AN ASSESSMENT OF SOCIAL MEDIA PLATFORMS IN DIGITAL MARKETING

BY

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A Research Project Report Submitted to the Chandaria School of Business in Partial Fulfilment of the Requirement for the Degree of Masters in Business Administration (MBA)

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STUDENT’S DECLARATION

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

Signed: __________________________  Date: __________________________

Irene Muthoni Kiiru (626718)

This report has been presented for examination with my approval as the appointed supervisor.

Signed: __________________________  Date: __________________________

Dr. Peter Kiriri

Signed: __________________________  Date: __________________________

Dean, Chandaria School of Business
ABSTRACT

The objective of this study was to determine how social media platforms affect digital marketing in an organization. The study was guided by three specific objectives which sought to determine the use of social media platforms in digital marketing, to determine the effects of social media platforms in digital marketing and to determine the challenges facing digital marketing using social media platforms.

This research used descriptive research design and the target population was made up of 148 employees who work at Commercial Bank of Africa. This study adopted a stratified and simple random sampling techniques and a sample size of 108 respondents was arrived at. The statistical Package for Social Sciences (SPSS) version 21 was utilized to analyze data for descriptive and inferential statistics. Descriptive data was analyzed for mean and standard deviation, while inferential statistics was done using correlations analysis the findings were presented in tables and figures.

The study established that the organization uses social media platforms to advertise online. The finding also revealed that digital Marketing is considered as a form of advertising in the organization. It was also established that viral marketing can positively or negatively affect my organizations brand and search engine marketing enables organization to target their customers better than traditional marketing. The finding also revealed that social media marketing influences brand awareness.

The findings show that brand loyalty is positively affected when the brands offer advantageous campaigns on social media. It was also established that online customer experience influences brand loyalty which increases sales. A review of the variables of brand equity established that high brand equity is an important asset to an organization because it increases consumer preference and purchase intentions.

The study sought to analyze the challenges facing digital marketing using social media platforms and it was revealed that use of digital marketing has enabled the organization to develop new marketing strategies to market their products and services. At the same time organizations are expanding their marketing efforts and fulfilling customer needs through digital marketing. Majority agreed that digital strategies face challenges such as cybercrime and Identity theft and IT training is important for digital marketers to be familiar with cybercrimes. At the same time findings revealed that organizations should constantly post content on social media to gain competitive advantage.
The study concluded that utilization of such search engine marketing enables Commercial Bank of Africa (CBA) to target their customers better than traditional marketing, this has aided the organization to build on customer relationships and increase share. Secondly, social media allows businesses to communicate quickly and cheaply with customers. Social media platforms have benefited from the rapid adoption of mobile technology through increased Brand loyalty and increased sales performance. Lastly, marketers now have access to more information about their customers through digital marketing, hence high chances of innovative ideas. CBA measure marketing campaigns evaluate and audit online content for quality purpose. Having the right skill and competence enable firms take full advantage of the evolving technology.

It was recommended that Commercial Bank of Africa should continue using social media platforms to advertise online and to maximize the benefits, the adverts should be customized as per that target customers’ needs and wants, and there is a need to introduce loyalty programs and frequency reward programs in order to retain customers. Secondly, Commercial Bank of Africa should strive to communicate with its target customers and researching customer behavioral patterns. The communication should fulfill the requirements of users of the platforms in general. Campaigns on social media should be captivating to capture consumer attention hence influence brand loyalty and sales. Lastly, there is a need to therefore continuously measure campaigns, evaluate and audit online content for quality purpose. Whereas social media campaigns can easily be duplicated, and message altered there is a need for a regular audit and team members should constantly review the content on each partner’s website promoting a CBA brand, this is best done by proving for disclosures and ensuring that they’re presented as they should be.
ACKNOWLEDGEMENT
I would like to acknowledge my supervisor Dr. Peter Kiriri for the guidance and wise counsel during the development of this thesis, for the deep knowledge he imparted in me during the development of my research paper. I also acknowledge the respondents for taking time from their busy schedules to fill out the questionnaires. Finally, I acknowledge Mr & Mrs. Kiiru for their time and financial support, my friends J. Mbaria and E. Mugambi for their continued encouragement in pursuit of my MBA program.
DEDICATION

I dedicate this project to future researchers who are more than welcome to build on what I have put together.
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<tr>
<td>CBA</td>
<td>Commercial Bank of Africa</td>
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<tr>
<td>ICT</td>
<td>Information Communication Technology</td>
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<td>IMC</td>
<td>Integrated Marketing Communication</td>
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<td>IRCs</td>
<td>Internet relay chats</td>
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<td>SD</td>
<td>Standard Deviation</td>
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CHAPTER ONE

1.0 INTRODUCTION

1.1 Background of the Study

This chapter briefly examines the history of social media and will approach the topic from a historical development to its modern-day perspective and application in the 21st century businesses. Social media platforms are tools from the broad marketing communication topic, in Integrated Marketing Communication (IMC) under interactive/internet marketing tools. Technology began to change rapidly in the 20th Century. After the first super computers were created in the 1940s, scientists and engineers began to develop ways to create networks between those computers, and this would later lead to the birth of the Internet (Hendricks, 2013). Social media is the collection of online communication channels that allow people or companies to create, share and exchange information with people and build relationships and communities online. According to Jin and Oriaku (2013) social media includes popular networking sites like Facebook, Twitter, Google+, LinkedIn etc. Customers can interact directly with companies that join these social channels.

The roots of social media stretch far deeper than one might imagine. Although it seems like a new trend, sites like Facebook are the natural outcome of many centuries of social media development. (Zhong, 2014). The earliest forms of the Internet, such as CompuServe, were developed in the 1960s. Primitive forms of email were also developed during this time. According to Hendricks (2013) by the 70s, networking technology had improved, and 1979’s UseNet allowed users to communicate through a virtual newsletter. By the 1980s, home computers were becoming more common and social media was becoming more sophisticated. Internet relay chats (IRCs), were first used in 1988 and continued to be popular well into the 1990’s. The first recognizable social media sites GeoCities created in 1994 followed by SixDegrees and classmates created in 1997. SixDegrees enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites become popular, creating a social media sensation that’s still popular today (Zhong, 2014).

According to Hendricks (2013) after the invention of blogging, social media began to explode in popularity. Sites like Myspace and LinkedIn gained prominence in the early
2000s, and sites like Photobucket and Flickr facilitated online photo sharing. YouTube came out in 2005, creating an entirely new way for people to communicate and share with each other across great distances. By 2006, Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet. Other sites like Tumblr, Spotify, Foursquare and Pinterest began popping up to fill specific social networking niches. Today, there is a tremendous variety of social networking sites, and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people without sacrificing the intimacy of person-to-person communication. The existence of Web 2.0 has offered an opportunity to engage consumers with marketers. Growing the number of marketers using Web 2.0 tools to collaborate with consumers on product development, service enhancement and promotion. Companies can use Web 2.0 tools to improve collaboration with both its business partners and consumers (Mumenthaler, 2014).

According to a report done by Kemp (2017) Malaysia was ranked fifth place globally with the most active social media accounts. It was revealed that there was a significant increase from January 2016 from 18 million active social media users to 22 million in 2017 (Kemp, 2017). Hamid (2016) stated that 32% of Malaysian population are social media users. In general, they spend at least 16 hours a week on social media platform to consume for information and as well actively generating new contents and opinions; and out of the 32% of social media users, about 63% are aged below 35 years old. According to Ecommerce IQ (2017) Malaysia e-commerce market was estimated at US$1billion back in 2015 and expected to increase the online shopping market size by eight-folds to US$8billion.

According to Zhong (2014) a company becomes more attractive to the customers, and to current and potential employees, if it has a well-built brand name. As a result, social media will help in building a good reputation for a business organization. A couple of words can describe a brand whether in the consumer or in the business space. By building a brand, it helps to reinforce the brand in the minds of the consumers. Through social media, the company can repeatedly reinforce the brand name. Uses and Gratification Theory emerged in response to the needs of explanation to why people use certain media and the benefit they get from them. According to Whiting and Williams (2013) the basic assumption of this theory is that people use digital media for various reasons and seek to
derive various gratifications. However, the emergence of social media technologies changes the way people use mass media as they differ in forms and context. Therefore, people who use social networks and other computer mediated communications are quite different from the mainstream media audiences who relied on specific media contents.

Social media audiences have the advantage and freedom to actively seek for information and many messages that are of interest and benefit to them. New media technologies did not only alter the way information is gathered and distributed but also changes the existing relationship between digital media and their audiences. Whiting and Williams (2013) stated that people use social media to satisfy their needs which include cognitive needs, affective needs, personal integrative needs, social integrative needs, tension release needs, and medium appeal needs. For this, social media become a fertile research field demonstrating the direct relevance of the U & G Theory and its participants. Majority of the people use social media for interaction, killing time, entertainment, seeking and sharing of information, socialisation, self-expression, education, surveillance and communication (Whiting & Williams 2013). We can only speculate about what the future of social networking may look in the next decade or even 100 years from now, but it seems clear that it will exist in some form for as long as humans are alive (Hendricks, 2013).

Onyango (2016) studied the influence of online marketing strategies on performance of cut flowers exporting firms in Kenya. In that study, it emerged that more than 70% of flower firms have adopted digital marketing strategies with 62% relying on pure digital marketing and 15% incorporating both digital and conventional marketing strategies. E-mails, websites and digital displays were established to be the most used digital strategies by firms that had adopted digital marketing.

The Commercial Bank of Africa was founded in 1962 in Dar-es-Salaam Tanzania but reincorporated itself in Kenya in 1967 due to the nationalization of banks in Tanzania, CBA (Awuondo, 2008). It has ten branches in Nairobi, three in Mombasa one in Meru and one in Nakuru. In addition, other branches that have recently been opened in Nairobi, Kisumu and Eldoret. The branches are at Junction Mall along Ngong road in Nairobi, Tivoli Center on Court road, Kenyatta Avenue in Kisumu and Zion Mall along Uganda Road in Eldoret.
In terms of comparative size using asset base and shareholder capitalization, its competitors included Citibank, Standard Chartered, Barclays Bank of Kenya, Kenya Commercial Bank, Co-operative Bank and National Bank of Kenya. In total there are about 21 banks in the medium category that CBA falls in and most of them are already technologically compliant with a wide base of diversified products. CBA efforts and resources are channelled towards providing an efficient, personal and stress-free banking experience to corporates, foreign missions, NGOs and the quality end of the personal banking market. Commercial Bank of Africa like any other bank faces challenges in trying to introduce change in an organization. The problem is compounded because first, the management wanted to introduce change in the Information and Communication Technology (ICT) yet the existing organizational structure was working very well.

The Kenya’s banking sector has witnessed rapid growth in the recent past resulting in a scramble for the available customers. There were 49 banks in Kenya in 2003 which has reduced to the current 43 owing to changes in the environment. The banks face stiff competition and the only way to survive is by being updated on the latest Information Communication Technology (ICT) since it is an integral part of the banking institutions as essential comparative advantage. In order for CBA to remain competitive, it had to change their systems in order to accommodate the latest ICT and gain a competitive advantage over its competitors.

In 2011, CBA began a drive towards innovation in the banking space, pushing its product team to pioneer new developments that cater to a wider local audience. To date CBA has been first to market with full digital banking channels, first with M-Pesa and M-shwari products, the first US dollar credit card in Kenya, the first 105% mortgage offering and the first foreign currency-based mortgage provider. As a world-class financial services provider, CBA offers clients a vast range of products and services that are both tailored to local needs and inspired by global innovation (CBA, 2017).

1.2 Statement of the Problem

There has been an increase in the use of the internet hence a radical increase in e-commerce. Many organizations have moved from the traditional way of marketing their products to the new age of digital marketing. The change has been brought about by the
emergence of new platforms such as the social media which has led to an increase in e-commerce and has changed the way in which products/services are presented and communicated to customers. They have influenced the customer purchase decision and have opened new channels in which consumers and organizations communicate.

Ngenga (2015) examined the extent of the use of social media marketing on business growth: A case study of Airtel Kenya. It was revealed that an organization is able to reduce its marketing cost by using LinkedIn and Twitter. Tikima (2014) investigated the impact of social media on customer relations: Case of Equity Bank. Findings showed that that social media is a very effective channel for enhancing customer relations. Muchuki (2017) examined the effects of social media marketing on churches: A case study of PCEA Evergreen Church, Nairobi. The study concluded that social media marketing has positively impacted church growth, brand visibility and customer satisfaction at PCEA Evergreen church.

