

**EFFECTS OF EMERGING MARKETING
COMMUNICATION STRATEGIES ON ORGANIZATIONAL
PERFORMANCE**

A CASE OF BEAUTY PRODUCTS COMPANIES

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DECLARATION

STUDENT'S DECLARATION

I declare that this project is my original work and has never been submitted for a degree in any other university or college for examination/academic purposes.

Signature: Date:.....

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SUPERVISOR'S DECLARATION

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

Signature..... Date.....

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DEDICATION

I will in a special way like to dedicate this work of my hands to my beloved wife Redempta Kavindu and my two daughters Joan Mukui and Geraldine Mutindi, whose support, friendship, love and understanding i cannot measure.

I love you.

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ABBREVIATIONS AND ACRONYMS

ACCESS	-	Audience, Concept, Competition, Execution, Social Media, And Sales Viability
POST	-	People, Objectives, Strategy, And Technologies
ROI	-	Return on Investment
SMS	-	Short Messaging Services
SPPS	-	Statistical Package For Social Sciences
TV	-	Television
US	-	United States

ABSTRACT

The purpose of the study was to establish the effects of emerging marketing Communication strategies on organizational performance with reference to beauty products companies. The study adopted descriptive research design. The target population comprised of men and women customers from which the study used Simple random sampling technique to get a sample of eighty respondents. Data was collected by use of semi-structured questionnaires. Data was analyzed by use of descriptive statistics such as frequency, percentages, mean and standard deviation using statistical package for social sciences (SPSS V. 21) and presented by use of tables. Content analysis was used in processing of qualitative data and results presented in prose form. In addition, a multivariate regression model was applied to determine the relative importance of each of the three variables with respect to organizational performance. The study found out that sex appeal advertising strategy affected the tendency to buy beauty products to a great extent (46.2%). It was evident that nudity, suggestive/ persuasive appeal, sexual explicitness and sexual attractiveness affected the tendency to buy beauty products to a great extent as expressed by a mean score of 4.4337, 3.9639, 3.8193 and 3.8193 respectively. In addition sexual imagery and sexual objectification did not affect the tendency to buy beauty products. The study also deduced that YouTube affected the tendency to buy beauty products to a very great extent. Media-sharing site and Social news site e.g. Digg, Reddit and Mixx affected the tendency to buy beauty products to a great extent. The study finally found out that mobile advertising strategies affected buying of beauty products to a great extent. The study concluded that sex appeal advertising strategy affected the tendency to buy beauty products to a great extent. Nudity, suggestive/ persuasive appeal, sexual explicitness and sexual attractiveness affected the tendency to buy beauty products to a great extent. The study also concluded that the tendency to buy beauty products was affected by YouTube, Google's blogger Media-Sharing sites, Facebook, LinkedIn and Social news sites. The study finally concluded that mobile advertising strategies affected buying of beauty products to a great extent. The study recommended that the use of sexual appeal and imagery should be exercised with great care to avoid offending either gender. The study also recommended that companies should invest more in using social media strategies in advertising their products since using these strategies and tools, makes it easy for marketers to engage, collaborate, interact and harness intelligence crowd sourcing for marketing purposes. The study finally recommended that companies should adopt the mobile advertising strategies such as bulk SMS's which should be targeted to potential clients or customers as this enhances sales volume.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Marketing truly gives zest to the corporates and makes a striking difference to the brand and its equity. The ethos of marketing keeps changing with the times. As the customer becomes more knowledgeable, the customer contact through marketing plays a vital role in conversion of businesses (Bolotaeva and Cata, 2010). If businesses aim to connect so strongly with the customer, then the commitment that the businesses give has to be equally strong. Marketing enjoys a dominant position today as can be seen by the success of the current age businesses.

Over the past decade practitioners and academics alike have sought to better understand how consumer-brand engagement is formed, nurtured and sustained (Schultz and Block, 2012). Although a consumer's engagement with a brand has been defined along a number of dimensions, the most common aspects include emotional attachment (Wefald and Downey, 2009), active interactions (Kumar et al., 2010), emotional and rational bonds (McEwen, 2004), participation intensity, commitment (Alloza, 2008), involvement (Sawhney et al., 2005), loyalty (Kerr, 2009) and others. Increasingly, there is a growing belief that consumer-brand engagement needs to be addressed beyond the transactional level to include all potential touch points with the brand and others interacting with the brand and amongst themselves (van Doorn et al., 2010). Expected consequences of having highly engaged (and positively disposed) consumers include greater brand equity, share-of-wallet, retention and proactive word-of-mouth (Vivek et al., 2012).

For several years, marketing giants like Unilever have treated online marketing as an afterthought, with less than 10% of their marketing budgets (and their marketing efforts) devoted to alternative media. Advertising in traditional broadcast and print vehicles will continue to be a staple for many advertisers, but the astounding growth of social media and the availability of broadband connections in the home environment will shift online advertising from being a secondary afterthought to one of the most important elements of a marketing program.

1.1.1 The concept of Marketing Communication

In 2013, marketing has changed a great deal as companies have had to find ways to integrate cutting-edge tools into their current strategies and update older initiatives. As a result, internal marketing teams have had to adapt how they work and communicate with the public (Miljana and Thessaloniki, 3013). Marketing, advertising and public relations professionals alike are beginning to explore strategies that will help them navigate their designated industry and will ultimately translate into happier clients and consumers.

There is absolutely no shortage of opportunity for emerging marketing strategies. Social marketing, mobile marketing, context-aware computing, big data and the Internet of Things create unprecedented opportunities for digital marketers to connect with customers to create an immersive connected digital environment, influence and drive purchases, fuel new growth and create new market share (Schultz and Block, 2012). Innovative marketing communication channels that deliver relevant and personalized messages to target audiences, have emerged as major components in the direct marketing programs of many organizations (Watson et al., 2012). In particular,

the internet, alongside ubiquitous devices such as the mobile phone, is facilitating new channels for reaching and interacting with consumers (Xu, 2006).

1.1.2 Organizational Performance

Performance is the function of the ability of an organization to gain and manage the resources in several different ways to develop competitive advantage (Iswatia, & Anshoria, 2007). There are two kinds of performance, financial performance and non-financial performance. Financial performance emphasizes on variables related directly to financial report. Non financial performance emphasizes on variables like customer repeat purchase, loyalty, brand awareness and company relationship satisfaction. Company's performance is evaluated in three dimensions. The first dimension is company's productivity, or processing inputs into outputs efficiently. The second is profitability dimension, or the level of which company's earnings are bigger than its costs. The third dimension is market premium, or the level of which company's market value is exceeding its book value (Walker, 2001).

