THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING IN SMALL BUSINESS PERFORMANCE: A CASE STUDY OF CENTRAL BUSINESS DISTRICT NAIROBI

BY

CAMIL AMNAAY JOACHIM

UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

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CAMIL AMNAAY JOACHIM

A Research Project Report Submitted To the Chandaria School of Business in Partial Fulfillment For The Degree Of Masters In Business Administration (MBA)

UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

SUMMER 2017
STUDENT’S DECLARATION

I, the undersigned, declare that this is my original work and it has not been submitted to any other college, institution or university other than United States International University for academic credit.

Signed: ________________________  Date: ________________________________

Camil Amnaay Joachim (ID: 636272)

This project has been presented for examination with our approval as university supervisors.

Signed: ________________________  Date: ________________________________

Dr. Peter Kiriri

Signed: ________________________  Date: ________________________________

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ABSTRACT

Social media marketing is an online communication or an e-commerce that businesses interact with customers in an exchange of goods and services. The main purpose of this study is to determine the effectiveness of social media marketing in small and medium enterprises. The researcher came up with objectives which were: to determine the effectiveness of Facebook to market accessibility for small businesses performance, to determine the effectiveness of Instagram to market accessibility for small businesses performance and to determine the effectiveness of twitter to the optimization for small businesses performance.

This study adopted descriptive research design, which is an approach that attempts to identify and explain the variables that exist in a given situation and describe the relationship that exist between the variables. A sample size of 100 businesses was selected from a target population of 12,500 businesses. Data collection was done using both open and closed ended questionnaires. The sampling frame included small business owners that were present at the time of administering the questionnaires. Instruments that were used included explanatory questions, dichotomous questions, objective questions, ranking and questions based on an interval scale. The interval scale was a 1 – 5 likert scale, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree. The researcher observed highest degree of ethical consideration during the period of data collection.

On the effect of Facebook to the market accessibility on small business performance, majority of the respondents agreed that the Facebook enables business to discover what the society needs and majority of respondents strongly agreed that Facebook has enable increase in brand awareness of your products and services. A large proportion of respondents agreed that Customers visit different business pages before purchasing a product. Moreover, a larger number of respondents to a high extent agreed that promotions and discounts displayed on the business Facebook page increases sales. On the other hand, a large number of respondents disagreed Facebook has led to less environmental use in conducting your business. Many respondents were in agreement that Facebook has increase close customer relationship with your business.
Regarding implication of Instagram to the market accessibility for small businesses performance. Respondents agreed Instagram enables business to connect deeper with the consumer. Moreover, they agreed that business should entertainment and information posts for customers to engage. However, majority of respondents disagreed Instagram has enable your business to engage easily with customers by sending samples, adverts. Majority of respondents agreed that Instagram has modify your marketing strategies and push to internet marketing. On the other hand, respondents strongly disagreed that Consumers uses business post for their next purchases. A large number of respondents agreed that use of Instagram has pushed your business towards E-commerce use in conducting business such as internet advertisements. Moreover, a large proportion of respondents it is easy to connect with your customers through Instagram when passing marketing information

The findings on the effect of twitter to the optimization of small businesses performance, majority of respondents agreed that Customers could influence products through twitter. A large proportion of respondents disagreed Twitter has increase the consumer purchasing decision in your business. Majority of respondents disagreed that using Twitter in Business has cut down the cost of operation. A large number of respondents disagreed Twitter enables easy interaction with customers and majority of respondents strongly disagreed using Twitter to market for your business is inconvenient especially with the environment you live.

The study concluded that majority of respondents in this study disagree that Facebook leads to brand awareness of small business only the large companies. Majority of respondents agreed that customers visit different business pages before purchasing a product and promotions and discounts displayed on the business Facebook page increases sales. The findings implied that Facebook leads to environmental preservation and majority of respondents agreed that Facebook leads to customer relationship. Instagram leads to engagement with customers and leads to modification of marketing strategies. Respondents agreed that Instagram leads to influencing buying decision. Respondents also agreed that it is easy to connect with your customers through Instagram when passing marketing information. This indicate that Instagram has lead to increase of e-commerce. Moreover majority of respondents agreed that Using Twitter encourage better understanding of customer’s needs. Moreover, respondents strongly disagreed that twitter
has increase the consumer purchasing decision in your business this indicates that twitter does not help business to reach their customers. Thus majority of respondents disagreed that Twitter enables interaction with customers.

The study recommended that for small business to succeed, Facebook should be used as a marketing tool for products and services. Customers spend most of their time on Facebook and it is where business will meet new customers getting feedback on how the customers want to be satisfied. Satisfactions of customers always come from their expectation and not every business know if they meet that satisfaction unless they get feedback from the customers. Small business should make sure that the complaints of the customers through Instagram are answered and changes should be made to satisfy the customers and not to destroy company’s image. Small businesses need to learn more on how to communicate with their customers and the usage of Twitter. Small businesses can use examples of big businesses that use Twitter to market their services and products.
ACKNOWLEDGEMENT

At the very onset, I surrender myself before the Almighty Lord blessing me with the best of what I could ever have had. Be it this project, the personnel associated with it or the outcome of this research pursuit, all of it is by His Grace, Mercy and Blessings. He has made it possible, and I thank the Almighty Lord with all humility and surrender.

I am truly thankful to the people who have been with me throughout my academic journey. Firstly I would like to express my appreciation to my supervisor, Dr. Peter Kariri, who helped me greatly to develop the study topic and subsequently timely evaluation. His valuable comments, suggestions and technical advice were crucial throughout the study. I also wish to thank my family for moral support, financial support and encouragement and their understanding when I was not there for them during the period I was working to come up with this Research Project; I wouldn’t have made it this far without them.

My special thanks also go to my classmates, research assistants, respondents and any other person who provided input and positive criticism hence the accomplishment of the study.
DEDICATION

This research is dedicated to all my family members and friends for their continued support which has enabled me carry out this research project. To all business owners who seek the need of improving their business performance in Kenya and outside Kenya.
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ABBREVIATIONS

B2B : Business to Business
CBD : Central Business District
ICT : Information Communication and Technology
IT : Information Technology
IMC : Internet Marketing Communication
KNBS : Kenya National Bureau of Statistics
SME : Small and Medium-sized Enterprises
CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

Social media can be described as a way in which people consume and convey information by sharing among each other through the use of internet (Cook, 2008). Social media has enabled many to many connections of people rather than one too many communication approaches. Which has increased interaction, participation and collaboration among people more easily and fastest way (Kaplan & Haenlein, 2010). Also customer awareness and accessibility has increased among many small businesses adopted the use of social media. Some of the social media today are such as twitter, Facebook, Instagram, YouTube and LinkedIn (Walsh, 2009).

The success and operation of many businesses is as results of social media and e-commerce technology in today’s life (Bennett, 2012). The main reason behind is that internet including social media such as Facebook and twitter offers the view of familiarity and closeness with virtual interaction (Barnes, 2012). Social media is simply an online social interaction with a distribution and exchange of various contents. Hence various firms use such media to build the relationship between producers that are firms and consumers towards the business. Hence social media is an important tool to any business due to its ability to enable business to communicate with customers, listen to the customers and learn from the customers in a more efficient and quick way with less cost utilization than the traditional means of communication (Grewal & Levy, 2013).

Due to easy way of using and low cost method, many small and medium enterprises are adopting the use of social media marketing to connect with customers (Kaplan & Haenlein, 2010). Marketing can be defined as an interaction between a seller and a buyer in an exchange of goods and services in return. Informing consumers about the product and services offered and convise them to buy leaving behind so many other options is what is referred to as marketing (Blanchard, 2011). Social media marketing play a better role under pull-marketing strategy than tradition push-marketing approach. Meaning that marketer use social media to pass information about the commodity to enable consumer be attracted with the commodity (Stelzner, 2009).

According to Koroma, (2012) explained that in today a successful business is triggered with the use of social media marketing to increase customer accessibility and awareness
of the product and services that the company is producing. Many small and medium enterprises in the world are adopting the use of social media marketing due to its free use and easy adaptation with an environment, hence many have abled to increase customer accessibility more easily too (Qualman, 2010). Hence social media marketing can be adopted by anyone regardless either it’s a big company or small company.

The use of social media among small and medium enterprises is referred to as adoption of sophisticated and technical tools towards communication in building up a relationships and social interactions (Safko, 2010). Similarly Kaplan (2010) agreed that social connection and interaction it’s something that human beings adopted so many years ago but the bringing the world together as one with an easy interaction was due to the adoption of social media techniques. Due to the taking over of the communication in the world, many small businesses have adopted the use of social media to interact with customers. Social media has abled small and medium businesses to expand their market by increasing customer accessibility and awareness, hence grow in market share (McCartan-Quinn & Carson, 2003).

Small businesses become more potential when work closely together in collaborative within the supply chain. Small chain can be define as type of business that is owned by an independent owner who managed the business organization, employing less than one hundred employees, where by the owner’s presence have highly personalized management style (Colliander, 2012). Most of these small businesses have been engaging on the use of social media in marketing simply because social media has taken over means of communication the world. Communication within the supply chain becomes effective with the use of social media that quicken the communication system. The adoption of social media by small business under small chain can result to an expansion of their supply chain which later results to more production process hence more profit (McCartan-Quinn & Carson, 2003).

Most of these social media that are used include WhatsApp, twitter, Facebook, Snap chat and Instagram some have grown bigger in a way that business can targeted consumers online. Companies today have their own pages online and influences people to like the pages and keep on updating the pages in passing any information (Mangold & Faulds, 2009). Approxiamtely 90% of US citizens use internet and reached by socila media, this covers almost the all population in US note that this number increases everyday. With an
easy accessibility of social media applications in the phone made it easier for many internet users to adopt the use of social media in communicating (Colliander, 2012).

According to McCartan-Quinn and Carson (2003) explained that before the use of social media, most businesses adopted the traditional way of communication to reach customers; these includes the use of magazines, radio, newspapers and formal world of mouth. But today most business have developed in expansion of their customer accessibility due to an increase use of social media in marketing, given the fact that social media have revolutionize more easy way of interaction and increase customer awareness. According to Reijonen (2010) opposed that social media marketing has not reached many people in the word due to poor technology and illiteracy level to so many other developing countries hence become difficult for small and medium enterprises to interact with customers worldwide.

When market started to be placed in ancient cities was when central business district started to develop. During market period, producers took their products and consumers travel to the center of the city where sells and purchase took place (Cox, 2012). The prehistoric place transitioned into the central business district. Most of central business districts in many countries in the word became the main capital or business city for different countries especially in Africa. In Kenya, Nairobi became the central business place in 1900’s, which later became the capital city of Kenya. In 2011 the government came up with the list of the numbers of registered companies in Nairobi county and sum up to the total of 373 companies in the city, it is considered the number to have increased given with many years that have passed (Qualman, 2010).

