

**EFFECT OF SOCIAL MEDIA MARKETING ON SALES PERFORMANCE OF
LARGE RETAIL STORES IN NAIROBI CITY COUNTY, KENYA**

**BY
LEESA WAIRIMU KAGONDU**

**A Research Project Submitted In Partial Fulfillment of the Requirements for the
Award of the Degree of Master of Business Administration School of Business,
University of Nairobi**

November 2018

DECLARATION

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

.....
Signature

.....
Date

LEESA WAIRIMU KAGONDU
D61/60541/2013

The Research project has been submitted for examination with my approval as university supervisor.

Prof. J.M.Munyoki Date.....
Lecturer, Department of Marketing,
School of Business,
University of Nairobi

DEDICATION

This research project is dedicated to my dear Parents, Mr and Mrs Kagundu, Mr and Mrs Ndirangu, my dear husband, Wycliff Wahome Ndirangu, my daughter Arya Wangechi, my siblings, Brian, Faith, Moses, Lisa & Ivy and my cherished Friend Nancy for their love, support and encouragement throughout the whole research study process.

ACKNOWLEDGMENT

My profound gratitude goes towards my supervisor Professor Justus Munyoki and moderator Dr. Winnie Njeru for their guidance, support and encouragement as I worked towards making this project a success. I would also like to thank the university staff as they have walked with me and assisted me throughout my course work. I acknowledge the respondents for the time they took in filling the questionnaires. Finally, special thanks goes to my family, friends who offered me both emotional and financial support together with constant words of encouragement throughout my years of study.

ABSTRACT

Increasing competition and advancement in technology has had organizations look out for alternatives to fit into a rapidly changing business environment. Social media marketing offers an opportunity for organizations to leverage themselves above competition as it offers a unique networking and communication platform. This study investigated the effect of social media marketing on sales performance of large retail stores in Nairobi city county. The study employed a descriptive survey design with a study population of 135 retail stores in Nairobi city county. The study used primary data which was collected using semi-structured questionnaires. Data collected was analysed using descriptive statistics. Regression analysis was used to assess the effect of social media marketing on sales performance of large retail stores in Nairobi city county. The independent variable was evaluated for statistical significance using t-test for regression co-efficients at 5% significance level (95% confidence level). The statistical significance of the entire model was also assessed at 5% significance. The regression analysis was able to deduce that there is a positive relationship between social media marketing and sales performance.

The study found out that most of the large retail stores had embraced the use of social media marketing, frequent usage of the different social media platforms that were indicated by the respondents had a great impact on sales performance. The cost-effective attribute of social media platforms also made their use very popular. The study was also able to deduce that social media marketing enhanced customer loyalty and were also effective in disseminating information about a product/service to targeted clientele. The study recommends that large retail stores that are yet to adopt social media marketing in the running of their business operations should try and do so because of the tremendous benefits that businesses get from having an online presence.

TABLE OF CONTENTS

DECLARATION	ii
ACKNOWLEDGMENT.....	iv
ABSTRACT.....	v
LIST OF ABBREVIATIONS.....	ix
CHAPTER ONE.....	1
INTRODUCTION	1
1.1 Background	1
1.1.1 Social Media Marketing.....	3
1.1.2 Sales Performance.....	5
1.1.3 Retail Sector in Kenya	6
1.1.4 Retail Stores in Nairobi County.....	7
1.2 Research Problem	9
1.3 Research Objective	11
1.4 Value of the Study	11
CHAPTER TWO	13
LITERATURE REVIEW	13
2.1 Introduction.....	13
2.2 Theoretical Foundation	13
2.2.1 Technology Acceptance Model	13
2.2.2 Social Information Processing Theory.....	14
2.2.3 Baumol’s Revenue Maximization Theory	15
2.3 Social media marketing and Sales Performance.....	17
CHAPTER THREE	20
RESEARCH METHODOLOGY.....	20
3.0 Introduction.....	20
3.1 Research Design	20
3.2 Population.....	20

3.3 Sample Designs.....	21
3.4 Data Collection.....	21
3.5 Validity and Reliability.....	22
3.5.1 Data Analysis.....	22
CHAPTER FOUR.....	24
DATA ANALYSIS, RESULTS AND DISCUSSIONS.....	24
4.1 Introduction.....	24
4.2 Response Rate.....	24
4.3 Background Information	25
4.3.1 Respondents Profile	25
4.3.2 Companies' Profile	27
4.4 Usage of Social Media.....	29
Table 4.3: usage of social media.....	29
4.4.1 Length of Usage.....	29
Table 4.4 length of usage.....	30
4.4.2 Use of Social Media Marketing Professionals	30
4.4.3 Frequency of Usage	31
4.5 Social Media Marketing	31
Table 4.5 Indicators of Social Media Marketing	32
4.6 Social Media Marketing and Performance.....	33
Table 4.6 Indicators of Social Media Marketing and Performance	34
4.7 Regression Analysis	35
Table 4.8 ANOVA ^a	36
4.8 Regression Coefficients (Parameters).....	37
Table 4.9: Coefficients ^a	37
4.9 Discussion of The Findings.....	38
CHAPTER FIVE	40
SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATION	40
5.1 Introduction.....	40
5.2 Summary	40
5.3 Conclusion	41

5.4 Recommendations	42
5.5 Limitations of the study	42
5.6 Suggestions for Further Research	43
REFERENCES	44
APPENDICES	50
APPENNDIX 1: QUESTIONNAIRE.....	50
APPENDIX II: 2018 LIST OF LARGE RETAILERS IN NAIROBI COUNTY	53

LIST OF ABBREVIATIONS

- ATU** - Attitude towards usage
- CAK** - Communication Authority of Kenya
- DOI** -Diffusion of innovation
- GDP**-Gross Domestic Product
- ICT** – Information Communication Technology
- MSMEs** -Micro, small and medium enterprises
- PEOU**- Perceived ease of use
- PU** - Perceived usefulness
- SGR** - Standard Gauge Railway
- SIPT** -Social information processing theory
- SMEs** - Small and Medium Enterprises
- TAM** -Technology acceptance model

CHAPTER ONE

INTRODUCTION

1.1 Background

In today's world the internet offers consumers the ability to connect with each other and share information about everything. The functionality of businesses and how they promote their products and services has greatly been influenced by the introduction of computers, the internet and consequently e-commerce. Today's technology world makes social media a way for retailers to expand their marketing operations extensively to a vast consumer spectrum. Organizations are now able to establish relationships with existing and new customers on social media whereby they are able to form associations that collaborate jointly to identify solutions for their problems. Exchange relationships in the context of the conventional role of buyer and seller have been seen to change through these associations (Tsimonis&Dimitiadis, 2014). Social media marketing can be referred to as using social networks, blog marketing and information space, (Neti, 2011). It is recognized as an efficient and tactical course of establishing the reputation, control and brand of a company within the association of its potential customers or supporters, (Neti, 2011).

For the growth of any business, sales plays a crucial role. The sales process consists of several practices and one of this is to know the customers and establish solid relationships with them. Achieving greater sales performance is of great importance to sales organizations in that, organizations must rely on factual data to make key sales performance decisions, and avoid the risk of being caught up with competition. Social media helps organizations to create robust connections with customers and supports the

firms focus on its customers; this improves the firms's sales performance by offering services as per the customer needs (Rodriguez, Peterson and Ajjan 2015).

The study was anchored on the following theories; Technology acceptance model, Social information processing theory and Baumol's Revenue Maximization Theory. The technology acceptance model was proposed by Davis (1989). The theory hypothesizes that one's attitude towards use of a system was a major factor in influencing their uptake or rejection of the system. The social information processing theory looks at how we develop perceptions about each other overtime online without resorting to non-verbal prompts, (Walther, 1992). Social networks are primarily Internet-based applications and tools or mobile phones to share information between people. Baumol's revenue maximization theory cites that maximizing short-term income may be consistent with maximizing long-term benefits; but the maximization of sales is considered the short and long-term goal of an organizations administration. He states that an increase in sales strengthens an organization's capability to take up competitive strategies, while a declining market share weakens the company's competitive position and bargaining power over its rivals (Baumol, 1959).

Kenyan companies are increasingly turning to social media platforms, which offer a more economical and efficient means of communication, especially for companies focused on retailing that have a large clientele, such as banks, telecommunications companies and utility companies. The communications authority of Kenya has cited an upward trend in internet usage; it placed the number of internet subscriptions users at 33 million. The

findings above indicate that a noteworthy percentage of the Kenyan population has access to internet. This has been enabled by an uptake of social media platforms and other technological developments (CAK sector statistics report, 2017). These figures should cheer up retailers as it is evidence that the middle class segment is growing and that there are endless opportunities available for businesses to adopt the right social media strategy. Social media offer resellers the opportunity to reconsider their relationships with their customers.