Performance is a difficult concept, in terms of both definition and measurement. It has been defined as the result of activity, and the appropriate measure selected to assess corporate performance is considered to depend on the type of organization to be evaluated, and the objectives to be achieved through that evaluation. Researchers in the strategic management field have offered a variety of models for analyzing financial performance. However, little consensus has emerged on what constitutes a valid set of performance criteria. For instance, researchers have suggested that studies on financial performance should include multiple criteria analysis. This multidimensional view of performance implies that different models or patterns of relationship between corporate performance and its determinants will emerge to

demonstrate the various sets of relationships between dependent and independent variables in the estimated models (Ostroff and Schmidt, 1993).

1.1.3 Marketing Communication Strategies and Organizational Performance

The 21st century is shaped by the technological revolution, and has become the age of globalization. The media landscape has undergone an immense transformation over the past decade (Mangold and Faulds, 2009). Social media are increasingly replacing traditional media, and the buzz about these new marketing opportunities seems unlimited. Social networks and social media are part of a phenomenon that is changing the way organizations communicate with their customers and potential customers in a new market segment. Consumers are using online tools to take charge of their own experience and connect with others. Although the co-creation of the brand engagement/experience remains a key element of the integrated marketing communication mix and other brand-generated touch points (Kumar and Mirchandani, 2012), over the past few years, social media, in all its forms and incarnations, has drawn the lion's share of interest from consumers, marketers, media, in short, the whole marketplace.

Apart from technologically oriented marketing, the use of sex appeal has emerged as one of the major strategy in advertisement. As a major technique in advertising, sex appeal has been widely used in mainstream consumer advertising in most countries. A feature of sex in advertising is that the imagery used, such as that of a pretty woman, typically has no connection to the product being advertised. The purpose of the imagery is to attract the attention of the potential customer or user (Bello et al., 2011). The type of imagery that may be used is very broad, and would include nudity, Pin-up girls, and hunky men, even if it is often only suggestively sexual. The use of

sex in advertising can be highly overt or extremely subtle. It ranges from relatively explicit displays of sexual acts, to the use of basic cosmetics to enhance attractive features.

Sex in advertising builds on the premise that people are curious about sexuality and that experience in marketing has been that sexuality sells products. From a marketing point of view, sexuality can have biological, emotional/physical or spiritual aspects. In contemporary mainstream consumer advertising (e.g., magazines, network and cable television), sex is present in promotional messages for a wide range of branded goods (Reid and Soley, 2011). Ads feature provocative images of well-defined women (and men) in revealing outfits and postures selling clothing, alcohol, beauty products, and fragrances. Also, sexual information is used to promote mainstream products not traditionally associated with sex (Chism, 2009). In diverse cross-cultural contexts, advertisers usually encounter similar types of problems arising from cultural variations; for example, an advertising appeal may be interpreted differently by people with different cultural backgrounds (Belch and Belch, 2004).

1.1.4 Beauty Products

Cosmetics are care substances used to enhance the appearance or odor of the human body. They are generally mixtures of chemical compounds, some being derived from natural sources, many being synthetic (Beck and Wilkinson, 2010).

Cosmetics include skin-care creams, lotions, powders, perfumes, lipsticks, fingernail and toe nail polish, eye and facial makeup, towelettes, permanent waves, colored contact lenses, hair colors, hair sprays and gels, deodorants, hand sanitizer, baby products, bath oils, bubble baths, bath salts, butters and many other types of products (Beck and Wilkinson, 2010). A subset of cosmetics is called "make-up," which refers

primarily to coloring products intended to alter the user's appearance. Many manufacturers distinguish between decorative cosmetics and care cosmetics. Cosmetics that are meant to be applied to the face and eye area are usually applied with a brush or the fingertips. Most cosmetics are distinguished by the area of the body intended for application.

Skin care products can also fall under the general category of cosmetics. These are products used to improve the appearance and health of skin, formulated for different types of skin and associated characteristics. Skin care products include cleansers, facial masks, toners, moisturizers, sunscreen, tanning oils and lotions, skin lighteners, serums and exfoliants.

1.1.5 Beauty Products Companies In Kenya

Increased competition in the beauty and personal care market spurred growth during the last year of the review period. Availability of a variety of products for consumers to choose from, accessibility through growth in retail outlets and high end advertising adopted by industry players, are key factors that promoted growth in this market. However, value growth is slightly lower than it was during the review period, as whilst consumers are spending, they are being more cautious with their spending during times of financial pressure.

Expanding growth of the beauty and personal care market in Kenya has led to increased presence of international brands such as Estée Lauder, Oriflame and L'Oréal, among others; all of which have opened shops in Kenya during the last two years of the review period. During 2013, Revlon made a foray into the Kenyan market through a KES87 million (US\$1 million) franchise deal with Nakumatt Holdings

Limited. With the growing culture and spending on the beauty and personal care market, competition is only set to intensify.

The proliferation of retail outlets in residential areas and their ease of accessibility, coupled with the growing mall-culture among the Kenyan population, they are preferred channels to reach end users. Most consumers from middle- and lower-income groups purchase their products from outdoor markets and supermarkets, which stock a wide variety of products at affordable prices. Health and beauty retailers remain outlets for mainly the high-income consumer groups. Furthermore, these shops are located in wealthier residential markets and shopping malls and there are a limited number of outlets.

Beauty and personal care is expected to see a steady increase in volume and constant value terms over the forecast period. Increased competition among players, wider product variety and advertising building on consumer knowledge, will be key factors that will promote market growth, spurring sales. Increased access to credit has promoted growth in small businesses, in turn, promoting economic growth and overall higher spending power among the public.

1.2 Research Problem

The marketing industry today is facing a massive challenge. The old traditional media channels used to market products and services and persuade customers is losing its momentum and effectiveness due to changing customer generational needs. To reach cynical customers and have a genuine engagement between their needs and the products and services real benefits, companies will need to understand and harness emerging strategies such as social networking, mobile marketing and use of sex appeal in marketing. However, it is not yet clear whether this has managed to build

effective relationships with customers (Chu and Meulemans, 2008). Again, the reality is that some of these emerging strategies have not yet lived up to its hype for increased sales, ROI, and customer-based competitive advantages (Kumar and Mirchandani, 2012). Further, despite the hype in the use of sex appeal in many countries, little is known about consumers' reactions to sex appeal advertising to different cultures (Ford et al., 2004) and there are uncertainties associated with the use of sex appeal (Judd and Alexander, 2011). First, previous studies (Reid and Soley, 2011) have consistently documented that sexual content may be eye-catching and entertaining, but it may distract the viewer from the main message and hence result in a reduction of recognition and recall.