In Kenya, small businesses contribute substantively in the economy of the country especially in Nairobi. An increase in customer accessibility among these business results to an increase in profit, and it is through social media that these businesses can expand their marketing. Small business in Kenya take advantage of social media by also posting different news and events such as football, rugby and politics that people become interested in visiting the business pages. Entrepreneurs need to understand the use of social to enable their business remain relevant. Small business in Nairobi need to copy from large businesses in understanding the importance of advertising through social media for the growth of their businesses (Evans, 2010).
1.2 Problem Statement

Baird and Parasnis (2011) explained that social media is a marketing tool in business and also it helps consumers in decision making when buying a product. Study clarified that social media will only be effective tool in marketing only if businesses and consumers have their full presence in social media and there is complete information needed for targeted customers. Hence through the use of social media will help to boost small businesses to competitive businesses. The study advised that small businesses should use specific social media that will target exact market for the effectiveness use of social media.

Almost all successful businesses have been using social media to target their potential customer and increase customer awareness of their brand. Most of the research done where based on the effectiveness of social media strategy to large businesses. These strategies used by large cooperatives can’t always apply to small businesses. Hence this study aims at establishing the role of social media marketing to small businesses performance under central business district in Nairobi (Bashar, Ahmad, and Mohammad 2012).

Many big co-operations have been using social media marketing and they have seen how it has big impact to their brands. A company like Ford has used to create ring about the Ford Fiesta where they did their online campaign 18 months before the event released in the US market. The posted video on Youtube alone got 6.5 million views, resulted to 50,000 information requests from non-Ford drivers. This resulted to Ford selling 10,000 cars in six days. Similarly, Dell has used social media to learn from its customers what are their needs. Dell had adopted not less than 500 ideas out of 17,000 ideas from its customers (Koroma, 2012).

Chikandiwa, Contogiannis, and Jembere (2013) analysed the adoption of social media marketing in South Africa banks. The study revealed that social media is still at infancy level in South Africa, and respondents agreed that banks should integrated use of social media and traditional media. The majority of the literature discussing social media strategy in different co-operations only researches strategy in large businesses. The strategies used by these large co-operations cannot be necessarily apply for small businesses. From the above aforementioned studies, previous studies on social media have focused largely on multinationals. The area of social media impact on small businesses in Nairobi is less researched. This research, therefore sought to fill the gap on effectiveness
of social media marketing to the performance of small businesses in Nairobi’s Central Business District.

1.3 General Objective
The general objective of this study was to determine the effectiveness of social media marketing to small businesses performance in Central Business District Nairobi.

1.4 Specific Objectives
14.1 To determine the effectiveness of Facebook for small businesses performance in Central Business District, Nairobi.
14.2 To determine the effectiveness of Instagram for small businesses performance in Central Business District, Nairobi.
14.3 To determine the effectiveness of twitter for small businesses performance in central business district, Nairobi.

1.5 Significance of the Study
The findings of this study benefit the following;

1.5.1 Owners of SME
The findings of this study helps the owners of small and medium enterprises understand the importance of integrating social media marketing in their business. Social media networks, notably; Facebook, Instagram, whatsapp, twitter and snap chat are the most common platforms used by millions of people every day. These platforms offer marketing options that can help small businesses market their products over a huge audience under with a small budget. This has positive impacts as it enhances the brand popularity of small businesses and enable them increase their sales.

1.5.2 Experts in Marketing
The advent of social media has been a game changer in the approach to product marketing. Experts in marketing for long have relied on traditional media channels to implement their marketing plans. The social media has totally disrupted the old odder of marketing which is expensive and market specific. Social media marketing is the new way of brand popularization. Marketing experts are well placed to be in business if they master the scope of social media marketing and integrate it into their daily operations.
1.5.3 Government

Social media marketing is a new marketing sector that has been actualized by advances in technology. Existing laws and policies that regulate marketing operations are largely limited to the traditional mediums of marketing. This study offers insights into the importance of social media marketing and its impact on the performance of small businesses. The governments should use the findings of this study as a reference for formulating new marketing policies and regulatory framework that will cover the social media platforms. In addition, the government can also craft regulatory framework that will ensure fair use of social media marketing to benefit small businesses.

1.5.4 Scholars and Researchers

Existing studies on social media marketing are limited to large corporations and multinationals. This study focuses on the effectiveness of social media marketing on the performance of SME businesses. The findings add to literature an important perspective of social media marketing. This equally benefits the scholars and researchers in the field of marketing. The project can also be used as a reference by future scholars in the subject of social media marketing.

1.6 The Scope of the Study

The scope of this study was the Nairobi central business district covering small scale businesses. The data was collected in the in November 2016. The study targeted a total of 12,500 business located in the CBD, and a sample size of 100 business was selected to participate in the study. The main challenge encountered during the period of data collection, was communication barrier considering that a surmountable number of SME owners have very low academic attainment. This was overcome by conversing with the respondents in Kiswahili which was easier to communicate. The study was conducted on period of one month.

1.7 Definition of Terms

1.7.1 Social Media

It’s an internet based application that allow exchange and conversation among users of particular information (Kaplan & Haenlein, 2010).

1.7.2 Marketing
It is a process of communicating and passing information about firm’s product and services (Reijonen, 2010).

1.7.3 Social Media Marketing

It is a digitalized market with a use of social media as a tool of communication (Mangold & Faulds, 2009).

1.7.4 Small and Medium Enterprises

Micro, Small and Medium Enterprises are defined as organizations that employee between 1-99 employees with an average annual turnover that doesn’t exceed 5 million shillings (KNBS, 2016).

1.8 Chapter Summary

This chapter has covered the overview and background of social media and small businesses. The study has also reveal the specific objectives on the effectiveness of social media marketing in small business performance a case study in Nairobi. The specific objectives where to determine the effectiveness of Facebook to market accessibility for small businesses performance in Central Business District, Nairobi, to determine the effectiveness of Instagram to market accessibility for small businesses performance in Central Business District, Nairobi and to determine the effectiveness of twitter to the optimization for small businesses performance in central business district, Nairobi. The study covers in Nairobi. Chapter two of the study covers the literature review of different scholars on the role of social media marketing to small businesses. Chapter three discussed the research methodology that was adopted in gathering field data, chapter four portrayed the findings of the project and chapter 5 discussed the discussion, conclusion and recommendation of the project.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter reviews literature of various scholars on the effect of Facebook to market accessibility for small business performance, the effect of Instagram to market accessibility for small business performance and the effect of Twitter to the optimization of small businesses performance. Literature reviews first the effect of Facebook to market accessibility for small businesses performance. Second it discussed on the effect of Instagram to market accessibility for small businesses performance and third determines the effect of twitter to the optimization for small businesses performance in central business district, Nairobi. Lastly is the chapter summary that explained the main points that are discussed on this chapter.

2.2 Effect of Facebook to the Market Accessibility for Small Businesses Performance

Facebook is a digital communication platform that was created by Mark Zuckerberg in the year 2004 at Harvard University. This interactive online communication platform was realized to the general public in the year 206 after being restricted to certain age for the last two year. The research conducted in 2014 showed that Facebook has more than 1.23 billion registered users, while social network keep improving and boosting its appeal to users with different new applications. Such opportunities has been considered by many businesses who sees social as a way to boost their business in conducting business under low cost, increasing market accessibility and easy communication process (Paquette, 2013).

Recent statistics shows that Facebook has made over 5 billion dollars from advertising made it a key to social media marketing. Facebook has recently acquire shares on Instagram, snap chat and vine made it accessible through out and impact more to the society, which increase the significant effect on how businesses advertise on the internet. Unfortunately any small businesses lack the opportunities of using Facebook towards business operations and to generate maximum profit from social media use due to illiteracy level and accessibility of internet in rural areas. Often times, small business owners simply do not have the technical background to understand how to use social media to grow their businesses (Abbot, Donaghey, Hare & Hopkins, 2013).
2.2.1 Increase in Brand Awareness

According to Zinnbaue and Honer (2011) explained that the main requirement to connect brands with their user community are information, advocacy, utility, conversation, affiliation and identity. Moreover, marketers need to understand internet user’s concerns and social effects before engaging in the marketing process. To consider what people in the society are more concern with including moral values of what is right and wrong, what considered attractive and basic requirements. Hence using social media such as Facebook as a strategic marketing tool to discover the rights and wrongs in the society is a key towards market development (Zinnbauer & Honer, 2011).

According to Mathe (2010) explained that with the increase popularity of Facebook as a social media network, yet there is no research that has been done to examine how Facebook impact brand recognition to the society for business growth. Due to this, March came up with the study that analyze existing Facebook marketing practices and tools and concerns associated with this type of social media marketing that benefits businesses towards brand recognition and expansion. Facebook has enabled virtual communities of consumers formed around tangible brands such as in cars like Jeep and goods like Nutella to form a real marketing environment with an online interaction and transaction (Raïes & Gavard-Perret, 2011).

2.2.3 Purchasing Power Decision

Oyza and Edwin (2015), carried out an assessment into the influence of Social media on the purchasing decisions towards local small businesses in U.S; found that 62% of the customers do visit different business social media pages to see what they offer before purchasing for products. The research also was conducted of small business owners to check how often they visit and refresh their business pages. The research showed that thirty percent of the small business owners visit their business pages several times a day before setting foot in the business. Also different promotions and discounts displayed on the business social media page have paved way towards multiple increase in sales. From the research conducted by Oyza and Edwin (2015) showed that eighty four percent of citizen in US felt that an offer or deal on Facebook played a large role in their decision to purchase for goods and services. Facebook ads might also prove to be quite profitable with fifty eight percent of respondents stating that they’d engaged with a Facebook ad for a small business at least once a week.
Safko & Brake (2009) stated social media as “online applications, platforms and media, which aim to facilitate interaction, collaboration, and the sharing of content. Nowadays, Facebook and other Social Networks are becoming increasingly important in consumers’ purchasing decisions, mainly because they amplify word of mouth. They may even become more important than advertising as a trusted source of information. However, it is important to stress the fact that, in Social Media Marketing, marketers have less control over messaging and positioning.

2.2.5 Environmental Preservation

Social media can be considered as a relevant practice in greening retail, many retailers use Facebook page to conduct business with less environmental use hence less pollution to the environment. Also with different posts concerning environmental preservation helps to retailers to conduct business under environmental friendly use (Jones, Clarke-Hill, Comfort, & Hill, 2013). Intermediaries play various roles apart from serving as an interface between producers and consumers; one of it is directly facing up responsibilities in terms of sustainable development such as taking challenges of climate change. Hence intermediaries are the one must use social media like Facebook for sustainable development as they bear the effect of societal expectations and stakes which go further beyond their original role as simple distributors by providing fertile ground for social debate and allow citizens to express militant positions through their choice of purchase (Mathe, 2010). There are various activities promoted by green retailing on the Facebook such as energy efficiency of stores, the optimization of transportation, and the carbon footprint of products, the provenance of goods and the reduction of packaging which are all criteria capable of influencing consumers’ choices (Shaw, 2006).