Ng’ang’a (2015) conducted a research on effectiveness of digital marketing strategies on performance of commercial banks in Kenya. It was revealed that digital marketing strategies improved the performance of commercial banks. A lot of research has been done on social media, but none has been done on assessment of social media platforms in digital marketing. Therefore, the study will close that gap and add more knowledge that can be used by other researchers to conduct a similar study.

1.3 General Objective

The objective of this study was to determine how social media platforms affect digital marketing in an organisation

1.4 Specific Objectives

The study addressed the following specific objectives.

1.4.1 To determine the use of social media platforms in digital marketing

1.4.2 To determine the effects of social media platforms in digital marketing

1.4.3 To determine the challenges facing digital marketing using social media platforms.
1.5 Importance of the Study

The study will benefit scholars and academic researchers, marketers, and businesses.

1.5.1 Academicians and Researchers

The study will form a basis upon which future research on social media and digital marketing may be established by scholars and academic researchers. The findings may be resourceful in providing viable information to academicians and researchers and how social media platforms affect digital marketing in organizations.

1.5.2 Government

Government will use findings and recommendations from this study to come up with strategies they can use to market their products or services online and come up with better innovative ways that will elevate marketing.

1.5.3 Marketers

This study is also important to marketers. It will inform them of the importance of using social media platforms for digital marketing, the effects that are to be expected from carrying out digital marketing for an organization as well as finding alternative ways of carrying out marketing in the future. The study will also inform marketers on how consumers interact with this platform to address issues and challenges that can come from the different issues raised by consumers as well from marketers end the challenges that come with promoting their products or services, when and whether the content they use is effective in increasing awareness to the target audience.

1.5.4 Organizations

The study will provide organizations with information that will show them importance of having social media platforms and how digital marketing can be effectively used. Organizations will get to realize the need to have social media platforms where they can have customer interactions and have their presence felt.
1.6 Scope of the Study

The study was carried out at Commercial Bank of Africa offices in Nairobi. Target population was 148 employees. Data was collected from Marketing, customer service, product development, Digital & Channels, Business Development and Market Research. Study limitation was lack of enough time to distribute questionnaires. A research assistant was hired to help in data collection. The study was conducted from May to August 2018.

1.7 Definition of Terms

The following terms and their definitions are found in this study.

1.7.1 Digital marketing

Digital marketing can also be referred to as online marketing, internet marketing or web marketing. It can also be defined as marketing to current and potential customers online (Miller, 2012).

1.7.2 Social Media platforms

Social media platforms are digital tools used to share conversation and content delivery (Gould, 2015).

1.7.3 Customer Service

Customer service is the full range of interactions between a customer and a provider during which time the provider or the environment created by the provider has impact upon the customer attributes this impact to the provider or the provider’s company (Elwood, 2013).

1.7.4 Customer

A customer is an individual or group of individuals to whom you supply one or more products or services (Smith, 2012).

1.7.5 Needs

A need can be defined as any human requirement or ability upon which human performance and efficiency depends (Strydom & Esclana, 2012).
1.8 Chapter Summary

Social media platforms facilitate the direct link between consumers and digital marketers and proves to be a much-needed resource if organizations are to compete with one another today. There is need for organizations to embrace the advances in technology and more importantly understand how to utilize to the maximum the social media platforms to their advantage more importantly when it comes to presentation of organizations products and services through digital marketing. The study looked at the evolution of social media platforms how this has facilitated to the changes in the traditional ways of marketing to the new age of digital marketing. The next chapter on literature review looked at secondary data that has been shared by other researchers on social media platforms and digital marketing. How the social media platforms play a significant role in digital marketing. Chapter three looked at the research methodology while chapter four analyzed the data collected to come up with the results and findings and finally chapter five discussed the results and findings. In addition, the conclusions and recommendations to of the study was also discussed.
CHAPTER TWO

2.0 LITERATURE REVIEW

2.1 Introduction

This literature review seeks to distinctively explore how social media platforms affect digital marketing. It will look at the uses and gratifications theory which will help in understanding how media is used by people (Whiting & Williams, 2013). The uses and gratifications theory comprise of five different categories i.e. cognitive needs, affective needs, personal integrative needs, social integrative needs and tension free needs which will be analyse under the specific objectives, hence validating the general objective on how social media platforms affect digital marketing.

2.2 Use of Social Media Platforms in Digital Marketing

2.2.1 Advertising Channel

According to Kotler and Armstrong (1993) advertising is defined to be any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor. Durmaz (2011) postulated that internet advertising is the process of advertising products and services through use of the internet. Internet advertising is an Internet-based process by which advertisers communicate, interact with and persuade online users in order to position a brand, which allows a company to promote both consumer awareness and preference in a customized and personalized way, and to decrease the time needed to make a buying decision (Hanafizadeh & Behboudi, 2012). Display advertising is the use of banner ads and pop-ups and is one of the most common forms of online advertising. This is because banners ads are fairly easy to develop and inexpensive in comparison to traditional advertising (Park, Ahn, & Park, 2010).

According to Priyanka (2012) online advertisement can be in the form of affiliated marketing, display advertising, search engine marketing, email advertising and social media advertising. Affiliated marketing is the process where affiliates or publishers earn a commission for every person they refer to a website through special tracking links that identify the affiliate and connects to the product or service page. Display advertising is
the use of banners by advertisers on third party website to drive traffic to their product or service pages. Search engine is a type of advertisement where Google displays an advertisement on their search results page as determined by what the user is searching. Email advertisement is the process where companies send emails with their adverts using email lists compiled by publishers. Social media advertisings is similar to display advertising but it’s only used with social media platform such as Facebook, twitter (Priyanka, 2012).

E-mail advertising is the use of email for sending promotional messages to internet user. It is considered one of the more effective methods of online advertising and marketing (Kirkpatrick, 2012). Mobile marketing is the use of a wireless medium to provide consumers with time and location-specific, tailored information that promotes products, services and ideas (Scharl, Dickinger & Murphy, 2005). Viral marketing is publicizing the message content through multiple channels such as; you tube videos, email marketing, blogs and twitter. Viral advertisement is used to ensure that the content captures market attention and automatically spreads to other online communities (Olonde, 2017).

Ala and Hamza (2015) investigated the effect of using pay per click advertisement on online advertisement effectiveness and attracting customers in e-marketing companies in Jordan. It was concluded that use of pay-per-click advertisements (PPC) has a direct effect on attracting customers and online advertisements effectiveness. Singh, Jackson and Cullinane (2011) investigated the impact of Search engine marketing on advertisement in IT companies of north India. The study concluded that companies using SEM for the purpose of advertisement are getting newer customer than the companies using traditional methods. Muhammad and Dwi (2015) studied the impact of online advertising on consumer attitudes and interests to buy online, through a survey conducted on students of internet users in Makassar. Findings indicted that online advertising has an influence on consumer buying behaviour.

Jalang’o (2015) examined the effect of digital advertising on the performance of Commercial Banks in Kenya. The study revealed that most commercial banks were shifting from the traditional advertising platforms such as newspapers, television radio and bill boards to more digital marketing platforms such as website design/development, email marketing, display advertising, use of mobile apps, online advertising and social media. Kisato (2014) in his study on utilisation of e-marketing tools and influencing
forces on the performance of micro and small fashion enterprises in Nairobi County, Kenya. It was revealed that mobile telephony and Facebook marketing were the most utilized e-Marketing tools. Online banners and search engine optimization (SEO) were the least popular tools.

Kagendo (2015) studied that the influence of electronic marketing on customer retention at Safaricom Limited. Unpublished Thesis Submitted to University of Nairobi. It was concluded that Safaricom uses electronic marketing such as; social media marketing; audience participation, viral campaigns, customer feedback, offline communication; direct email, online partnership; widget marketing, affiliate marketing, online public relation; publisher outreach, brand protection, search engine optimization and paid search.

2.2.2 Customer Acquisition

Chaffey, Ellis-Chadwick and Chaffey (2012) customer acquisition is a marketing activity used by organizations to form relationships with new customers, thus, minimize acquisition costs and target high value customers. According to Todd, Fang and Palmatier (2010) customer acquisition is referred to as firm’s attention on gaining information about potential customers, measuring customers potential value, and allocating resources to acquire those with greater long-term value. Customer acquisition is a strategy organizations use to increase customers relationships or develop new customers relationships, thus, increase performance (Kumar & Jobber, 2006).

Kotler and Armstrong (2009) states that customer acquisition is the process of finding the right customers that provides a profitable return. Jobber (2010) noted that it is vital for organization to choose the right customers to serve before they decide how they can best acquire them. Michaelidou, Siamagka and Christodoulides (2011) states that organizations can use social media to acquire and retain new customers. Gilaninia, Syed and Mousavian (2011) noted that through digital marketing, SMEs are able to trace the amount of money and time spent on marketing activities and use this information to target digital channels and audiences that bring in the best marketing performance (Gilaninia et al, 2011).

Srinivasan, Bajaj and Bhanot (2016) investigated the impact of social media marketing strategies used by micro, small and medium enterprises on customer acquisition and retention. It was indicated that participation in social media creates a strong impact on
brand awareness and brand trust, which results in a strong influence on customer acquisition and retention

2.2.3 Customer Retention

Gerpott, Rams and Schindler (2001) customer retention is the continuity of trade relationship between the organisation and the client. Bluel (2000) postulates that customer retention is more than providing customers with what they expect; it involves going beyond their expectations such that customers become loyal supporters of the brand. Aleksandra (2015) defines customer retention as the process of retaining customers’ lifetime value and building a strong relationship with customers.

Waarden (2008) states that many firms use relationship marketing instruments such as; loyalty programs also known as frequency reward programs and direct mailings to retain their customers. Yi and Jeon (2003) states that the main aim of loyalty programs’ is to reward customers for repeated purchases, hence, building customer retention. Anjum, More and Ghouri (2012) postulate that social media marketing is vital for firms that are aiming to attract and retain clients. Kilima (2017) conducted a study on E-Commerce marketing strategies adopted by social enterprises and customer retention at the bottom of the pyramid in Nairobi County, Kenya. It was established that e-commerce marketing strategies had a positive effect on customer retention. The study recommends that social enterprise should develop loyalty programs within their e-marketing platforms so as achieve customer loyalty, hence, retention.

Kananu (2015) in his study on strategic responses adopted by commercial banks in Kenya to enhance customer retention, revealed that banks have adopted strategic responses such as; relationship management, technology adoption, service quality, service recovery and product differentiation to increase customer retention. Daniel (2016) examined effects of service quality on customer retention among commercial banks in Kenya. Findings showed that there was a significant and positive relationship between ServQual dimensions (reliability, assurance, tangibility, empathy and responsiveness) and indicators of customer retention (customer trust, customer satisfaction, level of involvement, communication effectiveness, switching barriers and price).
2.2.4 Brand Awareness

Aaker (1996) noted that brand awareness is the strength of a brand’s presence in the consumer’s mind. Jethendra (2009) posits that to create brand awareness a firm should provide a consistent message, image and slogan/tagline to the consumer and the impressions the organization hopes to make should be consistent across various medium, situations and promotional attempts. Brand awareness is customer’s knowledge about a brand, the strength of a brand’s presence in the consumers’ minds and how easily that knowledge can be retrieved from memory (O’Guinn, Allen & Semenik, 2009).

Keller (2008) brand awareness can be categorised in to aided awareness and top of the mind awareness. Aided awareness is the process where customers are provided with a list of brand names and are able to recognise the brand from the given set. Top of the mind awareness is when customers are able to automatically recall a brand name because they can quickly associate the brand with the product category. According to Wang (2015) brand association drives the development of brand relationship, because it produces customers’ brand loyalty and the effectiveness of the brand-word of mouth.

Išoraitė (2016) postulated that organizations can create brand awareness through internet marketing tools. Through this, the organization will be able to notify, remind and convince customers about their brands, products, or services. In addition, customers will also be able to interact with the brand through videos, playing games, communicating with other customers and advertisements. Hansel and Efendi (2016) investigated the effect of social media to the brand awareness of a company product. It was revealed that marketing communication has an on-brand awareness.

Bilgin (2018) examined the effect of social media marketing activities on brand awareness, brand image and brand loyalty. Findings showed that social media marketing influences brand awareness. Ahasanul, Abdul, Seyama, and Farzana (2013) studied the effectiveness of Facebook towards online brand awareness: A Study on Malaysian Facebook Users Perspective. It was revealed that Facebook influences brand awareness more followed by affiliated marketing and online word of mouth.
2.3 Effects of Social Media Platforms in Digital Marketing

2.3.1 Brand Loyalty

Moisescu (2006) defines brand loyalty as “the degree to which a consumer consistently purchases the same brand within a product class”. Brand loyalty is influenced both directly and indirectly through customer satisfaction and customers' perception of price, value and quality hence, brands that have high quality can motivate consumers to repurchase (Balaji, 2011). Cai, Zhao and He (2015:556) define brand loyalty as “a reflection of consumers’ strong commitment to a preferred product or service”.