The marketing of beauty products in Kenya has become a real challenge in the industry due to dilution of brand-name power by fake products and imitations that have eaten into the industry's market. Increasing consumer preferences towards the use of natural cosmetic products is forcing the cosmetic manufacturers to change strategies according to consumer preferences. The companies have also faced intense pressure from established international players within the mass-market cosmetics space and have either bowed out of the beauty care market by shutting down or introducing counter products to salvage their dwindling market share. To counter this and retain their market share, the beauty companies have been adopting the emerging marketing strategies to woo customers such as mobile marketing, social media and also the use of sex appeal. However, it is not clear whether this translate to better performance. Many businesses are struggling with the idea of online marketing or sex appeal promotion and are not sure whether it is effective and to what extent it is effective as a form of marketing. As a result many businesses are approaching the entire idea of these emerging marketing strategies cautiously and with reservations.

Locally, Metett (2011) conducted a study on the effects of marketing strategies on the performance of insurance companies in Kenya; Owino (2012) did a study on condom social marketing strategies used by non-governmental organizations in Kenya: the case of Population Services International while Maina (2013) did an assessment of marketing strategies employed by private universities to boost their enrollment. None of the local and international studies focused on emerging marketing communication strategies on organizational performance in the Kenyan context. This study therefore seeks to establish the effects of emerging marketing communication strategies on organizational performance with reference to Beauty products companies. The study sought answer to the question: What is the effect of emerging marketing communication strategies on organizational performance with reference to beauty products companies?

1.3 Research Objectives

The objectives of this study were:

- i. To establish the customer perception on the effect of use of sex appeal on organizational performance of beauty product commodities in Kenya
- ii. To determine the customer perception on the effect of social media strategies on organizational performance of beauty product commodities in Kenya
- iii. To assess the customer perception on the effect of use of mobile strategies on organizational performance of beauty product commodities in Kenya

1.4 Value of the Study

The results of this study will greatly impact integrated marketing communication plans and all industries. If this study finds that customers favor businesses that use the emerging marketing strategies, organizations will need to hire competent marketing

specialists. This will directly affect college curricula, workshops, public relations, advertising and marketing agencies, and internal public relations, advertising and marketing departments.

The study will benefit the management of beauty products companies in Kenya and other organizations in beauty product commodities market in understanding various market entry strategies and specifically how they can effectively use social media, mobile marketing and use of sex appeal as an innovative new market entry strategy into market. It will provide an insight on the effects of emerging marketing communication strategies on organizational performance of beauty product commodities.

The government and policy makers would gain value added information on emerging marketing communication strategies. The study will be useful to the government in policymaking regarding social media marketing strategy, mobile marketing and use of sex appeal in Kenyan market. The policies designed, would serve as guidelines in assisting the management in knowing what the procedures and policies to follow when deciding to expand into recent strategies of marketing.

To the academicians and researchers, the findings would contribute to professional extension of existing knowledge on use of emerging marketing communication strategies. The study will provide a useful basis upon which further studies on these strategies in general. The study will also suggest areas for further studies on which to research on new market entry strategies.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

In this second chapter, relevant literature information that is related and consistent with the objectives of the study is reviewed. Important issues and practical problems are brought out and critically examined so as to determine the current facts. This section is vital as it determines the information that link the current study with past studies and what future studies will still need to explore so as to improve knowledge.

2.2 Theoretical Review

A theoretical framework is a group of related ideas that provides guidance to a research project or business endeavor. In this section, the focus is on various economic, behavioral and organizational theories on which the study will be hinged pertaining to marketing as a key construct. They include theory of impression management, media richness theory and social media implementation model theory.

2.2.1 Theory of Impression Management

According to Heinze and Hu (2006) in the theory of impression management, individuals can form impressions of organizations based on interactions with organizations' Web sites. The presentation of these sites can influence user impressions and influence the viewers' attitudes toward purchasing from the Web site. Heinze and Hu also found that interactivity—the degree to which Web site users have control over pace, sequence, media, objects and other variables—can greatly increase user satisfaction and the effectiveness of information delivery.

At the end of their research, Heinze and Hu concluded that as the Internet increases and people become more sophisticated with their Web use, customers expect a certain level of information, interactivity and service from corporate Web sites. To stay competitive today, organizations must leverage every opportunity, especially an up-to-date and state-of-the-art Web presence.

2.2.2 Media Richness Theory

The media Richness theory (Kaplan & Haenlein, 2010) states that the main objective of any kind of communication is the reduction of ambiguity and uncertainty, this treats some media differently from other according to degree of richness that they possess. The richness is the amount of information they (the social media) allow to be transmitted in a given time interval (Kaplan & Haenlein, 2010).

The media differ also on the degree Of “social presence” defined as the acoustic, visual, and physical contact that Can be achieved (Kaplan & Haenlein, 2010). The higher is the social presence, larger will be the influence that one partner has on the other.

Social Media represent a very broad category which encompasses different kinds of elements. Such elements can be summarized through the classification provided by Kaplan & Haenlein (2010). But before commencing with a more detailed distinction, it is better to take into account the factors on which this classification will be made: the social presence/media richness and the self presentation/self disclosure.

2.2.3 Social media Implementation Models

Implementation models that prioritise the targeted audiences Among the implementation models that prioritise the targeted audiences are: the POST model

(Bernoff, 2007) and the ACCESS model (Safko and Brake, 2009). POST (Bern off, 2007) is an acronym that stands for people, objectives, strategy, and technologies. The people aspect of the model advocates that an organisation that seeks to adopt social media must first understand the type clients they have and the prospects they have through these clients. Objectives, speak to the fact that the organisation must know what they seek to achieve by adopting social media. Reasons for adopting social media range from, enabling your customers to generate more awareness, branding, product development, creating a platform to listen to your customers to gain more insights. The strategy aspect stresses the need for a social media strategy.

ACCESS (Safko and Brake, 2009), stands for audience, concept, competition, execution, social media, and sales viability. This model says after understanding one's audience one needs to define the concepts that one wants to use when communicating/generating content for one's audiences. In this case segmentation of one's target audiences and creating communities around these resulting groups is very important. This helps in making sure that the concepts created are focused and are of relevance to the targeted audiences. Unlike the POST model, the ACCESS model adds the competition aspect. This deals with the analysis of the online activities of an organization's competitors. The focus should not be on the tools they use but rather on the purpose social media is serving for them and their customers and prospects. The execution and social media (tools) aspects of the model deal with the development of the social media strategy and the selection of tools to be used.

2.3 Emerging Marketing Communication Strategies And Organizational Performance

The world of marketing is in the midst of unprecedented chaos. Marketers are scrambling to identify ways to remain visible and stand out from the crowd. From major changes in the marketing technology landscape to the rapid expansion of social media, consumers, more than ever, are driving marketing efforts.

For all their potential benefits, many of these emerging marketing strategies efforts have been plagued by measurement challenges (LaPointe, 2012) and an inability to understand how the co-creation of brand content and the brand experience can positively impact consumer engagement and sales (Christodoulides et al., 2012). A study conducted by Venkatesh and Davis (2009) revealed that the use of the internet was widespread but its benefit was questionable, with little sales being generated directly as a result of online marketing activities; although many were predicting that it would have a positive impact in the future. Howarth (2007) also observed that despite the apparent opportunities, technological complexities and privacy issues surrounding the implementation of mobile phone marketing have meant its diffusion within the marketplace has been comparatively slow.