Many businesses face with various responsibilities towards sustainable development, they use social media such as Facebook to communicate such issues and complement the information available via the company’s website (Jones, Clarke-Hill, Comfort, & Hill, 2013). In the promotion of environmental message, companies use Facebook pages to bring the message to the society on how the company support clean and safe environment people leave and create environmental friendly behavior such as disposable wastes. The public platforms such as Facebook play meaningful communication strategies that promote a socially responsible image and inciting consumers to adopt environmentally friendly behaviors (Mathe, 2010).
2.2.6 Increase Customer Relationship

According to Viot, (2011) explained that in recent years Facebook has been a major key communication tool among most companies with its leading social media platform that is considered a major source of interactive among people where most of clients share their opinions. Through Facebook, companies can develop a communication strategy for salable brands as a most component of the promotional mix and hence combined as an essential part of an organization’s integrated marketing communications (Mangold & Faulds, 2009). According to (Zinnbauer & Honer, 2011) mentioned that social media such as Facebook should promote social currency, on the extent to which people share information about the brand with others in the society as part of social lives.

Facebook plays a vital role in marketing and mostly in creating relationship with customers. There are so many countless opportunities that small businesses are missing due to the lack of understanding in using social media such as Facebook as a means of marketing (Chung & Buhalis, 2008). According to (Halligan, Shah, & Scott, 2009) mentioned that Facebook helps to connect business with customers with a motives to understand better needs of customers and build strong relationship. The best way that businessmen can ensure an effective and quick way reach to a wide range of customers is through the use of social media tools like Facebook in passing of information.

Facebook bring about numerous opportunities for small businesses to market to consumers and aid to build rapport and provide more profitable interrelationships. Nonetheless, small businesses still strive to access their customers (Chung & Buhalis, 2008). Hence, with a minimum number of small businesses starting operating e-commerce business such as the use of Facebook towards advertising, yet there is a need of e-commerce knowledge towards these small businesses operators to understand the importance of using social media such as Facebook towards advertising.

According Mangold and Faulds (2009) social media marketing such as Facebook enables companies to achieve a better understanding and consideration of customer needs hence build effective relationships. From the definition of social media as an activities, practices and behaviors among communities of people who gather online to share information, knowledge and opinions through conversation, Facebook is seen as a developing platform that can be used by businesses towards interacting with customers. Through Facebook, small businesses can take the opportunity of sharing information about the goods and services that they offer and targeted customers will get to see and comment about it. Also
it is an opportunity for these small businesses to introduce their products and services to completely new clients in the market (Safko & Brake, 2009).

2.2.7 Reaching Wider Range of Customers

According to Walsh & Lipinski, (2009) found that traditionally in marketing their firms; SMEs rely heavily on their personal contact network. Also economic structures favor larger firms; however, today’s economy is distinguished by relationships, network, and information, favoring some of the characteristics of SMEs. Instead of relying only on their personal contact network, small businesses rely on the networks of customers as well. Today, these customers can be reached through different social media tools such as Facebook and able to reach customers whom have never met before by simply visiting the site in the Facebook.

According to Weinberg, (2009) noted that social media is related to the sharing of information, experience and perspectives throughout community oriented websites. Through sharing of information among each other, Facebook helps to capture a wider range of society due to limitless passing of information. According to Comm, (2009) said that social media is “content that has been created by its audience. Therefore, Facebook as a tool for social media is one of the effective media that society use to share their viewpoints and businesses should take such an opportunity to target their market and create more awareness of their products and services that they offer with a wider range of consumers.

Nowadays, it’s very important and crucial to be closer to the customer at all times (Garne, 2010) and this has become possible through social media. Most of the clients are online and use the internet, now they receive a product and are un-satisfied with it will go immediately on a social media and leave a comment about that product. Hence we can see the urge for the company to be online and respond immediately to the customer, so that they can calm them before the situation can grow and get out of control. For example, one example where we can find many costumers complains is trip advisor, a medium hotel, where customers directly tell about experiences they have about the hotels they visited. In addition, there we can see how the competent persons give answers or excuses about the dissatisfaction their customers might have.
2.3 Effect of Instagram to the Market Accessibility for Small Businesses Performance

Instagram is a free photo and video sharing app that allows users to apply digital filters, frames and special effects to their photos and then share them on a variety of social networking sites. The traditional techniques of marketing using print and electronic media along with internet marketing were used to drive traffic to a business and its website. As search engine procedures evolve, website owners have to stay on their toes to make sure their website is constantly updated with relevant and current information to prevent being devalued in search results. Today, social media like Instagram is being seen as sites in their own right to mark the presence (Mangold & Faulds, 2009).

2.3.1 Engaging With Customers

Before you launch a new product or service, one would like to have some ideas about what people think about it. So by engaging with prospects and customers on Instagram, one can actually ask the fans and followers what colors they prefer or what types of features they want. Thus one can involve consumers in valuable free market research, by asking their opinions and can help establish credibility by showing that their opinions matter. After seeing their ideas becoming a reality, business has more than likely just increased their customer base (Mangold & Faulds, 2009).

According to Cvijikj & Michahelles, (2013) explained that contents such as entertainment and information raises, on average, the number of likes, comments, and shares can be done by anyone which brings equal contribution to anyone including customers for the company. Through engagement of customers to the business results to an increase in feedback both positive and negative. Thus small businesses should engage their customers by offering different entertainments and comments that people can participate, this will enable feedback on how the company operates (De Vries, Gensler, & Leeflang, 2012).

Normally, social media such as Instagram authorize the creation of individual and company/brand profiles which are used as interaction tools. Users can incorporate both personal and professional information, invite friends, upload photos, while brands helps to connect to their customers and publicize marketing related material (Boyd & Ellison, 2007). Companies and brands incorporate contents such as news, photos and videos in
seeking to raise more new people in the page, after creating profile to communicate to consumers.

Neti (2011) opined that Instagram is a best opportunity available to connect brand at a deeper level with a prospective consumers, hence a medium of socialization. Through Instagram, different brands find themselves into a new word of a virtual customers and increase spread in marketing channels. Businesses and social media have become more sophisticated recently, with so many businesses using Instagram to get certain type of customers with specific behavior.

According to Ioanas and Stoica, (2014), technology gives consumer the power to investigate products to label them and criticize them in equal measure, and more. Therefore many companies today have pages on social networks such as Instagram to complement the information held about products, held by the feedback of consumers about products and tend to relate more to a company after reading various reviews. Therefore, Instagram is offering chance for small businesses and large companies that already own Instagram pages for both of them to see customer’s comments about products and services they offer.

2.3.2 Modification in Marketing Strategies

According to Baker, Buoni, Fee, & Vitale, (2011) explained that businesses are changing marketing strategies based on information they find in social media feeds from their competitors. By keeping an eye on competitors, their strengths and weaknesses can determine their marketing efforts. This gathered information helps to implement things that might be needed to improve such as social media campaigns, contests, giveaways or types of content the followers may be responding to the most.

The process of taking a prospect to the point of becoming a customer has slowed down somewhat due to consumers’ awareness (Neti, 2011). People want to buy from those companies who have established credibility and who seem to be totally transparent in their advertising campaigns. Instagram is changing peoples’ opinions of businesses. By providing messages that are open, transparent and helpful, social audiences will learn that your business cares about its customers and potential customers. One can position their company as a valuable resource by simply sharing information like advice, tips, or just answering questions about the industry (Kim, Jeong, & Lee, 2010).
According to Davis, (2010) mentioned that Instagram as a social media tool is not as much an addition to the modern marketer’s toolkit as it is an endemic and ecological change, affecting a wide cross-section of marketing activities including research, strategy formulation, advertising, promotions and sales. This is mainly due to establishment of social media like Instagram as a platform for creating, distributing, and evaluating, categorizing and modifying information from the shift in control of communications from procedures to consumers; hence the subsequent impact on business and marketing strategy is significant (Edwards, 2011).

2.3.3 Influence Buying Decision
Quantitative research was conducted on the number of people who uses Instagram and for consumers if their buying decision is influenced with the use of Instagram. The sample counted 116 respondents and from the statistical perspective, the conclusions were established in terms of the univariate and bivariate analysis. Following the analysis of the research variables we can make a consumer profile that uses Instagram. Likewise, after doing the complex statistical analysis using SPSS and the analysis offered by the online platform the host of questionnaire, it can be seen how much it is influenced and the real impact of Instagram reflected in the behavior changes (Ioanas & Stoica, 2014).

Perrin (2015) explained that Instagram became the most important part in social lives that can be linked to a positive association providing instrumental value that assists consumers in making decisions about what, where and when to buy. With social media such as Instagram becoming a large portion of promotion mix, it offers a motivation behind buying behaviors and also plays a role in influencing those behaviors (Weigand, 2009).

Pawar (2014) opined that the aim of understanding social media trends helps in evaluating the influence of social media platforms on buying behaviors of millennial in today’s life.

People use Instagram to share their experiences, reviews, information, advice, warnings, tips and any kind of issues that are interesting to their connection or friends. This has then made Instagram becomes an important communication tool that people use to connect to other people and organization. Information is a helpful source, which may influence consumer’s decision making. Most of studies showed that people use information on Instagram as the guideline for their future purchase. Also, Instagram is used as advertising for the marketer. Marketers take this advantage and create marketing strategy, which in turn could help them expand the customer base (Paquette, 2013).
2.3.4 Influence E-Commerce

Pietro and Pantano (2012) explained that Instagram is becoming an efficient tool for IT based business, by providing several services for both consumers and marketers. Instagram has able to influence consumer purchasing decision under new technological model where buy posting of products and services for customers to see can cause both impulse purchasing and normal influence purchasing.

The social media environment such as Instagram is linked with advanced way of communication and is very easy to apply and to reach the target customer. Posting information could lead their friends to do the same thing or use their information to make decisions. Similar to advertising if customers post good comments about the products will influence their friends to purchase same product These benefits give persons convenience to achieve what they are looking for and people tend to believe in what their friends recommend. Instagram is the most popular social media site that people share their lifestyle, stories, or even where they went for vacation (Paquette, 2013).

According to Hubspot, (2012) social media platforms like Instagram has been convenient for many people who are trying to market products and services to people online. Actually, social Media Marketing has become a very effective way to drive targeted traffic to companies’ website or blogs. Search Engine Optimization (SEO) still plays a significant role in the website traffic, but Social Media has opened many new doors, generated an extremely high amount of online traffic. Indeed, Social Media channels are now providing a huge avenue for business owners, as they have millions of members and make the scope of the reach unlimited. Social Media like Instagram Sites will drive targeted visitors back to the company’s website. The more channels the company is using, the more backlinks and interested referrals will point back to the website.

