) also carried out qualitative study of consumer responses. However, Taylor et al., (2011) investigated the quantitative aspects to try to develop a model that explains consumers attitudes towards advertisement carried out on social media. The findings revealed that content-related, organization and socialization factors are the basic features that influence consumer buying decisions online. However, little information exists on whether online presence of a firm influence social media users buying decisions. Web related advertising is an area that needs to be explored further.



Figure 2.3: An excerpt of advert on Facebook.

2.6 Theoretical Framework

A theory is a combination of expressions drafted to explain a phenomena after it has been cross-examined and may be applied to make predictions about natural phenomena. They are analytical tools that help readers comprehend, explaining, and making predictions about a given subject matter. This study used Hierarchy of Effects theory and Model of Advertising.

2.6.1 Hierarchy of Effects theory

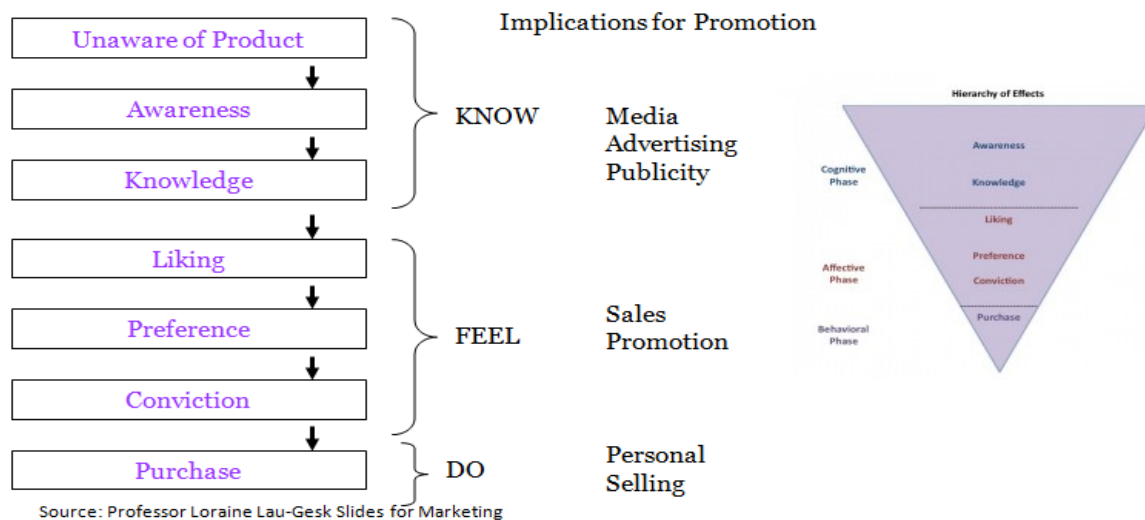
Lavidge & Sterner (1961) designed the hierarchy of effects theory. The theory is also applicable in advertising research. The two authors tried to evaluate the role of advertisement in luring customers to buy. The hierarchy of effects model proposed 6 steps to customer purchasing behavior which include:

- **Awareness:** This is the first and most critical stage .It marks the beginning step in purchasing. Firms must ensure that clients are aware of the existence of their brand. At this point, cosmetic advertisers should make sure that their brands are well advertised in targeted media so that their target audience and probably their prospective client are aware of the existence of the specific cosmetic brand in the market.
- **Knowledge:** It describes the stage where a commodity is examined against other commodities by the client. Firms must ensure that sufficient knowledge regarding product information is available– through the internet and other platform.
- **Liking:** Refers to the considerations made for its emotional benefits. The advertiser should ensure they clearly communicate the strengths of the product and how it stands to benefit the client be sure to make them prominent. The cosmetic product should be portrayed as a product that will efficiently help the woman enhance her physical appearance, and hence enable her to communicate her strength as a woman.
- **Preference:** By this time clients may be convinced to try out your commodity, but may prefer alternative brands of cosmetics too. Creation of competitive advantage which will differentiate your product from others and ensure that the customer prefers your brand compared to others in her wish list is paramount.
- **Conviction:** This is the stage where the doubt in consumers’ minds about purchasing your brand requires to be converted into action.

- **Purchase:** This is the most critical step of the customer's buying cycle. The advertiser needs to make sure that the cycle ends with purchase of the advertised product. This is through ensuring that purchase experience is friendly for the consumer. Some of the methods used to persuade customers to purchase is through maintaining simple and alternative payment options, making the product easily available, well communicated usage instructions, easy to understand usage instructions, after sells services, offers, and warranties.

Lavidge and Steiner further grouped these six stages into three main stages of consumer behavior including Cognitive (thinking stage) Affective (feeling stage) and Conative (behavior stage.). This theory has been used to develop a conceptual framework to help understand the long term effect of advertisements.

Hierarchy of Effects Model



Although Mabry (2010) suggests that the supposition was developed from the AIDA model, Lavidge and Sterner (1961) believed that having an insight of how consumers made decisions gave advertisers a clue how to design captivating advertisements. Mabry opines that the hierarchy of effects theory was driven by the Cognitive, Psychology, and Affective model that explain consumer tendencies when buying. According to him, the first thing consumers develop is thought. Thoughts are translated to emotional feelings which lure customers to buying a product. Apart

from the hierarchical model, additional models have been developed specifically which dwells with cognitive processes of a customer regarding the psychological and behavioral dimension, however, Lavidge & Steiner's hierarchy of effects has proven to be the most convincing theory (Mabry, 2010).

Interestingly, some studies have recently applied the theory to try and understand the concept of advertisement comprehensively. In one of the studies that sought to evaluate how advertising affects consumers, it was established that hierarchies associated with the customer purchasing decision process were; Affect, Cognition and Behavior model (Vakratsas & Ambler, 1999). According to the researchers, consumers could be lured to purchase a product if they had its likeability. Brand attitude is also a very important component that influences the perception consumers have on a particular product.

Mabry (2010), opined that despite the fact that some conclusions have been made based on the analysis of these hierarchies; emotions and preconceived perception directly influence consumer outlook towards a product. In addition, advertisement likeability and brand inclination have a strong interlink. Lastly, advertisers can assert message they intend to pass across using different approaches. Mabry (2010) also writes that according to the advertiser's poll, the recent adoption of social media as a platform for advertising has modified the procedure customers follow when determining on whether to buy commodities. This implies that the hierarchy of effects relates to consumers who buy via social media. However, many of the respondents in the Mabry investigation revealed that accomplishing client's rejoinder at every level is a hurdle because the development of social media a fact associated to the differences in which clients intermingle in these platforms.

2.6.2: Hierarchy of effects model and Perception of Advertisement

Lavidge and Steiner (1961) argued that advertisement was like a force that pulled consumers to yearn for a product. This force creates likeness of a product before creating a strong desire which is finally accompanied by a decision to purchase. The hierarchy of effects model suggest that consumers' attitudes can be applied to determine whether marketing practices are effective (Poh& Adam, 2012). Attitude in marketing refers to how consumers perceive a product. Shimp (1981)

and 6 Mitchell and Olson (1981) are researchers who have be credited for carrying out comprehensive research in advertising. They pioneered the idea that consumers have an attitude towards advertising. Advertisements are intended to create a response to stimuli which in this case is persuading a buyer to purchase a product (Muehling& McCann, 1993).

Mackenzie and Luz (1986) explored further the role of adverts and developed a dual mediation hypothesis (DMH). The DMH hypothesis goes hand in hand with four other measures that include: Ad Cognitions (C ad) which refers to the customers' ability to comprehend the message carried out, Brand Cognitions (Cb) refers to the ability of a customer to understand the functionalities of a product, Attitude toward the brand (Ab) is the attitudes consumers have on a product and Intention to Purchase the Brand (Ib) is the willingness of a customer to buy a product. AA Plays the linking role in advertising. The element influences brand attitude by contributing on brand cognitions that lures customers to purchase a product. Existing body of knowledge suggests Aad is a very critical component in advertising; however extensive research has not been conducted to reveal the different elements it is made up.

A good number of researchers have already settled on Aad as a critical element in advertising (Lutz, 1985). On the flipside, other researchers believe Aad is multidimensional (Shimp, 1981). On the other hand, numerous pieces of evidence provide more varied outcomes on factors that affect Aad (Muehling& McCann, 1993). Muehling and McCann (1993) also reviewed Aad and came up with fascinating findings. They segmented Aad into three main areas that include: 1) Individual features that are intrinsic in the ad design (Litz, Mackenzie & Belch, 1983); 2) Ad features intended to elicit excitement such as the use humor ,to improve the effectiveness of the advertisement; 3) Additional time and product features are factors a firm's ability to sell. . Muehling and McCann (1993) contended that "Conclusion on the dimensional subject would not be critical unless seven basic questions relating to Aad's concept have been exhaustively answered" (Olney, Holbrook & Batra, 1991).

The existence of a wide range of definition Aad elements gives room for different approaches to be applied in understanding the concept. A case for consideration is Lutz (1985) who perceived Aad as a sentimental element without considering the behavioral aspects of advertising; he

suggested that Aad should focus on a specific exposure to an advertisement (Muehling & McCann, 1993). Picking different frameworks of Aad gives room for researchers allows researchers to express their findings on the effectiveness of advertising in wide range of methodology (Brackett & Carr, 2001, p. 24). They give Aad a more diverse appeal. The diversified approach made into consideration attitudes toward web advertising to thrive when it was conducted. The findings of a number of researchers are grounded on the existing model of Aad of traditional advertising (Mackenzie & Lutz, 1989). A case for analysis includes Karson and Fisher (2005) reviewed Mackenzie and Lutz's (1989)'s Dual Mediation Hypothesis online, relating a buyer's attitude on a website by evaluating the adverts used. Brackett and Carr (2001) analysed a model developed by Ducoff's (1995). The model used the elements of entertainment, informativeness and irritation, to investigate online advertisements.