2.3.1 Sex Appeal Marketing

In a broad sense, sex appeals can be defined as messages, whether as brand information in advertising contexts or as persuasive appeals in marketing contexts, which are associated with sexual information (Reichert et al., 2001). More specifically, sex appeal can be defined as the degree of nudity or sexual explicitness. Sex appeal can be found in the visual, audio, and verbal elements of advertisements and can be portrayed to varying degrees (Gould, 2009). Since the mid 1960s, the use

of sex appeal in advertising has been increasing in Western countries and becoming more overt as advertisers attempt to find ways to break through the media clutter (La Tour and Henthorne, 2009). Price (2002) even claimed that sex appeal has become one of the most popular and effective tactics in mainstream consumer advertising in most of the Western countries such as the United States.

The effectiveness of sex appeal also depends on its appropriateness to the advertised product. Richmond and Hartman (2008) claimed that sexual stimuli may enhance brand recall only if an appropriate relationship remains between the product category and the advertising execution. Simpson et al. (2006) made a similar claim that positive attitudes may be induced by using sex appeal if there is relevance of the sex appeal to the advertised product. However, since sex appeal is widely used to sell all kinds of products and services, it is not easy to differentiate products appropriate for sex appeal and products inappropriate for sex appeal (Reichert et al., 2001).

Since sex appeal ads are becoming increasingly more explicit (Severn et al., 1990), consumers in a high-context culture may have less favourable attitudes towards a sex appeal ad than consumers in a low-context culture. However, this assumption was challenged by Biswas et al.'s (1992) study, in which they found that the high-context French audience is more receptive to the use of sexual appeal in advertising, whereas the more direct, low-context US audience is more likely to interpret the use of sex appeal in advertising as 'risque' (Biswas et al., 1992).

Recent research indicates that the use of sexual images of women in ads negatively affects women's interest (Courtney and Whipple, 2011). A study from University of Minnesota in 2013 of how printed ads with sexual content affects women clearly showed that women are not attracted except in the case of products being luxurious

and expensive. Besides alienating women there is a serious risk that the audience in general will reduce support to organisations that uses the sexual images of women without a legitimate reason (Miljana and Thessaloniki, 3013). Other studies have found that sex in television is extremely overrated and does not sell products in ads. Unless sex is related to the product (such as beauty, health or hygiene products) there is not clear effect (Schultz and Block, 2012).

2.3.2 Social Media Marketing

Social media marketing is a system which allows marketers to engage, collaborate, interact and harness intelligence crowd sourcing for marketing purposes, presents opportunity for firms which strategically adopt it into its organisation (Gritten (2011). Definition and classification of varieties of social media techniques and tools concentered acceptance of social media among commercial world as tools were classified as blogs, micro blogs, social networks, media sharing content, social bookmarking and voting sites (Boyd and Ellison, 2008; Singh et al., 2008). In spite of clear classification of social media tools, marketers and practitioners had scepticism on the possible opportunities and challenges presented by the new media (Kaplan and Haenlein, 2010).

Organizations can also contact social media influencers to carry their messages and promote their products. Twenty percent of 16 to 25 year-old broadband users worldwide already engage in some form of brand-initiated, user-generated content and another 30 percent say they plan to in the future. If they participate, consumers want to find out what's in it for them. Businesses must be perceived as giving much more than they are receiving (McClellan, 2008). Large corporations like Wal-mart target mommy bloggers to review products and blog about their experiences. Wal-

mart did not pay the bloggers for their input, but merely asked for their honest opinions (Neff, 2008).

Social media helps in building brand awareness, visibility, reputation, knowledge sharing, customer acquisition and retention, low cost promotions, new product development and customer relationship marketing (Kaplan and Haenlein, 2010; Bolotaeva and Cata, 2010). Kaplan and Haenlein (2010) further presented challenges like negative comments and their effect on the image, control of brand and content in the hands of the customers, legal and security issues. Kietzmann et al. (2011) gave a basis on how social media tools can be used strategically. Clemons (2009) ascertained that social networks should not be monetised but companies should seek to engage with the tools and with their customers, hence giving social media strategies.

2.3.3 Mobile Phone Marketing

A diverse range of definitions for the broad concept of mobile marketing exist (Pousttchi and Wiedemann, 2006). In view of these, mobile phone marketing is defined here as the use of mobile phones to provide consumers with time, location specific information, personalized information, which promotes goods, services and ideas. The novel status of the mobile phone as a one-to-one communication device suggests mobile phone marketing is reminiscent of an innovative form of direct marketing. Mobile phone marketing (m-marketing), defined as any form of marketing communication delivered to a mobile phone, offers potential opportunities to create value for consumers (Anckar and D'Incau, 2000). This value includes: advertising (Komulainen et al., 2007) and location-based mobile services or mobile content services (Pihlström and Brush, 2008).

Dushinski (2010) points out that mobile technology not only lets marketers reach customers where they are, it allows them to engage mobile users by targeting their immediate and specific needs. He also suggested that it is giving users what they want, when they want it and that is the unique value proposition of mobile phone marketing and businesses, agents and nonprofit organizations of all types can have successful campaigns without breaking the bank.

Mobile Marketer (2010) said that brands and marketers can use the mobile channel to increase their brand affinity, recognition and customer loyalty. The attraction to mobile is the channel's ability to acquire new customers, increase customer loyalty and generate brand awareness and affinity to monetize content and the fact that it lets marketers provide convenience to consumers.

According to Hughes et al., (2007) mobile phones provide another logical platform for marketers to channel targeted text (SMS) messages to millions of users. Additionally, video technology is beginning to allow TV programme transmission through mobile phones creating other advertisement opportunities. For example Safaricom sends its users information about its current promotional activities thus giving them up to date information that motivates consumers to purchase more of the company's services.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

In this section the researcher identifies the procedures and techniques that will be used in the collection, processing and analysis of data. Specifically the following subsections are included; research design, target population, data collection instruments, data collection procedures and finally data analysis.

3.2 Research Design

The research design is a blueprint for conducting the research that specifies the procedures necessary to obtain the information needed to structure and solve the research problems (Cooper and Schindler, 2003). This research problem was studied through the use of a descriptive research design. Best and Khan (2009) argue that descriptive surveys describe and interpret phenomena and are concerned with conditions or relationships that exists, opinions that are held, processes that are going on and effects that are evident or trends that are developing. The method was chosen since it is more precise and accurate since it involves description of events in a carefully planned way (Babbie, 2012). This research design also portrays the characteristics of a population fully (Chandran, 2004).