2.4 Effect of Twitter to the Optimization of Small Businesses

Twitter is a social networking/micro blogging platform that allows groups and individuals to stay connected through the exchange of short status messages character limit. Twitter plays a vital role in marketing and creating relationships with customers. With limited barrier to entry, small businesses are beginning to use twitter as a means of marketing. Unfortunately, many small businesses struggle to use social media like twitter and have no strategy going into it. As a result, without a basic understanding of the advantages of social media such as twitter and how to use it to engage customers, countless opportunities are missed (Grewal & Levy, 2013). Social media is very popular.
According to Twitter’s CEO Dick Costolo, “Twitter has 200 million registered users with 50 million active users logging in every day. The micro-blogging service 17 hosts roughly 230 million tweets every day”. It comes as no surprise that businesses want to embrace the opportunities these services provide (Taylor, David, & Kenneth, 2012).

2.4.1 Better Understanding of Customer Needs

Twitter enables companies to network with customers in order to build relationships and achieve a better understanding of customer needs. To maximize this reach, a business must have a presence where customers are hanging out. Increasingly, they are hanging out on social networking sites like twitter (Halligan, Shah, & Scott, 2009). Businesses want their message to reach as many people as possible. Twitter provides multiple opportunities for small businesses to market to consumers and build closer and more profitable relationships. However, small businesses still struggle to reach customers.

Though the traditional media with the three stages of the purchase funnel where first, the audience become aware of the brand, product and service. Then, he considers as eventual future purchase and finally makes purchase decision. The marketers were able to buy market share through awareness focused media (Evans, 2010). Thus marketes have high power of influencing the awareness of the brand, product and service. The main of the marketing message is to make coinsumer aware of the product abd service and what it has to offer, this is easly done through social media. The more aware the consumers are of the product, the more likely they are to choose it when making their purchase decision.

The development of information technology and Internet has made it easier the communication between the companies and costumers. Twitter have become the most famous factor (Kirtis & Karahan, 2011). The old way where we had a chance to send a message to more people, through email or through TV advertising, also called one-to-many communication, needed to expand. Neti (2011) observed that point to point communication was limited in impact to the communication network. Since that time, Pawar (2014) observed that the earliest we start working in a comprehensive communication we would succeed in marketing. This is because through the social media customers communicate also about their discontent in received products, and by stoica (2011) is more than necessary to contact directly with unhappy customers and try to avoid escalation of situations that can be created.
2.4.2 Easy Reach To Customers
Small firms are generally at an advantage because of their small size which makes it easier to get close to customers and obtain valuable feedback (Taylor et al., 2012). Such an advantage enables small businesses to take advantages of the marketing opportunities networking like use of twitter and word of mouth marketing provide. But small business owners face many challenges when it comes to marketing as well such as inability to understand the importance of using twitter to communicate with its clients and other targeted population about the business.

One may question the advantages of having a presence on social networking sites such as Twitter when the business already has a website. The answer is reach. A business wants their message to reach as many people as possible. To maximize this reach, a business needs to have a presence where customers are hanging out; and mostly people are hanging out on social networking sites (Halligan, et al., 2009). The question becomes: how does the manager decide which strategy is best for what they want to accomplish.

One of the most common tool that consumer recently use to seek for the information on products and services that they consider to buy is through the use of internet specifically through social media. Apart from the opinions of people, use social media as a first source of information when making a major purchase decision. Most people hold the information about the product and services that they use on the internet. Apparently, almost many conversation online refers to brand, product or service (Hubspot, 2012). Given the fact that word of mouth is considered the most trusted source of information, yet the opinions on internet have more value and far more weight than any information provided by the marketers. From the study, which was conducted showed, that 78% of the global consumers declare to trust and believe other consumer’s recommendations for products and services that are largely posted on social media, which automatically affect the consumer’s, purchase decisions. This is mainly because consumers are seen as more objective than the companies’ own marketing message.

2.4.3 Low Operating Cost
Use of twitter enables firms to engage consumers in a timely and direct manner at low cost and higher levels of efficiency than with more traditional communication tools. This makes social media appropriate for large organizations, and for small and medium size companies as well (Kaplan & Haenlein, 2010). Social media offers an great quantity of services on the Internet. This makes it complicated for companies to know which ones to
use and how to use them. The trending social media includes: social networks like Facebook, Myspace, and LinkedIn and micro-blogs like Twitter can be used in a different ways such as news passing, advertisements and connecting with others in the world that cut down the cost of employing others to work physically. Through twitter makes these small businesses easy to meet the required market more easy and quick way with targeting large population (Kim et al., 2010).

Nevertheless, there are numerous open questions and controversies related to Twitter’s actual business potential (Dorbian, 2010), especially due to little research, Return on Investment measurement issues and a lack of strategic understanding and planning; there are even critics questioniing Twitter’s actual future. Furthermore, small and medium sized enterprises seem to have a more severe dilemma, since the lack of necessary resources, people and time have prevented most of them to experiment with Twitter (Dickey & Lewis, 2010).

Social media is one of the cost effective marketing solution used by the businesses. The social media marketing tools can be freely and easily used compare to other promotion tools (Levinson & Gibson, 2010). The main purposes of using Social Media Marketing are the amplification of word of mouth marketing, market research, general marketing, idea generation and new product development, co innovation, customer service, public relations, employee communications and reputation management. Indeed, social networks can increase product and brand awareness, web traffic, customer loyalty, but also improve the company’s Search Engine Optimization, and even increase the success of new product launches.

2.4.4 Brand Modification

Twitter gives chance for consumer to comment or post questions as a form of engagement about the brand. Through the use of twitter, managers can find out what is being said about a brand and they can also connect with consumers (Reyneke, Pitt & Berthon 2011). Consumers can generate new business and promote or help a brand by tweeting. Loyal customers also help generate “online word of mouth” which is very crucial for SMEs. Engagement with consumers provides SMEs with opportunities to use social media as a tool for their marketing strategies. However, many small business owners struggle to effectively reach their customers.

According to Hubspot (2012), 57% of small and medium businesses say social media like twitter is beneficial to their business by improving the brand identification to the society.
Social media presents many significant benefits for the company’s success. Twitter helps to foster communication around brands and products, enhancing positive as well as negative word of mouth around a business and its products and services. Any message or piece of information shared on the Social Media channels can be seen by thousands of people in an extremely short period of time.

According to Stelzner, (2012) explained that the main advantage of implementing social media strategies is an increase in brand exposure. This occurs when the customer becomes aware of a product, service, or advertisement through at least one of their five senses, whether or not they paid attention to it. Twitter has enabled new brands to establish themselves and foster awareness. For existing brands, Social Media platforms also raise awareness. Although the word of mouth has automatically expanded around the brand, the large variety of social media channels like Twitter has increased brand visibility. Companies can heavily use Social Media Marketing to build their brand’s reputation and enhance their popularity. This is also called online reputation management.

2.4.5 Interact With Customers

A unique role of Twitter is to create Buzz marketing, that enabling customers to talk to one another is, in a sense, an extension of traditional word of mouth communication (Mangold & Faulds, 2009). Business are faced with the question of how this power can be attached to benefit the organization. Companies cannot directly control what consumers are saying, however they do have the ability to influence the conversations consumers are having. The question remains how can managers use social media like Twitter to influence customer conversation or interact with customers.

Networking is a widely cited marketing activity for SME’s and is important during their establishment, development, and growth (Walsh & Lipinski, 2009). In marketing their firms, SMEs rely heavily on their personal contact network. Traditionally, economic structures favor larger firms; however, today’s economy is distinguished by relationships, network, and information, favoring some of the characteristics of SMEs. Rather than relying exclusively on their personal contact network, small businesses rely on the networks of customers as well (Walsh & Lipinski, 2009).

2.5 Chapter Summary

This chapter has provided an overview of the literature related to the study. The study covered included the effectiveness of Facebook to market accessibility for small business
performance, the effect of Instagram to market accessibility for small business performance and the effect of Twitter to the optimization of small businesses performance. The literature review brought the significance of the need for research in effectiveness of social media. The next chapter three will explain the study methodology, methods and procedures, which are going to be used to conduct the study.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction
This chapter explores on the research methodology and procedures that were used during the collection of field data on the effectiveness of social media marketing in small business: a case study of Central Business District Nairobi. This chapter covers; Research design, population, data collection, data analysis, research procedure and finally the chapter summary.

3.2 Research Design
This study adopted descriptive research design. Descriptive research design attempts to identify and explain the variables that existed in a given situation and describe the relationship that exist between these variables in order to provide a picture of a particular phenomenon (Cooper & Schindler, 2008). The study sought to establish the relationships between the effectiveness of social media marketing in small business growth. Descriptive design was convenient for this study as it enabled the researcher make inferences on the role of social media marketing to small businesses. The independent variables in the study included the effect of Facebook to market accessibility for small businesses, effect of Instagram in promoting market accessibility to small businesses, effect of twitter to the optimization for small businesses while the dependent variable is social media marketing in small business.

3.3 Population and Sampling Design

3.3.1 Population
Cooper and Schindler (2008) describe a population as the total collection of elements whereby references have to be made. In this study, the targeted population consisted of all small businesses in Central Business District. According to CBS, ICEG and K-Rep Baseline survey, there were 12,500 small businesses in Central Business District (CBD) in 2015 with a growth rate of 4.8% per annum, therefore in 2016, the estimated number of small business at the CBD was 13,100 business.

3.3.2 Sampling Design
A research sampling design is that part of the research plan that indicates how cases are to be selected for observation. The design enabled the researcher to map out the procedure that was followed in conducting the field survey.

3.3.2.1 Sampling Frame
A sampling frame is a list of elements from which the sample is actually drawn and is closely related to the population under study (Cooper and Schindler, 2008). In this study, the sampling frame included the business owners that were present during the administration of the questionnaires to the respondents. According to Bernard (2002) sampling frame is a list of units of analysis from which one takes a sample and to which one generalizes in analysis. Since the sampling frame comprised of business men, they were identified by the type of business which they operated. The sampling frame was obtained from the registry of Trade Department of the Nairobi City County.

3.3.2.2 Sampling Technique
Sample was obtained using stratified random sampling. According to Saunders and Lewis (2008) under probability sampling technique, the sample that is drawn from the population represents proportionately to the stratum’s share of the population. The participants were stratified into male and female to ensure every element in the population was well represented and also achieve statistical efficiency. The grouping into stratus was based on the geographical location of the businesses and it helped in the minimization sample selection bias and ensure other part of the population are not overrepresented.

3.3.2.3 Sample Size
The sample size is a smaller set of the larger population (Cooper & Schindler, 2008). An under-sized study can be a waste of resources for not having the capability to produce useful results, while an over-sized one uses more resources that are necessary. The researcher adopted Yamane’s formula to calculate the sample size.

\[
n = \frac{N}{1 + N \frac{e^2}{2}}
\]

Where \(n\) is the sample size, \(N\) is the population size and \(e\) is the margin of error (Yamane, 1967).
\[
\frac{n}{1 + 13,100 (0.1)^2} = \frac{13,100}{100}
\]

The general rule in most social sciences researchers is to use the largest sample as possible because the main interest is to learn about the population from which the sample is selected. The sample size that was obtained from the calculation was a representative of the whole study population. The researcher used non-probability sampling in distributing the questionnaires to business owners who agreed to participate in the study. Not every respondent had an equal chance of being included in the sample because there was no census or complete list of all small business men in the area.