A new model was developed by researchers which incorporated credibility and demographic aspects. It was examined using samples provide by students. Poh and Adam's (2012) investigated marketing on the online platform using the Ducoff's (1995) model. However, in their case commercial websites were used to replace the adverts. More researchers have paid keen interest on online form of advertisement. The research explored the impact of incorporating various aspects in advertising to make it effective to the target audience (Rosenkrans, 2009). A consideration was also made on traits of online users. Sicilia and Ruiz's (2007) research also incorporated the flow state into the model. Korgaonkar et al., (2002) investigated the discrepancy on online users. Although a general definition of Aad is yet to be arrived at, researchers continue to incorporate more ideas to the general understanding of the variable (Muehling & McCann, 1993).

2.6.3 Model of Advertising

So far, research on advertising exposes the confusion that exists involving the two primary variables used in studying advertising attitudes. A number of them are unable to differentiate advertising value and attitude (Alwitt & Prabhaker 1994). On the other hand others believe that value and attitude are distinct elements (Chen & Wells, 2000). The Attitude toward advertising (Aad) is a vast element that assumes different definitions (Heath and Gaeth, 1994). It is an emotional builder capable of influencing consumer perception (Mitchell and Olson, 1981). Cognitive aspects of Aad emanate from intentional according to researchers. It also comes from

effortful and central processing while the sentimental aspects without much effort, involvement, and marginal processing (Petty and Cacioppo, 1981).

Determining the attitudes of the target market towards advertisement is one of the most effective ways of evaluating whether the process is important (Metha, 2000). Attitudes tell more about consumer willingness to buy a produce (Srull 1990; Brown and Staymen 1992). The value of advertizing has been defined by Ducoffe (1995) who describes it as a “An evaluation of the importance advertising to the targeted audience” (p. 1). Ducoffe (1996) asserts advertisement value can be determined by evaluating whether it addresses consumers’ needs and wants . The researcher points out that the difference involving advertising value and Aad is a causal factor in different responses among consumers (Bezjian-Avery et al. 1998). For instance, consumers may resent an advert they consider valuable (MacKenzie and Lutz, 1989). Despite the fact that customer’s sentimental reaction to advertisements is directly linked with cognitive assessment, researchers have managed unravel sentimental reactions from cognitive processing in a bid to comprehend the role of advertising (MacInnis and Jaworski 1989). This can be done by trying to conceptualize the association linking sentimental effects and cognitive responses (Lang and Friestad, 1993).

Ducoffe (1995) creates a clear line of distinction between the emotional aspect of advertising and the cognitive reactions. He designs a structure for projecting consumer’s value and Aad. He identifies entertainment as one of the variables responsible for influencing the attitudes consumers have on an advert, how informative it is, and how irritating it is to the audience irritation as the primary factors of assessing attitude consumers have on an advert. Ducoffe (1996) then incorporates the model in the online environment. He also validates previously carried research findings that show consumer attitude toward online advertising correlates with advertising value (Brackett & Carr, 2001).

The value advertising correlates with perceived levels of entertainment, informativeness of the message carried, and the irritation it may cause to the audience. Brackett et al., (2001) further support Ducoffe’s model and make improvements on it by incorporating aspects of include credibility and consumer demographics. Credibility also impacts advertising value and Aad.

Demographic variables such as age and gender have also been found to influence consumer attitudes toward advertising. Ducoffe (1996) determined Aad using favorability or unfavorable aspects. However, Brackett and Carr failed distinguish brand building from directional advertising purposes. A glaring difference in traditional and web-based advertising is the degree of experience a customer has with an advertisement. The online platform provides an appropriate tool for carrying out more effective advertisement compared to traditional media. Web advertisements are more effective compared to traditional medium because they provide an interactive platform. Consumers have the opportunity to raise concern about online advertisement instantly. This is not possible under the traditional medium. Studies have indicated the degree of interaction between an advert and a consumer dictates the perception they will have (Cho and Leckenby, 1999). Hence, interactivity is a component that advert developers must consider when coming up with a campaign. Currently, very few publications have tried to address the concept interactivity which is also highly applicable in other disciplines (Heeter 2000; Wu 1999).

The general definition of interactivity revolves around three major areas. They include: human-human interaction, this specifies there should be an interaction between two parties (Wu, 1999). Also, human-message interaction and human-computer interaction are also part of interactivity (Cho and Leckenby 1999). Hwang and McMillan (2002) write that in human-human interaction communication is two way. It involves two parties, the sender and the receiver. An exchange between the two parties is a form of human-human interaction. Cho and Leckenby (1999) also suggest information is more appealing to human beings when it is customized. On the same note, Sukpanich and Chen (2000) grouped interactivity on the online platform into three. They include: interaction between a machine and an individual, interaction between a user and the online content and self-interaction. The machine interactivity happens once a user makes click, while content interactivity occurs immediately a user finds information that suits him (Sukpanich and Chen, 2000)

The personal interactivity creates a one-on-one interface with the sales representative or any other who is online. In this study, advertising is viewed as an integration of the media platform and the messages captured in promotional activities. Hence, the study primarily focuses on machine interactivity and content interactivity. The parameters for measuring interactivity include two-way

communication, how information is controlled, how often exchange of information takes place, and customization of messages. Interaction cannot exist if active engagement does not take place within the parties. There is a positive correlation between interactivity value and attitude. This study excludes demographic factors and how they influence value and attitude.

2.7 Conceptual Framework

This is an underlying structure that captures the basic elements of an idea. The framework support theory that has already been developed (Jabareen, 2008). The purpose of a conceptual framework is to organise existing literature on a topic into a meaningful form. It summarizes and organizes ideas into comprehensible format.

Based on the hierarchy of effect model, the study developed a conceptual framework with the independent variables being the hierarchical steps followed before customer makes a decision to buy a product mostly influenced by advertising campaigns whereas on the other hand the dependent variable being the effect of cosmetic advertisement on face book.

Advertisement of cosmetics influences customer's cognition of the product which then necessitates the hierarchy of effect whereby they become aware of the product (perception), develop an attitude towards it which then facilitates decision making. The hierarchy of effects is what translates to the dependent variable.