3.3 Target Population

A population is also known as a “universe” referring to all the items in the field of inquiry (Babbie, 2012). In terms more direct to this research, a population can be defined as the entire group of individuals having a common characteristic (Mugenda & Mugenda, 2003). The target populations were the men and women customers aged between twenty six to fifty six years. This population was chosen since they are the

ones targeted by the marketing communications and thus are well conversant with the subject matter. Mugenda and Mugenda, (2003) explain that the target population should have some observable characteristics, to which the researcher intends to generalize the results of the study.

3.4 Sampling

Simple random sampling technique to select a sample of eighty respondents from different supermarkets in Nairobi County was used for generalization to take place and make the results reliable. Out of these respondents forty were men and forty were women. According to Cooper and Schindler (2003), random sampling frequently minimizes the sampling error in the population. This in turn increases the precision of any estimation methods used.

3.5 Data Collection

A semi-structured questionnaire was used to collect primary data. In order to ensure uniformity in response and to encourage participation, the questionnaire was kept short and structured with mostly multiple-choice selections in a likert scale. According to Mugenda and Mugenda (2003), questionnaires are commonly used to obtain important information about a population under study. The questionnaire was carefully designed and tested with a few members of the population for further improvements. This was done in order to enhance its validity and accuracy of data to collected for the study. The questionnaire was administered through face to face method to the walk in walk out customers. The researcher obtained an introductory letter from the University to collect data then personally deliver the questionnaires to the respondents. On the other hand secondary data was collected from newspapers,

published books, journals and magazines as well as other sources such as the companies' annual reports.

3.6 Data Analysis and Presentation

The quantitative data in this research was analyzed by descriptive statistics such as frequency, percentages, mean and standard deviation using statistical package for social sciences (SPSS V. 21). The findings were presented in form of frequency tables and graphs. Content analysis was used in processing of qualitative data and results presented in prose form. In addition, a multivariate regression model was applied to determine the relative importance of each of the three variables with respect to organizational performance. The regression model was as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$$

Where: Y = Organizational performance;

β_0 = Constant Term;

β_1, β_2 and β_3 = Beta coefficients;

X_1 = Sex appeal;

X_2 = Social Media Strategies;

X_3 = Mobile Strategies and

ε = Error term.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1 Introduction

This chapter discusses data analysis, presentation and interpretation of the research findings in line with the objectives of the study. The data obtained was presented in tables to reflect different response rate amongst the respondents. Analysis of the response rate, general information and independent variables was conducted and the obtained data was subjective to quantitative and qualitative analysis.

4.1.1 Response Rate

The study selected 80 respondents and not all respondents actively participated in the research study by filling and submitting back the questionnaires. The analysis of the response rate was conducted as follows;

Table 4. 1: Response rate

	Frequency	Percentage
Responded	65	81.3
Not Responded	15	18.8
Total	80	100.0

Source: Author, (2014)

From Table 4.1, 65 people out of 80 respondents filled and returned the questionnaire which contributed to 81.3%. 15 out of 80 people did not respond constituting 18.8%.

4.2 Demographic Information

Demographic information of the respondents was analyzed as follows,

4.2.1 Gender Composition

The study sought to find out the respondents' gender. The findings are presented in Table 4.2.

Table 4. 2: Gender Composition

	Frequency	Percentage
Male	28	43.1
Female	37	56.9
Total	65	100.0

Source: Author, (2014)

From the findings, majority of the respondents were female comprising of 56.9% who were closely followed by men whose percentage was 43.1%.

4.2.2 Age Bracket of the Respondents.

The study sought to enquire on the age bracket of the respondents as shown in Table 4.3.

Table 4. 3: Age Bracket of the Respondents

	Frequency	Percentage
Under 25	12	18.5
26 – 35	25	38.5
36 – 45	20	30.8
46 – 55	5	7.7
56 and Above	3	4.6
Total	65	100.0

Source: Author, (2014)

From the findings, majority of the respondents (38.5%) were aged between 26 to 35 years, 30.8% were aged between 36 to 45 years, 18.5% were under 25 years, 7.7% were aged between 46 to 55 years and the rest 4.6% were aged 56 and above years. This shows that most of the customers were youths.

4.2.3 Level of Education

The study sought to determine the level of education of the respondents and from the findings the following were obtained as shown in Table 4.4.

Table 4. 4: Level of Education

	Frequency	Percentage
Primary	4	6.2
Secondary	14	21.5
Diploma/certificate	27	41.5
Bachelors' degree	20	30.8
Total	65	100.0

Source: Author, (2014)

From the findings as indicted above majority of the respondents (41.5%) had attained a Diploma/Certificate level of education, 30.8% had attained a bachelors' degree, 21.5% had attained a Secondary level of education and the rest 6.2% had primary level of education.

4.3 Sex Appeal Advertising Strategy

The study sought to find out extent that sex appeal advertising strategy affect the tendency of buying beauty products, extent that various strategies of sex appeal

advertising affect the tendency to buy beauty products and the level of agreement with various aspects of sex appeal advertising. The findings are in Table 4.5, 4.6 and 4.7.

Table 4. 5: Extent that Sex Appeal Advertising Strategy Affect Buying Beauty Products

	Frequency	Percentage
Very great extent	20	30.8
Great extent	30	46.2
Moderate extent	8	12.3
Little extent	5	7.7
No extent	2	3.1
Total	65	100.0

Source: Author, (2014)

According to the findings, majority of the respondents (46.2%) indicated that sex appeal advertising strategy affect the tendency to buy beauty products to a great extent, 30.8% said to a very great extent, 12.3% said to a moderate extent, 7.7% said to a little extent and 3.1% said to no extent.

Table 4.6: Extent that Various Strategies of Sex Appeal Advertising Affect Buying Beauty Products

	Mean	Standard Deviation
Nudity	4.4337	0.68419
Suggestive/ persuasive Appeal	3.9639	0.50542
Sexual explicitness	3.8193	0.88545
Sexual attractiveness	3.8193	0.36461
Sexual Imagery	3.1446	0.32763
Sexual Objectification	2.8675	0.92091

Source: Author, (2014)

From the findings, it was evident that nudity, suggestive/ persuasive appeal, sexual explicitness and sexual attractiveness affected the tendency to buy beauty products to a great extent as expressed by a mean score of 4.4337, 3.9639, 3.8193 and 3.8193 respectively. Sexual imagery and sexual objectification affected the tendency to buy beauty products to a moderate extent as expressed by a mean score of 3.1446 and 2.8675 respectively.