The retail sector in Kenya has been identified as among the fastest growing in the African continent. It has been identified as a catalyst for Kenya's economic growth which is emphasized in vision 2030. The Kenyan retail market has shown noteworthy growth in recent years, this has been driven largely by solid macroeconomic fundamentals (Oxford Business Group, 2016). This makes the industry very attractive and competition amongst industry players has been high with each trying to adapt competitive strategies that will enable them remain afloat. By having a presence on various social media platforms retailers are given a boost in that they are able to reach out to a large target audience by promoting their goods or services online. Through this, they are able to engage clientele and possibly close on deals thus promoting continuous traffic into their stores.

1.1.1 Social Media Marketing

According to (Kaplan & Haenlein, 2010) social media marketing is described as all web applications that facilitate the formulation or change of user generated content that facilitates interaction between users. Social media has its origin from two words that

constitute it, this are 'media' which generally refers to one of the means or channels to general communication in society and 'social' which refers to interactions of individuals within a group or community. Social media takes diverse forms, this include, wiki podcast, weblogs, forums, images and videos.

Social media marketing can be defined as a process that allows people to promote their products or services online through social platforms that enable them to communicate and reach out to larger communities that may not be available on conventional advertising channels (Weinberg, 2009).It encompasses the use of social media to persuade potential consumers of a product/service of a company that they are worthwhile. Social media's role in marketing is to act as a communication tool that makes a company's products accessible to those interested and visible to those who do not know the product exists; it is seen as a well-organized process of establishing a company's influence and reputation on a group of its potential consumers.

The dynamics of businesses and the conventional ways of marketing have been transformed by the development of social media.It has been integrated into each phase and element of the marketing mix whereby information on price, product and place are being communicated by brands to their customers through online platforms (Olotewo, 2016). Social media is perceived to be a more reliable source of information about a product or service as compared to corporate sponsored communications that are spread through the traditional elements of the promotion mix, (Foux, 2006).

In today's interactive market place, social media marketing offers an avenue for leading brands to build and sustain relationships between them and their customers as well as communicate and interact with a large number of customers. According to (Arca, 2012), social media marketing offers businesses the advantage of brand exposure and awareness, targeted traffic and lead generation, market research, competitor monitoring and cost efficiency.

1.1.2 Sales Performance

In this challenging but highly rewarding business environment, managing sales performance effectively is salient in maximizing growth opportunities. In an increasingly complicated market place whereby there is growing evidence of the critical role of selling solutions and establishing customer relationships, today's sales force are tasked with meeting this demands. Rotich (2016) defines sales performance as the volume of sales realized within a defined span of time as contrasted to established sales levels. According to Tanner and Dwyer (2009), sales performance is measured in two ways: outcome measures which records performance pertaining to vital results such as total revenue, total profit contribution, sales volume, number of new clientele and an increase in sales generated from old customers by sales personnel. It can also be measured in terms of activities or sales persons efforts and this basically includes activities such as new business calls, demonstration and presentation. When measures of output and effort are combined the efficiency of the sales person can be examined.

The above measures are more of quantitative in nature and cannot be solely relied on for evaluation of sales personnel performance. Lancaster and Jobber (2004), looked at the following dimensions for evaluation of sales personnel performance, these include: sales

skills which basically looks at how sales personnel are able to overcome objections and close a sale, it also includes customer relationship, which looks at how sales personnel are able to satisfy their target customers' needs, are they reliable, do they offer the right advice?

Product knowledge is also another important aspect for the evaluation of the performance of sales personnel, this includes knowledge about product or service, competition's products and the relative strength of the sales personnel offering to that of competition.

As is evident from the above sales performance is crucial for the evaluation of the overall performance of an organization, by incorporating competitive strategies in the sales personnel day to day activities, organizations stand a chance against competition.

1.1.3 Retail Sector in Kenya

The retail sector in Kenya has been identified as one of the crucial sectors that have been singled out in the national long term development policy for reshaping the Kenyan economy to a trade competitive economy (Kenya Retail Sector Prompt Payment Study, 2017). The sector is characterized by micro, small and medium enterprises (MSMEs) which consist mainly of kiosks and market stalls (Kenya Economic Report, 2017). However, the sector has evolved in recent times with emergence of supermarkets and shopping/exhibition malls which are taking over retailing from traditional small shops and kiosks (Kenya Economic Report, 2017).

Retail trade is defined in the national commercial policy as the sale without alteration of goods for the public at large for consumption or for personal or domestic use". Retailing as a driver of Kenya's economic growth is highlighted in Kenya's development guide,

Vision 2030. The government's intent was to increase the percentage of products sold through formal retail channels, such as supermarkets, from 5% in 2007 to 30% in 2012, (Kenya Retail Sector Prompt Payment Study, 2017). This was designed to generate an increase of KES50 billion GDP, stimulate investment opportunities driven by consumer demand, particularly between SMEs and the agricultural sector. This was to be achieved through attraction of at least three new Retailers with more than 10 stores each in the Kenyan economy (Kenya Economic Report, 2017).

The sector has been characterized by immense growth due to a couple of factors, these include, Kenya's high population growth rate which has created increased demand for retail goods and services, the rise of the middle class segment who have increased purchasing power and are sophisticated consumers with varying tastes and preferences for different goods and services, the increasing rate of urbanization, infrastructural developments like the Lapset corridor, Standard Gauge Railway (SGR), expansion of airports and seaport have opened up Kenya to trade making it a business hub, increased attention from international retailers like Carrefour, Botswana based Supermarket "Choppies", Game and Kfc who offer a wide array of products and services making the retail market vibrant (Cytonn Real Estate Retail Sector report, 2016).

1.1.4 Retail Stores in Nairobi County

A retail store is a business usually owned and operated by a retailer, but which sometimes belongs to and is managed by a manufacturer or a person other than a retailer where the goods are mainly sold to end consumers. One of the key counties in the republic of Kenya is Nairobi county, which happens to be the country's capital also. The county has

attractive socio-economic features that offer promising opportunities for residents, investors and workers. It is home to some of the major industries in Kenya, accounting for about 80 per cent of the total industries in the country. The county offers a wide range of employment opportunities for the people within and outside the county (CADP, 2016). Jomo Kenyatta international airport is located in Nairobi and it's the biggest airport in east and central Africa, it also has a high concentration of financial institutions which include; commercial banks, microfinance institutions and forex bureaus (CADP, 2016). It contributes close to 60% of Kenya's GDP (CADP, 2016). It is also the major gateway to East and central Africa and a major economic hub in the region.

Over the recent years, Nairobi City County has witnessed the spread of shopping centers, complexes and multi-storied malls which offer food and entertainment and shopping hot spots all in one place. Most of the retail stores are involved in the purchase and sale of processed food, agricultural produce, personal and household goods, beverages, tobacco, petroleum products, motor vehicle spare parts and accessories, building and construction material, forest products, apparel, machinery equipment & supplies and ICT/electronics (Kenya economic report, 2017). This is attributed from the fact that Nairobi city being the country's capital attracts local as well as international consumers who have a high purchasing power (Cytonn Real Estate Retail Sector Analysis, 2016). Liberalization of trade, increase in the city's population and customer demand for effective and efficient retailing services are among the factors that have led to the growth of retailing stores in Nairobi (Mutuku, 2010).

1.2 Research Problem

Organizations operating in the present day business environment are characterized by increased competition whereby, the emergence of great technological advances and more demanding customers has resulted in a complex market in the retail business ,Odhiambo (2015). Firms are employing various competitive tactics in order to gain an advantage over their competition. Due to technological advancements, social media has gained popularity among businesses (Belland&Leone, 2010). Social media has stood out as a strategy that is being employed by companies that have an aim on going global (Gitau, Munyau andJimnah, 2017). The traditional marketing platforms that marketers used such as television and print media to launch their products and services or to acquire new customers have been identified as being no longer sustainable (Ezeife, 2017). Top organizations have begun to adopt the use of social media as they have increasingly become aware of its benefits on communicating, interacting and maintaining a relationship with their potential customers. When consumers interact more with retailers via social media marketing platforms, the consumers become loyal to the retailers and their brands, this potentially improves sales performance Chang, Peng, and Berger (2018). A recent report on the retail sector in Kenya by Cytonn Investments found out that most retailers stated that embracing social media marketing was a strategy for ensuring their growth and survival in the industry.