Online brand loyalty is formed when a company communicates with its target customers and by researching customer's behavioural patterns (Zucal, 2012). Arker (2014) refers to brand loyalty as the degree of consumers’ emotional attachment towards a brand. Irem and Mesut (2012) examined the impact of social media marketing on brand loyalty. It was revealed that brand loyalty is positively affected when the brand offers advantageous campaigns to its customers, when it offers relevant content, offers popular contents, appears on various platforms and offers applications on social media.

Camilla (2014) investigated brand loyalty on social media. Can images make you more loyal? A multiple case study of brand loyalty on social media with focus on online customer experience. It was revealed that brand loyalty is not influenced by visual images on social media, because customers base their loyalty on other factors than a positive online experience. However, it was revealed that online customer experience influences brand loyalty. Marko and Mika (2004) conducted a research on the impact of e-mail marketing on brand loyalty”. It was revealed that regular e-mail marketing has positive effects on brand loyalty. Amir, Hossein and Mojtab (2014) studied the effect of social media marketing on customers’ brand loyalty. It was established that there was a positive significant relationship between the dimensions of social media marketing and brand loyalty.

Dewi and Anizir (2016) conducted a research on the effect of social media marketing to brand loyalty: Case study at the University of Budi Luhur Jakarta. It was established that social media has a significant influence on brand loyalty. Ahmed (2017) studied the influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. It was revealed that social media marketing has a significant effect on brand loyalty.
2.3.2 Increase in Sales

Sales growth is the increase in amount of revenue by an organization over a period of time. An organization can increase its sales through increase in product price, geographical expansion, growth in new branches, or increase in the number of products and services (Olonde, 2017). Severi and Ling (2013) observed that brand loyalty bring in sales, market share, profitability, hence, help organizations to gain exclusive, positive, and prominent meaning in the minds of consumers. According to Kotler (1989) businesses can acquire competitive advantages in marketing, such as reducing corporate marketing and transactional costs and increasing sales, if their consumers have strong brand loyalty.

Srinivasan, Bajaj and Bhanot (2016) studied the impact of social media marketing strategies used by micro, small and medium enterprises on customer acquisition and retention. It was revealed that there was a positive relationship between the time spent on social media and amount of sales made. Amirhosein and Zohre (2013) investigated the effects of marketing strategies on sales performance in Iran. The study found that there was a positive relationship between marketing strategies and sales performance.

Njoroge (2017) investigated the relationship between e-marketing strategies and brand performance of large bookstores in Nairobi County. Findings showed that email and digital displays significantly influenced sales volume. Social media influenced revenue and market share, sales volume and demand for products. Search engine optimization influenced market share, customer acquisition and profitability. Company website influenced customer acquisition, profitability, sales volume and prices.

Olonde (2017) in her study on impact of digital marketing on sales growth of small and medium enterprises in Nairobi, Kenya. It was established that email marketing and social media marketing had significant impact on SMEs sales growth. Srinivasan et al. (2016) studied the impact of social media marketing strategies used by micro, small and medium enterprises on customer acquisition and retention. Findings showed that there was a positive correlation between sales and amount of time spent on social media. Zhang, Dubinsky and Yong (2013) states that blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences.
Jalang’o (2015) examined the effect of digital advertising on the performance of commercial banks in Kenya. It was concluded that through digital marketing, banks were able to reduce cost of advertising, increase product use, market share, increase customer base, able to reach a wider market and increase web traffic. Nyamamu (2014) studied the influence of digital advertising on performance of print media companies in Kenya. It was revealed that digital advertising significantly affected print media revenues. It was also revealed that uptake of digital advertising by the print media companies was affected by social-cultural, economic and legal factors and that the high cost of acquiring the digital facilities and lack of adequate IT infrastructure in the country were barriers to adoption of digital advertising.

Jagongo and Kinyua (2013) examined social media and entrepreneurship growth. Findings showed that that social media allows businesses to communicate quickly and cheaply with customers as well as allow them to construct a database that can be used to generate business leads that may translate to increased sales and thus grow the SMEs.

2.3.3 Brand Equity
Brand equity is the non-monetary net worth of a brand associated with its name and symbol provided by a product to customers (Aaker, 1996). According to Yoo and Donthu (2001) brand equity is that difference in consumer choice between branded product and an unbranded product given the same level of product features. Aaker and Joachimsthaler (2009) brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by the product to a firm and/or to that firm’s customers. According to Kotler and Keller (2009) brand equity is the value given to the products and services that can be reflected in how consumers think feel and act in conjunction with the brand, and also in conjunction to price, market share, and profitability.

Aaker (1991) states that brand equity can be classified into brand loyalty, brand awareness, brand association and perceived quality. Chieng and Lee (2011) asserts that high brand equity is an important asset in an organization because it increases consumer preferences and purchase intentions. Zahoor and Qureshi (2017) noted that social media has a significant role in developing brand equity and brand awareness. Abu-Rumman and Alhadid (2014) examined the impact of social media marketing on brand equity: An empirical study on mobile service providers in Jordan. It was revealed that there was a
statistically significant impact of the dimensions of social media marketing on the brand equity.

Brand perceptions are shaped by functional and emotional experiences customer’s associates with the product or service and company. Christodoulides, De, Furre, Shiu and Abimbola (2006) states that brand equity is attributes of social media such as interactivity, communities, quality of brand relationships, customer service, site design and overall brand experience. Brand communication positively affects brand equity as long as the message creates a satisfactory customer reaction to the product in question compared to a similar non-branded product (Yoo & Donthu, 2001).

Melissa (2015) conducted a research on the impact of social media marketing on brand equity toward the purchase intention of Starbucks Indonesia. Findings showed that brand equity influences social media marketing and customers purchase intention. Findings also revealed that social media has a significant impact on customers purchase intention and that customer purchase intention was also influenced by, online communities, interaction and sharing.

Nyairo (2016) investigated the effect of social media use on building brand equity among three-star hotels in Nairobi County, Kenya. It was revealed that social media influences brand equity. Rana (2011) examined the impact of social-media use on brand equity of magazine brands: A Qualitative Study of Vogue Turkey. It was established that social media influences brand equity in the following ways; opens a new direct communication channel between the magazine brand and its target audience, increases brand presence and helps customers promote the brand directly by sharing information with their friends.

Social media usage has aided marketers to construct an interactive communication environment where they are now capable of existing rapport with consumers. The platform has various forms of communication this includes Weblogs, Social blogs, Micro blogging, Wikis, Podcasts, Pictures, Video, Rating and social bookmarking (Kim & Ko, 2012). Usage of product reviews by consumers on social media has the capability of creating either a positive or a negative brand buzz. In worst case scenario these virtual platforms messages often affect consumer buying decisions (Vij & Sharma, 2013).

Everson (2014) suggests that Brands should optimize on having a social analytics team capable of monitoring and engaging with the target audiences on social media platforms,
this is due to the fact that community managers need back up from the organization in handling the traffic. The increased usage of the Social Media has also altered how people from the various spheres in life interact and communicate. It has also eased Brands activities in promoting and advertisement of products through Social media networks. Social media communication allows firms to have exposure to a large base of audiences in a very short span of time. Other than that, customers on the other hand, use social networking sites to connect with one another as well as compare brands (Wolny & Mueller, 2013). In addition, social media activities of brands can aid a firm in reducing prejudice and misunderstanding toward brands, as well as to increase brand value by offering an online platform to the people for exchanging ideas and information (Kim & Ko, 2012).

2.4 Challenges Facing Digital Marketing Using Social Media Platforms

2.4.1 Uptake of Digital Marketing (positive and negative)

Njau and Karugu (2014) in their study on influence of e-marketing on the performance of small and medium enterprises in Kenya: Survey of small and medium enterprises in the manufacturing industry in Kenya. It was revealed that email marketing, online marketing, search engine marketing, and blog marketing as digital marketing techniques had a significant influence on business performance. Wanjuki (2014) concluded a study on the growth of digital marketing and its impact on customer service at Barclays Bank. It was established that banks are expanding their marketing efforts and fulfilling customer needs through digital marketing.

Ng’ang’a (2015) conducted a research on effectiveness of digital marketing strategies on performance of commercial banks in Kenya. It was revealed that through digital marketing commercial banks in Kenya were able to increase uptake of bank products, lower costs, lower working capital, increased revenue, increased customer base of the bank, increased market share, increased web traffic, lower fixed capital, accelerate cash flows, reduce revenue volatility and reduce risk.

Karthik (2013) noted that organizations use social media sites to advertise their products or services because advertising on social network is relatively cheap compared to other traditional media, firms are able to reach a wider market, advertisers have access to a great of information about user and their interests, allowing them to customize and targeted their advertisement and people are spending increasing amounts of time online,
especially on social networking websites. Vladislav (2014) noted that some of the advantage of using internet marketing is it is cost-effective it does not require large amounts of investment, allows an unlimited global reach, can reach targeted customers more effectively, organizations are able to reach a wider market, internet marketing can be personalized, and organizations are able to build relationships with their target market.

Zahid (2017) postulated that digital marketing enables organizations to conduct direct advertising and creates awareness about a product or a brand; customers are able to access advertisements, organizations are able to promote their brand easily, its cost effective, organizations are able to measure their marketing activities and evaluate and audit their online contents for quality purposes. Vladislav (2014) states that internet marketing campaigns can be copied may not be appropriate for your product and can be damaged by negative feedback.

Inderjit (2008) examined online social networking as an advertising medium (Footwear Sales Industry, Ireland). Findings revealed that firms use internet to advertise because it is cost effective and also people spend a lot of their time online. Njuguna (2017) in his study on the effectiveness of online advertisement on consumer decision. A case of Radio Africa Group Limited Nairobi, Kenya. It was established that online advertisement creates interest, increase product and service awareness. It was also revealed that through email marketing, the organization was able to reach a huge number of subscribers on a daily basis.

Kithinji (2014) states that despite digital marketing strategies being cheaper and have a wider reach, organizations are still facing a challenge creating online content and managing their sites and online interactions with their clients. Organizations are required to gain new skills and competences so to take full advantage of digital marketing. Nyamamu (2014) examined the influence of digital advertising on performance of print media companies in Kenya. It was revealed that digital advertising uptake by the print media companies was affected by social-cultural, economic and legal factors and that the high cost of acquiring the digital facilities and lack of adequate IT infrastructure in the country were barriers to adoption of digital advertising.

Makori (2014) conducted an evaluation of digital business strategies pursued by Equity Bank Kenya: A study of selected branches in Nairobi. It was established that the implementation of the digital strategy was faced by challenges such as cyber-crime and
identity theft which led to deteriorating relationships with the affected customers. This study recommends increased IT training and further research on strategies to prevent identity theft and cyber-crime. Odongo (2014) investigated Strategic Social Media Marketing Competitive Advantage: A Case of Electronic Industry in Kenya. Findings showed that the main challenges the organization faced were lack of corporate control on social media pages and lack of clear success measurement parameters. It was recommended that the organization should create clear social media strategy and target specific customers, thus, increase social media usage success.

Olonde (2017) based on her study on impact of digital marketing on sales growth of small and medium enterprises in Nairobi, Kenya. It was revealed that SME’s are facing a challenge adopting use of digital marketing due to lack of digital media knowledge, lack of suitable digital marketing techniques and lack of finances.

2.4.2 Competitive Advantage

Bång and Hell (2015) states that social media can contribute to a firm’s competitive position as long as the firm has a well-established network and has adequate platforms to utilize before the implementation. Ouke (2013) studied the contribution of social media in promoting international business in Kenya’s telecommunication industry. Findings showed that most of firms that participate in international business have adopted the use of social media marketing strategy. Most businesses have also reorganized their organizational structure and created a separate department that entirely deals with social media through this, businesses have been able to improve their customer service, increased sales and marketing, and reduces costs, increase their competitiveness.

Mangold and Fauld (2009) organizations are able to achieve a competitive advantage via social media through brand monitoring. Through brand monitoring an organization is able to measure track what customers are saying online about their products or services. It offers a competitive advantage by providing information on comparisons customers draw between the organization and its competitors. An organization can use this information to make decisions regarding pricing and customer preferences.