Table 4. 7: Level of Agreement with Various Aspects of Sex Appeal Advertising

	Mean	Standard Deviation
Using partially or complete female nudity may attract men's attention but may offend women and vice versa.	4.714	0.1230
Sex appeal ad not only attracts initial attention but also retain this attention for longer periods of time than an ad without such appeal	4.098	0.4345
Sexual content are eye-catching and entertaining and result in repeat purchases	3.997	0.6454
Sexual stimuli enhance brand recall only if an appropriate relationship remains between the product category and the advertising execution	3.731	0.2370
Sexual content may distract the people from the main message and hence result in a reduction of recognition and recall	3.234	0.7567
Some sexually oriented advertisements provoke a backlash against the product.	3.124	0.7740

Source: Author, (2014)

From the findings, it was strongly agreed that using partially or complete female nudity may attract men's attention but may offend women and vice versa as expressed by a mean score of 4.714. It was agreed that sex appeal ad not only attract initial

attention but also retain this attention for longer periods of time than an ad without such appeal, sexual content are eye-catching and entertaining and result in repeat purchases and that sexual stimuli enhance brand recall only if an appropriate relationship remains between the product category and the advertising execution as expressed by a mean score of 4.098, 3.997 and 3.731 respectively. In addition, the respondents were neutral on the fact that sexual content may distract the people from the main message and hence result in a reduction of recognition and recall and that some sexually oriented advertisements provoke a backlash against the product as expressed by a mean score of 3.234 and 3.124 respectively.

4.4 Social Media Strategies

The study sought to determine the extent that social media strategies affect tendency to buy beauty products. The findings are in Table 4.8.

Table 4. 8: Content Communities Marketing / Media Sharing Effect on Buying of Beauty Products

	Mean	Standard Deviation
YouTube	4.714	0.1233
Media-sharing site	4.242	0.7712
Social news site e.g. Digg, Reddit and Mixx	4.188	1.3940
Dailymotion	3.048	0.3229
Social bookmarking site	2.928	0.9599

Source: Author, (2014)

From the findings, YouTube affected the tendency to buy beauty products to a very great extent as expressed by a mean score of 4.714. Media-sharing site and Social news site e.g. Digg, Reddit and Mixx affected the tendency to buy beauty products to

a great extent as expressed by a mean score of 4.242 and 4.188 respectively. Dailymotion and Social bookmarking site affected the tendency to buy beauty products to a moderate extent as expressed by a mean score of 3.048 and 2.928 respectively.

Table 4. 9: Blogging and Microblogging Effect on Buying of Beauty Products

	Mean	Standard Deviation
Twitter	4.5306	0.78915
WordPress	3.8878	0.81079
Google's Blogger	3.5417	0.51529

Source: Author, (2014)

From the findings Twitter affected the tendency to buy beauty products to a very great extent as expressed by a mean score of 4.5306. WordPress and Google's blogger affected the tendency to buy beauty products to a great extent as expressed by a mean score of 3.8878 and 3.5417 respectively.

Table 4. 10: Emerging Networks Effect on Buying of Beauty Products

	Mean	Standard Deviation
Facebook	4.5306	0.78915
LinkedIn	3.6867	0.89617
MySpace	2.8571	0.94321

Source: Author, (2014)

From the findings Facebook affected the tendency of buying beauty products to a very great extent as expressed by a mean score of 4.5306. LinkedIn affected the tendency of buying beauty products to a great extent as expressed by a mean score of 3.6867. MySpace affected the tendency of buying beauty products to a moderate extent as expressed by a mean score of 2.8571.

4.5 Mobile Strategies

The study sought to determine the extent that mobile advertising strategies affected the tendency to buy beauty products, the extent that beauty companies employ various forms of mobile phone services to enhance sales volume and the extent that various strategies affect the tendency to buy beauty products.

Table 4. 11: Effect of Mobile Advertising Strategies on Buying Beauty Products.

	Frequency	Percentage
Very great extent	15	23.1
Great extent	35	53.8
Moderate extent	5	7.7
Little extent	3	4.6
No extent	2	3.1
Total	65	100.0

Source: Author, (2014)

From the findings majority of the respondents (53.8%) indicated that mobile advertising strategies affected buying of beauty products to a great extent, 23.1% indicated that mobile advertising affected buying of beauty products to a very great

extent, 7.7% indicated that mobile advertising affected buying of beauty products to moderate extent, 4.6% said to a little extent and 3.1% to no extent.

Table 4. 12: Companies Use of Mobile Phone Services to Enhance Sales Volume

	Mean	Standard Deviation
SMS	3.8434	0.84798
Video technology	3.9398	0.90189
Bluetooth	3.3253	0.84259
Mms	2.3630	0.55080

Source: Author, (2014)

From the findings, it was evident that companies used SMS and Video technology to enhance the sales volume to a great extent as expressed by a mean score of 3.8434 and 3.9398 respectively. Bluetooth was used by companies to enhance the sales volume to a moderate extent as expressed by a mean score of 3.3253. MMS use enhanced the sales volume to a little extent as expressed by a mean score of 2.3630.

Table 4.13: Extent that Various Strategies Affect the Tendency to Buy Beauty Products

	Mean	Standard Deviation
Dynamic Mobile Applications	4.872	0.211
Mobile advertising	4.291	0.603

Source: Author, (2014)

According to the findings, it was evident that dynamic mobile applications affected tendency to buy beauty products to a very great extent as expressed by a mean score

of 4.872. Mobile advertising affected tendency to buy beauty products to a great extent as expressed by a mean score of 4.291.

4.6 Regression Analysis

In this study, a multiple regression analysis was conducted to test the influence among predictor variables. The research used statistical package for social sciences (SPSS V 21.0) to code, enter and compute the measurements of the multiple regressions.

Table 4. 14: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.8895	0.7912	0.7364	0.7296

Source: Author, (2014)

R-Squared is a commonly used statistic to evaluate model fit. R-square is 1 minus the ratio of residual variability. The adjusted R^2 , also called the coefficient of multiple determinations, is the percent of the variance in the dependent explained uniquely or jointly by the independent variables. 73.6% of the changes in the performance of beauty product commodities companies could be attributed to the combined effect of the predictor variables.

Table 4. 15: Summary of One-Way ANOVA results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.223	3	3.112	3.671	.001
	Residual	92.876	61	.641		
	Total	115.099	64			

Source: Author, (2014)

The probability value of 0.001 indicates that the regression relationship was highly significant in predicting how use of sex appeal, social media strategies and mobile strategies influenced performance of beauty product commodities companies. The F critical at 5% level of significance was 3.671 since F calculated is greater than the F critical (value = 2.830), this shows that the overall model was significant.