Numerous studies have been done both locally and internationally on social media marketing. Fridolf&Arnautovic (2011) also carried out a study on social media marketing in Saab Automobile, the study found out that the primary goal of Saab is to employ the

use of social media as a tool for communication and building relationships with customers this is by creating new connections with not just their customers, but also potential consumers. However, the study did not look at other facets of social media marketing which apart from relationship marketing include aspects such as customer/brand loyalty.

Smits and Mogos (2013) carried out research in Kampala Uganda on the social media's effect on business performance. The findings revealed that use of social media improves business capabilities leading to improved business process performance. In Kenya, Makhulo (2014) carried out a research on social media as a strategy in enhancing the insurance firms' competitive advantage in Kenya's insurance sector. The study concluded that the firms that adopted use of social media have experienced an expansion in customer base and sales, an improved corporate identity and better services offered to their customers, the study was however limited to the firms collectively and not as independent organizations that are competing against each other.

Cherotich (2016) carried out a study on social media marketing as a marketing strategy on the performance of micro small enterprises owned by women in Kasarani division, Nairobi, Kenya. The study concluded that social media, specifically Face book as a social media marketing platform when used effectively by any business irrespective of their nature can positively affect its performance. The study however did not clearly bring out which key performance measures were being affected by social media marketing strategies. Aluoch (2017) also carried out a research on the effect of social

media marketing on business growth of commercial banks in Kenya, the study determined that commercial banks had embraced use of social media platforms, the research was able to deduce that the adoption of social media marketing gave the banks a chance to market themselves and disperse information to their customers. and it also enables the banks to improve on the efficiency of their business operations. However, the study did not divulge on how social media marketing affected the various parameters of business growth that the researcher indicated.

Arising from the above it is evident that, social media marketing in retail industry in Kenya has not been extensively studied in Kenya. The studies have covered other sectors like banking but none of the studies covers the effect of social media marketing on sales performance of retail stores in Nairobi city which leaves a major gap. The study sought to find out the effect of social media marketing on the sales performance of large retail stores in Nairobi City County. It was guided by the question; how does social media marketing affect sales performance of large retail stores in Nairobi City County?

1.3 Research Objective

The research objective of the study was to establish the effect of social media marketing on sales performance of large retail stores in Nairobi City County.

1.4 Value of the Study

The findings of the study will be of great importance to the administration of the retail stores in Nairobi County, they will be enlightened on the how social media marketing affects the performance of their retail stores. This will enable them to adopt appropriate social media marketing strategies to enhance sales performance.

The study will be of great importance to academicians in that it will enable researchers to improve and develop a greater discernment of social media marketing and sales performance in the retail sector in Kenya. The conclusions drawn from this study will contribute immensely to the existing body of knowledge and research being undertaken by researchers on similar studies; this will lengthen the literature that will be reviewed and may be used as a basis for the development of new theories.

The findings of the study will also help government and other stakeholders in coming up with policies that will help retailers in the Kenyan industry overcome challenges they are facing in adoption of social media marketing as a tool for doing business.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter reviews the theoretical information on social media marketing and sales performance; first it reviews the Technology acceptance model, Social information processing theory and Baumol's revenue maximization theory. Secondly an empirical review and knowledge gap on social media marketing and sales performance.

2.2 Theoretical Foundation

This section examines the various theories that were used to form the study on the effect of social media marketing on sales performance. The study was guided by the following theories the Technology acceptance model, diffusions of innovation theory, social information processing theory and Baumol's revenue maximization theory.

2.2.1 Technology Acceptance Model

Numerous innovation acknowledgement theories and models have been produced or used to study information technology acceptance. One of these propositions is the Technology acceptance model (TAM) advanced by Davis (1989). According to the theory, a prospective user's inclination towards using a given system is hypothesized to be a fundamental factor of consideration of whether it will be adopted. The theoretical foundation is anchored on the argument that, when a new technology is presented to users, three major factors affect their decision on how and when they will utilize it. The first major factor of consideration is its perceived usefulness (PU), the second is its perceived ease of use (PEOU), while the third determinant is the user attitude towards

usage(ATU)and perceived utility which is the degree to which a user believes that adoption of a particular system can improve work performance. The adoption and use of emerging technologies by most businesses is so as to improve efficiency on the job, which subsequently leads to improved job performance. Most organizations have embraced the use of social media which can be viewed as a new technology; its uptake has been on the rise due to the realization that it's an efficient platform for interacting with prospects and customers. It offers organizations the opportunity to engage their clientele and meet their demands almost on real time basis. This has greatly improved the performance of most sales personnel as they are able to present their offerings to prospects, resolve issues with their customers and thus are able to improve on their productivity and performance significantly.

On the other hand, perceived ease of use (PEOU) is whereby an individual believes that the adoption or use of a system will be effortless. Perceived usefulness and perceived ease of use positively affects the attitudes towards usage of technology.

2.2.2 Social Information Processing Theory

Social information processing theory is a theory of interpersonal communication developed in 1992 by Joseph Walther. Social information processing theory (SIPT) suggests that in an online domain,relationships can be formed if given the time and chance to interplay (Olarian, Rodriguez & Williams, 2012).The theory posits that despite the unavailability of communication using spoken language and physical signals,relationships can reach the same level as face to face communication (Walther & Burgoon, 1992).

The theory opines that even in an online environment, communication can become intimate. The theory proposes that when online communicators are not able to provide verbal clues at their disposal, they adapt to the constraints they come across by looking for leads and adapting their social expressions,(Olarian, Rodriguez, Williams, 2012).Social media is an online interaction platform that enables users to engage with one another despite not being able to see each other .The theory has proposed that even in an online environment relationships can be developed from non-intimate to intimate. Thus, through the use of social media, sales personnel can develop intimate relationships with their customers; this will subsequently lead to development of customer loyalty towards a store's brand and promote patronage of their stores.

2.2.3 Baumol's Revenue Maximization Theory

Baumol offers various justifications to maximization of sales as a company's goal. He cites that the maximization of sales is considered to be the short and long-term goal of a company. He gives a series of arguments to support his theory (Baumol, 1959).Given this discretion, Baumol claims that maximizing sales seems to be the most logical goal for managers. Baumol's experience as a consultant to large companies found out that managers are more concerned with maximizing sales rather than profits. There a couple of reasons he brought out to explain this attitude of top management. First, top manager's wages and other earnings are closely related to sales than to earnings. Secondly, financial institutions closely monitor company sales as they are ready to finance large and growing companies. Thirdly, staffing issues such as employee pay, working conditions are better

handled when sales grow, whereas a decline in sales will lead to reduced wages and dismissal of staff. This will create an atmosphere of discontentment amongst employees (Baumol, 1959). Fourthly, large sales give managers a sense of stature, while the huge profits get into the shareholders pockets.

Managers would rather have steady performance with 'okay' earnings as compared to focusing on projects that are geared towards profit maximization. Growing sales fortify an organizations ability to adopt competitive strategies; while dwindling market share weakens a company's competitive edge and bargaining power over its rivals (Baumol, 1959). Competitive tactics enables organizations to stay ahead of their competition, by adoption of social media marketing, which is a competitive strategy, organizations are able to generate more sales. Social media enables organizations to access a larger target audience that form a pool of potential buyers/prospects. If well tapped they translate to higher sales for an organization, which in turn translate to higher profit margins, which in the long run is the overall goal of any sales organization.

2.3 Social media marketing and Sales Performance

The way people communicate, interact, search for information has been changed by the widespread uptake of social media. Social media's efficiency has enabled customers and marketers to interact which enables them to build stronger customer-brand relationships, (Hanaysha, 2018). The overall goal of any organization is to make profit and remain in business. The sales function of an organization is crucial in realizing this, as it's primarily focused in ensuring it generates revenue for the organization thus enabling it to realize profit. Sales personnel are tasked with ensuring they get leads on viable prospects and maintain relationships with them. Sales personnel are tasked with providing valued solutions to the problems their customers encounter (Rapp, Adam et al, 2008). In the era of advancement in communication technologies such as social media, organizations have been forced to embrace this in order to adapt with the changing times.

Social media has been cited as a new phenomenon in understanding buyer's needs and also a means to reaching out to new customers/prospects. Information from social media platforms such as: linked in, Face book, Twitter, Instagram and blogs are being captured to collect data about prospective clientele and this is being integrated into the sales process (Rodriguez, Peterson and Ajjan, 2015). Social media offers an avenue for constant interaction between an organization and its customers or prospects, the sales personnel are able to obtain feedback from the customers in real time and are also able to adapt to the dynamic changes in customers' needs. This impacts sales performance positively (Rodriguez, Peterson and Ajjan, 2015).