Independent variable

Dependent Variable

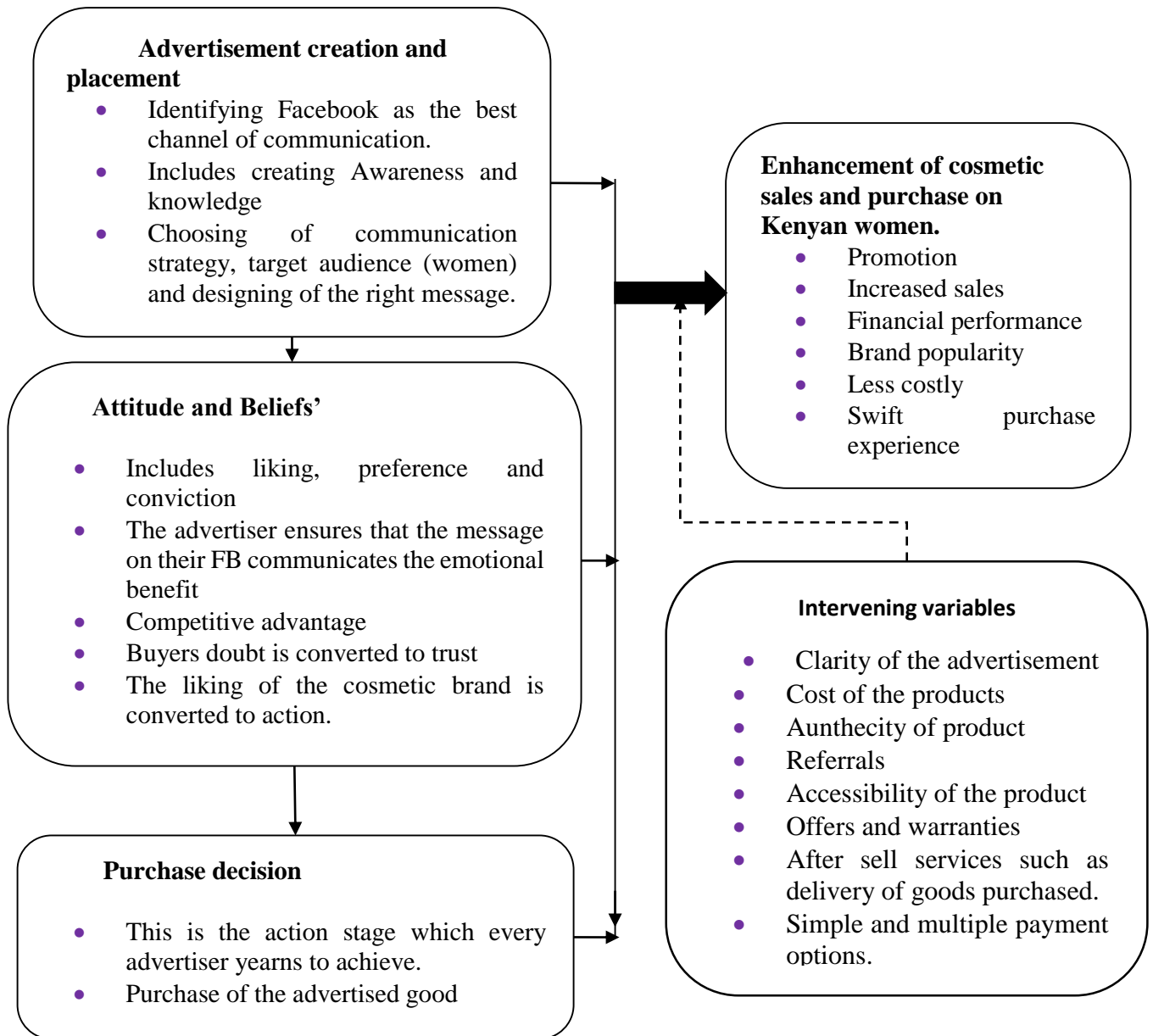


Figure 2.4: The Conceptual Framework

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Overview

Section three outlines the numerous phases that were monitored in finalising the study. It involves a blueprint for the gathering, measurement and analysis of data. This segment is an overall scheme considered to guide the researcher in responding the research questions raised. Thus in this section, the study classifies the techniques and processes applied in the gathering, processing and analysis of data. Precisely five subtopics namely; population of interest, data collection instruments research design, data collection procedures and data analysis were included.

3.2 Philosophical paradigm

According to Descombe (2010), pragmatism is generally considered as the philosophical partner of the mixed method approach. This is because it provides a set of assumptions about knowledge and enquiry that underpins the mixed method approach and distinguishes the approach from purely quantitative methods that are based on the philosophy of positivism and purely qualitative methods that are based on the approach of interpretivism.

In a research context, pragmatism is based on the ideas that knowledge is provisional, and that what we believe as truth today, may not be seen as so in future. It urges that knowledge is a product of our time and can never be perfect since it is inevitably a product of the historical era and the cultural context through which it was produced. Pragmatists therefore view the quest for absolute ‘truth’ as a hopeless cause.

Pragmatism revolves around the idea that knowledge is based on practical outcomes and ‘what works’ and therefore the best way to judge knowledge is how useful is it is perceived to be and how well it works when it is applied to some practical problem. Descombe (2010) urges that there is no single best ‘scientific’ method that can lead the way to indisputable knowledge and that research should test what works through empirical enquiry.

This research therefore adopted the pragmatism philosophical paradigm since its tenets give leeway to use both the quantitative and qualitative approaches which helped the research to adequately answer its research questions.

3.3 Study Design

The study used qualitative and quantitative research and thus the research design used is cross-sectional. Cooper & Schindler (2003), describe a descriptive study as one which is mainly focused in investigating the “what”, “where” and “how” of an incident. In this method, information about people’s attitude, opinions or habits is usually collected by interviewing or administering questionnaires to a sample of subjects. This study therefore generalised the findings. The main focus of this study was qualitative method though quantitative method was used for triangulation purposes so as to gain a better understanding and enable a more perceptive interpretation of the results from the study. The design was selected as it gave the association between the study variables and would enable the collection of data from the participants. It gave relevant information to the researcher on the unique features of the variables under investigation.

3.4 Study Location

The study was carried out in the beauty sectors mainly occupied by women e.g. salons and other cosmetic joints in Nairobi City as illustrated by table 3.1 below.

3.5 Target population

A target population is the explicit population in which a researcher is interested to investigate. It is population which the researcher wants to take a broad view of results (Mugenda & Mugenda, 2003). This study analysed the effect of Facebook advertising on cosmetic sales and purchase on women in Kenya. The study targeted Kenyan women who use Facebook as platform of buying and selling cosmetics. The sampling frame of the study comprised of estimates of women who are active users of Facebook as social networking site and buy cosmetics online. These respondents were found on cosmetics shops that are operating in town and also on active Facebook pages that advertise their cosmetic products. This included the cosmetic product customers, the shop owners and staff and the administrators of the cosmetic Facebook pages.

3.6 Sample Size

The ideal sample size was arrived at by applying Fishers method, Fisher *et al* (1991).

$$n = \frac{Z^2PQ}{d^2}$$

Legend-:

n - The sample size

z - The standard normal deviation= 1.96, representing a 95% CL

p - The portion of the population of interest anticipated to have specific traits. When there is no reasonable estimate, then use 50% (the study used 0.50).

$$q = 1.0 - p$$

d = the degree of accuracy desired, set at 0.05 corresponding to the 1.96.

$$\text{Hence, } n = \frac{1.96^2 \times 0.5 \times (1-0.5)}{0.05^2}$$
$$= 384$$

Table 3.1: Sample size

	Population	Sample size
Glam house	750	70
Kenya beauty mall	600	60
Ragals Parlor	550	55
Nakumatt beauty	850	85
Tricial Naturals	480	48
Beauty Bar Kenya	660	66
Total	3890	384

3.7 Sampling Procedures and Techniques

The study used simple random sampling to come up with the sample of 384 respondents.

3.8 Research Instruments

Questionnaire was the key data collection instrument for this study. It contained both open-ended and closed questions, as well as 5-point Likert scales was used for gathering primary data. The questionnaires were handed to women who are active Facebook users and whose Facebook advertisements can have direct influence on. The questionnaire was divided into seven sections; a section seeking to establish general information about the respondents, a section on background information on perception, attitude and behavior of Kenyan women towards Facebook advertisements and 4 sections exploring the influence of the four variables investigating our

dependent variable. Interview guides were also used to interview Facebook administrators and advertisers so as to ascertain the extent to which Facebook is used to carry out the advertisement.

3.9 Testing for validity and reliability

A pilot study is a technique applied to examine the design and/or methods and/or instrument prior to undertaking a research (Cooper, & Schindler, 2003). It encompasses conducting an initial test, the pre-test sample of 1% -10 % based on the sample size (Mugenda & Mugenda, 2003). The pre-test questionnaires were dispersed randomly to 1% selected respondents in order to gather a cross-sectional sensation of participants. The respondent selected were 20 women from targeted population. This helped in establishing the reliability and validity of the tool.

3.9.1 Validity Test

According to Kothari (2011), a tool can be validated by demonstrating that its content or items are correct. Validity is established to find out if the items are a representative sample of the skills and traits that include the area to be measured.

Mugenda & Mugenda (2003) defined reliability as an extent to which a research tool yields reliable outcomes after repeated trials. Piloting was done representing 10% of the population to test the reliability of the tool. Participants were given the measuring tools. Obtaining of units for piloting was outside the study area. A reliability coefficient of 0.7 or more will be assumed to reflect the internal reliability of the tools (Cooper, Schindler, & Sun, 2006). Cronbach's alpha is an index of reliability related with the difference accounted for by the factual scores of the original construct which is an hypothetical variable that is being evaluated.

3.10 Data collection methods and procedures

Data was collected from a selected sample of Kenyan women population using questionnaires containing open ended and closed ended questionnaires. Prior to the administration of the interviews, the relevant respondents were requested for permission. It was after this that the interviews were conducted. Drop and pick method was used; follow up was done by use of emails and research assistants (Orodho, 2004).

Afterwards, the questionnaires were cross-checked at the end of every field data collection day and before storage for consistency and completeness of information. Data capturing was done using SPSS computer aided software. The data collected from the questionnaire was recorded and entered into the computer using stratified packages for social science (SPSS) version 22 for analysis.

3.11 Data Analysis

The collected data was classified, and coded then tabulated for easier interpretation. The SPSS (version 22) program was applied for analysis. Data were analysed using both qualitative and quantitative methods. Mugenda (1999) affirms that qualitative analysis is the systematic content explanation of the composition of the entities or materials of the study. It includes detailed description of items, objects or things that comprise the study. The method allowed the researcher to learn and understand the underlying issues as well as get actual facts on perception, attitude and behavior of Kenyan women towards Facebook advertisements. Data collected was presented in the form of frequency distribution, graphs, pie charts and tables that facilitate in the description and clarification of the findings. For quantitative analysis, inferential statistics was applied to determine the association between the research variables. In this study, multiple regressions were used. Testing of the significance and analysis of the variables was done to facilitate the regression analysis a multiple regression was developed as below, at 95 % level of significance.

$$Y = \beta_0 + \beta_1 X_{.1} + \beta_2 X_{.2} + \beta_3 X_{.3} + \beta_4 X_{.4} + e,$$

Where,

Y = cosmetics advertisement on Facebook.

β_0 = constant (coefficient of intercept)

X_1 = perception

X_2 = attitude

X_3 = buying decision

X_4 = impact

e = error term

3.12 Ethical considerations

Ethical considerations are buildup of values and principles that discourse questions of what is bad or good in research undertaking Mugenda (2008) suggests that defending the welfare and rights of the participants should be the major ethical responsibility for all parties in the research study. Researcher took provisions to ensure non-disclosure of research data to any third party that would use such data for their own purposes. Precaution was taken to ensure that the respondents' names and particulars are not disclosed. A system of coding the participants' responses was established such that each completed tool will be linked to the key informers without using their actual names. Respondents were informed they had the freedom to reject participating in the research because the process was voluntary. These facts were communicated before the process started through an introduction letter to obtain consent.