Nyambu (2013) studied the influence of social media marketing on performance of telecommunication firms in Kenya. It was revealed that telecommunication firms were able to increase their competitiveness through social media. It was also established that
through promotional campaign, the firm was able increase sales and revenue. Mwangi and Wagoki (2016) conducted a research on effect of social media on performance of advertisement business in the mainstream media in Kenya: A Survey of leading media groups in Kenya. It was established that interactivity of social media was positively related to performance of advertisement business.

2.4.3 Proving ROI for Marketing Objectives

Return on investment is the ratio of net return against investments (Ambler & Robert, 2008). Return on investment (ROI) is the gain achieved by investor from investing their resources to a given project (Mbogo, 2016). Return on investment is profit or loss resulting from an investment in IT and E-Marketing tools (Kisato, 2014). Zarrella, (2010:209), noted that organizations can calculate ROI by “simply deduct the cost of your social media work (include monetary and time investments) from the income generated. If the result is a positive number, your investment has been profitable”.

Return on marketing investment (ROMI) is the financial contribution or gain attributable to marketing efforts (net marketing spends), divided by the marketing resources invested or risked. The purpose of ROMI is to measure the degree to which spending on marketing effort contributes to financial gain or return (Content Marketing Institute, 2015). Pulizzi (2012) postulated that content marketing is the creation of valuable, relevant and convincing content by the brand itself on a consistent basis”. Severson (2015) argues that ROI based on content marketing can be calculated based on organic traffic over a period of time and also by calculating the cost that specific amount of traffic would cost by search engine marketing. Pavlov (2014) noted that e-mail marketing campaigns produce twice the return on investment (ROI) that other forms of online marketing produce.

Hoffman (2010) based on his research on Can you measure the ROI of your social media marketing? It was suggested that besides company calculating monetary marketing investment and comparing it to the sales revenues, companies should also calculate how much investment it is from a customer to visit the content, to engage and what does the customer get from this investment. Eagleman (2013) postulated that it is easier for organizations to measure marketing performance when using digital marketing strategies because they can measure the number of visitors to a website or social media page, the number of clicks made to an advert, the number of online purchases made, and the amount of time spent on the website.
Kisato (2014) conducted a research on utilisation of e-marketing tools and influencing forces on the performance of micro and small fashion enterprises in Nairobi County. It was established that there was a statistically significant relationship between E-Marketing ROI. Onyango (2016) did a study on the influence that digital marketing strategies have on the performance of cut flowers exporting firms in Kenya. Results indicated that digital marketing significantly improved revenue, improved market share, and increased profitability.

2.5 Chapter Summary

Marketing is one of the most important and common use of social media platforms in business. It works because today every brand has a target section of online audience. The old pushed advertising approach is not highly effective today. Marketers are joining their consumers online, in their social networks, search engines etc.

The use of social media platforms to share and engage with others continues to grow, so it would be wise for any business to develop and implement a sustainable social media strategy to successfully take advantage of this rapidly changing environment. Digital marketers must find ways to pull customers to their social platforms and into a relationship. By taking into consideration the preferences of customers, the effectiveness of online communications and digital marketing can be increased.

The following chapter, Chapter 3 will look at the methodology that will be carried out to collect data which will be analysed to draw a conclusion on the research topic.
CHAPTER THREE

3.0 RESEARCH METHODOLOGY

3.1 Introduction
This chapter discusses methods used to conduct the research. The chapter covers research design, population, sampling technique, sample size, simple frame, data collection methods, research procedures and data analysis method that will be used.

3.2 Research Design
According to Cooper and Schindler (2014) research design is a framework that outlines how the researcher will go about answering the research questions. Polit (2001) noted that a research design is a framework used by a researcher to answer research questions or test research hypothesis. Mugenda and Mugenda (2003) define descriptive research as a method which helps a researcher summarize and organize data in an effective and meaningful way. The study used a descriptive research design because it helped the researcher collect in-depth information regarding the population being studied. Quantitative research used to determine relationship between variables. Sekaran and Bougie (2010) postulated that quantitative research relies on deductive reasoning or deduction. Quantitative research method is usually used in a research because it helps a researcher get facts and not abstract based on the study (Bryman & Bell, 2007). Mathews and Ross (2010) states that quantitative research approach is also used to collect data that is structured, and which can be represented numerically.

3.3 Population and Sampling Design
3.3.1 Population
Kombo and Tromp (2006) defined population as a group of individuals, objects and items from which samples are taken for measurement. Cox (2008) defines a population as a well-defined group of people or objects that share common characteristics. The target population in the study was 148 employees who work at Commercial Bank of Africa from various departments; Marketing, customer service, product development, Digital& Channels, Business Development, Market Research, IT and Finance as indicated in the CBA Human Resource Data Base (2018).
Table 3.1: Population Distribution

<table>
<thead>
<tr>
<th>Position</th>
<th>Total Population</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>36</td>
<td>24</td>
</tr>
<tr>
<td>Customer service</td>
<td>25</td>
<td>17</td>
</tr>
<tr>
<td>Product development</td>
<td>22</td>
<td>15</td>
</tr>
<tr>
<td>Digital &amp; Channels</td>
<td>23</td>
<td>16</td>
</tr>
<tr>
<td>Business Development</td>
<td>22</td>
<td>15</td>
</tr>
<tr>
<td>Market Research</td>
<td>20</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>148</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>


3.3.2. Sampling Design

3.3.2.1 Sample Frame

According to Cooper and Schindler (2006) sampling frame is a list of elements from which the sample is drawn from. A sample frame is a record of all the sample units available for selection at a given stage in the sampling process (Ngechu, 2004). The sample frame from this study was selected from employees at Commercial Bank of Africa the human resource office.

3.3.2.2 Sampling Technique

Sampling technique is defined as all systems and methods that a researcher uses to select the sample size (Blumberg, Cooper & Schindler, 2014). The study used stratified random sampling. According to Shui, Hai, Bush and Ortinau (2009:474) stratified random sampling is a technique used to divide the target population into samples then collect data from all these groups or strata. The use of stratified sampling ensured a high degree of representativeness of all the strata or layers in the population. Simple random sampling was used to give each respondent an equal chance of participating in the study.

3.3.2.3 Sample Size

Kombo and Tromp (2009) states that a sample size is a subsection of the population that has been selected and represents characteristics of a population. According to Iacobucci and Churchill (2005) sample sizes can either be fixed (when they are determined in advance of the study) or sequential (when more data can be collected if the initially collected data does not answer the research question). Yamane (1967) formula was used to determine the sample size that was used in this study.
\[ n = \frac{N}{1 + N(e)^2} \]

Where \( n \) = number of samples, \( N \) = total population and \( e \) = error margin / margin of error.

\[ 148 \]
\[ \frac{1}{[(1+ 148(0.05)^2)]} \]
\[ = \]
\[ 108 \]

Table 3.2: Sample Size Distribution

<table>
<thead>
<tr>
<th>Position</th>
<th>Total Population</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>26</td>
<td>24</td>
</tr>
<tr>
<td>Customer service</td>
<td>18</td>
<td>17</td>
</tr>
<tr>
<td>Product development</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>Digital &amp; Channels</td>
<td>17</td>
<td>16</td>
</tr>
<tr>
<td>Business Development</td>
<td>16</td>
<td>15</td>
</tr>
<tr>
<td>Market Research</td>
<td>15</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>108</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

3.4 Data Collection Methods

According to Christensen, Johnson, Turner, and Christensen (2011) data collection is the collection of raw and unprocessed information that can be transformed into meaningful information. Primary data was collected using structured questionnaires. Kothari and Garg (2014) primary data is original information that is collected for the first time. A questionnaire is a series of questions asked to respondents to obtain useful information based on a given topic. Questionnaires are used to get important information about the population Mugenda & Mugenda, (2008).

Kothari (2004) noted that questionnaire is the most appropriate instrument due to its ability to collect a large amount of information in a reasonably quick span of time.
Mugenda and Mugenda (2003) questionnaires are also normally used to obtain important information about a population under study. Structured questionnaires are questionnaires where a respondent was required to choose from a list of alternatives. The questionnaire had a 5-point Likert scale where 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree.

3.5 Research Procedures
According to Mugenda and Mugenda (2003) a pilot test is a technique used to test the design and/or methods and/or instrument before carrying out the research. A pilot study should be between 1% and 10% of the total sample. Sekaran (2003) the pilot study is required for analysing the reliability and validity of the data collection tool. According to Orodho (2009) piloting ensures clarity and efficiency of instruments before the real study is carried out. The study conducted a pilot study using 10 questionnaires. Questionnaires were self-administered. Respondents were given ample time to fill in the questionnaire and ask questions.

Reliability is the uniformity, stability and repeatability of results. Results of the study are considered reliable if consistent results have been obtained identical situations but different circumstances (Twycross & Shields, 2004). Kothari (2012) noted that an instrument is reliable if it yields consistent results over a period. A reliability test was done to determine reliability of the data collection instrument by utilization of Cronbach Alpha. According to Sekeran (2008) the minimum acceptable Alpha value is 0.7, thus any value of 0.7 and above is considered reliable. The findings show that all variables were reliable as their reliability values fall above 0.7. The data on the reliability scale are shown on the following tables.

Table 3.3: Reliability Analysis

<table>
<thead>
<tr>
<th>Scale</th>
<th>Cronbach's Alpha</th>
<th>Number of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>To determine the use of social media platforms in digital marketing</td>
<td>0.813</td>
<td>20</td>
</tr>
<tr>
<td>To determine the effects of social media platforms in digital marketing</td>
<td>0.809</td>
<td>15</td>
</tr>
<tr>
<td>To determine the challenges facing digital marketing using social media platforms</td>
<td>0.856</td>
<td>20</td>
</tr>
</tbody>
</table>
3.6 Data Analysis Methods

Cooper and Schindler (2008) posit that data analysis is the process where collected data is reduced to a more controllable and convenient size, and where the researcher can start to identify trends or patterns, apply statistical techniques and summarise the data. Malhotra and Birks (2006) describe data analysis as the editing, coding, transcription and verification of data. Data collected was processed through editing, coding and entering it into computer for analysis using descriptive statistics with the aid of Statistical Package for Social Sciences (SPSS). Frequency, mean, percentage and standard deviation was used to interpret results. Inferential statistics was through use of correlations analysis and findings presented in tables and figures.

3.7 Chapter Summary

This chapter has highlighted research methodology used in the study. The methodology discussed and examined, the research philosophy, the research design, population, sampling design, sampling frame, sampling techniques, sample size, data collection methods, research procedures and data analysis methods. The next chapter four focuses on results and findings of the study.
CHAPTER FOUR

4.0 RESULTS AND FINDINGS

4.1 Introduction

This chapter presents the results established from the data analysis done. This included results for the demography and specific research objectives which aimed to determine how social media platforms affect digital marketing in an organisation.

The research issued a total of 108 questionnaires and a total of 100 were filled and returned giving a response rate of 93%. This was considered to be sufficient for the study as indicated in Table 4.1

Table 4.1: Response Rate

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filled and returned</td>
<td>100</td>
<td>93</td>
</tr>
<tr>
<td>Non-response</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>108</td>
<td>100</td>
</tr>
</tbody>
</table>

4.2 Demographical Factors

4.2.1 Respondents Gender

Analysis of the respondents’ gender revealed that male represented 51% with female representing 49%. As indicated in Figure 4.1. This finding indicated that there was a significance gender balance in the response rate.

Figure 4.1: Respondents Gender

28
4.2.2 Marital Status

Analysis of the respondents’ marital status revealed that respondent who were married accounted for 38% of the total, while those who were single represented 62%. No respondent was divorced as indicated to Figure 4.2.

![Figure 4.2: Marital Status](image)

4.2.3 Highest Level of Education

Analysis of the respondents’ education levels revealed that degree holders accounted for 59%, master’s holders represented 34% of the total respondents, while college graduates accounted for 5%, while those with O level accounted for 2% as indicated to Figure 4.3. This implied that the respondents were literate enough to understand and comprehend the questionnaires and they also had the right education to ensure prosperity of the bank.

![Figure 4.3: Highest Level of Education](image)

4.2.4 Respondents Age

Analysis of the respondents’ ages revealed that respondents aged 21-30 years were 28%, while those of 31-40 years were the majority and accounted for 70%. It was also revealed
that individuals of 41-50 years were only 2%. As indicated in Figure 4.4, this implied that the bank had a diverse age group and majority were young therefore able to serve the bank for a long time.