### 3.4 Data Collection Method

The study applied primary data collection. The primary data collection method was conducted through the utilization of questionnaires. Cooper and Schindler (2008) explained that a questionnaire is an important data collection tool as it provides an effective and efficient way of gathering information within a very short time. The questionnaire comprised of both closed and open ended questions. Closed ended questions were used since they were not only easy to analyze but also facilitated the harmonization of information obtained from the respondents. The questionnaires were subdivided into four sections: the first section contained the population demographics, the second section highlighted the effects of Facebook to the market accessibility for small businesses, the third section covered the effects of Instagram in promoting market accessibility to small businesses and the fourth section examined the effects of twitter to the growth of small businesses. A 5-point Likert scale was used to seek level of satisfaction from the listed structured close-ended questions where; 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly disagree.

### 3.5 Research Procedures

Kothari (2004) defined the research procedure as the step by step sequence of activities that will be followed in the same order to perform this research. The researcher sought permission from the participating businesses by submitting an official request inform of a letter, explaining the intention to conduct the field survey. The researcher personally
administered all the questionnaires to the respondents who were given ample time to respond. The respondents were assured of confidentiality for the responses provided.

A pilot test will be conducted to adhere to the fundamentals described by Cooper and Schindler (2008) who defines pilot test as a tool that should be administered to detect weakness in the research design and the instruments, also to enable to familiarize with the administration of the data collection instruments. The pilot test involved 15 respondents, who owned businesses that had a starting capital of 50,000 Kshs and have operated for more than 6 months. An effort to avoid leading questions will be made during the interview. The following measures were taken to increase the validity: Probing technique was used, where control questions were asked to assure that no misunderstandings take place regarding the questions. The researcher then administered the questionnaires to a number of 100 respondents.

Secondary data was collected from reference materials with specific data that was helpful to this study. Collection of secondary data was obtained through desk research mainly from past published scholarly articles on the effectiveness of social media marketing of small businesses.

3.6 Data Analysis Methods
After completion of the field survey, all the returned questionnaires were checked for completeness. The questionnaires were then coded and computed to the Statistical Package for the Social Sciences (SPSS). The computed data was cleaned to ensure consistency and accuracy. The next step stage involved processing the computed data in descriptive statistics. According to Cooper and Schindler (2008) descriptive analysis is a process of transforming a mass of raw data into tables, charts, with frequency distribution and percentages, which are a vital part of making sense of the data (Beri, 2007). In this study, frequency distribution and mean tables were used to present the field data. The demographic data was tabulated using frequency and percentages. Descriptive statistics was used in presentation of responses on the study variables.

3.7 Chapter Summary
This chapter highlighted the various methods and procedures the researcher adopted in conducting research on effectiveness of social media marketing in small business: a case study of Central Business District Nairobi. The chapter was organized in the following structure: the research design, population and sample, data collection methods, sampling
design and sample size, research procedures, data analysis methods and lastly the chapter summary. The population consisted of 12,500 small businesses in Central Business District (CBD) in 2015. The study used random sampling method to select the sample size. The data was collected using structured questionnaires. Chapter four presents an analysis of the information gathered from the field based on the research specific objectives.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction
This chapter addresses the results and findings on the effectiveness of social media in small business a case study of Central Business District Nairobi. The findings are based on the responses from the questionnaires filled and information gathered on the research objectives. The first research determines the effectiveness of Facebook for small businesses performance. The second objective explained the effectiveness of Instagram for small businesses performance, and the third objective is to establish the impact of effectiveness of twitter for small businesses performance.

As demonstrated in the study 87% of the target respondent’s responded to the study while 19% did not respond. Thus, the response rate was representative enough to answer the research objectives.

Table 4.1: Response Rate Analysis

<table>
<thead>
<tr>
<th>Category</th>
<th>Target Respondents</th>
<th>Response</th>
<th>Response Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>40</td>
<td>33</td>
<td>83%</td>
</tr>
<tr>
<td>Female</td>
<td>60</td>
<td>54</td>
<td>90%</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>87</td>
<td>87%</td>
</tr>
</tbody>
</table>

4.2 Demographic Analysis
This section analyzed the general information of the respondent. This section analyzed business owners in CBD Nairobi. The demographic section was organized as follows: number of years the respondents has participated in the business, designation of the respondent, level of education and stakeholder category

4.2.1 Years Participated in Small & Medium Enterprises
The results on number of years participated in small & medium enterprises revealed that 46% of respondent participated between 3-5 years, 32% of respondents participated between 6-10 years, and 16% of responded were over 10 years. The results showed that a large number of respondents have experience and knowledge of Chandaria industry as indicated in Table 4.2.
Table 4.2: Years Participated in Small & Medium Enterprises

<table>
<thead>
<tr>
<th>Number of years Participated in Small &amp; Medium Enterprises</th>
<th>Data Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>3-5 years</td>
<td>20</td>
</tr>
<tr>
<td>6-10 years</td>
<td>14</td>
</tr>
<tr>
<td>Less than 2 years</td>
<td>3</td>
</tr>
<tr>
<td>Over 10 years</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>44</td>
</tr>
</tbody>
</table>

4.2.2 Level of Academic & Professional Education

This section analyzed the level of academic and professional education of respondents. The results discovered that 60% of respondents hold a bachelor’s degree, 10% of respondents were graduates and 20% of respondents were holding a diploma. The results are indicated in Figure 4.1.

![Academic & Professional Qualification](image)

Figure 4.1 Academic & Professional Qualification
4.2.3 Gender of Respondents
This section analyzed the gender of the individual investors, the results revealed that 55% of respondents were male and 45% of respondents were female. That reveals that most of the respondents were male as indicated on Figure 4.2.

![Gender Distribution](image)

**Figure 4.2: Gender Distribution**

4.3 Effect of Facebook to the Market Accessibility on Small Businesses Performance
This section aimed at examining the effect of Facebook to the market accessibility for small business performance. This was measure by variables such as increase brand awareness, purchasing power decision, environment preservation, increase customer relationship and reaching wider range of customers.

4.3.1 Increase in Brand Awareness
This section analyses how Facebook leads to brand awareness. The findings revealed that 55% of respondents strongly agreed that Facebook has enable increase in brand awareness of your products and services. However, 50% of the respondents strongly disagreed Facebook helps customer identify with SME’s product brand. Additionally 70% of the respondent strongly agreed Facebook enables business to discover what the society needs. The findings reveal that most respondents don’t agree that Facebook leads to brand awareness the findings are indicated in Table 4.3.
Table 4.3: Brand Awareness

<table>
<thead>
<tr>
<th>Brand Awareness</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Facebook has enable increase in brand awareness of your products and services.</td>
<td>11</td>
<td>16%</td>
<td>6</td>
<td>10%</td>
<td>3</td>
</tr>
<tr>
<td>Facebook helps customer identify with SME’s product brand</td>
<td>27</td>
<td>41%</td>
<td>33</td>
<td>50%</td>
<td>-</td>
</tr>
<tr>
<td>Facebook enables business to discover what the society needs</td>
<td>1</td>
<td>2%</td>
<td>5</td>
<td>9%</td>
<td>-</td>
</tr>
</tbody>
</table>

4.3.2 Purchasing Power Decision

This section analyses how Facebook increases purchasing power decision. The findings revealed that 55% of respondents strongly agreed that customers visit different business pages before purchasing a product. Moreover 65% of the respondent agreed that promotions and discounts displayed on the business Facebook page increases sales. Lastly 50% of the respondents strongly agreed that Facebook facilitates interaction and collaboration between customers and business. The findings reveals that most respondents perceive Facebook increases the purchasing power of customers. The findings are indicated in Table 4.4.
### Table 4.4: Purchasing Power Decision

<table>
<thead>
<tr>
<th>Purchasing Power Decision</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Customers visit different business pages before purchasing a product.</td>
<td>2</td>
<td>3%</td>
<td>3</td>
<td>5%</td>
<td>3</td>
</tr>
<tr>
<td>Promotions and discounts displayed on the business Facebook page increases sales.</td>
<td>1</td>
<td>2%</td>
<td>3</td>
<td>6%</td>
<td>-</td>
</tr>
<tr>
<td>Facebook facilitates interaction and collaboration between customers and business</td>
<td>3</td>
<td>5%</td>
<td>-</td>
<td>-</td>
<td>6</td>
</tr>
</tbody>
</table>

### 4.3.3 Environmental Preservation

This section examine to what extent Facebook has lead to environment preservation. The findings revealed that 72% of respondent’s disagreed that Facebook has led to less environmental use in conducting your business. Moreover 57% of the respondents disagreed that Facebooks promotes green retailing such as reduction of packages. However 45% of the respondents strongly agreed that Business use Facebook platform to promote environmental messages. The results indicated that most respondents are uncertain that Facebook leads to environmental preservation as postulated in Table 4.5.
### Table 4.5: Environmental Preservation

<table>
<thead>
<tr>
<th>Environmental Preservation</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook has led to less environmental use in conducting your business.</td>
<td>Frequency: 9, %: 14</td>
<td>Frequency: 48, %: 72</td>
<td>Frequency: 2, %: 5</td>
<td>Frequency: 6, %: 9</td>
<td>-</td>
</tr>
<tr>
<td>Facebook promotes green retailing such as reduction of packages</td>
<td>Frequency: 23, %: 35</td>
<td>Frequency: 38, %: 57</td>
<td>-</td>
<td>Frequency: 3, %: 7</td>
<td>Frequency: 1, %: 2</td>
</tr>
<tr>
<td>Business use Facebook platform to promote environmental messages</td>
<td>Frequency: 7, %: 11</td>
<td>Frequency: 12, %: 20</td>
<td>Frequency: 6, %: 10</td>
<td>Frequency: 19, %: 29</td>
<td>Frequency: 30, %: 45</td>
</tr>
</tbody>
</table>

### 4.3.4 Increase Customer Relationship

This section aimed to investigate the Facebook in relation to increase customer relationship. The findings indicates that 55% of respondents agreed that the Facebook has increase close customer relationship with your business. However 67% of the respondents strongly disagreed that Facebook has become a major source of interactive with your clients. Lastly 49% of the respondents strongly agreed that Business uses Facebook to understand customer needs. The findings are presented in Table 4.6.
Table 4.6: Increase Customer Relationship

<table>
<thead>
<tr>
<th>Increase Customer Relationship</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Facebook has increased close customer relationship with your business.</td>
<td>6</td>
<td>10%</td>
<td>-</td>
<td>-</td>
<td>5</td>
</tr>
<tr>
<td>Facebook has become a major source of interactive with your clients.</td>
<td>17</td>
<td>25%</td>
<td>44</td>
<td>67%</td>
<td>-</td>
</tr>
<tr>
<td>Business uses Facebook to understand customer needs.</td>
<td>-</td>
<td>-</td>
<td>4</td>
<td>6%</td>
<td>-</td>
</tr>
</tbody>
</table>