In addition, the study will follow systematic procedure required by the University of Nairobi where the researcher was cleared to proceed for fieldwork after being certified by the board of examiners and issues with certificate of field work (see appendix iv). Thereafter, the study was tested for antiplagiarism and originality report by the university (see appendix v) and after proposed corrections certificate of corrections was issued (see appendix iv)

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.0 Overview

The section illustrates the data analysis, results and interpretation which were guided by study objectives. Results from the analysis of descriptive and inferential statistics were presented in form of figures and tables.

4.1 Response Rate

Overall, 384 questionnaires were distributed whereby 374 were correctly filled, and handed back. The figure signified a good response rate of 97.40% as illustrated in Table 4.1. A response rate of 50% is reasonable for a descriptive study (Mugenda and Mugenda, 2003). Kothari (2004) also reinforced the theory and Babbie (2004) also urges that return rates of 50% are applicable to evaluate and present, where;

60%=good

70% =very good

>80%=excellent

Applying these arguments from the distinguished academicians, a 97.40% response rate is excellent for the investigation to be conducted.

Table 4.1: Response Rate

Response	Frequency	Percent
Returned	374	97.40%
Unreturned	10	2.60%
Overall sum	384	100%

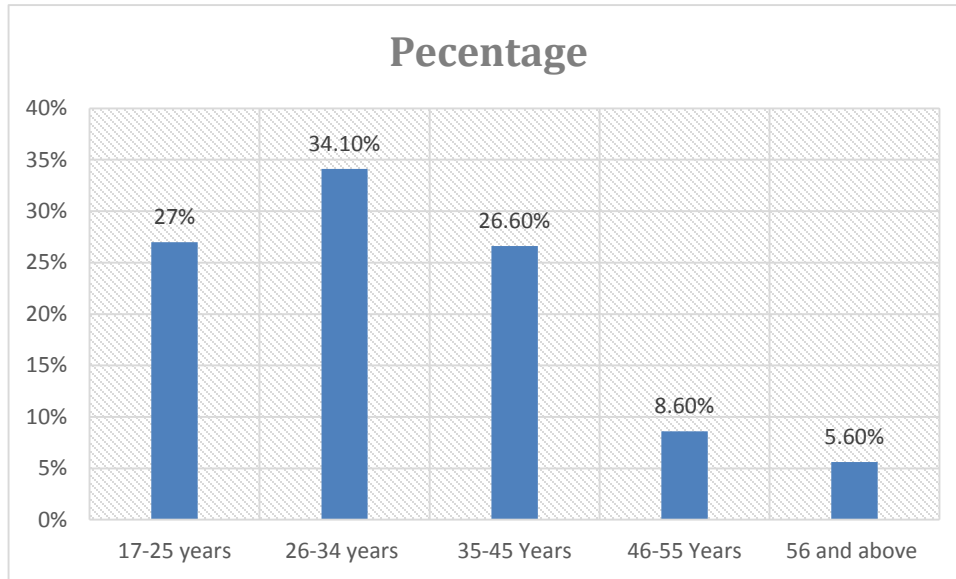
4.2 Demographic Characteristics of respondents

This section contains a profile that illustrates traits of the respondents for instance age, education levels, number of years they have used Facebook and the social media they mostly prefer for advertisements. The sub-sections below present the data based on the questions in the instruments.

4.2.1 Distribution of respondents based on age

The participants were required to indicate their age. The data is provided in Figure 4.1.

Figure 4.1: Respondents Age



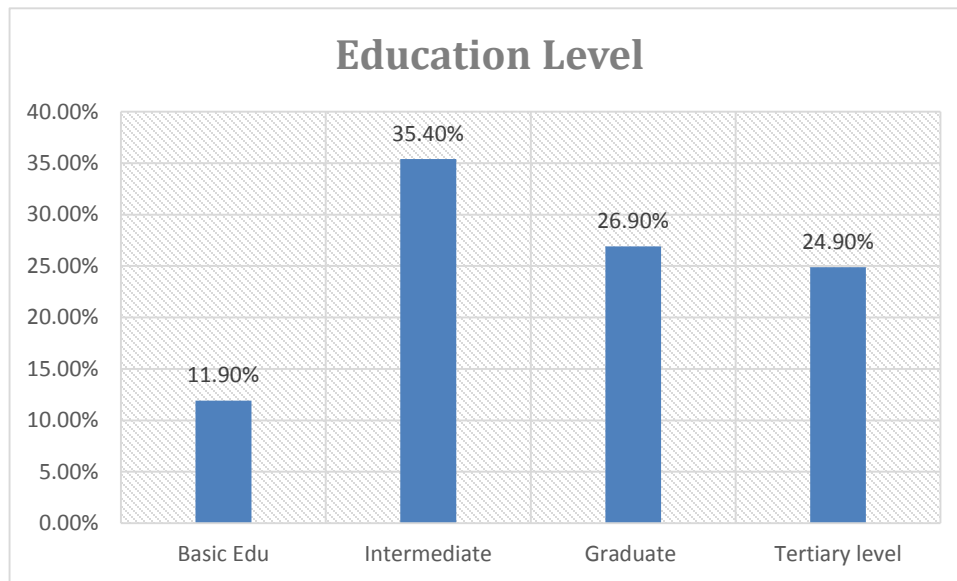
As per the figure 4.1 the highest portion of the participants (34.2%) indicated that they were aged 26-34 years, 27% of the respondent were aged 17-25years, 24.6% of the respondent were aged 35-45 years, 8.6% were aged 45-55 years while those that were above 56 years were 5.6%. This age distribution was adequate for the study. This was necessary as it gives insight about which age group mostly uses Facebook hence help in identifying the most appropriate target group for the advertisement. From this analysis, majority of the respondents (34.2%) are aged 26-34 years. These are women who are at the prime of their lives and who care much about their physical appearance.

“Women don’t always state their age, but what I can say is, I am in my early thirties and make -up makes me feel sweet sixteen, I can’t leave the house without it.” Facebook cosmetic customer

4.2.2 Distribution of respondents by level of education

Participants were requested to show their education levels. The data is provided in Figure 4.2 below.

Figure 4.2: Level of Education of respondents.



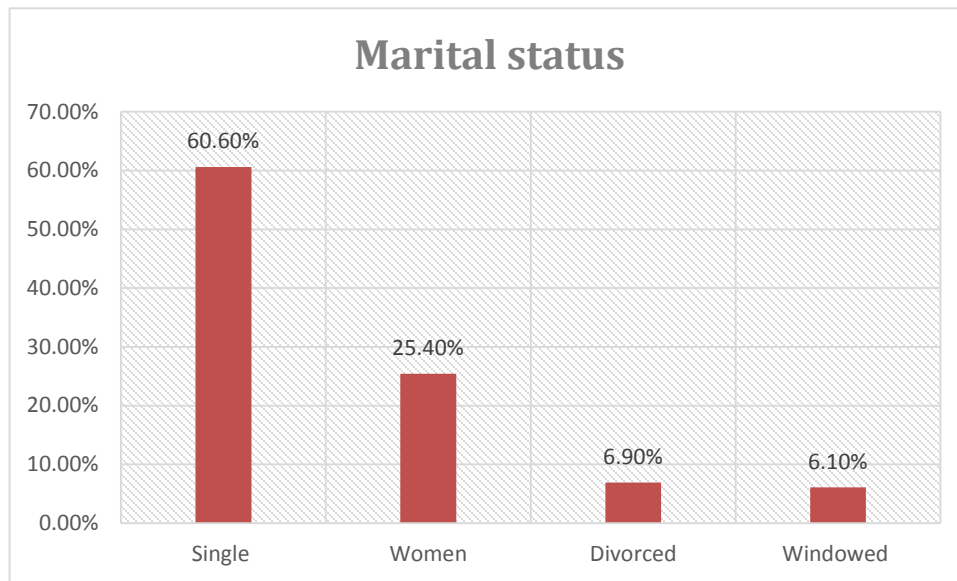
The outcomes of the investigation showed that the highest portion of the participants (35.4%), had intermediate levels of education, 26.7% were graduates, 24.9% had tertiary level of education and 11.9% had basic level of education. This was necessary for the study because it helps explain why advertisers chose to convey their message using different ways, such as through pictures and videos. This also implies that education level exposes respondents to different media.

We convey our messages via videos and pictorials especially product testimonials as it helps reach a much wider audience inclusive of those who can't really read well, pictures also speak louder than words or so they say." Facebook cosmetic marketer.

4.2.3: Distribution of respondents by marital status

The participants were also requested to provide their marital status. The data is illustrated in Figure 4.3 below.