Multiple studies have been carried out on social media marketing and organization performance. Jembere, Contogiannis and Chikandiwa, (2013) carried out a study on how South African banks had adopted the use of social media marketing. The study targeted 28 marketing and communications managers from randomly selected South African banks and 5 South African social media experts. In-depth interviews were used to collect data and from their findings they were able to deduce that Social media's uptake is still at its early development stages in South Africa, though the main platforms used by the banks are Face book and Twitter, which are mainly used for advertising and customer service

Ochieng (2015) carried out a study on social media marketing, challenges and performance of start-up companies in Nairobi. The study adopted descriptive cross-sectional research design; it targeted 548 startup companies located in Nairobi out of which 231 start ups formed the sample of the population. The findings of the study revealed that most startup use social media interactive platforms such as Face book and what sap, from the study, it deduced that the use of social media improved company performance by improving their brand awareness, making it easier to sell their products.

Musoka (2017) studied social media brand strategy and marketing performance of telecommunication firms in Kenya. A descriptive survey design was used; it targeted all 11 registered and licensed telecommunication firms in Kenya. The study deduced that the firm's interaction with its customers through social media improved their attitudinal loyalty and improved customer retention and acquisition thus improving marketing

performance. Okari (2017) carried out a study on social media usage and its effect on the financial performance of deposit taking microfinance institutions in Kenya. To achieve the study objectives it adopted a descriptive research design, it carried out a census survey of all the (13) deposit taking microfinance in Kenya. The study found out that from the deployment of social media, it led to an increase in number of new customers which improved their asset and loan portfolio and hence better performance of the microfinance institutions in Kenya.

Kazungu,Matto&Massawe (2017) studied how performance of micro enterprises was affected by uptake of social media in Moshi Tanzania. The study used case study as a research design, use of questionnaires and interviews was incorporated for the collection of data. Respondents of the study were selected by use of random sampling. Results from the study concluded that micro-enterprises used social networks to a large extent and this helped to improve their commercial performance.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter will focus on the techniques that are used to achieve the research objective. It explores research methodology by discussing research design, population of the study, and the methodology the researcher will use to collect, analyze, present and discuss the findings of the study, data collection instruments and procedures.

3.1 Research Design

Research design is composed of the layout for the collection, measurement and analysis of data. The research study employed a descriptive survey design. According to Kothari, descriptive research is concerned with narration of facts, specific predictions and attributes pertaining to individuals, groups or situations, Kothari (2004).

Descriptive survey design enables one to gather data from a fairly large number of items at a distinct time, it is concerned with the what, who, where and how of phenomena. The study sought to establish the effect of social media marketing on the sales performance of large retail stores in Nairobi City County.

3.2 Population

Mugenda and Mugenda(1999) defined a target population as a totality of individuals, cases, objects that have a common manifest trait.

The study population was drawn from all the large retail stores in Nairobi City County with over 100 employees or occupancy of a facility with a floor area of over 5001sq.m.

The number of large licensed retail stores in Nairobi City County is 135 retail stores, this is according to the Nairobi county trade and licensing department (2018). Thus,135 retail stores formed the target population.

3.3 Sample Designs

Sampling may be defined as the selection of some part from a totality from which a basis or deduction about the aggregate or totality is made, Kothari (2004). It can be simply stated as the procedure of getting details pertaining to a population by only looking at a part of it. The sample size selected was 45% of the population, according to Mugenda & Mugenda (2003) a sample of 30% and above is appropriate for descriptive studies, thus the sample size selected for the study is 60 retail stores that will be selected randomly from the target population.

3.4 Data Collection.

Primary data was obtained by use of questionnaires. Questionnaires are popular arising from the fact that they are particularly able to gather a lot of information that is processed since they are accommodating and easy to construct, (Dornyei, 2003).

The questionnaires included open ended and closed ended questions so as to follow for further probing in view of getting in depth questions and structured answers. The open ended questions were used to seek qualitative data whereas closed ended questions were used to obtain quantitative data for statistical analysis. The questionnaires were administered to the sales/branch managers of the selected outlets through the drop off and pick up method

3.5 Validity and Reliability

Validity refers to the degree to which a research instrument measures what it is supposed to determine, Kothari (2004). Content validity was used as it provided the degree to which a sufficient scope of the topic under study was obtained from the measuring instrument selected, Kothari (2004). The data collection instrument's validity was checked by the university supervisor and moderator who are experts and have experience in the field of research and the concept of study.

Reliability on the other hand refers to the consistency of the results obtained from by a measuring instrument, Kothari (2004). To ensure reliability of the study the test re-test technique was used to assess the ability of the data collection tools to produce expected results consistently. A pilot study was carried out on two retail stores that did not form part of the study but provide a platform for ensuring the data collection instruments were tested for reliability.

3.5.1 Data Analysis

Analysis of data was done using descriptive statistics such as mean, standard deviation and variance. To determine the relationship between the dependent and independent variables, a simple regression analysis was used; whereby social media marketing is the independent variable and sales performance is the dependent variable. A Regression analysis was used to evaluate the effect of social media marketing on sales performance of large retail stores. The regression equation was,

$$Y = a + bx + e$$

Whereby;

Y = Sales performance

a = constant

b= slope of regression

X=Social media marketing

e = error

CHAPTER FOUR

DATA ANALYSIS, RESULTS AND DISCUSSIONS

4.1 Introduction

The objective of this study was to determine the effect of social media marketing on the sales performance of large retail stores in Nairobi city county. This chapter contains the summary statistics from the large retail stores responses in section 4.2, while the analysis of the effect of social media on sales performance is explained in 4.3. Section 4.4 contained the discussions of the findings of the research and chapter 4.5 summarized the data analysis findings, results and discussions.

4.2 Response Rate

The objective of this research was determine the effect of social media marketing on sales performance of large retail stores in Nairobi city county, questionnaires were distributed out to 60 large retail stores within Nairobi and a number of 41 were collected back filled giving a response rate of 68%. The remaining 32% questionnaires accounted for those that were not filled or the management were not comfortable to disclose the necessary information required and on time. Mugenda and Mugenda (1999), supposed that for reporting purposes, a rate of response of 50% is adequate, while a rate of response of 60% and above is excellent for reporting purposes. As per this assertion, the rate of response was excellent.

4.3Background Information

4.3.1Respondents Profile

The table 4.1 below indicates the period the respondents have worked in their respective establishments and the current position which they hold in the company. The findings indicate that majority had worked for more that 5 years, as represented by 36.6 %, 34.1% and 29.3% represented those who had worked for less than two years and between 2 -5 years respectively. Regarding the current position, 61% of the respondents were from top management level while 39% of the respondents' current position was middle level. The results indicate that the results would give a clear picture of how social media marketing influencessales performance in the company as the respondents are equipped with real time information.and the results are presented in table below.

Table 4.1 Respondents work length and their current position

	Frequency	Percent	Valid Percent	Cumulative Percent
less than 5 years	14	34.1	34.1	34.1
5-10 years	12	29.3	29.3	63.4
above 10 years	15	36.6	36.6	100.0
Total	41	100.0	100.0	
current position in the company				
	Frequency	Percent	Valid Percent	Cumulative Percent
branch managers	16	39.0	39.0	39.0
sales managers	25	61.0	61.0	100.0
Total	41	100.0	100.0	

Source: Fieldwork 2018

4.3.2 Companies' Profile

The table 4.2 illustrates the period of time the retail stores have been in operation and the average monthly sales revenue made. From the findings, majority of the establishments represented by a percentage of 80.5%, have been on operation for more than 10 years, 7.3% have been in operation for a period of between 5-10 years while 12.2% have been operational for less than 5 years. Regarding sales revenue, the findings indicated that majority of the stores make between Kshs 1- 20 million represented by 63.4 %, followed by stores making less than 1 million and more than 50 million both represented by 12.2% . of the total stores, 4.9% and 7.3% of the stores bring in a revenue of between 31-40 million and 41-50 million respectively. From this findings it is clear that credible information can be given regarding the effect of social media marketing to sales performance of these firms

Table 4.2: Years of operation and average monthly sales revenue

	Frequency	Percent	Valid Percent	Cumulative Percent
less than 5 years	5	12.2	12.2	12.2
5-10 years	3	7.3	7.3	19.5
above ten years	33	80.5	80.5	100.0
Total	41	100.0	100.0	
Average monthly sales revenue				
	Frequency	Percent	Valid Percent	Cumulative Percent
less than 1 million	5	12.2	12.2	12.2
1-10 million	13	31.7	31.7	43.9
11-20 million	13	31.7	31.7	75.6
31-40 million	2	4.9	4.9	80.5
41-50 million	3	7.3	7.3	87.8
51 million and above	5	12.2	12.2	100.0
Total	41	100.0	100.0	

Source: Fieldwork 2018

4.4 Usage of Social Media

The respondents were asked to indicate how frequently they used social media in marketing their products. From the analysis, 92.7% used social media for marketing their business while 7.3% indicated not using social media to market their business. The results are shown table 4.4

Table 4.3: usage of social media

	Frequency	Percent	Valid Percent	Cumulative Percent
yes	38	92.7	92.7	92.7
Valid no	3	7.3	7.3	100.0
Total	41	100.0	100.0	

Source: fieldwork 2018

4.4.1 Length of Usage

The respondents were asked to indicate how long they had been using the social media for marketing their businesses. Majority of the respondents represented by 41.5% indicated the length to be 6-10 years, while the minority represented by 12.2% indicated to have used social media for less than 1 year. The rest of the respondents represented by 29.3% and 17.1% indicated that they had been using the social media for 2-5 years and above 10 years respectively.