4.3.5 Relationship between Facebook and market accessibility of Small Business

Table 4.7 presents the results of correlation analysis between market accessibility of small business and Facebook. The results shown in table indicated that the correlation between market accessibility and purchasing power of the customers had a correlation of 0.058 at a significant level of 0.01. This showed that purchasing had a correlation of 5.8%, which showed that it was not significant. Component wise, the table showed that environmental preservation and customer relationship had correlations of 0.037, and 0.214 respectively at a significant level of 0.001.
Table 4.7 Correlation Matrix for Facebook impact on market accessibility

<table>
<thead>
<tr>
<th></th>
<th>Brand Awareness</th>
<th>Purchasing power decision</th>
<th>Environmental preservation</th>
<th>Customer Relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Awareness</td>
<td>1</td>
<td>.058</td>
<td>.037</td>
<td>.214</td>
</tr>
<tr>
<td>Purchasing power decision</td>
<td>.058</td>
<td>1</td>
<td>.575</td>
<td>.044</td>
</tr>
<tr>
<td>Environmental preservation</td>
<td>.037</td>
<td>.575</td>
<td>1</td>
<td>.366</td>
</tr>
<tr>
<td>Customer Relationship</td>
<td>.214</td>
<td>.044</td>
<td>.366</td>
<td>1</td>
</tr>
</tbody>
</table>

** Correlation is significant at the 0.01 level (2-tailed)

4.4 Effect of Instagram to the Market Accessibility for Small Businesses Performance

This section aimed at examining the effects of Instagram to the market accessibility for small business performance. This was measure by variables such as engaging with customers, modification in marketing strategies, influence buying decision, and influence e-commerce.

4.4.1 Engaging With Customers

This section aims at investigating how Instagram leads to customer engagement. The findings revealed that 81% of respondents disagreed that Instagram has enable your business to engage easily with customers by sending samples, adverts etc. However, 65% of respondents agreed that Business should entertainment and information posts for customers to engage. This was followed closely by 76% of respondents strongly agreed that Instagram enables business to connect deeper with the consumer. This indicates that respondents perceive Instagram leads to engagement with customers as indicated in Table 4.8.
Table 4.8: Engaging With Customers

<table>
<thead>
<tr>
<th>Engaging With Customers</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Instagram has enable your business to engage easily with customers by sending samples, adverts etc.</td>
<td>10 15%</td>
<td>53 81%</td>
<td>1 1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business should entertainment and information posts for customers to engage</td>
<td>- -</td>
<td>6 10%</td>
<td>2 5%</td>
<td>43 65%</td>
<td>13 20%</td>
</tr>
<tr>
<td>Instagram enables business to connect deeper with the consumer</td>
<td>- -</td>
<td>3 4%</td>
<td>- -</td>
<td>13 20%</td>
<td>50 76%</td>
</tr>
</tbody>
</table>

4.4.2 Modification in Marketing Strategies

This study aimed at investigating the impact of Instagram on modification of marketing strategy. The results postulated 74% of respondents agreed that Instagram has modify your marketing strategies and push to internet marketing. Followed closely by 53% of respondents strongly agreed that Instagram enables business to communicate open and clear messages. Additionally 54% of Instagram led to more creativity in advertising and personal selling when meeting customer’s needs. This indicated that Instagram lead to modification in marketing strategies as indicated in Table 4.9.
Table 4.9: Modification in Marketing Strategies

<table>
<thead>
<tr>
<th>Modification in Marketing Strategies</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Instagram has modify your marketing strategies and push to internet marketing.</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Instagram enables business to communicate open and clear messages.</td>
<td>10</td>
<td>10%</td>
<td>-</td>
<td>-</td>
<td>237</td>
</tr>
<tr>
<td>Instagram led to more creativity in advertising and personal selling when meeting customer’s needs.</td>
<td>7</td>
<td>7%</td>
<td>18</td>
<td>18%</td>
<td>-</td>
</tr>
</tbody>
</table>

4.4.3 Influence Buying Decision

This section aimed at investigating the impact of Instagram in influencing customer buying decision. The findings illustrated that 68% of respondents strongly agreed that Instagram has influence buying decision to customers and increase more selling. Followed closely by 50% of respondents agreed that Consumers uses Instagram to connect to the world of business. On the other hand, 70% of respondents strongly disagreed that Consumers uses business post for their next purchases. These findings are indicated as illustrated in Table 4.10.
Table 4.10: Influence Buying Decision

<table>
<thead>
<tr>
<th>Influence Buying Decision</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Instagram has influence buying decision to customers and increase more selling.</td>
<td>-</td>
<td>-</td>
<td>3</td>
<td>3%</td>
<td>5</td>
</tr>
<tr>
<td>Consumers uses Instagram to connect to the world of business</td>
<td>6</td>
<td>6%</td>
<td>14</td>
<td>14%</td>
<td>-</td>
</tr>
<tr>
<td>Consumers uses business post for their next purchases</td>
<td>70</td>
<td>70%</td>
<td>-</td>
<td>-</td>
<td>3</td>
</tr>
</tbody>
</table>

4.4.4 Influence E-commerce

This section aimed at investigating the impact of Instagram in influencing e-commerce decision. The findings revealed that 55% of respondents strongly agreed Instagram has pushed your business towards E-commerce use in conducting business such as internet advertisements. Moreover, 65% of the respondent agreed that Instagram posts enables impulse purchase by customers. Lastly, 50% of the respondents strongly agreed that it is easy to connect with your customers through Instagram when passing marketing information. The findings reveals that most respondents perceive Facebook increases the purchasing power of customers. The findings are indicated in Table 4.11.
Table 4.11: Influence E-commerce

<table>
<thead>
<tr>
<th>Influence E-commerce</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Use of Instagram has pushed your business towards E-commerce use in conducting business such as internet advertisements.</td>
<td>3</td>
<td>3%</td>
<td>5</td>
<td>5%</td>
<td>5</td>
</tr>
<tr>
<td>Instagram posts enables impulse purchase b</td>
<td>2</td>
<td>2%</td>
<td>6</td>
<td>6%</td>
<td>-</td>
</tr>
<tr>
<td>It is easy to connect with your customers through Instagram when passing marketing information.</td>
<td>5</td>
<td>5%</td>
<td>-</td>
<td>-</td>
<td>10</td>
</tr>
</tbody>
</table>

### 4.4.5 Regression Analysis for Instagram and Market accessibility on Small business

The model summary showed that Instagram influence market accessibility on small business $0.587=58.7\%$. This showed that Instagram influence on market accessibility is insignificant. The regression coefficients table showed that Instagram adoption affected market accessibility positively and the p. value of 0.067 shown in the table, which was higher than the study's alpha level of 0.05. These results showed that statistically, Instagram adoption influenced market accessibility.
Table 4.12 Regression Analysis for Instagram and Market accessibility

<table>
<thead>
<tr>
<th>Model Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mode</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>a. Predictors: (Constant) Instagram</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
</tr>
<tr>
<td>Instagram</td>
</tr>
<tr>
<td>a. Dependent Variable: Market accessibility</td>
</tr>
</tbody>
</table>

4.5 Effect of Twitter to the Optimization of Small Businesses Performance

This section aimed at establishing the effect of Twitter in optimization of small business performance. This was measured by variables such as understanding customer needs, easy reach to customers, low operating cost, brand modification and interaction with customers.

4.5.1 Understanding of Customer Needs

This section aimed at analyzing the impact of Twitter in understanding the customer needs. The findings indicated that 41% of respondents strongly agreed that Customers could influence products through twitter. However 50% of the respondents disagreed that using Twitter, encourage better understanding of customer’s needs. The findings revealed that respondents are uncertain whether twitter leads to understanding of customer needs as indicated in Table 4.13.
Table 4.13: Understanding of Customer Needs

<table>
<thead>
<tr>
<th>Understanding of Customer Needs</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Customers can influence products through twitter</td>
<td>12</td>
<td>12%</td>
<td>4</td>
<td>4%</td>
<td>5</td>
</tr>
<tr>
<td>Using Twitter encourage better understanding of customer’s needs.</td>
<td>25</td>
<td>25%</td>
<td>50</td>
<td>50%</td>
<td>14</td>
</tr>
</tbody>
</table>

4.5.2 Easy Reach to Customers
This section aimed to examine if twitter leads to easy reach to customers. The results reveal that, 50% of respondent disagreed that twitter enable easy reaching of customers. Moreover, 61% of respondents strongly disagreed that Twitter has increase the consumer purchasing decision in your business. The findings are revealed in Table 4.14.
Table 4.14: Easy Reach To Customers

<table>
<thead>
<tr>
<th>Easy Reach To Customers</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Twitter enable easy reaching of customers.</td>
<td>30</td>
<td>30%</td>
<td>50</td>
<td>50%</td>
<td>14</td>
</tr>
<tr>
<td>Twitter has increase the consumer purchasing decision in your business</td>
<td>61</td>
<td>61%</td>
<td>27</td>
<td>27%</td>
<td>-</td>
</tr>
</tbody>
</table>
4.5.3 Low Operating Cost

The study aimed to examine how Twitter leads to low operation costs. The study revealed that 95% of the respondents disagreed using Twitter in Business has cut down the cost of operation. Findings are indicated in Table 4.15.

Table 4.15: Low-Operating Cost

<table>
<thead>
<tr>
<th>Low Operating Cost</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Using Twitter in Business has cut down</td>
<td>-</td>
<td>-</td>
<td>95</td>
<td>95%</td>
<td>5</td>
</tr>
<tr>
<td>the cost of operation.</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
<td>-</td>
</tr>
</tbody>
</table>

4.5.4 Interact with customers

The study aimed to investigate whether Twitter leads to interaction with customers. The findings revealed that 61% of respondents strongly disagreed that Twitter enables easy interaction with customers. 57% of respondents disagreed that when starting using Twitter in marketing your business you have been increasing the number of sales. Moreover, 59% of respondents strongly disagreed that using Twitter to market for your business is inconvenient especially with the environment you live. The respondents disagree that Twitter increase interaction with customers. The findings are revealed in Table 4.16.
Table 4.16: Interact with customers

<table>
<thead>
<tr>
<th>Interact with customers</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
<td>%</td>
<td>Frequency</td>
</tr>
<tr>
<td>Twitter enables easy interaction with customers.</td>
<td>32</td>
<td>32%</td>
<td>61</td>
<td>61%</td>
<td>7</td>
</tr>
<tr>
<td>When starting using Twitter in marketing your business you have been increasing the number of sales.</td>
<td>41</td>
<td>41%</td>
<td>57</td>
<td>57%</td>
<td>-</td>
</tr>
<tr>
<td>Using Twitter to market for your business convenient especially with the environment you live.</td>
<td>59</td>
<td>59%</td>
<td>9</td>
<td>9%</td>
<td>-</td>
</tr>
</tbody>
</table>

4.6 Chapter Summary

This chapter has discussed on results and findings in which each subsection derives from the research question of the study. The data collected from the field analysis pertaining to the three research objectives. The findings on demographics, effectiveness of Facebook for small businesses performance, effectiveness of Instagram for small businesses performance, and the third objective is to establish the impact of effectiveness of twitter for small businesses performance. The data was presented in tables, charts and figures. Chapter five addressed the discussion, conclusion and recommendation based on findings.
CHAPTER FIVE

5.0 DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction
This chapter provides a discussion on the findings of the research as compared to the findings in the literature review, the summary of the study and recommendations for further improvements on measures to be taken to on effectiveness of social media marketing in small business performance: a Case Study of Central Business District Nairobi. The study is finalized drawing conclusions from the research objectives.