Figure 4.3: Marital status of respondents



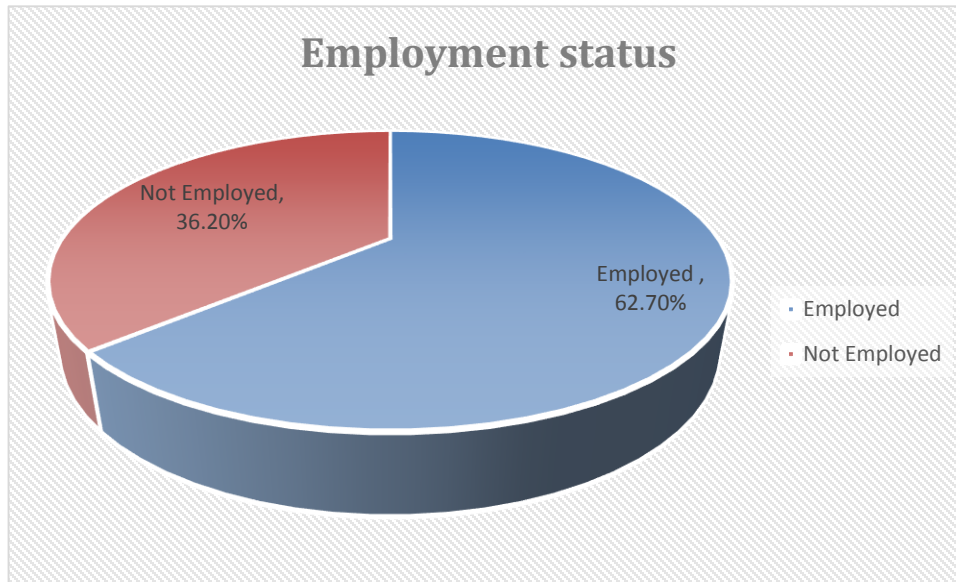
The outcomes of the investigation showed that the highest portion of the respondent (60.6%) indicated they were single, 25.4% were married, 6.9% had divorced and 6.1% were widowed. This was important to the study as it would help in identifying which was the most suitable target group for the advertisement. It was found that majority of single ladies have a lot of free time to engage in social media and also care more about their physical appearances as compared to the married and divorced counter parts.

“...am single and most of my evenings I spend better part of it surfing the net trying to identify new products in the market. I keep trying new things from time to time all depending on the testimonials I find on Facebook. What else do I do with my boring evenings?” Facebook cosmetic customer.

4.2.4 Employment status of respondents

The participants were requested to provide their employment status. The data is illustrated in Figure 4.4 below

Figure 4.4: Employment status of respondents



The finding revealed that majority of the respondent, 62.7% were employed and 36.2% were not employed. This was to find out if the financial standing of the respondents affected their purchase of cosmetic products. Majority of the respondents were found to be employed either by an entity or in self-employment.

*“...having my own money gives me the liberty to choose how, where and what I spend it on. Cosmetic comes top on my list of expenses. Looks matter you know.”
Facebook cosmetic customer.*

A study done by Consumer Insight (2016) found out that 64% of women surveyed put physical appearance a top priority on their monthly expenses with an importance rating of 3.82 on a scale of 1 to 5. This is mainly because of the tendency of the society to judge women on physical appearance while their counterparts are judged by their financial capabilities.

4.2.5: Social economical class of respondents

The participants were required to provide their social economic class. The data is illustrated in Figure 4.5 below

Figure 4.5: Social economical class of respondents



The finding shows that the respondent, 50% were of middle class, 32.8% were in low class, 10.6 were in upper middle class and 5.6% are in upper class. Majority of middle class women have a stable source of income hence can afford to buy cosmetics advertised on social media. The low class women mostly buy cosmetics that enhance their appearance mostly bleaching agents in a bid to fit in the image communicated by advertising agencies of what beauty is.

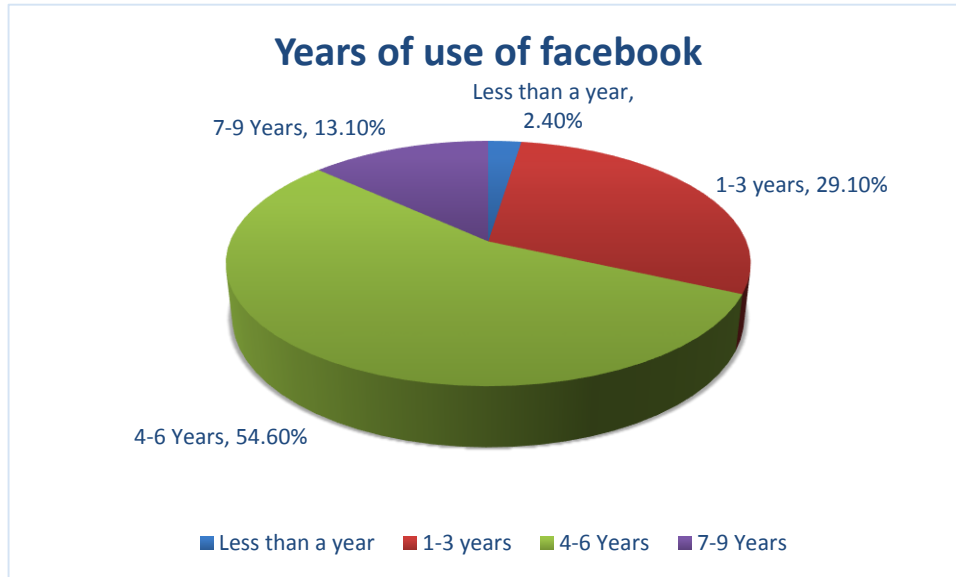
Facebook advertisement has an option of choosing a target audience. Different products appeal to different social groups and therefore advertisements should be segregated and customized as per the target audience.

“I create my advertisements with my target customers in mind. Usually I use product, cost and geographical segregation. High class people look for good quality products mostly at higher prices. Products meeting such standards are specifically targeted to them and vice versa. Facebook has a provision for that.” Facebook cosmetic advertiser.

4.2.6: Years of Facebook Use

The respondents were also requested to indicate for how long they had used Facebook as illustrated in Figure 4.6.

Figure 4.6: Years of use of Facebook



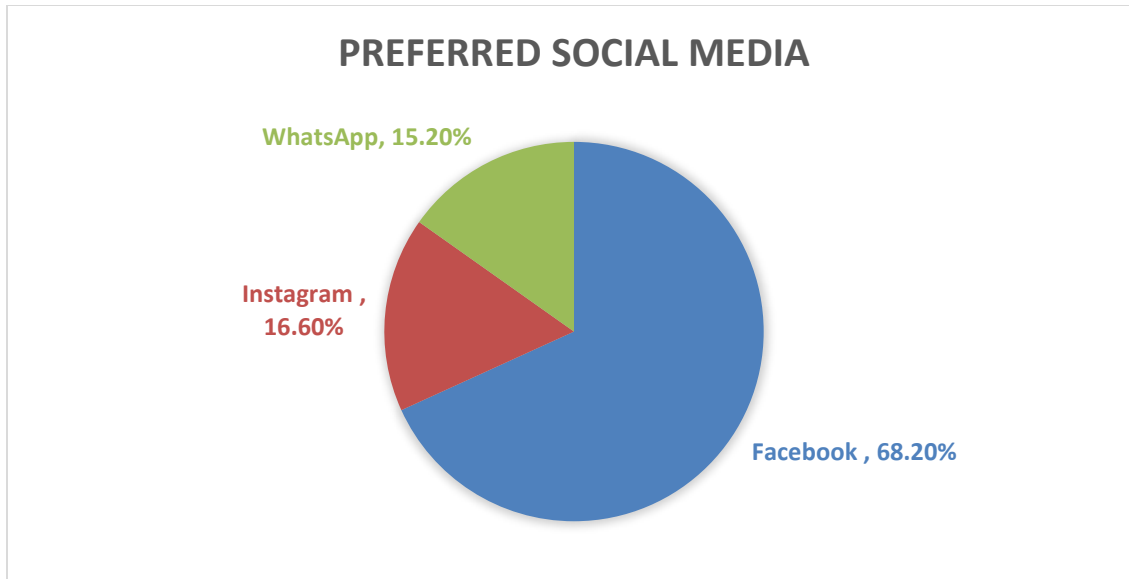
The results showed that most of the respondent, 54.6% had used Facebook for 4-6 years, 29.7% had used for 1-3 years, and 13.1% had used 7-9 years while 2.4% had used Facebook for less than one year. This was necessary in ensuring that the respondents had interacted with Facebook long enough to give authentic responses assuming that the longer the period of interaction the more experience they have regarding Facebook advertising.

“I have been a Facebook page administrator for the past 6 years or so. With time, I have come to understand the dynamics of doing business on social media. Cyber bullying, con men, Fake products...the list is endless. With experience you get to know how to manoeuvre all this and stay on course .It’s not a walk in the park though. We hope the cyber bullying Act gets implemented someday though. ”Facebook page administrator

4.2.6 Most Preferred Social media for advertisement

The respondents were also asked to indicate their most preferred social medial for advertisement. The results are presented in Figure 4.7 below.

Figure 4.8: Mostly Preferred Social media for advertisement



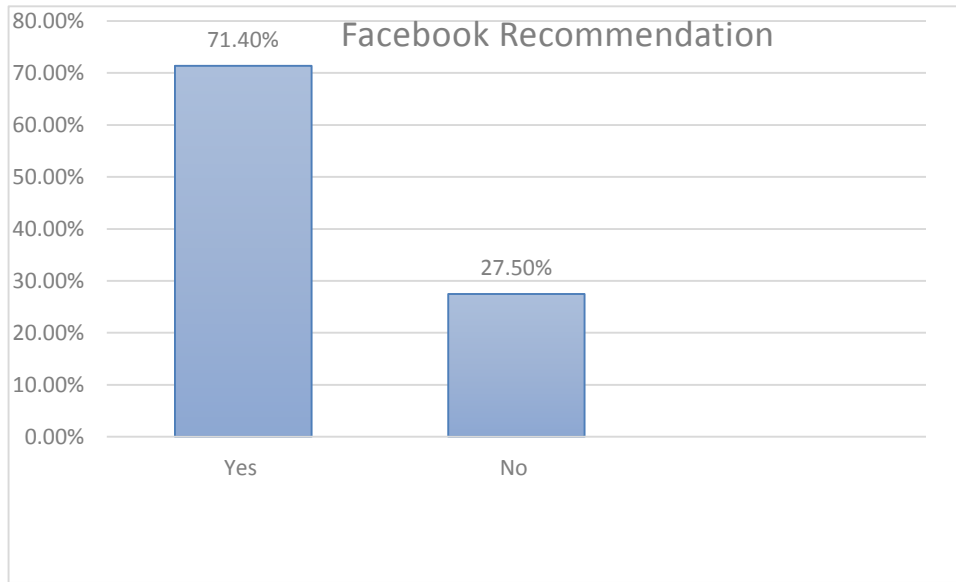
Majority of the respondents, 68.2%, indicated that they mostly prefer Facebook for advertisements, 16.6% of them prefer Instagram while 15.2% of the respondents prefer WhatsApp for advertisements. Majority argued that Facebook is more popular, therefore it reaches large group of people than other social sites. Facebook can easily make a brand popular due to the increased number of followers.