Figure 4.4: Respondents Age

4.2.5 Years Worked

To investigate the work experience it was revealed that respondents with less that 1-year experience accounted for 11% of the population, those with 1-5 years were the majority and accounted for 54%, at the same time respondents with 6-10 years represented 27%. It was also revealed that respondents with over 10 years’ experience accounted 8% as shown in Figure 4.5

Figure 4.5: Years Worked

4.2.6 Use of Social Media as a Marketing Strategy

A review of social media use indicated that 86% agreed that the firm uses social media as a marketing strategy. It was also revealed that only 14% showed disagreement as indicated in Figure 4.6

30
4.2.7 Social Media Platform used

A review of social media platform used the results indicated that 27% indicated use of Facebook, 3% indicated Instagram, while 32% indicated Twitter, and 4% indicated use of You Tube, while 34% indicated the use of all social media sites as indicated in Figure 4.7.

Figure 4.7: Social Media Platform used

4.2.8 Frequency of Social Media use to Communicate

The study sought to determine the frequency of social media use and the results indicated that 49% used the platform often (every Hour), 23% indicated that they used it once a day. On the other hand, 9% used it twice a day, and 19% indicated to using the platforms very often (every 10-15 minutes) as indicated in Figure 4.8.
4.2.9 Digital Marketing Channels Used

The study sought to determine digital marketing channels used and the results indicated that 28% of the respondents use Company Website, only 1% use Digital displays, at the same time 22% use Emails, 3% use Google Adwords and 13% indicated that they used Short message texts (SMS), the study also revealed that 33% use Social media platforms as indicated in Figure 4.9

Figure 4.9: Digital Marketing Channels Used

4.3 Use of Social Media Platforms in Digital Marketing

The study sought to analyze the use of social media platforms in digital marketing to achieve this objective, respondents were asked a set of questions to indicate to what extent they agree or disagreed with statement. Using a five-point Likert scale where 1 - Strongly Disagree 2 - Disagree 3 - Neutral 4 - Agree 5 - Strongly Agree.
4.3.1 Descriptive Statistics of Advertising Channel

The study sought to establish the advertising channels used at the firm and the results indicated that the organization has set up social media platforms to interact with customers (m=3.83, sd=1.202). It was also revealed that the organization uses social media platforms to advertise online (m=3.76, sd=1.182). The finding also revealed that digital Marketing is considered as a form of advertising in the organization (m=3.81, sd=1.169). The finding also revealed that the organization uses social media platforms to drive traffic on our website (m=3.58, sd=1.265).

Table 4.2: Descriptive Statistics of Advertising Channel

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organization has set up social media platform to interact with customers</td>
<td>98</td>
<td>8</td>
<td>14</td>
<td>37</td>
<td>33</td>
<td></td>
<td>3.83</td>
<td>1.2</td>
</tr>
<tr>
<td>Organization uses social media platforms to advertise online.</td>
<td>100</td>
<td>8</td>
<td>18</td>
<td>38</td>
<td>30</td>
<td></td>
<td>3.76</td>
<td>1.1</td>
</tr>
<tr>
<td>Digital Marketing is considered as a form of advertising in my organization.</td>
<td>100</td>
<td>8</td>
<td>5</td>
<td>16</td>
<td>40</td>
<td>31</td>
<td>3.81</td>
<td>1.1</td>
</tr>
<tr>
<td>Email advertising is considered as the most effective form of advertising in my organization.</td>
<td>100</td>
<td>13</td>
<td>11</td>
<td>40</td>
<td>31</td>
<td>5</td>
<td>3.04</td>
<td>1.0</td>
</tr>
<tr>
<td>My organization uses affiliated marketing on its social media platforms to advertise</td>
<td>100</td>
<td>7</td>
<td>18</td>
<td>34</td>
<td>37</td>
<td>4</td>
<td>3.13</td>
<td>.99</td>
</tr>
<tr>
<td>My organization uses social media platforms to drive traffic on our website</td>
<td>100</td>
<td>9</td>
<td>13</td>
<td>16</td>
<td>35</td>
<td>27</td>
<td>3.58</td>
<td>1.2</td>
</tr>
<tr>
<td>My organization uses online banner ads and pop-up to advertise its products or services</td>
<td>100</td>
<td>14</td>
<td>35</td>
<td>12</td>
<td>26</td>
<td>13</td>
<td>2.89</td>
<td>1.3</td>
</tr>
<tr>
<td>Email advertising is used to send promotional messages to internet users in our organization.</td>
<td>100</td>
<td>8</td>
<td>6</td>
<td>14</td>
<td>37</td>
<td>33</td>
<td>3.03</td>
<td>1.1</td>
</tr>
</tbody>
</table>

It was disagreed that the organization uses online banner ads and pop-up to advertise its products or services (m=2.89, sd=1.302).
There was however no consensus on email advertising being considered as the most effective form of advertising in my organization (m=3.04, sd=1.072). It was also neither agreed nor disagreed on the organization uses affiliated marketing on its social media platforms to advertise (m=3.13, sd=0.991) nor was email advertising used to send promotional messages to internet users in our organization (m=3.03, sd=1.132).

### 4.3.2 Descriptive Statistics of Customer Acquisition

The study sought to establish the effect of Social Media Platforms on customer acquisition. It was revealed that viral marketing can positively or negatively affect my organization's brand (m=3.74, sd=1.268).

#### Table 4.3: Descriptive Statistics of Customer Acquisition

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Viral marketing can positively or negatively affect my organization's brand</td>
<td>100</td>
<td>10</td>
<td>7</td>
<td>15</td>
<td>35</td>
<td>33</td>
<td>3.74</td>
<td>1.268</td>
</tr>
<tr>
<td>Organization achieves viral marketing using different social media platforms</td>
<td>100</td>
<td>9</td>
<td>17</td>
<td>26</td>
<td>26</td>
<td>22</td>
<td>3.35</td>
<td>1.250</td>
</tr>
<tr>
<td>Organizations that use digital marketing have a larger market share than those using the traditional marketing</td>
<td>100</td>
<td>12</td>
<td>8</td>
<td>24</td>
<td>29</td>
<td>27</td>
<td>3.51</td>
<td>1.299</td>
</tr>
<tr>
<td>My organization uses mobile marketing to promote its products.</td>
<td>100</td>
<td>18</td>
<td>14</td>
<td>27</td>
<td>28</td>
<td>13</td>
<td>3.04</td>
<td>1.294</td>
</tr>
<tr>
<td>Search engine marketing enables organization to target their customers better than traditional marketing</td>
<td>100</td>
<td>6</td>
<td>2</td>
<td>20</td>
<td>39</td>
<td>33</td>
<td>3.91</td>
<td>1.074</td>
</tr>
<tr>
<td>My organization uses social media platforms to acquire new customers</td>
<td>100</td>
<td>11</td>
<td>10</td>
<td>16</td>
<td>39</td>
<td>24</td>
<td>3.55</td>
<td>1.266</td>
</tr>
<tr>
<td>My organization uses social media platforms to build on customer relationships.</td>
<td>100</td>
<td>4</td>
<td>6</td>
<td>25</td>
<td>44</td>
<td>21</td>
<td>3.72</td>
<td>.996</td>
</tr>
<tr>
<td>Digital marketing enables my organization to trace the amount and time spent on marketing activities online</td>
<td>100</td>
<td>7</td>
<td>13</td>
<td>36</td>
<td>24</td>
<td>20</td>
<td>3.37</td>
<td>1.152</td>
</tr>
</tbody>
</table>

It was also revealed that search engine marketing enables organization to target their customers better than traditional marketing (m=3.91, sd=1.074). It was established that the organization uses social media platforms to acquire new customers (m=3.55, sd=1.266). The study also revealed that the organization uses social media platforms to
build on customer relationships (m=3.72, sd=.996). Other findings revealed that the organizations that use digital marketing have a larger market share than those using the traditional marketing (m=3.51, sd=1.299).

There was a lack of agreement on the organization achieves viral marketing using different social media platforms (m=3.35, sd=1.250). Neither was there an agreement of the organization uses mobile marketing to promote its products (m=3.04, sd=1.294). There was uncertainty of digital marketing enabling the organization to trace the amount and time spent on marketing activities online (m=3.37, sd=1.152).

4.3.3 Descriptive statistics of Brand Awareness

The study revealed that Social media creates a strong impact on brand awareness which results in customer acquisition and retention (m=4.06, sd=1.118). It was also agreed that social media platforms can be used to meet customer expectations and convert customers to brand supporters (m=4.03, sd=1.138). The finding also revealed that social media marketing influences brand awareness (m=4.14, sd=1.198). Majority disagreed that the organization uses loyalty programs and frequency reward programs as a strategy to retain customers (m=2.81, sd=1.277).

Table 4.4: Descriptive statistics of Brand Awareness

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>My organization uses loyalty programs and frequency reward programs as a strategy to retain customers.</td>
<td>100</td>
<td>22</td>
<td>16</td>
<td>31</td>
<td>21</td>
<td>10</td>
<td>2.81</td>
<td>1.277</td>
</tr>
<tr>
<td>Social media creates a strong impact on brand awareness which results in customer acquisition and retention.</td>
<td>100</td>
<td>6</td>
<td>4</td>
<td>11</td>
<td>36</td>
<td>43</td>
<td>4.06</td>
<td>1.118</td>
</tr>
<tr>
<td>Social media platforms can be used to meet customer expectations and convert customers to brand supporters</td>
<td>100</td>
<td>8</td>
<td>2</td>
<td>8</td>
<td>42</td>
<td>39</td>
<td>4.03</td>
<td>1.138</td>
</tr>
<tr>
<td>Social media marketing influences brand awareness</td>
<td>100</td>
<td>8</td>
<td>5</td>
<td>8</td>
<td>35</td>
<td>50</td>
<td>4.14</td>
<td>1.198</td>
</tr>
</tbody>
</table>

4.4 Effects of Social Media Platforms in Digital Marketing

The study sought to analyze the effects of social media platforms in digital marketing to achieve this objective, respondents were asked a set of questions to indicate to what
extent they agree or disagreed with statement. Using a five-point Likert scale where 1 - Strongly Disagree 2 - Disagree 3 - Neutral 4 - Agree 5 - Strongly Agree.

4.4.1 Descriptive Statistics of Brand Loyalty

The study established that online brand loyalty is formed when a company communicates with its target customers and researching customer behavioural patterns (m=4.17, sd=.829). The findings also show that brand loyalty is positively affected when the brands offer advantageous campaigns on social media (m=3.90, sd=1.020). It was also established that online customer experience influences brand loyalty (m=4.04, sd=.840) and brand loyalty increases sales (m=4.19, sd=.849). At the same time the organization has acquired competitive advantage in marketing due to brand loyal customers (m=3.61, sd=1.081).

Table 4.5: Descriptive Statistics of Brand Loyalty

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online brand loyalty is formed when a company communicates with its target customers and researching customer behavioral patterns.</td>
<td>100</td>
<td>0</td>
<td>2</td>
<td>15</td>
<td>41</td>
<td>40</td>
<td>4.17</td>
<td>.829</td>
</tr>
<tr>
<td>Brand loyalty is positively affected when the brands offer advantageous campaigns on social media.</td>
<td>100</td>
<td>4</td>
<td>6</td>
<td>15</td>
<td>46</td>
<td>29</td>
<td>3.90</td>
<td>1.020</td>
</tr>
<tr>
<td>Online customer experience influences brand loyalty</td>
<td>100</td>
<td>0</td>
<td>4</td>
<td>21</td>
<td>42</td>
<td>33</td>
<td>4.04</td>
<td>.840</td>
</tr>
<tr>
<td>Brand loyalty increases sales</td>
<td>100</td>
<td>0</td>
<td>6</td>
<td>10</td>
<td>43</td>
<td>41</td>
<td>4.19</td>
<td>.849</td>
</tr>
<tr>
<td>My organization has acquired competitive advantage in marketing due to brand loyal customers</td>
<td>100</td>
<td>7</td>
<td>5</td>
<td>28</td>
<td>40</td>
<td>20</td>
<td>3.61</td>
<td>1.081</td>
</tr>
</tbody>
</table>

4.4.2 Descriptive Statistics of Increase in Sales

The following analysis revealed that social media influence sales established uncertainty of time spent on social media having a relationship with sales made, and 6% strongly
disagreed, 12% disagreed, 33% were uncertain while 36% agreed and 14% strongly agreed, \((m=3.39, sd=1.034)\).