Table 4.4length of usage

	Frequency	Percent	Valid Percent	Cumulative Percent
less than 1 year	5	12.2	12.2	12.2
2-5 years	12	29.3	29.3	41.5
6-10 years	17	41.5	41.5	82.9
Above 10 years	7	17.1	17.1	100.0
Total	41	100.0	100.0	

Source: Fieldwork 2018

4.4.2 Use of Social Media Marketing Professionals

The respondents were asked whether they employed the use of social media marketing professionalsto market their businesses. 58.5% responded to the affirmative while 41.5% indicated that they do not seek professional social media marketing services. This means that 41.5% of these businesses engage in social media marketing without professional plan on how to execute the same. This is in agreement with Sikalieh et al. (2012) who stated that most entrepreneurs do not develop business plans for strategy execution and this is one of the reasons as to why majority of small businesses do not survive above 5 years.

4.4.3 Frequency of Usage

The respondents were asked to indicate how often they used social media to market their business. Majority indicated that they used social media daily as represented by 82.9% whereas 17.1% indicated that they used social media once a week to market their products and services.

4.5 Social Media Marketing

The respondents were asked to indicate whether or not they agreed with specific statements regarding usage of social media marketing. The likert scale used included 1- Indicating that the respondents strongly agreed with the statements, 2- Agree, 3-Neutral, 4-Disagree and 5-Strongly disagree. From the findings, majority of the respondents concurred that social media is effective for driving sales and lead generation (mean=2.1220 and SD =0.64012), followed by social media marketing being an effective strategy for competitor monitoring (mean =1.7317 and SD= 0.80698), social media has revolution), Social Media is an effective tool for engaging with (mean =1.4634 and SD= 0.67445), Social media marketing as a more cost effective platform for marketing as compared to other platforms (mean =1.3659 and SD= 0.58121) and lastly Social Media Marketing as an efficient tool for brand exposure and awareness (mean =1.0488 and SD= 0.21808).

Table 4.5 Indicators of Social Media Marketing

	N	Mean	Std. Deviation
Social media marketing is a more cost effective platform for marketing as compared to other platforms	41	1.3659	.58121
Social Media Marketing is an efficient tool for brand exposure and awareness	41	1.0488	.21808
Social Media is effective for engaging with customers	41	1.4634	.67445
Social Media is an effective tool for driving sales and lead generation	41	2.1220	.64012
Social media has revolutionized marketing of products and services	41	1.5854	.49878
Social media marketing is an effective strategy in competitor monitoring	41	1.7317	.80698
Valid N (listwise)	41		

Source: Fieldwork 2018

4.6 Social Media Marketing and Performance

The respondents were asked to indicate to what extent they agreed with the statements regarding the effect of social media marketing on sales performance. The likert scale used included 1. Indicating that the respondents strongly agreed with the statements, 2- Agree, 3-Neutral, 4-Disagree and 5.Strongly disagreed. Most of the respondents stated that social media marketing contributed significantly to customer retention whereby (mean =2.2439 and SD= 0.85967), it was followed by integration of social media marketing into the sales process led to an increase in market share(mean =2.0732 and SD=0.84824),then by social media marketing led to increase in net profit of the outlet with a (mean = 1.9756 and SD =0.52382),social media marketing offers an avenue for sales team to gain knowledge on customer needs with a (mean =1.8537 and SD=1.01393),social media marketing as an effective tool for handling customer complaints about a good or service offered,(mean =1.8293 and SD= 0.66717) ,social media marketing led to an increase in volume of sales(mean =1.8049 and SD= 0.55765),social media marketing led to an increase in customer satisfaction(mean =1.7561 and SD= 0.53761) and finally the number and value of prospects increased on uptake of social media marketing,(Mean=1.7317 and SD= 0.59264).

Table 4.6 Indicators of Social Media Marketing and Performance

	N	Mean	Std. Deviation
There is increase in the net profit of the outlet.	41	1.9756	.52382
There is an increase in the volume of sales	41	1.8049	.55765
The level of customer satisfaction has increased	41	1.7561	.53761
By integrating social media marketing into sales process the market share has increased	41	2.0732	.84824
The number and value of prospects has increased on uptake of social media	41	1.7317	.59264
Social media marketing has contributed significantly to customer retention	41	2.2439	.85967
Social media tools offer an effective avenue for handling customer complains about a good service offered	41	1.8293	.66717
Social media offers an avenue for sales team to gain knowledge on customer needs	41	1.8537	1.01393
Average	41	1.9086	

Source: Field work 2018

4.7 Regression Analysis

The relationship between social media marketing and sales performance of retail stores in Nairobi City County was tested using a linear regression analysis. The table 4.7 below shows the results of the model summary, anova and regression coefficients.

4.7.1 Model Summary

Table 4.7 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.602 ^a	.363	.346	.25866

a. Predictors: (Constant), Social media Marketing

The independent variable that was being researched on was social media marketing. As per the table above, the correlation coefficient, R, was 0.602 which showed that there is a great interrelation between social media marketing and sales performance. In addition, the adjusted R squared was 0.363, which gives proof that there was a variation of 36.3 percent on sales performance resulting from changes in social media marketing.

Table 4.8 ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1.485	1	1.485	22.164	.000 ^b
Residual	2.609	39	.067		
Total	4.095	40			

a. Dependent Variable: sales performance

b. Predictors: (Constant), social media

The significance of the regression model was tested using the anova model, whereby an f-significance value of p less than 0.05 was established having an f-value of 22.164 which is significant at (p=0.00). This shows that the model is statistically significant in predicting how Social media marketing affects sales performance of large retail stores.

4.8 Regression Coefficients(Parameters)

Table 4.9: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.775	.244		3.176	.003
social media marketing	.741	.157	.602	4.711	.000

a. Dependent Variable: sales performance

The table above illustrates findings of the linear regression model that was employed in the study of the effect of independent variable (social Media Marketing) on the dependent variable (sales Performance.) From the analysis and based on the regression coefficient as based on the table above, the linear regression describing the actual relationship between factors considered in the study took the form of $Y=0.775+ 0.602x +e$. Whereby; Y= Sales performance, a = constant b= slope of regression X=Social media marketing and e = error

The regression equation deduced that holding the other factors in the equation constant at zero, sales performance will increase by 0.775 ($p = 0.00 < 0.05$). It is evident from the model that the predictor variable contribute positively to sales performance of large retail stores. This is supported by the fact that all the coefficients have positive values. By having all other independent factors constant, a unit increase in social media marketing will cause 0.602(60.2%) increase in sales performance in large retail stores

4.9 Discussion of The Findings

The aim of this study was to assess the effect of social media marketing on the sales performance of large retail stores in Nairobi city county. The study analysed the different social media platforms that the retail stores used to market their business and how they affected their sales performance. The findings indicated that frequent usage of the different social media platforms by the retail stores had a great impact on sales performance. The reasons for the massive adoption of social media platforms in marketing by the retail stores is due to the cost which is considered affordable and the potential it presents in reaching many potential customers who use social media. The findings are consistent with the ones obtained by Harris et al (2008), Adegbuyi et al (2015), and Jagongo and Kinyua (2013) who pointed out that social media marketing creates brand awareness that results in strong influence on customer acquisition and retention.

Findings from the study also shows that social media marketing enhances customer loyalty since the customers are able to track products and services of a company including the new ones being introduced in the market. Customers are also able to interact among themselves through social media and clarify queries that they may be having. This in turn creates more knowledge transfer regarding the product and services thus resulting to the customers being loyal to a specific product or service. The sharing of information also results to more potential buyers receiving the product details which translates into increased volume in sales. The social media platform also helps business

marketers to give the potential clients the necessary knowledge which can easily be shared with friends.