Table 4.16:Regression coefficients of the relationship between performance of beauty products companies and the three predictive variables

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	1.492	0.298		4.218	0.044
Use of sex appeal	0.617	0.178	0.326	5.374	0.032
Social media strategies	0.702	0.171	0.421	4.963	0.027
Mobile strategies	0.596	0.563	0.123	3.916	0.038

Source: Author, (2014)

As per the SPSS generated table above, the equation ($Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \epsilon$) becomes:

$$Y = 1.492 + 0.617X_1 + 0.702X_2 + 0.596X_3 + 0.883X_4$$

The regression equation above has established that taking all factors into account (use of sex appeal, social media strategies and mobile strategies) constant at zero performance of beauty product commodities companies will be 1.492. The findings presented also show that taking all other independent variables at zero, a unit increase in the use of sex appeal would lead to a 0.617 increase in the scores of performance of

beauty product commodities companies and a unit increase in the scores of social media strategies would lead to a 0.702 increase in the scores of performance of beauty product commodities companies. Further, the findings shows that a unit increases in the scores of mobile strategies would lead to a 0.596 increase in the scores of co performance of beauty product commodities companies.

At 5% level of significance and 95% level of confidence, Use of sex appeal had a 0.032 level of significance; Social media strategies showed a 0.027 level of significance, mobile strategies had a 0.038 level of significance hence the most significant factor is social media strategies.

Overall, social media strategies had the greatest effect on the performance of beauty product commodities companies, followed by use of sex appeal while mobile strategies had the least effect to the performance of beauty product commodities companies. All the variables were significant ($p < 0.05$).

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the discussion of key data findings, conclusion drawn from the findings highlighted and recommendation made there-to. The conclusions and recommendations drawn were focused on addressing the objectives of the study.

5.2 Summary of the Findings

The study found out that sex appeal advertising strategy affected the tendency to buy beauty products to a great extent (46.2%). It was evident that nudity, suggestive/persuasive appeal, sexual explicitness and sexual attractiveness affected the tendency to buy beauty products to a great extent as expressed by a mean score of 4.4337, 3.9639, 3.8193 and 3.8193 respectively. In addition sexual imagery and sexual objectification did not affect the tendency to buy beauty products. As strongly agreed, using partially or complete female nudity may attract men's attention but may offend women and vice versa as expressed by a mean score of 4.714. Furthermore, sex appeal ad not only attract initial attention but also retain this attention for longer periods of time than an ad without such appeal, sexual content are eye-catching and entertaining and result in repeat purchases and that sexual stimuli enhance brand recall only if an appropriate relationship remains between the product category and the advertising execution as agreed. On the contrary, sexual content did not distract people from the main message and hence did not result in a reduction of recognition and recall and that some sexually oriented advertisements did not provoke a backlash against the product.

On the issue of Social Media Strategies, the study found out that YouTube affected the tendency to buy beauty products to a very great extent. Media-sharing site and Social news site e.g. Digg, Reddit and Mixx affected the tendency to buy beauty products to a great extent. However, Dailymotion and Social bookmarking site did not affect the tendency to buy beauty products. Twitter affected the tendency to buy beauty products to a very great extent. In addition, WordPress and Google's blogger affected the tendency to buy beauty products to a great extent. Furthermore, it was noted that Facebook affected the tendency of buying beauty products to a very great extent. LinkedIn affected the tendency of buying beauty products to a great extent. On the contrary, MySpace did not affect the tendency of buying beauty products.

The study deduced that mobile advertising strategies affected buying of beauty products to a great extent (53.8%). Companies used SMS and Video technology to enhance the sales volume to a great extent. On the other hand, the companies' did not use Bluetooth and MMS to enhance the sales volume of beauty products. Dynamic mobile applications affected tendency to buy beauty products to a very great extent and Mobile advertising affected tendency to buy beauty products to a great extent.

5.3 Discussion

5.3.1 Sex Appeal Marketing Strategy

The study found out that sex appeal marketing strategy affected the tendency to buy beauty products to a great extent. These findings correlate with La Tour and Henthorne, (2009) who argues that sex appeal in advertising has been increasing in Western countries and becoming more overt as advertisers attempt to find ways to break through the media clutter which have greatly affected sale of beauty products.

Price (2002) even claimed that sex appeal has become one of the most popular and effective tactics used in advertising. The findings further concur with (Reichert et al., 2001) who states that sex appeal is widely used to sell all kinds of products and services. It was evident that nudity, suggestive/ persuasive appeal, sexual explicitness and sexual attractiveness affected the tendency to buy beauty products to a great extent as expressed by a mean score of 4.4337, 3.9639, 3.8193 and 3.8193 respectively. The findings are in line with Bello et al. (2011) who argue that sex appeal is based around the appearance of nudity and the use of sexual attractiveness or suggestiveness.

In addition sexual imagery and sexual objectification did not affect the tendency to buy beauty products. As strongly agreed using partially or complete female nudity may attract men's attention but may offend women and vice versa as expressed by a mean score of 4.714. Furthermore, sex appeal ad not only attract initial attention but also retain this attention for longer periods of time than an ad without such appeal, sexual content are eye-catching and entertaining and result in repeat purchases and that sexual stimuli enhance brand recall only if an appropriate relationship remains between the product category and the advertising execution as agreed. These findings correlate with Richmond and Hartman (2008) who argues that that sexual stimuli may enhance brand recall only if an appropriate relationship remains between the product category and the advertising execution.

The findings further concur with Severn et al., (1990) who states that sex appeal ads are becoming increasingly more explicit. Consumers in a high-context culture may have less favourable attitudes towards a sex appeal ad than consumers in a low-context culture. The findings also are in line with Courtney and Whipple (2011) who

argues that the use of sexual images of women in ads negatively affects women's interest. On the contrary, sexual content did not distract people from the main message and hence did not result in a reduction of recognition and recall and that some sexually oriented advertisements did not provoke a backlash against the product.

5.3.2 Social Media Marketing Strategies

On the issue of Social Media Marketing Strategies, the study found out that YouTube affected the tendency to buy beauty products to a very great extent. Media-sharing site and Social news site e.g. Digg, Reddit and Mixx affected the tendency to buy beauty products to a great extent. However, Dailymotion and Social bookmarking site did not affect the tendency to buy beauty products. Twitter affected the tendency to buy beauty products to a very great extent. In addition, WordPress and Google's blogger affected the tendency to buy beauty products to a great extent. Furthermore, it was noted that Facebook affected the tendency of buying beauty products to a very great extent. LinkedIn affected the tendency of buying beauty products to a great extent.

On the contrary, MySpace did not affect the tendency of buying beauty products. These findings correlate with Boyd and Ellison, 2008; Singh et al. (2008) who argues that social media techniques and tools such as blogs, micro blogs, social networks, media sharing content, social bookmarking and voting sites makes social media acceptable in the commercial world making it easy for marketers to engage, collaborate, interact and harness intelligence crowd sourcing for marketing purposes. The findings are in line with Kaplan and Haenlein (2010) who argues that social media helps in building brand awareness, visibility, reputation, knowledge sharing, customer acquisition and retention, low cost promotions, new product development and customer relationship marketing thus social media marketing tools are inevitable

since they can be used strategically (Kietzmann et al., 2011). Clemons (2009) ascertained that social networks should not be monetized but companies should seek to engage with the tools and with their customers, hence giving social media strategies.