5.2 Summary
The purpose of this study was to assess the effectiveness of social media marketing in small business performance: a Case Study of Central Business District Nairobi. The research was guided by three research objectives: effectiveness of Facebook to market accessibility for small businesses performance in Central Business District, Nairobi, to determine the effectiveness of Instagram to market accessibility for small businesses performance in Central Business District, Nairobi and to determine the effectiveness of twitter to the optimization for small businesses performance in central business district, Nairobi.

The research design of the study was descriptive design that attempts to identify and explain the variables that existed in a given situation and described the relationship that existed between these variables. The sample of 100 businesses was taken from a 12,500 businesses to fulfill the research results. Data collection used both open and closed ended questions to the respondents. The researcher administered all the questionnaires in person to all the respondents who agreed to take part in the study. A response rate of 87% was attained and this was sufficient to provide representative outcome of the findings which could be generalized for a larger population.

On the effect of Facebook to the market accessibility on small business performance, majority of the respondents agreed that the Facebook enables business to discover what the society needs and majority of respondents strongly agreed that Facebook has enable increase in brand awareness of your products and services. A large proportion of respondents agreed that Customers visit different business pages before purchasing a product. Moreover, a larger number of respondents to a high extent agreed that promotions and discounts displayed on the business Facebook page increases sales. On the other hand, a large number of respondents disagreed Facebook has led to less
environmental use in conducting your business. Many respondents Facebook has increase close customer relationship with your business. Regarding implication of Instagram to the market accessibility for small businesses performance. Respondents agreed Instagram enables business to connect deeper with the consumer. Moreover, they agreed that business should entertainment and information posts for customers to engage. However, majority of respondents disagreed Instagram has enable your business to engage easily with customers by sending samples, adverts. Majority of respondents agreed that Instagram has modify your marketing strategies and push to internet marketing. On the other hand, respondents strongly disagreed that Consumers uses business post for their next purchases. A large number of respondents agreed that use of Instagram has pushed your business towards E-commerce use in conducting business such as internet advertisements. Moreover, a large proportion of respondents it is easy to connect with your customers through Instagram when passing marketing information.

The findings on the effect of twitter to the optimization of small businesses performance, majority of respondents agreed that Customers could influence products through twitter. A large proportion of respondents disagreed Twitter has increase the consumer purchasing decision in your business. Majority of respondents disagreed that using Twitter in Business has cut down the cost of operation. A large number of respondents disagreed Twitter enables easy interaction with customers and majority of respondents strongly disagreed using Twitter to market for your business is inconvenient especially with the environment you live.

5.3 Discussion

5.3.1 Effect of Facebook to the Market Accessibility on Small Businesses Performance

The findings indicated that 55% of respondents strongly agreed that Facebook has enable increase in brand awareness of your products and services. The results were consistent with Paquette (2013) study that Facebook opportunities has been considered by many businesses who sees social as a way to boost their business in conducting business under low cost, increasing market accessibility and easy communication process. The findings illustrated that 50% of respondents strongly disagreed that Facebook helps customer identify with SME’s product brand. This was consistent with study done by Raïes and Gavard-Perret (2011), who explained that Facebook has enabled virtual communities of
consumers formed around tangle brands such as in cars like Jeep and goods like Nutella to form a real marketing environment with an online interaction and transaction. Hence, a large number of respondents’ disagreed that Facebook has helped the large companies brand rather than the SME’s.

The findings indicated that 55% of respondents strongly agreed that customers visit different business pages before purchasing a product. This findings are in line with a research done by Paquette (2013) who measured the impact of Facebook on the purchasing decisions towards local small businesses in U.S; found that 62% of the customers do visit different business Facebook pages to see what they offer before purchasing for products. Also, the findings revealed 65% of respondents agreed that Promotions and discounts displayed on the business Facebook page increases sales and 50% of respondents agreed that Facebook facilitates interaction and collaboration between customers and business. This findings are in line with a study done by Paquette (2013) and Safko & Brake (2009). They explained different promotions and discounts displayed on the business Facebook page has pave way towards multiple increase in sales.

From the research conducted by Paquette (2013) showed that eighty four percent of citizen in US felt that an offer or deal on Facebook played a large role in their decision to purchase for goods and services.

Facebook leads to environment preservation. The findings showed that 72% of respondents disagreed that Facebook has led to less environmental use in conducting your business. These is inconsistent with the study done by Jones et al. (2013) who portrayed that Facebook page to conduct business with less environmental use hence less pollution to the environment. Furthermore they explain that with different posts, concerning environmental preservation helps to retailers to conduct business under environmental friendly use. The findings revealed that 45% of respondents strongly agreed business use Facebook platform to promote environmental messages. This findings align a study done by Mathe (2010) the public platforms such as Facebook play meaningful communication strategies that promote a socially responsible image and inciting consumers to adopt environmentally friendly behaviors.

Facebook has increase close customer relationship with your business. The findings strongly agreed with a study done by Chung & Buhalis (2008) that Facebook plays a vital role in marketing and mostly in creating relationship with customers, the further proclaim that there are so many countless opportunities that small businesses are missing due to the lack of understanding in using social media such as Facebook as a means of marketing.
However, 67% of respondents largely disagreed that Facebook has become a major source of interactive with your clients, which was inconsistent with findings from Mangold and Faulds (2009) who explained social media marketing such as Facebook enables companies to achieve a better understanding of customer needs in order to build effective relationships.

5.3.2 Effect of Instagram to the Market Accessibility for Small Businesses Performance

The findings indicated that 81% of respondents agreed that business should be entertaining and information posts for customers to engage and 76% of respondents strongly agreed to large extent that Instagram enables business to connect deeper with the consumer. This findings are consistent with study done by Cvijikj & Michahelles (2013) and Neti (2011) who portrayed that explained that contents such as entertainment and information raises, on average, the number of likes, comments, and shares can be done by anyone which brings equal contribution to anyone including customers for the company. They further argued that explained that Instagram is a best opportunity available to connect brand at a deeper level with a prospective consumers, hence a medium of socialization. Through Instagram, different brands find themselves into a new world of virtual customers and increase spread in marketing channels.

74% of respondents strongly agreed that Instagram has modify your marketing strategies and push to internet marketing which aligns with study done Baker et al. (2010) that, explained that businesses are changing marketing strategies based on information they find in social media feeds from their competitors. They further portray that keeping an eye on competitors, their strengths and weaknesses can determine their marketing efforts, the gathered information helps to implement things that might be needed to improve such as social media campaigns, contests, giveaways or types of content the followers may be responding to the most.

Findings portrayed that 54% of respondents disagreed Instagram enables business to communicate open and clear messages. This findings were similar with study done by Kim et al. (2010) explained that by providing messages that are open, transparent and helpful, social audiences will learn that your business cares about its customers and potential customers. One can position their company as a valuable resource by simply sharing information like advice, tips, or just answering questions about the industry.
Quantitative research was conducted on the number of people who uses Instagram and for consumers if their buying decision is influenced with the use of Instagram. The sample counted 116 respondents and from the statistical perspective, the conclusions were established in terms of the univariate and bivariate analysis (Ioanas & Stoica, 2014). The study agreed by the research 68% of respondents agreed that Instagram has influence buying decision to customers and increase more selling.

Instagram becomes an important communication tool that people use to connect to other people or organization. People use Instagram to share their experiences, reviews, information, advice, warnings, tips and any kind of issues that are interesting to their connection or friends (Oyza, 2015). The findings revealed that 50% of respondents strongly disagreed that Consumers uses Instagram to connect to the world of business. The findings revealed that 70% of respondents strongly disagreed that Consumers uses business post for their next purchases. This finding controverts with Oyza (2015) who explained that that the information, which is posted, is a helpful source, which may influence consumer’s decision making. She portrays that people use information on Instagram as the guideline for their future purchase. In addition, Instagram is used as advertising for the marketer. Marketers take this advantage and create marketing strategy, which in turn could help them gain more customers.

The findings indicated that 55% of respondents strongly agreed that use of Instagram has pushed your business towards E-commerce use in conducting business such as internet advertisements. This aligns with the study done by Hubspot (2012) who explained social media like Instagram has been convenient for many people who are trying to market products and services to people online. Actually, social Media Marketing has become a very effective way to drive targeted traffic to companies’ website or blogs.

5.3.3 Effect of Twitter to the Optimization of Small Businesses Performance

Twitter enables companies to network with customers in order to build relationships and achieve a better understanding of customer needs (Halligan et al., 2009). This study was similar to the findings where by 41% of the respondents strongly agreed that customers can influence products through twitter. However 36% of respondents strongly disagreed that using Twitter encourage better understanding of customer’s needs.

Moreover findings also indicated that 50% of respondents disagreed to large extent that Twitter enable easy reaching of customers and 61% of respondents strongly disagreed that Twitter has increase the consumer purchasing decision in your business. This refuted
with a study done by De Vies et al. (2012) who portrayed that small firms are generally at an advantage because their small size makes it easier to get close to customers and obtain valuable feedback. He further explains such an advantage enables small businesses to take advantages of the marketing opportunities networking like use of twitter and word of mouth marketing provide.

The findings revealed 95% of respondents disagreed, using Twitter in business has cut down the cost of operation. These findings contradicts with a study done by (Levinson & Gibson, 2010) who observed the cost effective marketing solution used by the businesses is twitter. The social media marketing tools can be freely and easily used compare to other promotion tools. According to Hubspot (2012) 57% of small and medium businesses say social media like twitter is beneficial to their business by improving the brand identification to the society. This is indifferent with the study in which 75% of respondents when starting using Twitter in marketing your business you have been modifying your brand since then.

The findings revealed that 61% of the respondents disagreed to large extent that Twitter enables easy interaction with customers. The findings also indicated 57% of respondents disagreed that when starting using Twitter in marketing your business you have been increasing the number of sales. Moreover the findings matches the findings of Mangold and Faulds (2009) who explained a unique role of twitter is to create Buzz marketing, that enabling customers to talk to one another is, in a sense, an extension of traditional word of mouth communication.