CHAPTER FIVE
SUMMARY OF FINDINGS, CONCLUSIONS
ANDRECOMMENDATION

5.1 Introduction

This is the final chapter and it entails the summary and conclusions of the study with regards to the effect of social media marketing on the sales performance of large retail stores in Nairobi city county. The study is summarized in section 5.2 and conclusions which are based on the study findings are presented in section 5.3. The recommendations and limitations of the study are also presented in this chapter.

5.2 Summary

To create awareness about an organization's offering, it needs to do intensive marketing to the potential clients. One of the major reasons businesses create this awareness is to initiate more sales both in the short term as well as long term. Conventional marketing has been employed by companies for ages and with the revolution and growth of technology, digital marketing and social media marketing in particular has presented a new avenue for companies to market their products and services. While many organizations have adopted the changes in technology with regards to marketing, adoption of social media marketing by large retail stores has not been certain. The research thus sought to establish the effect of social media marketing on sales performance of large retail stores in Nairobi county.

With reference to the objective of the study, relevant theories were analyzed and also a review of past literature covering similar context was done by the researcher. The different social media platforms mentioned by the respondents included; Linked in, Instagram,Whatssap, Twitter, blogmarketing and Facebook, just to mention but a few. The study conducted a descriptive survey design by analyzing different large retail stores operating in Nairobi. The target population consisted all the large retail stores in Nairobi with a sample size of 60 randomly selected being considered as respondents. Questionnaires were used to collected primary data, wherby the data obtained was anlysed using descriptive statistics and regression analysis. The findings from analysis found that social media marketing had a large effect on the sales performance of large retail stores.

5.3 Conclusion

Large retail stores operating in Nairobi have embraced social media marketing which has played a key role in ensuring that they achieve their goals and ensure client satisfaction. Social media marketing avails large retail stores with a platform to reach out to customers and deal with their needs and queries in real time. The stores have taken up the use of social media platforms for marketing their products and services in order to lower their cost of operations while at the same time reach many potential clients.

From the findings of the study, conclusions were put fourth regarding the usage of social media marketing and how it affects the sales performance of large retail stores operating in Nairobi. From the study results it can be concluded that social media marketing has a positive effect on sales performance of large retail stores operating in Nairobi. This is attributed to the increase in customer numbers that can access the offered products which leads to growth of market or potential clients, thus resulting to increased sales.

5.4 Recommendations

This study found that Social Media marketing had a major effect on the overall sales performance of large retail stores based in Nairobi. It is recommended that the large retail stores that are yet to adopt social media marketing in the running of their company operations should try and do so because of the tremendous benefits that come with an online presence. This will have them better placed in understanding their current and potential customers as well as their needs and demands so as to increase customer satisfaction levels.

Secondly, major stakeholders also ought to conduct a proper sensitization program and training to owners of the large retail stores so as to equip them on necessary skills that are instrumental in conducting digital marketing. Installation of modalities need to be done to facilitate harvesting of social insights for the business owners to meet individual goals as well as the business goals.

5.5 Limitations of the study

The busy schedule of employees working at large retail stores made it a challenge to collect data from the chosen respondents. Some respondents also expressed fear of sharing information especially that they considered to be private. This is mainly due to fear of victimization.

Budgetary constraints presented as a challenge in the course of this study, whereby unforeseen events led to unanticipated costs to be incurred. The unfavourable weather also made movement a challenge thus resulting to movement being more costly than anticipated. This limitation was addressed by prioritizing on important tasks that were vital to the completion of this study.

5.6 Suggestions for Further Research

The context of this research was large retail stores operating in Nairobi county, thus it is suggested that the study can be repeated in other contexts where the dynamics are different from those of Nairobi County. This would provide a comparison basis which will determine reinforcement or disapproval with regards to findings of this research. The concept can also be broadened to look at how social media marketing affect business aspects like customer relation management and brand loyalty. Further research can also be carried out to decide the different players that make social media marketing platforms a possibility, like regulatory aspects, and the control factors in play.

REFERENCES

- Adegbuyi O. A., F. A. Akinyele & S. T. Akinyele (2015). Effect of Social Media Marketing on Small Scale Businesses Performance in Nigeria. *Journal of Research in National Development* 7(2) 197-204
- Akoth. (2016). *The influence of relationship marketing on sales performance in the telecommunication industry, Kenya. Unpublished master's project: University of Nairobi.* Nairobi.
- Alal.H. (2018) "An examination of the factors affecting consumer's purchase decision in the Malaysian retail market", *PSU Research Review*, Vol. 2 Issue: 1, pp.7-23.
- Aluoch Y. (2017). *Social media marketing and business growth of commercial banks in Kenya. Unpublished master's project.* University of Nairobi. Nairobi
- Arca, C. (2012). *Social Media Marketing benefits for businesses: Why and how should every business create and develop its Social Media Sites. Master of International Marketing*, Aalborg University, Denmark.
- Bayat, M. S., & Fox, W. (2007). *A guide to managing research.* New York; U.S.A; Macmillan Publishers
- Belland, J & Loane, S. (2010). "New Wave" Global Firms: Web 2.0 and SME Internationalization. *Journal of Marketing Management*, 26(3-4), 213-229
- Baumol W.J (1959), *Business Behaviour, Value and Growth* New York; U.S.A; Macmillan Publishers
- Chang K .Peng U & Berger M. (2018). The impact of social-media performance on sales

of retail-food brands. *International Journal of Research -Granthaalayah*, 6(2), 1-12.

Cherotich P. (2016). *Effect of social media marketing strategy on the performance of Women owned Micro small Enterprises. Unpublished Master's Project.* University of Nairobi. Nairobi

Chikandiwa, Contogiannis and Jembere.E (2013) "The adoption of social media marketing in South African banks", *European Business Review*, Vol. 25 Issue: 4 , pp.365-381

Carbone, (2015). *What is the Benefits of Social Media Marketing?* Retrieved from <https://www.business2community.com/social-media/benefits-social-media-marketing-01140985>

Communications Authority of Kenya (2017). *Sector statistics report.* Retrieved from <http://www.ca.go.ke/index.php/research>

Cytonn investments (2016). *Kenya Real Estate Retail Sector Report.* Retrieved from https://www.cytonn.com/download/Kenya_Retail_Report_Cytonn_Weekly_27.pdf

Dornyei S. (2003), *Questionnaires in second language research:*New York USA; Oak press

Ezeife, L. (2017). *Social Media Strategies for Increasing Sales.* U.S.A. New York; McGraw-Hill Publishers

Foux. M. (2006).Consumer-generated media: Get your customers involved, *Brand Strategy*,8, 38-39.

Fridolf L. & Arnautovi R. (2011). *Social Media Marketing*. New York; U.S.A; Macmillan Publishers.

Hanaysha, J. R. (2018). Customer retention and the mediating role of perceived value in retail industry. *World Journal of Entrepreneurship, Management and Sustainable Development*, 14(1), 2-24.

Harris L, A. Rae, & S. Grewal (2008). Out of The Pull: How Small Firms are making themselves sexy Wit New Online Promotion Techniques. *International Journal of Technology Marketing* 3(2): 153-168

Hendricks, D. (2015). *5 Ways to Use Social Media as a Sales Tool*. Retrieved from <https://www.inc.com/drew-hendricks/5-ways-to-use-social-media-as-a-sales-tool.html>

How retailers can use social media to their advantage. (n.d). Retrieved from <https://socialmediasydney.net.au/how-retailers-can-use-social-media-to-their-advantage/>

Indeje, D. (2018). *Kenya: Trends and Market Dynamics in the Retail Sector*. Retrieved from <https://sokodirectory.com/2018/01/kenya-trends-market-dynamics-retail-sector/>

Jagongo A. & Kinyua C. (2013). The social Media and Entrepreneurship Growth: A New Business Communication Paradigm among SMEs in Nairobi. *International Journal of Humanities and Social Sciences*, 3(10), 213-227

Kaplan, A. M., & Haenlein, M. (2010). *Users of the world, unite! The challenges and opportunities of Social Media*. *Business horizons*, 53(1), 59-68.

Karunanithy S & Sivanandamoorthy P (2013). *Empirical Study on the Promotional Mix*

and Brand Equity: Mobile Service Providers. Industrial Engineering Letters. 3. 1-9.