**Table 4.6: Descriptive Statistics of Increase in Sales**

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>The time spent on social media has a relationship with sales made</td>
<td>100</td>
<td>6</td>
<td>12</td>
<td>33</td>
<td>36</td>
<td>14</td>
<td>3.39</td>
<td>1.034</td>
</tr>
<tr>
<td>There is a positive relationship between marketing channels and sales</td>
<td>100</td>
<td>0</td>
<td>4</td>
<td>20</td>
<td>50</td>
<td>26</td>
<td>3.98</td>
<td>.791</td>
</tr>
<tr>
<td>performance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emails and digital displays significantly influence sales volumes.</td>
<td>100</td>
<td>0</td>
<td>14</td>
<td>33</td>
<td>33</td>
<td>20</td>
<td>3.59</td>
<td>.965</td>
</tr>
<tr>
<td>Social media influences market share and demand for products</td>
<td>100</td>
<td>0</td>
<td>7</td>
<td>30</td>
<td>43</td>
<td>20</td>
<td>3.76</td>
<td>.854</td>
</tr>
<tr>
<td>Social media allows businesses to communicate quickly and cheaply with</td>
<td>100</td>
<td>0</td>
<td>4</td>
<td>7</td>
<td>43</td>
<td>46</td>
<td>4.31</td>
<td>.775</td>
</tr>
<tr>
<td>customers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social media allows organizations to construct databases that can be used</td>
<td>100</td>
<td>2</td>
<td>2</td>
<td>5</td>
<td>51</td>
<td>40</td>
<td>4.25</td>
<td>.809</td>
</tr>
<tr>
<td>to generate business leads that may translate to revenue increase.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

As shown in Table 4.7 a positive relationship between marketing channels and sales performance \((m=3.98, sd=.791)\). It was also established that emails and digital displays significantly influence sales volumes \((m=3.59, sd=.965)\). The findings also indicated that social media influences market share and demand for products \((m=3.76, sd=.854)\). At the same time social media allows businesses to communicate quickly and cheaply with customers \((m=4.31, sd=.775)\). It was also revealed that social media allows organizations to construct databases that can be used to generate business leads that may translate to revenue increase \((m=4.25, sd=.809)\).

### 4.4.3 Descriptive Statistics of Brand Equity

A review of the variables of brand equity established that high brand equity is an important asset to an organization because it increases consumer preference and purchase intentions \((m=4.01, sd=.882)\). It was also agreed by a majority that sales in my organization have increased due to brand loyalty \((m=3.78, sd=.915)\) and demand for products and services have increased due to use of social media marketing \((m=3.79,
Majority were however uncertain that use of e-mail marketing has positive affected brand loyalty in my organization (m=3.35, sd=1.058).

Table 4.7: Descriptive Statistics of Brand Equity

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>High brand equity is an important asset to an organization because it increases consumer preference and purchase intentions</td>
<td>100</td>
<td>2</td>
<td>3</td>
<td>17</td>
<td>48</td>
<td>30</td>
<td>4.01</td>
<td>.882</td>
</tr>
<tr>
<td>Use of e-mail marketing has positive affected brand loyalty in my organization.</td>
<td>100</td>
<td>6</td>
<td>10</td>
<td>43</td>
<td>25</td>
<td>16</td>
<td>3.35</td>
<td>1.05</td>
</tr>
<tr>
<td>Sales in my organization have increased due to brand loyalty.</td>
<td>97</td>
<td>1</td>
<td>5</td>
<td>32</td>
<td>35</td>
<td>24</td>
<td>3.78</td>
<td>.915</td>
</tr>
<tr>
<td>Demand for products and services have increased due to use of social media marketing.</td>
<td>100</td>
<td>0</td>
<td>8</td>
<td>27</td>
<td>43</td>
<td>22</td>
<td>3.79</td>
<td>.880</td>
</tr>
</tbody>
</table>

4.5 Challenges Facing Digital Marketing Using Social Media Platforms

The study sought to analyse the challenges facing digital marketing using social media platforms to achieve this objective, respondents were asked a set of questions to indicate to what extent they agree or disagreed with statement. Using a five-point Likert scale where 1 - Strongly Disagree 2 - Disagree 3 - Neutral 4 - Agree 5 - Strongly Agree.

4.5.1 Descriptive Statistics of Uptake of Digital Marketing

The finding revealed that use of digital marketing has enabled the organization to develop new marketing strategies to market their products and services (m=3.90, sd=.848). At the same time organizations are expanding their marketing efforts and fulfilling customer needs through digital marketing (m=4.15, sd=.737). The analysis also show that marketers have access to more information about their customers through digital marketing, hence high chances of innovative ideas (m=4.09, sd=.818) and organizations can measure their marketing campaigns, evaluate and audit their online content for quality purpose (m=4.02, sd=.841). It was also revealed that social media campaigns can
easily be duplicated, and message altered (m=3.96, sd=.898) and negative feedback on an online campaign my decrease sales (m=4.03, sd=.916).

**Table 4.8: Descriptive Statistics of Uptake of Digital Marketing**

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use of digital marketing has enabled new marketing strategies to market their products and services</td>
<td>97</td>
<td>0</td>
<td>5</td>
<td>25</td>
<td>42</td>
<td>25</td>
<td>3.90</td>
<td>.848</td>
</tr>
<tr>
<td>Organizations are expanding their marketing efforts and fulfilling customer needs through digital marketing</td>
<td>98</td>
<td>0</td>
<td>4</td>
<td>8</td>
<td>55</td>
<td>31</td>
<td>4.15</td>
<td>.737</td>
</tr>
<tr>
<td>Marketers have access to more information through digital marketing, hence high chances of innovative ideas.</td>
<td>100</td>
<td>0</td>
<td>6</td>
<td>11</td>
<td>51</td>
<td>32</td>
<td>4.09</td>
<td>.818</td>
</tr>
<tr>
<td>Organizations can measure their marketing campaigns, evaluate and audit their online content for quality purpose</td>
<td>97</td>
<td>0</td>
<td>6</td>
<td>15</td>
<td>47</td>
<td>29</td>
<td>4.02</td>
<td>.841</td>
</tr>
<tr>
<td>Social media campaigns can easily be duplicated, and message altered.</td>
<td>95</td>
<td>0</td>
<td>7</td>
<td>19</td>
<td>40</td>
<td>29</td>
<td>3.96</td>
<td>.898</td>
</tr>
<tr>
<td>Negative feedback on an online campaign my decrease sales</td>
<td>95</td>
<td>0</td>
<td>6</td>
<td>20</td>
<td>34</td>
<td>35</td>
<td>4.03</td>
<td>.916</td>
</tr>
<tr>
<td>Viral marketing is uncontrollable and goes beyond the organizations expectations.</td>
<td>97</td>
<td>0</td>
<td>6</td>
<td>20</td>
<td>33</td>
<td>36</td>
<td>3.80</td>
<td>.862</td>
</tr>
<tr>
<td>Digital marketing requires skill and competence.</td>
<td>100</td>
<td>0</td>
<td>8</td>
<td>23</td>
<td>46</td>
<td>20</td>
<td>4.19</td>
<td>.837</td>
</tr>
<tr>
<td>Digital strategies face challenges such as cybercrime and Identity theft</td>
<td>97</td>
<td>0</td>
<td>4</td>
<td>15</td>
<td>39</td>
<td>42</td>
<td>4.08</td>
<td>.898</td>
</tr>
<tr>
<td>IT training is important for digital marketers</td>
<td>99</td>
<td>0</td>
<td>6</td>
<td>17</td>
<td>37</td>
<td>37</td>
<td>4.17</td>
<td>1.00</td>
</tr>
<tr>
<td>Most organizations are facing challenges adopting digital marketing due to lack of digital media knowledge.</td>
<td>99</td>
<td>0</td>
<td>11</td>
<td>9</td>
<td>31</td>
<td>48</td>
<td>3.92</td>
<td>.976</td>
</tr>
</tbody>
</table>

The findings also indicated that Viral marketing is uncontrollable and goes beyond the organizations expectations (m=3.80, sd=.862) and use of digital marketing requires skill.
and competence to be able to take full advantage of the evolving technology (m=4.19, sd=.837). Majority agreed that digital strategies face challenges such as cybercrime and Identity theft (m=4.08, sd=.898), in addition the results show that IT training is important for digital marketers to be familiar with cybercrimes (m=4.17, sd= 1.000). Most firms are facing challenges adopting digital marketing due to lack of digital media knowledge (m=3.92, sd=.976).

4.5.2 Descriptive Statistics of Competitive Advantage

A review of the findings on the impact of social media on competitive advantage indicated that Social media on can contribute to a firms competitive position if the firm has a well-established network and has adequate platforms (m=4.03, sd=.858). The findings also revealed that most organizations that participate in international business have adopted the use of social media marketing (m=4.08, sd=.881). Majority agreed that organizations have been able to improve on customer service due to social media platforms (m=4.26, sd=.708) and organizations are able to give information on comparisons that customers draw online between their products and those of competitors (m=3.96, sd=.759).

Table 4.9: Descriptive Statistics of Competitive Advantage

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media can contribute to a firms competitive position if the firm has a well-established network and has adequate platforms.</td>
<td>100</td>
<td>0</td>
<td>6</td>
<td>17</td>
<td>45</td>
<td>32</td>
<td>4.03</td>
<td>.858</td>
</tr>
<tr>
<td>Most organizations that participate in international business have adopted the use of social media marketing</td>
<td>98</td>
<td>0</td>
<td>9</td>
<td>7</td>
<td>49</td>
<td>33</td>
<td>4.08</td>
<td>.881</td>
</tr>
<tr>
<td>Organizations have been able to improve on customer service due to social media platforms</td>
<td>98</td>
<td>0</td>
<td>2</td>
<td>9</td>
<td>49</td>
<td>38</td>
<td>4.26</td>
<td>.708</td>
</tr>
<tr>
<td>Organizations are able to give information on comparisons that customers draw online between their products and those of competitors.</td>
<td>98</td>
<td>0</td>
<td>4</td>
<td>18</td>
<td>54</td>
<td>22</td>
<td>3.96</td>
<td>.759</td>
</tr>
</tbody>
</table>
4.5.3 Descriptive Statistics of ROI for Marketing Objectives

A review was done to establish how social media provide ROI for Marketing Objectives. The findings indicated that the purpose of Return on Marketing Investment was to measure the degree to which spending on marketing effort contributes to financial return (m=3.88, sd=.988). It was also agreed by a majority that to retain and gain new customers, digital marketers are advised to constantly post content on social media platforms (m=4.05, sd=.845). At the same time finding revealed that organizations should constantly post content on social media to gain competitive advantage (m=4.07, sd=.844).

Table 4.10: Descriptive Statistics of ROI for Marketing Objectives

<table>
<thead>
<tr>
<th>Variable</th>
<th>N</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>The purpose of Return on Marketing Investment</td>
<td>100</td>
<td>0</td>
<td>11</td>
<td>22</td>
<td>35</td>
<td>32</td>
<td>3.88</td>
<td>.988</td>
</tr>
<tr>
<td>To retain and gain new customers, digital marketers are advised to constantly post content on social media platforms</td>
<td>100</td>
<td>0</td>
<td>6</td>
<td>15</td>
<td>47</td>
<td>32</td>
<td>4.05</td>
<td>.845</td>
</tr>
<tr>
<td>Organizations should constantly post content on social media to gain competitive advantage.</td>
<td>100</td>
<td>0</td>
<td>6</td>
<td>14</td>
<td>47</td>
<td>33</td>
<td>4.07</td>
<td>.844</td>
</tr>
</tbody>
</table>

4.6 Inferential

4.6.1 Correlation of Digital Market uptake and Use of Social Media Platforms

A Pearson correlation was done to establish the relationship between combined factors of digital market uptake and the various uses of digital marketing platforms, and the findings revealed that there was a positive relationship between combined factors of digital market uptake and advertising channels (r=0.385, p<0.01), customer acquisition (r=0.515, p<0.01), and brand awareness (r=0.442, p<0.01). Therefore, it was concluded that uses of digital marketing platforms positively and significantly influenced digital market uptake as shown in Table 4.11
Table 4.11: Correlation of Digital Market uptake and Use of Social Media Platforms

<table>
<thead>
<tr>
<th></th>
<th>DM</th>
<th>AC</th>
<th>CA</th>
<th>BA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Market (DM)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sig. (2-Tailed)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement channel (AC)</td>
<td>.385**</td>
<td>1.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sig. (2-Tailed)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Customer Acquisition (CA)</td>
<td>.515**</td>
<td>.800**</td>
<td>1.000</td>
<td></td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sig. (2-Tailed)</td>
<td></td>
<td>.000</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>Brand awareness (BA)</td>
<td>.442**</td>
<td>.592**</td>
<td>.769**</td>
<td>1.000</td>
</tr>
<tr>
<td>Pearson Correlation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sig. (2-Tailed)</td>
<td></td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

**. Correlation Is Significant At The 0.01 Level (2-Tailed).

4.7 Chapter Summary

The chapter has presented the results and findings achieved from data collected with the aim of determining how social media platforms affect digital marketing in an organization. The first section presents the demography and reliability test data. In the subsequent section the data is presented in line with the specific objectives of the study which sought to determine the use of social media platforms, effect of social media platforms and challenges facing social media platforms. The descriptive data is presented in the form of mean and standard deviation. In addition, inferential statistics has also been employed to determine relationship. Chapter five will present the discussions, conclusions and findings of the study.
5.0 DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

Chapter five provides a discussion of the results and this is done by reviewing its relation to the literature as provided in Chapter two. From the of the data collected, the following section offers the discussions, conclusions and recommendations made. The responses are based on the research questions of the study which sought to examine use of social media platforms in digital marketing, to determine the effects of social media platforms in digital marketing, and to determine the challenges facing digital marketing using social media platforms.