5.4 Conclusions

5.4.1 Effect of Facebook to the Market Accessibility for Small Businesses Performance

Regarding brand awareness, majority of the respondents agreed that Facebook has enable increase in brand awareness of your products and services. However, a large number of respondents strongly disagreed that Facebook helps customer identify Facebook with SME’s product brand. This indicated that majority of respondents in this study disagree that Facebook leads to brand awareness of small business only the large companies. The study analyzed the how facebook affects the purchasing power. Majority of respondents agreed that customers visit different business pages before purchasing a product and promotions and discounts displayed on the business Facebook page increases sales.
On environmental preservation, majority of respondents strongly disagreed that Facebook has led to less environmental use in conducting your business and they disagreed that Facebook promotes green retailing such as reduction of packages. This implies that Facebook leads to environmental preservation.

Lastly, the study examined how Facebook leads to increase customer relationship, majority of respondents agreed Facebook has increase close customer relationship with your business. However, majority of respondents that Facebook disagreed has become a major source of interactive with your clients. This implies majority of respondents agreed that Facebook leads to customer relationship.

5.4.2 Effect of Instagram to the Market Accessibility for Small Businesses Performance

On engaging with customers majority of respondents disagreed that Instagram has enable your business to engage easily with customers by sending samples, adverts etc, however majority of respondent strongly agreed that Instagram enables business to connect deeper with the consumer. This implies that Instagram leads to engagement with customers. Modification in Marketing Strategies, majority of respondents agreed that Instagram has modify your marketing strategies and push to internet marketing. Respondents further agreed that Instagram enables business to communicate open and clear messages and Instagram led to more creativity in advertising and personal selling when meeting customer’s needs. This implies that Instagram leads to modification of marketing strategies.

On influence on buying decision, majority of the respondents agreed that Instagram has influence buying decision to customers and increase more selling. Respondents also agreed that Consumers uses Instagram to connect to the world of business. This indicates that respondents agreed that Instagram leads to influencing buying decision. The influence of e-commerce on customers, majority of respondents agreed that Use of Instagram has pushed your business towards E-commerce use in conducting business such as internet advertisements. Respondents also agreed that it is easy to connect with your customers through Instagram when passing marketing information. This indicate that Instagram has lead to increase of e-commerce.

5.4.3 Effect of Twitter to the Optimization of Small Businesses Performance

On understanding customer needs, majority of respondents strongly agreed that Customers can influence products through twitter. Moreover majority of respondents agreed that Using Twitter encourage better understanding of customer’s needs. Easy reach to customers, a large
number of respondents strongly disagreed that Twitter enable easy reaching of customers. Moreover, respondents strongly disagreed that twitter has increase the consumer purchasing decision in your business this indicates that twitter does not help business to reach their customers.

On low operating cost, majority of respondents disagreed that using Twitter in Business has cut down the cost of operation. Finally, on interaction with customer’s majority of respondents disagreed that Twitter enables easy interaction with customers. Moreover, respondents disagreed that when starting using Twitter in marketing your business you have been increasing the number of sales and using Twitter to market for your business convenient especially with the environment you live. Thus majority of respondents disagreed that Twitter enables interaction with customers.

5.5 Recommendation

5.5.1 Recommendation for Improvement

5.5.1.1 Effect of Facebook to the Market Accessibility on Small Businesses Performance

The study is recommending that for small business to succeed, Facebook should be used as a marketing tool for products and services. Customers spend most of their time on Facebook and it is where business will meet new customers getting feedback on how the customers want to be satisfied. Satisfactions of customers always come from their expectation and not every business know if they meet that satisfaction unless they get feedback from the customers. Facebook marketing made that possible by giving customers a way of talking to their provider that is the business.

5.5.1.2 Effect of Instagram to the Market Accessibility for Small Businesses Performance.

Small business should make sure that the complaints of the customers through Instagram are answered and changes should be made to satisfy the customers and not to destroy company’s image. More complaints than satisfaction from customers’ means that the small business has no future if the complaints are not responded by taking actions to fix it. The business should go through the customers’ feedback answer their questions and promise them that problems will be fixed in order to build trust between them and your small business.

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5.5.1.3 Effect of Twitter to the Optimization of Small Businesses Performance

The study recommends that, business should make use of Twitter to keep their customers close by updating them with the product information and not only telling them what service and product they offer but also why that particular product and service are offered by the business. Small businesses need to learn more on how to communicate with their customers and the usage of Twitter. Small businesses can use examples of big businesses that use Twitter to market their services and products.

5.5.2 Recommendation for Further Studies

The study targeted only targeted social media and market accessibility of small business. The study suggests that future researchers can be conducted to analyze more determinants of social media on small business to make the research more authenticated and realistic. In addition to that, future researchers can add on knowledge gap on the discrepancies of how social media can be used in optimization of small business.
REFERENCES


Kirtiş, A. K., & Karahan, F. (2011). To be or not to be in social media arena as the most cost-efficient marketing strategy after the global recession. Procedia-Social and Behavioral Sciences, 24, 260-268.


APPENDICES

APPENDIX A: INTRODUCTION LETTER

To Whom It May Concern

Dear Sir/Madam,

I am pleased to inform you that am a graduate student at United States International University pursuing a Master’s in Business Administration. As partial fulfillment of my degree, I am conducting a research assessment on the effectiveness of social media marketing in small business performance using the case of central business district Nairobi.

Please note that any information you give will be treated with confidentiality and at no instance will it be used for any other purpose other than for this project. Your assistance will be highly appreciated. I look forward to your prompt response.

Yours Faithfully,
APPENDIX B: QUESTIONNAIRE

SECTION A: BACKGROUND INFORMATION OF THE RESPONDENTS

1. Gender: -
   Male ☐                      Female ☐

2. Education Level:
   Primary ☐ Secondary ☐ Undergraduate ☐ Graduates ☐ None ☐

3. Status:
   Single ☐                     Married ☐

4. What is your age range?
   18-24 yrs ☐
   25-34 yrs ☐
   35-50 yrs ☐
   Above 50 yrs ☐

5. Do you use social media in marketing your business?
   Yes ☐                     No ☐

6. Would you like to expand your business in future and operate via social media tools?
   Yes ☐                     No ☐
SECTION B: EFFECT OF FACEBOOK TO THE MARKET ACCESSIBILITY FOR SMALL BUSINESSES PERFORMANCE

To what extent from the following effects has Facebook affect your business in accessing the market? Indicate the extent to which you agree with the following statements by using a scale of 1 to 5 where 1= strongly disagree and 5 = strongly agree.

<table>
<thead>
<tr>
<th>A) Increase in Brand Awareness</th>
<th>RATINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Facebook has enable increase in brand awareness of your products and services.</td>
<td>Strongly Disagree Disagree Neutral Agree Strongly Agree</td>
</tr>
<tr>
<td>2. Facebook helps customer identify with SME’s product brand</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>3. Facebook enables business to discover what the society needs</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B) Purchasing Power Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Customers visit different business pages before purchasing a product.</td>
</tr>
<tr>
<td>5. Promotions and discounts displayed on the business Facebook page increases sales.</td>
</tr>
<tr>
<td>6. Facebook facilitates interaction and collaboration between customers and business</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C) Environmental Preservation</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Facebook has led to less environmental use in conducting your business.</td>
</tr>
<tr>
<td>8. Facebook promotes green retailing such as reduction of packages</td>
</tr>
<tr>
<td>9. Business use Facebook platform to promote environmental messages</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>D) Increase Customer Relationship</th>
</tr>
</thead>
<tbody>
<tr>
<td>10. Facebook has increase close customer relationship with your business.</td>
</tr>
<tr>
<td>11. Facebook has become a major source of interactive with your clients.</td>
</tr>
<tr>
<td>12. Business uses Facebook to understand customer needs.</td>
</tr>
<tr>
<td>13. SME’s share products and services to the targeted customers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E) Reaching Wider Range of Customers</th>
</tr>
</thead>
<tbody>
<tr>
<td>14. Facebook has increase wider range of customers in your business.</td>
</tr>
<tr>
<td>15. Business needs to monitor customers Facebook immediately</td>
</tr>
<tr>
<td>16. SME’s rely on Facebook to reach new customers</td>
</tr>
</tbody>
</table>
SECTION C: EFFECT OF INSTAGRAM TO THE MARKET ACCESSIBILITY FOR SMALL BUSINESSES PERFORMANCE.

To what extent has Instagram affect your business towards market accessibility from the following effects?

Indicate the extent to which you agree with the following statements by using a scale of 1 to 5 where 1= strongly disagree and 5 = strongly agree.

<table>
<thead>
<tr>
<th>A) Engaging With Customers</th>
<th>RATINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Instagram has enable your business to engage easily with customers by sending samples, adverts etc.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>2. Business should entertainment and information posts for customers to engage</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>3. Instagram enables business to connect deeper with the consumer</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>4. Instagram enables business to vie their consumer’s comments easily.</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B) Modification in Marketing Strategies</th>
<th>RATINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>5. Instagram has modify your marketing strategies and push to internet marketing.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>6. Instagram enables business to communicate open and clear messages.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>7. Instagram led to more creativity in advertising and personal selling when meeting customer’s needs.</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C) Influence Buying Decision</th>
<th>RATINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>8. Instagram has influence buying decision to customers and increase more selling.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>9. Consumers uses Instagram to connect to the world of business</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>10. Consumers uses business post for their next purchases</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>D) Influence E-Commerce</th>
<th>RATINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Use of Instagram has pushed your business towards E-commerce use in conducting business such as internet advertisements.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>12. Instagram posts enables impulse purchase by</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>13. It is easy to connect with your customers through Instagram when passing marketing information.</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>14. Many people in your society uses Instagram compare to other social media</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>
SECTION D: EFFECT OF TWITTER TO THE OPTIMIZATION OF SMALL BUSINESSES PERFORMANCE

To what extent from the following has Twitter optimize your business?

Indicate the extent to which you agree with the following statements by using a scale of 1 to 5 where 1 = strongly disagree and 5 = strongly agree.

<table>
<thead>
<tr>
<th>A) Better Understanding of Customer Needs</th>
<th>RATINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Customers can influence products through twitter</td>
<td>Strongly Disagree</td>
</tr>
<tr>
<td>2. Using Twitter encourage better understanding of customer’s needs.</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>B) Easy Reach To Customers</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Twitter enable easy reaching of customers.</td>
<td>1</td>
</tr>
<tr>
<td>4. Twitter has increase the consumer purchasing decision in your business</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>C) Low Operating Cost</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5. Using Twitter in Business has cut down the cost of operation.</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>D) Brand Modification</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6. When starting using Twitter in marketing your business you have been modifying your brand since then.</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E) Interact With Customers</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Twitter enables easy interaction with customers.</td>
<td>1</td>
</tr>
<tr>
<td>8. When starting using Twitter in marketing your business you have been increasing the number of sales.</td>
<td>1</td>
</tr>
<tr>
<td>9. Using Twitter to market for your business is inconvenient especially with the environment you live.</td>
<td>1</td>
</tr>
</tbody>
</table>

THANK YOU FOR YOUR RESPONSE