"I prefer Facebook as a means of advertisement mainly because of the large number of followers as compared to other sites. Secondly, most of us don't use our own pages rather we advertise on other pages created specifically as forums of discussing given discourses in this case cosmetic related pages. These pages are usually already packed with people willing to learn more on cosmetics and page administrators usually set side specific days as market days where we get to advertise our products to the massive followers." Facebook cosmetic advertiser.

4.2.7 Recommendation of Facebook advertisement to other people

The respondents were also asked to indicate whether they could recommend Facebook advertisement to other business people. This was necessary as it would help understand whether word of mouth referrals was important in propagating the use of Facebook advertisement. It also helped affirm the importance of excellent customer experience as a tool of marketing communication. The results are presented in Figure 4.9 below

Figure 4.9: Recommendation of Facebook advertisements to other people



The findings reveals majority of the respondent, 71.4% said they would recommend Facebook advertisement to other people while 27.5% said they cannot recommend Facebook advertisement to other people. Majority of them said they would advise them to advertise through Facebook because it is cheaper and can cover a wide area within a short period of time while other said they cannot because it encourages fake product in the market.

“Whenever I see something I feel my friends would love to know, I simply tag them, that’s it. So simple right?so yeah, I always recommend.” Facebook cosmetic customer

4.3 Extent of use of Facebook in cosmetics advertisement

The first objective of the research paper was to determine the rate of Facebook adaptation for marketing of beauty and cosmetic products and services in Kenya. This was important because it was the assumption of the study that many businesses today rely on new media to expand their product territories and it would be important to explore the status of adoption of Facebook in the cosmetic business. The subsections below present the findings.

4.3.1 Growth of Social media advertisement

On the growth of social media as platform for cosmetic business, the respondents were asked to rate various statements on social media advertisement on a scale of 1 to 5. The statements were

based on a Likert scale ranging from strongly disagree rated as 1, disagree rated as 2, neutral rated as 3, agree rated as 4 and strongly agree rated as 5, and the results are given in Table 4.2.

Table 4.2: Growth of social media advertisement

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
You highly make use of Facebook for promotion purposes	4.8%	7.0%	11.5%	41.7%	35%
Facebook advertisement have highly increased our monthly sales	3.7%	4.5%	10.4%	46.5%	34.8%
Facebook advertisement have improved financial performance of our business	3.7%	7.5%	9.9%	34.8%	43.9%
Adoption of Facebook advertisement have enhanced popularity of our brands in the last 2 years	4.8%	7.0%	11.5%	41.7%	35.0%
Facebook advertising is less costly compared to other methods of advertisement	3.7%	4.5%	10.4%	47.1%	34.2%
Facebook advertisement increases the awareness of the mass on the business product	2.9%	7.8%	10.2%	36.1%	43.0%

From the results obtained, 76.7% (41.7%+45%) of the respondents agreed that they highly make use of Facebook for promotion purposes. However, the study revealed that 11.7% (4.8%+7%) of the respondents did not agree that they highly make use of Facebook for promotion purposes. The results also indicated that a majority of respondents, 81.3% (46.5%+34.8%) agreed with the statement that Facebook advertisement have highly increased their monthly sales while 8.3%. (3.7%+ 4.5%) disagree with the statement that Facebook advertisement has highly increased their monthly sales.

About 78.7% (43.9%+34.8%) of the total respondents feel that Facebook advertisement have improved financial performance of their business while 11.2% i.e. (3,7%+7.5%) disagree with the statement that Facebook advertisement have improved financial performance of their business. many respondents, 76.7% (41.7% +35.0%) agreed with the statement that adoption of Facebook advertisement have enhanced popularity of their brands in the last 2 years while 11.8% (7.0%+4.8%) of the respondents opposed that adoption of Facebook advertisement have enhanced popularity of their brands in the last 2 years.

The findings also indicated that 81.3% (47.1%+35.2%) of the respondent agreed that Facebook advertising is less costly compared to other methods of advertisement while 8.2% (3.7%+4.5%) disagreed with statement that Facebook advertising is less costly compared to other methods of advertisement. Also 79.1% (36.1% + 43.0%) of the respondent agreed that Facebook advertisement increases the awareness of the mass on the business product while only a few 10.7% (2.9%+7.8%) disagreed with the statement that Facebook advertisement increases the awareness of the mass on the business product.

4.3.2: Trust on cosmetic products advertised on Facebook

The respondents were asked whether they had trust in the products advertised on Facebook, and the outcomes are illustrated in Table 4.3.

Table 4.3: Trust on cosmetic products advertised on Facebook

	frequency	Percent
Yes	270	71.4
No	104	28.6
Total	374	100

The finding reveals that the respondent, 71.4% said they trusted the products advertised on Facebook while 28.6% said they did not trust products advertise on Facebook. Majority said they trust them because after making an order the product are delivered to their own premises. This implies that social media like the conventional media have the effect of increasing interests in products as advertised in the manner explained by George Gabner in the media cultivation theory.

4.3.3 Facebook advertisement compared to conventional method of advertisements

The respondents were asked if Facebook advertisement is better compared to conventional method of advertisements. The results are presented in Table 4.4

Table 4.4: Facebook advertisement compared to conventional method of advertisements

	frequency	Percent
Yes	260	69.5
No	114	31.5
Total	374	100

The finding reveals that the respondent, 69.5% said Facebook social media advertisement is better compared to conventional method of advertisements while 31.5% said Facebook social media advertisement is not better compared to conventional method of advertisements. Claim by many is that Facebook is used by all people even those are in rural areas and with low level of education. The interviewees were also asked if they highly make use of Facebook for promotion purposes. One of them responded:

“Yes, quite often, it’s cheap, fast and reliable. I get to reach a wider audience especially if I boost my advert. I also get to interact with my prospective clients on a one on one basis. The feedback is instant and the sales most likely instant”.
Cosmetic product Advertiser

The argument on whether Facebook or other conventional media were better in promotion and marketing of products revealed two groups of people existing in the markets, categorized based on media preferences. It was noted that media preferences were determined by the needs and gratifications that people get by relying on which media. For instance, those who relied on Facebook to advertise their products believed that it was faster and pervasive, thereby meeting her needs in a good media for business.

4.3.4 Facebook advertisement impact on attitude towards a given cosmetic brand

The respondents were asked to state whether Facebook advertisement affected their attitude towards a given cosmetic product. The results are presented in Table 4.5.

Table 4.5: Facebook advertisement impact on attitude towards a given cosmetic brand

	Frequency	Percent
Yes	257	68.7
No	117	32.3
Total	374	100

The findings revealed that majority of the respondents, 68.7% believed Facebook advertisement affected their attitude towards a given cosmetic brand, while 32.3% indicated that Facebook advertisement does not affect their attitude towards a given cosmetic product. The claim by many is that Facebook is used by all people even those who are in rural areas; therefore, due to interest raised by many one develops interest of the brand. The findings agree with the assumptions in the media cultivation theory that too much exposure to media promotes behavior attitudes and behavior change.

4.3.5 Purchase of cosmetics advertised on Facebook

The respondents were asked whether they have ever bought a cosmetic brand that they first learnt about through a Facebook advertisement. The results are presented in Table 4.6.

Table 4.6: Purchase of cosmetics advertised on Facebook

	Frequency	Percent
Yes	228	60.3
No	146	39.7
Total	374	100

The finding reveals that, 60.3% of the respondents have bought a cosmetic brand that they first learnt about through a Facebook advertisement while 39.7% said they had never bought a cosmetic brand that they first learnt about through a Facebook advertisement. Most of them said that the products advertised on Facebook are of high quality and cheaper than those not advertised. It also was also revealed that the cost of Facebook advertised products resemble those not advertised, except when such products are being promoted or sales ending periods.

4.3.6 Recommendation to other people on the product advertised on Facebook

The respondents were asked whether they would recommend other people to buy a product advertised on Facebook. The results are presented in Table 4.7.

Table 4.7: Recommendation to other people on the product advertised on Facebook

	Frequency	Percent
Yes	238	63.0
No	136	37.0
Total	374	100

The finding reveals that 63.0% of respondents would recommend other people to buy a product advertised on Facebook while 37.0% said they could not recommend other people to buy a product advertised on Facebook. Majority say products advertised on Facebook are cheaper and of high quality, therefore they would like their friends to enjoy the service too. This explains why many business people market their products through Facebook, because many of their target customers who have Facebook friends will always recommend products, hence boosting purchase decisions and products allegiance.