Kazungu, Isaac &Matto, George &Massawe, Hellen. (2017). *Social Media and Performance of Micro Enterprises in Moshi Tanzania. International Journal of Academic Research in Business and Social Sciences. 7. 10.6007/IJARBSS/v7-i5/2883.*

Kenya Institute for Public Policy Research and Analysis (2017).*Kenya economic report 2017.* Nairobi, Kenya. Retrieved from<http://kippra.or.ke/>

Kimotho,F, F. (2017). *Mixed fortunes for Kenya 's retail sector.* Retrieved from <https://www.businessdailyafrica.com/analysis/columnists/Mixed-fortunes-for-Kenya-s-retail-sector/4259356-4219162-13doou9z/index.html>

Kothari, C. R. (2004). *Research methodology.* London, UK, NewAge International.

Maas L, Steiner S, and Schlager J (2015), "*Social Media Usage Results in Purchasing Online*", in *AP -Asia-Pacific Advances in Consumer Research* Volume 11, eds. Echo Wen Wan and Meng Zhang, Duluth, MN:Association for ConsumerResearch, Pages: 254-255.

Mangold, W. G., &Faulds, D. J. (2009). *Social media: The new hybrid element of the Promotion mix.* Business horizons, 52(4), 357-365.

Ministry of Industry Trade and cooperatives (2017). *Study on Kenya retail sector prompt payment.* Nairobi, Kenya. Retrieved fromwww.trade.go.ke/

Mugenda, O. M. & Mugenda, A. G. (2003). *Research methods: Quantitative and qualitative Approaches.* Nairobi: African Centre for Technology Studies.

Mugenda, O. M. (1999). *Research Methods: Quantitative and Qualitative Approaches*. Nairobi, Kenya; African Centre for Technology Studies.

Muola.C.K. (2017). *The effect of marketing strategies on sales performance of small and medium enterprises in Kenya. Unpublished master's project*. University of Nairobi. Nairobi

Musoka.J.P. (2017). *Social media brand strategy and marketing performance of telecommunication firms in Kenya.Unpublished master's project*. University of Nairobi. Nairobi

Nadaraja O, & Yazdanifard D, Rashad F. (2013). *Social media marketing*: London, UK, New Age International.

Neti, S. (2011). *Social media and its role in marketing. International Journal of Enterprise Computing and Business Systems, 1(2), 1-15.*

Ochieng.L.A. (2017).*Social media marketing, challenges and performance of startup companies in Nairobi.. Unpublished master's project*. University of Nairobi. Nairobi

Odhiambo. (2010). *The effect of working capital management and profitability of Retail stores in Migori County, Kenya..Unpublished master's project*. University of Nairobi. Nairobi

Okari. B.F. (2017). *Effect of social media usage on financial performance of deposit taking microfinance institutions in Kenya.Unpublished master's project*. University of Nairobi. Nairobi

Olaniran, B. A., Rodriguez, N., & Williams, I. M. (2012). *Social information processing theory (SIPT):International interactions in online environments*14(6):52-56

OlotewoT (2016). Social media marketing in emerging markets. *International Journal of Online Marketing Research*. 2. 10. 10.5455/IJOMR.2016254411.

Oxford Business Group, (2016). *Bright outlook for Kenya's retail sector*. Retrieved from <https://oxfordbusinessgroup.com/overview/bright-outlook-improving-economic-conditions-and-changing-consumer-preferences-point-strong-years>

Rapp A & Agnihotri, Raj & P. Forbes, Lukas. (2008). *The Sales Force Technology-Performance Chain: The Role of Adaptive Selling and Effort*. *Journal of Personal Selling and Sales Management*. 28. 335-350.

Rodriguez, M., Peterson, R. M., & Ajjan, H. (2015). *CRM/social media technology: impact on customer orientation process and organizational sales performance Finding the New and Polishing the Old* pp. 636-638.

Smits Y & MogosL (2013). *The Impact of Social Media on Business Performance*. New York, U.S.A; Macmillan Publishers.

Tsimonis & Dimitriadis, (2014) "Brand strategies in social media", *Marketing Intelligence & Planning*, Vol. 32 Issue: 3, pp.328-344.

Weinberg. T. (2009). *The New Community Rules: marketing on the social web*. United States of America. O'Reilly Media Inc.

APPENDICES

APPENNDIX 1: QUESTIONNAIRE

PART 1: GENERAL BACKGROUND INFORMATION

1. Name of the retail store (optional).....
2. What position do you hold in the retail store?
3. How long has the retail store been in operation?
 - a) Less than five years ()
 - b) 5 – 10 years ()
 - c) 10 years and above ()
4. How many years have you worked for the retail store?
 - a) Less than five years ()
 - b) 5- 10 years ()
 - c) 10 years and above ()
5. What is your average monthly sales revenue?
 - a) Less than 1 million ()
 - b) 1 million – 10 million ()
 - c) 11 million - 20 million ()
 - d) 21 million- 30 million ()
 - e) 31 million- 40 million ()
 - f) 41 million- 50 million ()
 - g) 51 million and above ()

PART 2. SOCIAL MEDIA MARKETING

6. At the moment, do you use social media to market your business?
- Yes () No ()
- If yes which one (s).....
7. How long has the retail business been using social media marketing tools?
 - a) Less than 1 year ()
 - b) 2-5 years ()
 - c) 6-10 years ()

d) Above 10 years ()

8. Do you have social mediemarketing professionals?

Yes () No ()

9. How often do you use Social media to engage customers? Tick appropriately.

Daily ()

Weekly ()

Monthly ()

10. Using the likert scale of 1-5, please indicate whether you agree or disagree with the following statements with regard to social media marketing. Statement 1. Strongly agree 2. Agree 3. Neutral 4. Disagree 5. Strongly disagree

Statement	1	2	3	4	5
(1)Social media marketing is a more cost effective platform for marketing as compared to other strategies					
(2)Social media is an efficient tool for brand exposure and awareness					
(3)Social media is effective for engaging with our customers					
(4) Social media is an effective tool for driving sales and lead generation					
(5)Social media has revolutionized marketing of our products or services					
(6)Social media marketing is an effective strategy in competitor monitoring					
(7)Social media marketing supports product development and modification					

PART 3. SALES PERFORMANCE

11. To what extent do you agree with the statements below on the effect of social media marketing on sales performance.

Very great extent (5) Great extent (4) Moderate extent (3) Low extent (2) Very low extent (1)

Statement	1	2	3	4	5
(1) There is an increase in the net profit of the outlet.					
(2) There is an increase in volume of sales.					
(3) The level of customer satisfaction has increased					
(4) By intergrating social media marketing into the sales process the organizations market share has increased.					
(5) The number and value of prospects has increased on uptake of social media?					
(6) Social media marketing has contributed significantly to customer retention?					
(7) Social media tools offer an effective avenue for handling customer complaints about a good/service you offer?					
(8) Social media offers an avenue for the sales team to gain knowledge on customer needs?					

APPENDIX II: 2018 LIST OF LARGE RETAILERS IN NAIROBI COUNTY

BUSINESSNAME	PHYSICALADDRESS	
A.M SETH & ASSOCIATES	NGONG RD	
ADOPT SHOE AGENCIES	CBD OLD MUTUAL LANE	
ALIBHAI SHARIFF	MOMBASA ROAD	
AMBICO LIMITED	KASABUNI	
ANTARC LTD	MOMBASA RD	
AQUILA AGRI TRADERS LIMITED	KAWAGWARE	
TILE AND CARPET CENTRE LIMITED	MOMBASA RD	
ARMSTONE FORD LIMITED	LANCASTER PLACE	
ASL LTD	LUSAKA ROAD	
ATLAS GARDENS LIMITED	WOOD AVENUE KILIMANI - GROUND FLOOR CHRISLYS HOUSE	
BECHAE INVESTMENT	TOM MBOYA STREET - ODEON	
BENAG INVESTMENT LTD	KIANGOMBE	
SEAL HONEY LTD	HARAMBEE AVE	
BITMAX SUPPLIES (K)	JAMES GICHURU RD/ GATHANJU JUNCTION	
BRECLE SHOE SHINE	LELAN LANE	
CHANDARANA SUPERMARKETS	MUTHAIGA ROAD	
CENTRAL CONGREGATION OF JEVOHAHS WITNESSES	WORKSHOP RD	
CENTRAL CONGREGATION OF JEVOHAHS WITNESSES	TOM MBOYA STREET	
CHOPPIES ENTERPRISES KENYA LIMITED	NORTH AIRPORT RD	
COLOMER EAST AFRICA LIMITED	OFF MOMBASA RD	
COOL SHOE CARE	ROYSAMBU USIU	
COPMLY INDUSTRIES LTD	ENTERPRISE RD	
CROSSNET LIMITED	WESTLANDS	
DESBRO KENYA LTD	KAMPALA RD	
HOUSE OF LEATHER	AGA KHAN WALK	
EASTWARD IN EDEN ORGANICS	LUNGA LUNGA RD.	
EMPIRE SHOE CARE ENTERPRISE	EASTLEGH 6TH STREET MOSQUE	
EMPIRE SHOE SHINE ENTERPRISE	EASTLEGH	
ENB SUPPLIES AND	KANGARU RD	