5.3.3 Mobile Marketing Strategies

The study deduced that mobile Marketing strategies affected buying of beauty products to a great extent (53.8%). Companies used SMS and Video technology to enhance the sales volume to a great extent. On the other hand, the companies' did not use Bluetooth and MMS to enhance the sales volume of beauty products. Dynamic mobile applications affected tendency to buy beauty products to a very great extent and Mobile advertising affected tendency to buy beauty products to a great extent. The findings concur with Hughes et al., (2007) who states that mobile phones provide another logical platform for marketers to channel targeted text (SMS) messages to millions of users. He also argues that video technology is beginning to allow TV programme transmission through mobile phones creating other advertisement opportunities.

5.4 Conclusion

The study concludes that sex appeal advertising strategy affected the tendency to buy beauty products to a great extent. Nudity, suggestive/ persuasive appeal, sexual explicitness and sexual attractiveness affected the tendency to buy beauty products to a great extent. Many customers strongly agreed that using partially or complete female nudity attracted men's attention but offended women and vice versa. Furthermore, sex appeal ad not only attract initial attention but also retain this attention for longer periods of time than an ad without such appeal, sexual content are

eye-catching and entertaining and result in repeat purchases and that sexual stimuli enhance brand recall only if an appropriate relationship remains between the product category and the advertising execution.

On the issue of Social Media Strategies the study concluded that the tendency to buy beauty products was affected by YouTube, Twitter, WordPress, Google's blogger Media-Sharing sites, Facebook, LinkedIn and Social news sites e.g. Digg, Reddit and Mixx.

The study concluded that mobile advertising strategies affected buying of beauty products to a great extent. Companies used SMS and Video technology to enhance the sales volume to a great extent. In addition, dynamic mobile applications and mobile advertising affected the tendency to buy beauty products.

5.5 Recommendations

The study recommends that the use of sexual appeal and imagery should be exercised with great care to avoid offending either gender. This is essential because from the findings, using partially or complete female nudity attracted men's attention but offended women and vice versa.

The study recommends that the company should not dwell so much on sexual appeal in advertisements and ignore the main objective of the ad campaign which is to market the products. In addition the company should ensure that the strategies used to advertise are in line with both the product category and advertising execution to make sure that the specifications of the production department are also incorporated in the ad.

The study recommends that ethical considerations should be adhered to while creating sexual appeal advertisements to avoid offending the public.

The study recommends that companies should invest more in using social media strategies in advertising their products since using these strategies and tools, makes it easy for marketers to engage, collaborate, interact and harness intelligence crowd sourcing for marketing purposes.

The study further recommends that the companies should adopt the mobile advertising strategies such as bulk SMS's which should be targeted to potential clients or customers as this enhances sales volume.

5.6 Suggestion for Further Studies

This study laid emphasis on the effects of emerging marketing communication strategies on organizational performance a case of beauty products companies. More research needs to be conducted on the performance level of companies that have adopted the emerging marketing communication strategies. Research should also be conducted on factors affecting effective use of emerging marketing communication strategies in companies.

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APPENDICES

Appendix I: Introduction letter

Nairobi University
P.O Box 68241-00200
Nairobi

Dear Respondent,

I am a student at The University of Nairobi undertaking a master's degree in business administration (MBA). I am conducting a research on EMERGING MARKETING COMMUNICATION STRATEGIES ON ORGANIZATIONAL PERFORMANCE: A CASE OF BEAUTY PRODUCTS COMPANIES. The result of this study will go a long way in helping the management of the company to determine areas of improvement in their strategies towards marketing of the product, customer loyalty and hence improve the organizational performance. In order to collect sufficient, accurate information, I request you kindly take twenty minutes of your time to fill in the attached questionnaire. All information will be treated in strictest confidence.

Yours faithfully,

RICHARD KIILU
RESEARCHER

Appendix II: Research Questionnaire

Kindly answer all the questions either by ticking in the boxes or writing in the spaces provided.

PART I: GENERAL INFORMATION

- 1) Gender Male [] Female []
- 2) Your age bracket (Tick whichever appropriate)
- Under 25 [] 26 – 35 []
- 36 – 45 [] 46 – 55 [] 56 and Above []
- 3) What is your education level? (Tick as applicable)
- Primary [] Secondary []
- Diploma/certificate [] Bachelors’ degree []
- Others-specify.....

Part II: Effects of emerging marketing communication strategies On organizational performance

SEX APPEAL

- 1) In your own opinion, to what extent does strategy of sex appeal advertising affect your tendency to buy beauty products?
- Very great extent [] Great extent []
- Moderate extent [] Little extent [] No extent []
- 2) To what extent do the following strategies of sex appeal advertising affect your tendency to buy beauty products?

	Very great extent	Great extent	Moderate extent	Little extent	Not at all
Sexual Imagery					
Nudity					
Suggestive/persuasive Appeal					
Sexual Objectification					
Sexual explicitness					
Sexual attractiveness					

- 3) What is your level of agreement with the following statements on the effect of sex appeal advertising? Use a scale of 1 to 5 where 1 is strongly disagree, 2 is disagree, 3 is neutral, 4 is agree and 5 is strongly agree

	1	2	3	4	5
Sex appeal ad not only attracts initial attention but also retain this attention for longer periods of time than an ad without such appeal					
Sexual content are eye-catching and entertaining and result in repeat purchases					
Sexual content may distract the people from the main message and hence result in a reduction of recognition and recall					
Using partially or complete female nudity may attract men's attention but may offend women and vice versa.					
Sexual stimuli enhance brand recall only if an appropriate relationship remains between the product category and the advertising execution					
Some sexually oriented advertisements provoke a backlash against the product.					

MOBILE STRATEGIES

- 4) In your own opinion, to what extent does strategies of mobile advertising affect your tendency to buy beauty products?

Very great extent [] Great extent []

Moderate extent [] Little extent [] No extent []

- 5) To what extent do beauty companies employ the following forms of mobile phone services to enhance sales volume?

	Very great extent	Great extent	Moderate extent	Little extent	Not at all
SMS					
Mms					
Bluetooth					
Video technology					

- 6) To what extent do the following strategies affect your tendency to buy beauty products?

	Very great extent	Great extent	Moderate extent	Little extent	Not at all
Mobile advertising					
Dynamic Mobile Applications					

SOCIAL MEDIA STRATEGIES

7) To what extent does the use of the following social media strategies affect your tendency to buy beauty products?

	Very great extent	Great extent	Moderate extent	Little extent	Not at all
Content communities marketing / Media Sharing					
Social news site e.g. Digg, Reddit and Mixx					
Social bookmarking site					
Media-sharing site					
YouTube					
Daily motion					
Blogging and Microblogging					
Twitter					
WordPress					
Google's Blogger					
Emerging networks					
Facebook					
MySpace					
LinkedIn					

THANK YOU