4.3.7 Attitude and belief

This second objective sought to explore the effect of Facebook advertising of cosmetics on attitude and belief of Kenyan women about the products. The respondents were required to rate various statements on attitude and belief of their views about the product on a Likert scale of 1 to 5. The statements were based on a Likert scale ranging from strongly disagree rated as 1, disagree rated as 2, neutral rated as 3, agree rated as 4 and strongly agree rated as 5. The results are presented in Table 4.8.

Table 4.8: Attitude and belief

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I often use Facebook advertisement on making purchase decisions on cosmetic products	4.8%	7.0%	13.4%	43.0%	31.8%
Most of Facebook advertisements are informative	3.7%	4.5%	12.8%	44.1%	34.8%
I often feel misled by Facebook advertisements	2.7%	6.7%	9.9%	37.2%	43.6%
I get better value for my money in advertised cosmetic products	4.8%	7.0%	12.3%	40.4%	35.6%
Facebook advertisement results to lower prices for cosmetic items I buy	3.7%	4.5%	10.2%	44.9%	36.1%

More than half of the respondents, 74.8% (43.0%+31.8%) averred with the statement that they often use Facebook advertisement on making purchase decisions on cosmetic products. The study also revealed that the majority of respondents 78.9% (44.1%+34.8%) concur with the statement that most of Facebook advertisements are informative. Further, 80.8% ((37.2%+43.6%) of the total respondents agree that they often felt misled by Facebook advertisements. The results obtained indicate that 76 % (40.4%+35.6%), feel that they get better value for their money in advertised cosmetic products. 81% of the respondents agreed with the statement that Facebook advertisement results to lower prices for cosmetic items they buy.

4.3.8 Buying Decision

The study also sought to examine the effect of Facebook advertising on the buying decision of Kenyan women on cosmetics products. The respondents were asked to rate various statements on buying decision of women towards cosmetics products on a Likert scale of 1 to 5. The statements were based on a Likert scale ranging from strongly disagree rated as 1, disagree rated as 2, neutral rated as 3, agree rated as 4 and strongly agree rated as 5. The results are presented in Table 4.9.

Table 4.9: Buying Decision

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I like to look at cosmetic products advertisements on Facebook	2.7%	6.7%	12.0%	40.4%	38.2%
Facebook advertisements update me about trends in cosmetics products that I need or would like to have	4.8%	7.0%	12.8%	42.2%	33.2%
Cosmetic products advertised on Facebook are better in quality and live up to the promises of performance made in their adverts	2.7%	6.7%	10.4%	35.8%	44.4%
Some cosmetic product advertisements on Facebook are too offensive	3.7%	4.5%	10.4%	44.7%	36.6%

From the above results, the study shows that 78.6% (40.4%+38.2%) of the respondents agreed with the statement that they like to look at cosmetic products advertisements on Facebook. Asked to comment on whether Facebook advertisements helps them keep up-to-date about cosmetics products that they need or would like to have, 75.5% (42.2%+33.2%) agreed with this agreed with the statement. Further, 80.2% (35.8%+44.4%) of the respondents said that cosmetic products advertised on Facebook are better in quality and live up to the promises of performance made in their adverts while 81.3% (44.7%+36.6%) of the respondents believed that some cosmetic product advertisements on Facebook are too offensive. The interviewees were asked how they would react supposing a member of the group defames their pages or uses their page to criticize a member. One of the interviewee said,

“Usually since all eyes look at the page administrators’ response, I would sincerely apologize for the disappointment whether it’s true or misjudged. If true, i would then proceed to admit the mistake, promises to be more vigilant and offer something. If it’s intended for malice, at times we take drastic measures such as blocking the culprits from further communication. Facebook Administrator.

4.3.9 Sales Enhancement

The study also assessed the general trend of Facebook advertisements on cosmetic products. The participants were required to rate various statements on sales enhancement of Facebook advertisements on cosmetic products on a Likert scale of 1 to 5. The statements were based on a Likert scale ranging from; 1= strongly disagree, 2=disagree, 3=neutral 4= agree 5= strongly agree. The results are presented in Table 4.10.

Table 4.10: Sales enhancement

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I generally trust Facebook advertisements on cosmetic products	2.7%	6.7%	10.4%	36.9%	43.3%
I am a fan of at least three cosmetic product companies in Facebook advertising.	4.8%	7.2%	12.0%	42.3%	33.4%
I will visit a cosmetic product website after visiting an advert in Facebook.	3.7%	4.5%	10.4%	44.9%	36.4%
In my daily activities, I recognize cosmetic brands as the ones advertised in Facebook	2.7%	7.0%	10.7%	36.1%	43.6%

From the above results, the study shows that 80.2% (36.9%+43.3%) of the respondents agreed with the statement that they generally trusted Facebook advertisements on cosmetic products. Additionally, 75.7% (42.3%+33.4%) agreed that they were fans of at least three cosmetic product companies in Facebook advertising. Further, 81.3% (44.9%+36.4%) of the respondents said that they visit website promoting cosmetic products after viewing to an advert in Facebook. while 79.7% (36.1%+43.6%) of the respondents ascertained that in their daily activities, they recognize effective cosmetic brands as ones being advertised in the platform.

4.3.10 Regression Analysis

Figures in table 4.6 present the findings of the regression model in explaining the study phenomena; perception, attitude, behavior (buying decision) and impact of Facebook advertising of the cosmetic products. These variables were determined to be satisfactory variables in illustrating the growth of social media advertisement. This is reinforced by coefficient of determination which is called the R square of 61.6% which implies that opinion, attitude, behavior (buying decision) and impact, which represent factors influencing growth of social media advertisement, explain 61.6% of the variations in the dependent variable that is growth of social media advertisement. The outcomes also mean that the framework used to show the connection of the variables was convincing.

Table 4.11: Model Fitness

Indicator	Coefficient
R	0.791
R Square	0.625
Adjusted R Square	0.616
Std. Error of the Estimate	0.244604

Statistically, significance testing the p-value shows the degree of association between the predictor variable and the outcome variable. In case the value is established to be lower than the critical value (p) that is set at 0.05, then a conclusion is made that the framework is appropriate in illustrate the association; otherwise it would considered insignificant.

Table 4.12 gives the findings on the analysis of the variance (ANOVA). The figures indicate that the entire framework was statistically significant. Besides, the outcomes show that the predictor variables are effective predictors of increased sales. This was supported by p value (0.000) that was lesser than the acceptable probability of 0.05 significance level.

Table 4.12: Analysis of Variance

Indicator	Sum of squares	df	Mean square	F	Sig.
Regression	48.229	1	48.229	45.897	0.000
Residual	390.904	372	1.051		
Total	439.134	375			

Regression of coefficients outcomes in Table 4.15 indicates that perception and growth of social media advertisement are positively and significantly related ($r=0.115$, $p=0.000$). These outcomes imply that a marginal change in sales enhancement would lead to a corresponding increase in the social media advertisement growth by 0.115 units. The outcomes also indicate that attitude and beliefs on social media cosmetics advertisement growth were positively and significantly related ($r=0.358$, $p=0.000$). These outcomes mean that a unit change in attitude and belief would lead to a corresponding increase in the social media cosmetics advertisement growth by 0.358 units. It was further established that buying decision and social media cosmetics advertisement growth were positively and significantly related ($r=0.165$, $p=0.000$)

Table 4.13: Regression of Coefficients

Variable	B	Std Error	Beta	T	Sig.
(constant)	2.504	0.220		11.375	0.000
Attitude and belief	0.358	0.053	0.331	6.775	0.000
Buying Decision	0.165	0.135	0.064	1.238	0.000
Sales enhancement	0.115	0.970	0.120	2.332	0.000

Thus, the optimal model for the study is;

$$Y = 2.504 + 0.115 X_1 + 0.358 X_2 + 0.165 X_3$$

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Overview

The overall results, conclusion and recommendations are presented in this section. The summary represents key findings of the study derived from questions in related sections of the research instruments. The conclusion was derived from the main findings of the study, while recommendations were majorly policy, strategy and recommendations for further investigations.

5.2 Summary of Findings

The general objective of the research was to investigate the impact of Facebook advertisement on attitudes and buying decisions of women on cosmetic products in Nairobi. The following subsections contain conclusions made for each key finding of specific research questions.

5.2.1 Growth of social media advertisement

The first objective of the study was to explore the extent to which Facebook is used to advertise cosmetics products in Kenya. The finding revealed that growth of social media advertisement has a positive and imperative impact on the growth cosmetics products in Kenya. This can be argued that increase in social media advertisement of products increases the aggregate demand of the cosmetics products in Kenya thus increasing the price and quality of the cosmetics products.

Majority said they trust social media advertisement because after making an order the products are delivered to their own premises. Claim by many is that Facebook is used by all people even those are in rural areas and with low level of education. On the same note, Facebook is used by many people; therefore, due to interest raised by many one develops interest of the brand. Majority base their argument that the product advertised on Facebook are of high quality, better and cheap therefore they would like their friends to enjoy the service too hence always refer them to the pages.