5.2 Summary

The objective of this study was to determine how social media platforms affect digital marketing in an organisation. The study was guided by three specific objectives which sought to determine the use of social media platforms in digital marketing, to determine the effects of social media platforms in digital marketing and to determine the challenges facing digital marketing using social media platforms.

This research used descriptive research design and the target population was made up of 148 employees who work at Commercial Bank of Africa from marketing, customer service, product development, digital and channels, business development, and market research departments. This study adopted a stratified and simple random sampling techniques and a sample size of 108 respondents was arrived at. The statistical Package for Social Sciences (SPSS) version 21 was used to analyse data for descriptive and inferential statistics. Descriptive data was analysed for mean and standard deviation, while inferential statistics was done using correlations analysis and the findings were presented in tables and figures.

The study sought to establish the advertising channels used at the firm and the results indicated that the organization has set up social media platform to interact with customers. It was also revealed that the organization uses social media platforms to advertise online. The finding also revealed that digital marketing is considered a form of advertising in the organization. It was established that viral marketing can positively or
negatively affect an organization's brand and search engine marketing enables organization to target their customers better than traditional marketing. The study also revealed that the organization uses social media platforms to build on customer relationships and firms that use social media marketing have a larger market share than those using traditional marketing. The study also revealed that social media creates a strong impact on brand awareness which results in customer acquisition and retention. It was also agreed that social media platforms can be used to meet customer expectations and convert customers to brand supporters. The finding also revealed that social media marketing influences brand awareness.

The study sought to analyze the effects of social media platforms in digital marketing and it was established that online brand loyalty is formed when a company communicates with its target customers and constantly researches customer behavioral patterns. The findings also show that brand loyalty is positively affected when the brands offer advantageous campaigns on social media. It was also established that online customer experience influences brand loyalty which increases sales. The analysis of how social media influence sales established uncertainty of time spent on social media having a relationship with sales made. It was also established that emails and digital displays significantly influence sales volumes and social media influences market share and demand for products and services. A review of the variables of brand equity established that high brand equity is an important asset to an organization because it increases consumer preference and purchase intentions. It was also agreed by a majority that sales in the organization have increased due to brand loyalty and demand for products and services have increased due to use of social media marketing.

The study sought to analyse the challenges facing digital marketing using social media platforms and it was revealed that use of digital marketing has enabled the organization to develop new marketing strategies to market their products and services. At the same time organizations are expanding their marketing efforts and fulfilling customer needs through digital marketing. The analysis also show that marketers have access to more information about their customers through digital marketing, hence high chances of innovative ideas and organizations can measure their marketing campaigns, evaluate and audit their online content for quality purpose. Majority agreed that digital strategies face challenges such as
cybercrime and Identity theft. It was also agreed on that IT training is important for
digital marketers to be familiar with cybercrimes.

A review of the findings on the impact of social media on competitive advantage
indicated that social media can contribute to a firm’s competitive position if the firm has a
well-established network and has adequate platforms. Majority agreed that organizations
have been able to improve on customer service due to social media platforms. It was also
agreed by a majority that to retain and gain new customers, digital marketers are advised
to constantly post content on social media platforms. Findings also revealed that
organizations should constantly post content on social media to gain competitive
advantage.

5.3 Discussion
5.3.1 Use of Social Media Platforms in Digital Marketing

The finding revealed the organization uses social media platforms to drive traffic on our
website. Previous research Ala and Hamza (2015) investigated the effect of using Pay Per
Click advertisement on online advertisement effectiveness and attracting customers in e-
marketing companies in Jordan. It was concluded that use of pay-per-click advertisements
(PPC) has a direct effect on attracting customers and online advertisements effectiveness.
Singh et al. (2011) concluded that companies using social media marketing for the
purpose of advertisement are getting newer customer than the companies using traditional
methods. Muhammad and Dwi (2015) studied the impact of online advertising on
consumer attitudes and interests buy online (Survey on students of internet users in
Makassar). Findings indicated that online advertising has an influence on consumer
buying behaviour.

It was established that that search engine marketing enables organization to target their
customers better than traditional marketing and other studies concur. For instance,
Jalang’o (2015) study revealed that most commercial banks were shifting from the
traditional advertising platforms such as newspapers, television radio and bill boards to
more digital marketing platforms such as website design/development, email marketing,
display advertising, use of mobile apps, online advertising and social media. Kisato
(2014) also revealed that mobile telephony and Facebook marketing were the most
utilized e-Marketing tools. Online banners and search engine optimization (SEO) were
the least popular tools. Kagendo (2015) concluded that companies such as Safaricom uses electronic marketing such as; social media marketing; audience participation, viral campaigns, customer feedback, offline communication; direct email, online partnership; widget marketing, affiliate marketing, online public relation; publisher outreach, brand protection, search engine optimization and paid search.

It was established that the organization uses social media platforms to acquire new customers. For companies intending to increase market share, such activities are vital. Jobber (2010) noted that it is vital for organization to choose the right customers to serve before they decide how they can best acquire them. Michaelidou, Siamagka and Christodoulides (2011) states that organizations can use social media to acquire and retain new customers. Gilaninia et al. (2011) noted that through digital marketing, SMEs are able to trace the amount of money and time spent on marketing activities and use this information to target digital channels and audiences that bring in the best marketing performance. Srinivasan et al. (2016) also indicated that participation in social media creates a strong impact on brand awareness and brand trust, which results in a strong influence on customer acquisition and retention

The study also established that the organization uses social media platforms to build on customer relationships. Bluel (2000) postulates that customer retention is more than providing customers with what they expect; it involves going beyond their expectations such that customers become loyal supporters of the brand. Waarden (2008) states that many firms use relationship marketing instruments such as; loyalty programs also known as frequency reward programs and direct mailings to retain their customers. Anjum et al. (2012) postulate that social media marketing is vital for firms that aiming to attract and retain clients. Kilima (2017) established that e-commerce marketing strategies had a positive effect on customer retention. Kananu (2015) also revealed that banks have adopted strategic responses such as; relationship management, technology adoption, service quality, service recovery and product differentiation to increase customer retention.

Other findings also show that the organizations that use digital marketing have a larger market share than those using the traditional marketing. Išoraitė (2016) postulated that organizations can create brand awareness through internet marketing tools. Through this, the organization will be able to notify, remind and convince customers about their brands,
products, or services. In addition, customers will also be able to interact with the brand through videos, playing games, communicating with other customers and advertisements. The study revealed that social media creates a strong impact on brand awareness which results in customer acquisition and retention. Jethendra (2009) posits that to create brand awareness a firm should provide a consistent message, image and slogan or tagline to the consumer and the impressions the organization hopes to make should be consistent across various medium, situations and promotional attempts.

5.3.2 Effects of Social Media Platforms in Digital Marketing

The study established that online brand loyalty is formed when a company communicates with its target customers and researching customer behavioural patterns. Balaji (2011) concurs that brand loyalty is influenced both directly and indirectly through customer satisfaction and customers' perception of price, value and quality hence, brands that have high quality can motivate consumers to repurchase. Online brand loyalty is formed when a company communicates with its target customers and researching customer's behavioural patterns (Zucal, 2012). Irem and Mesut (2012) examined the impact of social media marketing on brand loyalty. It was revealed that brand loyalty is positively affected when the brand offers advantageous campaigns, offers relevant content, offers popular contents, appears on various platforms and offers applications on social media.

The findings also show that online customer experience influences brand loyalty. Other studies have echoed the same findings, for instance Camilla (2014) study on brand loyalty on social media where she revealed that brand loyalty is not influenced by visual images on social media, because customers base their loyalty on other factors than a positive online experience. However, it was revealed that online customer experience influences brand loyalty. Marko and Mika (2004) also revealed that regular e-mail marketing has positive effects on brand loyalty. Amir et al. (2014) studied the effect of social media marketing on customers’ brand loyalty. It was established that there was a positive significant relationship between the dimensions of social media marketing and brand loyalty. On the other hand, Dewi and Anizir (2016) conducted a research on the effect of social media marketing to brand loyalty at the University of Budi Luhur Jakarta. It was established that social media has a significant influence on brand loyalty. Ahmed (2017) studied the influence of perceived social media marketing activities on brand loyalty. It was revealed that social media marketing has a significant effect on brand loyalty.
At the same time the study established that the organization has acquired competitive advantage in marketing due to brand loyal customers. Severi and Ling (2013) observed that brand loyalty bring in sales, market share, profitability, hence, help organizations to gain exclusive, positive, and prominent meaning in the minds of consumers. According to Kotler (1989) businesses can acquire competitive advantages in marketing, such as reducing corporate marketing and transactional costs and increasing sales, if their consumers have strong brand loyalty.

It was established that a positive relationship between marketing channels and sales performance. Srinivasan et al. (2016) studied the impact of social media marketing strategies used by micro, small and medium enterprises on customer acquisition and retention. It was revealed that there was a positive relationship between the time spent on social media and amount of sales made. Amirhosein and Zohre (2013) investigated the effects of marketing strategies on sales performance in Iran. The study found that there was a positive relationship between marketing strategies and sales performance.

It was also established that emails and digital displays significantly influence sales volumes. Njoroge (2017) investigated the relationship between e-marketing strategies and brand performance of large bookstores in Nairobi County also revealed that same. Findings showed that email and digital displays significantly influenced sales volume. social media influenced revenue and market share, sales volume and demand for products. Search engine optimization influenced market share, customer acquisition and profitability. Company website influenced customer acquisition, profitability, sales volume and prices.

The findings also indicated that social media influences market share and demand for products. Olonde (2017) study on impact of digital marketing on sales growth of small and medium enterprises in Nairobi, Kenya concurs that email marketing and social media marketing had significant impact on SMEs sales growth. Srinivasan et al. (2016) studied the impact of social media marketing strategies used by micro, small and medium enterprises on customer acquisition and retention. Findings showed that there was a positive correlation between sales and amount of time spent on social media. Zhang et al. (2013) states that blogs as a tool for digital marketing have high brand equity is an important asset to an organization because it increases consumer preference and purchase intentions.
5.3.3 Challenges Facing Digital Marketing using Social Media Platforms

The finding revealed that use of digital marketing has enabled the organization to develop new marketing strategies to market their products and services. Karthik (2013) noted that organizations use social media sites to advertise their products or services because advertising on social network is relatively cheap compared to other traditional media, firms are able to reach a wider market, advertisers have access to great information about user and their interests, allowing them to customize and targeted their advertisement and people are spending increasing amounts of time online, especially on social networking websites. Vladislav (2014) also emphasized that some of the advantages of using internet marketing is that it is cost-effective it does not require large amounts of investment, allows an unlimited global reach, can reach targeted customers more effectively, organizations are able to reach a wider market, internet marketing can be personalized, and organizations are able to build relationships with their target market.

At the same time, the findings show that organizations are expanding their marketing efforts and fulfilling customer needs through digital marketing. Zahid (2017) postulated that digital marketing enables organizations to conduct direct advertising and creates awareness about a product or a brand; customers are able to access advertisements, organizations are able to promote their brand easily, its cost effective, organizations are able to measure their marketing activities and evaluate and audit their online contents for quality purposes. It was also established that social media campaigns can easily be duplicated, and message altered. Vladislav (2014) states that internet marketing campaigns can be copied may not be appropriate for products and can be damaged by negative feedback.