CONSTRUCTION LTD		
EPIGRAM AGENCIES LIMITED	HAILE SELASSIE AVAENUE	
SUPER COSMETICS LIMITED	MAMA NGINA ST	
FRAMUMA WATCH REPAIRER AND	LATEMA RD	
FRONT LINE SOLUTION AGENCY	TOM MBOYA STREET	
FURNITURE PALACE INTL (K) LTD	MOMBASA RD	
GAME DISCOUNT WORLD (KENYA) LTD	GARDEN CITY MALL THIKA RD	
GEKOMBE SHOE SHINE	TAUSI LANE	
TRANSCHEM PHARMACEUTICALS	TEMPLE RD	
GREEN GROCERIES, FRUITS AND CEREALS	MOLEM	
HAKATI SHOE SHINE	HAKATI RD. - CENTRAL BUS STATION	
NAIROBI SPORTS HOUSE LTD	MOI AVENUE	
HASHIM ABDI MOHAMED	TOM MBOYA STREET	
HELyce COMPANY LIMITED	MOI AVENUE	
BABYS PALACE LTD	BIASHARA ST.	
HILALIUM & SONS LIMITED	MOMBASA RD	
HILLRED SHOESHINE	UPPERHILL SPRINGS	
BUCON FURNITURE LTD	JEVANJEE	
HOPE SHOE SHINERS	RONALD NGARA	
HOUSE MART CO LIMITED	OFF MOMBASA ROAD	
SAI OFFICE SUPPLIES LIMITED	FUNZI ROAD	
HUDSON CHEGE MUNYE	MFANGANO STREET OFF RONALD NGALA	
HUNKAR TRADING COMPANY LIMITED	PARKLANDS RD	
HYPERMART LTD	MOMBASA ROAD	
IDEAL PROFFESIONAL SHOESHINERS SACCO	PUMZI LANE	
IDEAL SHOES SERVICES	RACE COURSE RD OFF TEMPLE RD	
JAIMAX SHOE SHINE	MOI AVENUE	
JANE & ALICE JOINT VENUTURE	MOI AVENUE	
JANEFFER ENTERPRISES	TOM MBOYA	
SUNUS (BABY AND CHILDREN WEAR)LTD	BIASHARA STREET	
JAYDEN LIMITED	DAGORETTI NGONG STAGE	
JIAMINI UNaweza SUPPORT GROUP	RAILWAYS OPP COOP BANK	
JOFFA AGENCIES LTD	KIGALI RD	

JOPO SCRAP METALS	KARIOBANGI	
K & J FASHION WEAR	GABERONE LANE	
BATA SHOE CO (K) LTD	KENYATTA AVENUE	
KAMUJO GENERAL INVESTMENT LIMITED	GABERONE LANE	
KAMUJO GENERAL INVESTMENT LTD	TOM MBOYA -ARU LANE	
ITALIANS MENS WEAR	WABERA ST	
BLOOMERG LIMITED	KIMATHI ST	
TEXT BOOK CENTRE LTD	KABETE RD.	
KEVIANG GENERAL SUPPLIES	MUTARWAKWA	
KIRUBI ENTERPRISES	COMMUNITY	
GIGI MOTOR LTD	ARGWINGS KODHEK RD	
LAKEHOUSE LIMITED	OFF RED CROSS ROAD	
LINKS CAR WASH	IMARA DAIMA	
LYDIA ENTERPRISES	TOM MBOYA STREET	
MAJID AL FUTTAIM HYPERMARKETS LIMITED	TWO RIVERS	
MASERER FARM	30967	
MUMTAZ TRAVEL AND CARGO AGENCY	8TH ST SECOND AVENUE	
NAIROBI SPORTS HOUSE LTD	MUTHITHI RD	
NAIROBI KITCHEN CARE LTD	MOMBASA RD	
NAIVAS LIMITED	MOUNTAIN MALL	
NAKUMATT HOLDINGS LTD T/A PRESTIGE	NGONG RD	
NAOM ENTERPRISES	MOI AVENUE	
NAOMI NYOKABI NJOROGE	NKURUMA LANE	
NAZI SELF HELP	ACCRA ROAD	
NEEMA SHOP	MUTARAKWA RD	
NEW DAWN SELF HELP GROUP	MPAKA RD/WESTLANDS RD	
NGANGA ENTERPRISES	KASARAENI	
NUNU ENTERPRISES	GITHURAI 44 OFF NGUMBA ROAD	
ONGATA RONGAI BUS SERVICE	HAILE SELASSIE AVENUE	
OPEN PLATFORM ENTERPRISE LTD	NGOMONGO	
PETER ENTERPRISES	SHORT STREET	
RIVATEX EAST AFRICA LIMITED	BIASHARA STREET	
PIONEER SELF HELP GROUP	8ST FIRST AVENUE EASTLEIGH	
POLISH HYGIENE BASE	LIMURU RD	
PORSCHE CENTRE NAIROBI LTD	SAMEER BUSINEE PARK	

GENERAL FOODS (KENYA) LTD	BABA DOGO RD- RUARAKA	
PRIDE SHOE SHINE	ALONG COUNTY RD OPP COUNTY HOUSE	
DIXONS ELECTRONICS LTD	KIMATHI ST	
RAIMAX HOLDINGS LTD	NGARA	
RISEN AFRICAN DISHES	KASARANI NEXT TO OUTSPAN BEHIND SHELL PETROL STATION	
KINGSWAY TYRES	UNIVERSITY WAY	
ROYAL SHOE SHINER	MUINDI MBINGU STREET	
S.C JOHNSON & SON KENYA LIMITED	ST. PETER CLAVERS PRIMARY SCHOOL BUS	
SCHOOL OUTFITTERS	MUINDU BINGU ST.	
SHOPRITE CHECKERS KENYA LIMITED	WESTLANDS	
SKYTONE DISTRIBUTORS LTD	MOGADISHU RD JUMBO COMPLEX DOOR 5/6/7/8/9/10/11&12	
SLEEKLADY COSMETICS LIMITED	TOM MBOYA ST	
STIMULUS LIMITED	WORKSHOP ROAD	
SURGIPHARM LTD	WESTLANDS ROAD-PARKLANDS	
FAIRBURY BUTCHERY	SUNRISE ESTATE	
TE'AMO LIFESTYLE	677	
TECHNO-PLAST LIMITED	MOMBASA RD/RAMBOO FURNITURE	
TEXLINE COLLECTION	TOM MBOYA	
THE 1ST.ONE	MADARAKA ESTATE	
ESSAJEE AMIJEE & SONS (RIVER RD) LTD.	RIVER RD/NGENDA LANE	
THE BANANA BOX COMPANY LTD	TWO RIVERS MALL	
TRANS-SAPLA LIMITED	8416	
TUFF STEEL LTD	MOMBASA RD	
UCHUMI SUPERMARKET LIMITED- AGA KHAN	AGA KHAN WALK-CITY SQUARE	
UNIVERSAL SHOE SHINERS	TOM MBOYA STREET	
URBANWORTH LIMITED	ARGWINGS KHODECK RD	
VICTORIA FURNITURES LTD	PARKLANDS RD	
WAKIMWA RUBBER STAMP SOLUTION	RACE COURSE RD	
WAKUNGU JIKOS	K/SOUTH LIGHT	
ACHELIS KENYA	MOMBASA ROAD	
WEMA BEAUTY PRODUCTS	MARAGUA LANE	
AFRICAN BOOT CO.LTD	KENYATTA AVENUE	
KAREN PROVISION STORE LTD	KAREN S/ CENTRE	

KENYA ELECTRONICS LTD	CHIROMO RD WESTLANDS	
MINISO LIFESTYLE	LIMURU ROAD/TWO RIVERS	
MIA WINES AND SPIRITS	RHAPTA ROAD	
MINJA TYRES	JOGOO ROAD	
BIG DADDY ENTERPRISES	BANDA ST	
TECHNO CHECK LTD	ELEGEYO MARAKWET RD	
CROWN AUTO PARTS LTD	NORTH AIRPORT ROAD	
THINK TWICE SECOND HAND CLOTHES	IMARA DAIMA	

Source: Nairobi City County (2018)