5.2.2 Attitude and belief on sales and purchases of cosmetics on Facebook

The second objective of the investigation was to explore the impact of Facebook advertising of cosmetics on attitude and belief of Kenyan women about the product. The findings revealed that consumers' attitudes and beliefs have a positive and imperative impact on performance of cosmetics products in Kenya's markets. This was reinforced by the claims in which a high portion of the respondents accepted that Facebook advertising promotes change in attitudes and beliefs on cosmetic products, translating to improved performance of cosmetics products in Kenyan markets. These conclusions were consistent with those of Wee sink and Tauer (1991) who found that the trend of casualty appeared to be from herd size to technology; their conclusion partially supported the view of productivity change as the cause of change in size. Technological breakthroughs in social sites have modified the various channel of distribution (Manchester and Blayney, 1997). The adoption of technology in cosmetics advertisement is a fundamental component of structural change in Kenya.

5.2.3 Buying decision of cosmetics based on the advertisements

The third objective of the research paper was to determine the effect of Facebook advertising on the buying decision of Kenyan women on cosmetics products. The study results found that there exist a positive direct association between Facebook advertising and performance of the cosmetics products in Kenyan markets. An argument can be made that positive attitude of the consumers about cosmetics available in the market increased the efficiency of the produces sales. Consumer's decisions are determined by a number of factors such as peer interest, self-esteem and uniqueness. Therefore, attitude developed by the customers may be determined by the number of likes following a certain advertisement of a certain cosmetic product while others may develop an attitude to turn away from the product due the their demand of being unique.

5.2.4 Sales enhancement of cosmetics products

The study was also concerned with assessing the general trend of Facebook advertisements on cosmetic products. The results of regression analysis indicated that there was a positive significant association ($r=0.165$, $p=0.000$) between buying decision and social media growth of the advertised cosmetic products. There are different perspectives as to the actual performance of cosmetic

products. One perspective is that the cosmetic products worldwide have continued to grow expansively due to the increased global awareness of the cosmetic products.

The study assessed the general effects of Facebook advertising of cosmetics sales and purchasing decision of women in Kenya. The increase in attitude and purchasing decision may be linked to several causes such as class of the customers, relationship between the buyer and seller, cosmetic brand features one is in need of and information about latest cosmetic brands. The positive trend in cosmetic purchasing decision can be partly explained by increased adoption of improved services of the producers. Previous results show that overall there is increased percentage in attitude and purchasing decision of cosmetics over the panel years.

5.4 Conclusions

Based on the results of the study concluded that perception, attitude, behavior are affected by social media networking, which affects cosmetics purchasing decision of women in Kenya. Whereas major strides have been made, there is still a lot of room for improvement as far as the social media advertisement is concerned. The concept of social media cosmetics advertisement is yet to be fully sold to the women population in Kenya. The level of awareness in terms of ordering and trustworthy between the buyers and sellers has not been achieved.

Though viewing is possible, it has been established from this study that cosmetics advertisement particularly in Kenya is still wanting thus it calls for a certain level of attention and commitment from the producers to improve their services. It has also been established that whereas the age factor, levels of education and awareness and practical experience in social media advertisement were pertinent to improved cosmetic production, the variability of good quality, and accessibility of cosmetic product was seen to be the largest determinant of purchasing decision of the customers. The demographic characteristics of the respondents in light of their age, education and awareness levels provided meaningful insight into the nature of cosmetics purchasing decision of women in Kenya.

5.5 Recommendations

From the study findings, it is recommended that growth of social media advertisement awareness to be created among the women at all levels in order to increase the attitude of purchasing cosmetics through the sites and improve the quality of advertisements put across to the targets. A good perception created to all women in Kenya towards Facebook cosmetics advertisement would result to increased attitude and purchasing decision. The fans created during the advertisement would attract more individuals in the social media to go for a certain cosmetics regardless of the period the product have served in the market. For instance, there is a high level of fraud cases and fake advertisement, the government is recommended to intervene and regulate the entry of fake administrators into various social media as this helps the country to be at par with evolving digital world. The government should put appropriate measures to encourage social media advertisement by reducing taxes or scrapping the said taxes. Also That the Government of Kenya, through the relevant Ministry and State Departments and county Governments, join hands with key stakeholders in the private sector to undertake a nationwide campaign to promote social media advertisement. Proper utilization of social media leads to maximum benefits obtained, since one is up to date with the new product advertised on daily bases. Finally, the government should strive to help the cosmetics producers improve their quality by engaging at least one of their quality assurance officers in the producing companies. This will ensure change of attitude and purchasing decision of the advertised cosmetics on Facebook and other social media.

5.6 Suggestions for Further Studies

The study recommends that future studies should aim to broaden the knowledge on other factors that affect the growth of social media advertisement. Additionally, there should be a study that determines the actual influence of social media on women behavior with regard to cosmetics purchase where there are other intervening and moderating factors. Also, the present study was based on the assumption that Facebook is the leading social media platform used in cosmetic business; another study should be conducted to determine other social media platforms with similar, better or less powerful effect on marketing for which cadre of the urban populations.

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APPENDIX 1: QUESTIONNAIRE

Please tick the appropriate option

A. Personal profile

1. Gender

Female

Male

2. Age

17-25

26-34

35-45

46-55

56 yrs and above

3. Education level

Primary level

Tertiary level

Secondary level

Not gone to school

4. How long have you been using Facebook?

Less than 1 year.

1-3 years

4-6 years

7-9 year

Over 10 years

5. Do you frequently use Facebook as a social networking site?

yes

No

6. Which social media do you mostly prefer for advertisements

Facebook

WhatsApp

Instagram

Growth of social media advertisement

Please respond to the following statements by ticking in the appropriate box corresponding to each statement. Where 1= strongly disagree; 2= disagree; 3= moderately agree; 4= agree and 5= strongly agree

Growth of social media advertisement	1	2	3	4	5
You highly make use of Facebook for promotion purposes					
Facebook advertisement have highly increased our monthly sales					
Facebook advertisement have improved financial performance of our business					
Adoption of Facebook advertisement have enhanced popularity of our brands in the last 2 years					
Facebook advertising is less costly compared to other methods of advertisement					

Some cosmetic product advertisements on Facebook are too offensive					
Behavior					
I generally trust Facebook advertisements on cosmetic products					
I am a fan of at least three cosmetic product company in Facebook advertising.					
I will visit a cosmetic product website after being exposed to an advert in Facebook.					
In my daily activities, I recognize cosmetic brands as the ones advertised in Facebook					
Impacts					
Direct relationship between the buyer and seller is impressive					
Facebook advertising tells me which cosmetic brand has the features I am in need of.					
Facebook advertising is a valuable source of information about latest cosmetic brands					

THANK YOU FOR YOUR TIME AND PATIENCE

APPENDIX II: INTERVIEW GUIDE (FACEBOOK PAGE ADMINISTRATOR)

1. How long have you been an administrator of your Facebook page?
2. Is this a profession or do you do it out of passion? Kindly expound.
3. What motivates you?
4. Do you have administrative rights in other Facebook pages? If yes, are they cosmetic related pages?
5. Now, I would like you to think back over the past one year and recall of a particular post that you were especially pleased with. What happened that made you especially satisfied with the post?
 - a) If I were a member of your Facebook page, what would I have gained from the post?
 - b) What do you think the value of that post was to the group members?
 - c)
6. Try to recall an event that you were especially disappointed with. What happened that disappointed you?
 - a) If I were a member of your Facebook page, what would I have noticed?
 - b) What do you think your members learned from the incident?
7. Suppose one of your members defames the page, How would you respond and why?
8. Now, imagine that you were not virtual and you were to respond to Zuckerberg regarding what your goals are for the year. What would goals will you propose for;
 - a) Advertisers
 - b) Customers (buyers.)
9. Here is a copy of a post from one your members on your page alleging high headiness from your end,
 - a) From the post, what do you think they understand and do not understand about the dynamics of being a Facebook page administrator that deals with advertisements?
 - b) How would you respond and why

APPENDIX III: INTERVIEW GUIDE (COSMETIC PRODUCT ADVERTISER.)

- 1) How long have you been advertising your products on Facebook?
- 2) How did you get into Facebook advertising? What did you actually do, and how?
- 3) Do you highly make use of Facebook for promotion purposes? Why?
- 4) As a Facebook cosmetic advertiser, what are the sources of your ideas? Is it,
 - a) Facebook
 - b) Other on-line sources?
- 5) What are your own Facebook cosmetic advertisement goals?
- 6) Do you advertise your products to other Facebook cosmetic pages other than this? If yes, which ones?
- 7) Do you advertise your products to other online platforms? If yes, why?
- 8) Has the adoption of Facebook advertisement enhanced popularity of your brand? Kindly expound.
- 9) In your opinion, does Facebook cosmetic advertising contribute to the final purchasing decisions of Kenyan women? Explain.
- 10) What do you think the whole exercise has had for you as an advertiser in retrospect?

APPENDIX IV: CERTIFICATE OF FIELD WORK



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This is to certify that all corrections proposed at the Board of Examiners meeting held on 26/05/2017 in respect of M.A/PhD. Project/Thesis Proposal defence have been effected to my/our satisfaction and the project can be allowed to proceed for fieldwork.

Reg. No: K/50/80770/2015

Name: AGNETA A. ALUBALA

Title: EFFECTS OF FACEBOOK ADVERTISING ON

COSMETIC SALES AND PURCHASE AMONG WOMEN IN KENYA.

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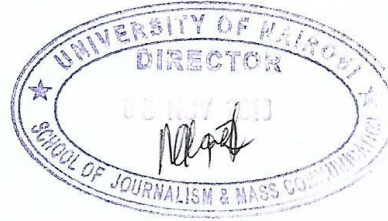
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