The study established that use of digital marketing requires skill and competence to be able to take full advantage of the evolving technology. Kithinji (2014) states that despite digital marketing strategies being cheaper and have a wider reach, organizations are still facing a challenge creating online content and managing their sites and online interactions with their clients. Organizations are required to gain new skills and competences so to take full advantage of digital marketing. Nyamamu (2014) examined the influence of digital advertising on performance of print media companies in Kenya. It was revealed that digital advertising uptake by the print media companies was affected by social-cultural, economic and legal factors and that the high cost of acquiring the digital
facilities and lack of adequate IT infrastructure in the country were barriers to adoption of digital advertising.

Majority agreed that digital strategies face challenges such as cybercrime and Identity theft. Based on previous research, this is a challenge. Makori (2014) concurs that implementation of the digital strategy was faced by challenges such as cyber-crime and identity theft which led to deteriorating relationships with the affected customers. This study recommends increased IT training and further research on strategies to prevent identity theft and cyber-crime. Odongo (2014) investigated Strategic Social Media Marketing Competitive Advantage: A Case of Electronic Industry in Kenya. Findings showed that the main challenges the organization faced were lack of corporate control on social media pages and lack of clear success measurement parameters. It was recommended that the organization should create clear social media strategy and target specific customers, thus, increase social media usage success.

A review of the findings on the impact of social media on competitive advantage indicated that Social media can contribute to a firm’s competitive position if the firm has a well-established network and has adequate platforms. Ng’ang’a (2015) conducted a research on effectiveness of digital marketing strategies on performance of commercial banks in Kenya. It was revealed that through digital marketing commercial banks in Kenya were able to increase uptake of bank products, lower costs, lower working capital, increased revenue, increased customer base of the bank, increased market share, increased web traffic, lower fixed capital, accelerate cash flows, reduce revenue volatility and reduce risk. Inderjit (2008) examined online social networking as an advertising medium (Footwear Sales Industry, Ireland). Findings revealed that firms use internet to advertise because it is cost effective and also people spend a lot of their time online. Njuguna (2017) in his study on the effectiveness of online advertisement on consumer decision. A case of Radio Africa Group Limited Nairobi, Kenya. It was established that online advertisement creates interest, increase product and service awareness. It was also revealed that through email marketing, the organization was able to reach a huge number of subscribers on a daily basis.
5.4 Conclusion

5.4.1 Use of Social Media Platforms in Digital Marketing

Commercial Bank of Africa has set up social media platform to interact with customers through online advertisement and thus able to drive traffic on the website. Utilization of such search engine marketing enables CBA to target their customers better than traditional marketing, this has aided the organization to build on customer relationships and increase share. Thus, implying that social media platform helps in creating a strong impact on brand awareness and customer acquisition and retention.

5.4.2 Effects of Social Media Platforms in Digital Marketing

The growth of social media marketing platforms has grown to be a critical part of building social signals that are of much importance in creating digital marketing campaign. Social media allows businesses to communicate quickly and cheaply with customers. Social media platforms have benefited from the rapid adoption of mobile technology through increased Brand loyalty and increased sales performance.

5.4.3 Challenges Facing Digital Marketing using Social Media Platforms

The finding revealed that use of digital marketing has enabled the organization to develop new marketing strategies to market their products and services. Marketers now have access to more information about their customers through digital marketing, hence high chances of innovative ideas. CBA measures marketing campaigns evaluate and audit online content for quality purpose. Organizations are however face the threats of social media campaigns being easily duplicated, and message altered. Having the right skill and competence enable firms take full advantage of the evolving technology.

5.5 Recommendations

5.5.1 Recommendation for Improvement

5.5.1.1 Use of Social Media Platforms in Digital Marketing

Commercial Bank of Africa should continue using social media platforms to advertise online and to maximise the benefits, the adverts should be customized as per that target customers’ needs and wants. The social media platforms should also encourage feedback and thus build on customer relationships. This would increase brand awareness which results in customer acquisition and retention. There is a need to introduce loyalty
programs and frequency reward programs in order to retain customers. In addition, players responsible for developing the social media strategy needs to clearly define the tone of the organization on social media and set up a policy that is well understood by employees for any clarity.

5.5.1.2 Effects of Social Media Platforms in Digital Marketing

Commercial Bank of Africa should strive to communicate with its target customers and researching customer behavioural patterns. Studying consumer behaviour will help CBA better understand consumer perceptions about a particular product or range of products as well as uncover and correct any erroneous perceptions about a particular product. Therefore, the communication should fulfil the requirements of users of the platforms in general. Campaigns on social media should be captivating to capture consumer attention hence influence brand loyalty and sales.

5.5.1.3 Challenges Facing Digital Marketing using Social Media Platforms

Digital marketing has enabled CBA to develop new marketing strategies to market their products and services. There is a need to therefore continuously measure campaigns, evaluate and audit online content for quality purpose. This is better done by enabling consumer to issue feedback on the content displayed in the pages. Whereas social media campaigns can easily be duplicated, and message altered there is a need for a regular audit and team members should constantly review the content on each partner’s website promoting a CBA brand, this is best done by proving for disclosures and ensuring that they’re presented as they should be.

5.5.2 Recommendation for Further Research

Further research should be done to establish how trends affect consumption habits of advertisements by consumers. It is also recommended that further research be done using quantitative methods to measure attitudes of advertising practitioners toward social media usage for marketing and communications. Additionally, this study only represents the the advertiser side of the factors affecting social media marketing. Further investigations ought to be done into consumer attitudes toward social media usage in order to compliment this study.
REFERENCES


APPENDICES

Appendix I: Questionnaire

An Assessment of Social Media Platforms in digital Marketing

SECTION A: DEMOGRAPHIC INFORMATION

Kindly respond to the question by either ticking or filling the spaces provided.

1. Please indicate your gender?  Male [ ]  Female [ ]

2. What is your marital status?
   Single [ ]  Married [ ]  Divorced [ ]

3. What is your highest level of education?
   O-level [ ]  Bachelor degree [ ]  Doctorate [ ]
   College certificate [ ]  Master degree [ ]

4. Kindly indicate your age bracket?
   21 to 30 [ ]  31 to 40 [ ]  41 to 50 [ ]  Over 51 years [ ]

5. How long have you worked in the organization
   Less than 1 year [ ]  1-5 years [ ]
   6-10 years [ ]  Over 10 years [ ]

6. Does your organization use social media as a marketing strategy?
   Yes [ ]  No [ ]

7. If the answer above is yes. Which social site do you use for social media marketing for your company?
   Facebook [ ]  Twitter [ ]  YouTube [ ]  Blogs [ ]  All [ ]
   Others (Specify) ..............................................................

8. On Average how many times do you use social media to communicate.
   □ Very often (every 10-15 mins  □Often (every Hour)
9. Which social media platform does your organisations often use to promote its products or services?

□ Facebook □ Twitter □ Instagram
□ YouTube □ Blog □ All

SECTION B: USE OF SOCIAL MEDIA PLATFORMS IN DIGITAL MARKETING

Please indicate your opinion as per the level of disagreement or agreement with the outline statement using 1 to 5 scale guidelines. 5= Strongly Agree 4=Agree, 3= Neutral, 2 =Disagree, 1= Strongly Disagree

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<table>
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<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>My organization has set up social media platform to interact with customers</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>My organization uses social media platforms to advertise online.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Digital Marketing is considered as a form of advertising in my organization.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>4</td>
<td>Email advertising is considered as the most effective form of advertising in my organization.</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>5</td>
<td>My organization uses affiliated marketing on its social media platforms to advertise</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>My organization uses social media platforms to drive traffic on our website</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>My organization uses online banner ads and pop-up to advertise its products or services</td>
<td></td>
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</tr>
<tr>
<td>8</td>
<td>Email advertising is used to send promotional messages to internet users in our organization.</td>
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<td></td>
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</tr>
<tr>
<td>9</td>
<td>Viral marketing can positively or negatively affect my organizations brand</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Statement</td>
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<td>10</td>
<td>My organization achieves viral marketing using different social media platforms</td>
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<td>11</td>
<td>Organizations that use digital marketing have a larger market share than those using the traditional marketing</td>
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<td>12</td>
<td>My organization uses mobile marketing to promote its products.</td>
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<td>13</td>
<td>Search engine marketing enables organization to target their customers better than traditional marketing</td>
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<td>14</td>
<td>My organization uses social media platforms to acquire new customers</td>
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<td>15</td>
<td>My organization uses social media platforms to build on customer relationships.</td>
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<td>16</td>
<td>Digital marketing enables my organization is able to trace the amount and time spent on marketing activities online</td>
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<td>17</td>
<td>My organization uses loyalty programs and frequency reward programs as a strategy to retain customers.</td>
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<td>18</td>
<td>Social media creates a strong impact on brand awareness which results in customer acquisition and retention.</td>
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<td>19</td>
<td>Social media platforms can be used to meet customer expectations and convert customers to brand supporters</td>
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<td>20</td>
<td>Social media marketing influences brand awareness</td>
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</tbody>
</table>

**SECTION C: EFFECTS OF SOCIAL MEDIA PLATFORMS IN DIGITAL MARKETING**

Please indicate your opinion as per the level of disagreement or agreement with the outline statement using 1 to 5 scale guidelines. 5 = Strongly Agree 4=Agree, 3= Neutral, 2 =Disagree, 1= Strongly Disagree
<table>
<thead>
<tr>
<th></th>
<th>Online brand loyalty is formed when a company communicates with its target customers and researching customer behavioral patterns.</th>
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<tbody>
<tr>
<td>2.</td>
<td>Brand loyalty is positively affected when the brands offer advantageous campaigns on social media.</td>
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<td>3.</td>
<td>Online customer experience influences brand loyalty</td>
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<td>4.</td>
<td>Brand loyalty increases sales</td>
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<td>5.</td>
<td>My organization has acquired competitive advantage in marketing due to brand loyal customers</td>
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<td>6.</td>
<td>The time spent on social media has a relationship with sales made</td>
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<td>7.</td>
<td>There’s a positive relationship between marketing channels and sales performance</td>
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<td>8.</td>
<td>Emails and digital displays significantly influence sales volumes.</td>
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<td>9.</td>
<td>Social media influences market share and demand for products</td>
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<td>10.</td>
<td>Social media allows businesses to communicate quickly and cheaply with customers</td>
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<td>11.</td>
<td>Social media allows organizations to construct databases that can be used to generate business leads that may translate to revenue increase.</td>
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<td>12.</td>
<td>High brand equity is an important asset to an organization because it increases consumer preference and purchase intentions</td>
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<td>13.</td>
<td>Use of e-mail marketing has positive affected brand loyalty in my organization.</td>
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</tbody>
</table>
14. Sales in my organization have increased due to brand loyalty.

15. Demand for products and services have increased due to use of social media marketing.

SECTION D: CHALLENGES FACING DIGITAL MARKETING USING SOCIAL MEDIA PLATFORMS

Please indicate your opinion as per the level of disagreement or agreement with the outline statement using 1 to 5 scale guidelines. 5= Strongly Agree 4=Agree, 3= Neutral, 2 =Disagree, 1= Strongly Disagree

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<tr>
<td>1. Use of digital marketing has enabled my organization to develop new marketing strategies to market their products and services</td>
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<td>2. Organizations are expanding their marketing efforts and fulfilling customer needs through digital marketing</td>
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<td>3. Marketers have access to more information about their customers through digital marketing, hence high chances of innovative ideas.</td>
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<td>4. Organizations can measure their marketing campaigns, evaluate and audit their online content for quality purpose</td>
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<td>5. Social media campaigns can easily be duplicated, and message altered.</td>
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<td>6. Negative feedback on an online campaign may decrease sales</td>
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<td>7. Negative feedback may hinder product penetration to the target customers</td>
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<td>8. Viral marketing is uncontrollable and goes beyond the organizations expectations.</td>
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<td>9. Digital marketing requires skill and competence to be able to take full advantage of the evolving technology.</td>
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</tbody>
</table>
10. Digital strategies face challenges such as cybercrime and Identity theft

11. IT training is important for digital marketers to be familiar with cyber crimes

12. There are no clear success measures and controls on social media platforms

13. Most organizations are facing challenges adopting digital marketing due to lack of digital media knowledge.

14. Social media can contribute to a firm’s competitive position if the firm has a well-established network and has adequate platforms.

15. Most organizations that participate in international business have adopted the use of social media marketing

16. Organizations have been able to improve on customer service due to social media platforms

17. Organizations are able to give information on comparisons that customers draw online between their products and those of competitors.

18. The purpose of Return on Marketing Investment is to measure the degree to which spending on marketing effort contributes to financial return.

19. To retain and gain new customers, digital marketers are advised to constantly post content on social media platforms

20. Organizations should constantly post content on social media to gain competitive advantage.

*******Thank You for Your Cooperation*****