# SOCIAL NETWORK MARKETING AND SALESPERFORMANCE OF REAL ESTATE SECTOR IN KENYA: A SURVEY OF REAL ESTATE COMPANIES IN NAIROBI

**BY**

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## DECLARATION

This research projectis my original work and has not been presented for a degree at any other university for examination

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## DEDICATION

Special dedication goes to my lovinghusband, Edward Kuria  andmy lovely sons, Kelvin and Collins for the much needed support they provided during the period of undertaking this masters degree.

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## LIST OF ABBREVIATIONS AND ACRONYMS

| | |
|---|---|
| 4Cs | Customer, Cost, Convenience and Communication |
| 4Ps | Product, Place, Price and Promotion |
| AIDA | Attention Interest Desire and Action |
| CCK | Communications Commission of Kenya |
| CGA | Consumer Generated Advertising |
| CRM | Customer Relationship Management |
| ECCI | Electronic Consumer to Consumer Interaction |
| ECCIQ | Electronic consumer to consumer interaction quality |
| EWOM | Electronic Word of Mouth |
| FGA | Firm Generated Advertising |
| IAP | Innovation Adoption Process |
| IDC | International Data Centre |
| PU | Perceived Usefulness |
| SPSS | Statistical Package for Social Science |
| TAM | Technology Acceptance Model |
| TAT | Technology acceptance theory |
| UGC | User Generated Content |
| VBC | Virtual Brand Community |

## ABSTRACT

The general objective of the study was to assess the effects of social network marketing on the sales performance of the real estate companies.Specifically, the study sought to determine the effects of type of social network marketing tool on the performance of marketing in Nairobi based real estate firms; analyze the effects of rate of usage of social network marketing on the performance of marketing in the real estate firms in Nairobi andto determine the level of marketing exposure real estate receive through social networks and sales performance of real estate in Nairobi. This study was based on technology acceptance,innovation diffusion, and the comparative approach theory.This research made use of descriptive statistic while seeking a description of information numerically. This study targeted all marketers in the various organizations with a target population of 1260 where a sample of 10% was drawn to make 126 respondents.Quantitative techniques were used to analyze the data collected from the respondents. The Statistical Package for Social Scientists (SPSS version 20) was used in the analysis of the quantitative data and the results were presented using tables. Frequencies, percentages and standard deviation were used to describe the data descriptive statistics.Correlation and regression analysis was used by the researcher forcorrelation analysis and to determine the relationship between the research variables. The findings in this study,the respondents indicated that social network marketing affect the performance of the company in a great extent. Respondents indicated social network marketing has been helpful in creating brand awareness contributing to marketing. Study participants agreed that profitability in their respective firms has increased. The results of the study correlation found out that that there existed a strong and significant as well as positive relationship between, sales performance and social network marketing. The study also found an existence of a strong as well as positive correlation between salesperformance and rate of usages as the correlation coefficient. Based on the study findings, it is recommended that Real estate companies should mix and match various mediums such emails, social media and mobile phones to reach their desired target audience. The study further recommends that the firms should come up with digital marketing strategies such as driving traffic.

# CHAPTER ONE
# INTRODUCTION

## 1.1 Background of the study

Social media presents itself in several ways and the most popular facets include blogs, networks, social book marks, media sharing sites, analyst cites as well as effective world. Social networks refer to the use of internet and the social media to connect with friends, colleagues, family clients, customers and others. Social networking must have a social purpose or a business one or possibly both. This is done through sites such as Linkedin, twitter, facebook, Instagram, palmchat among other. Social networks can be used as powerful tool for doing business, and this have greatly influenced the way marketing is conducted today. Social network marketing has been described as the new normal where marketers meet their clientele virtually make connections and also interact with each other(Weinberg, 2009).

Marketing is dynamic since it has progressively developed as a method based science. The field of marketing is constantly based on the needs, trends and sequences in the field. For a new era to be established, the field has began to adapt new methodologies as well as virtues so as to come into terms characteristic of the paradigm shift. The role of a marketer in developing a business may be intact but the method of execution changes radically owing to contributions that have been made through setallite communications as well as other technological and scientific devices. Social media has come up as the best defined in the settings of the traditional media. The traditional media including radio, magazines, TV and others are in a static direction while the internet based communications allow for a two way interactive approach (Aytekin, 2017).

Customers and brands communicate with one another without major restrictions in place, space, and time. In this way traditional communication which is one way has been changing into a two way and direct communication. This way customers and brands as well as customers work together so as to create new services, products, business models as well as values. Many customers have embraced social media as a two way communication. More over social media activities of brands may provide opportunities for the reduction of misunderstanding as well as prejudice towards certain brands at the same time elevating the value of these brands through

the creation of platforms that ensure an exchange of ideas as well as information among online communities (Kim& Ko, 2012).

The geneneration of internet based applications where the users control the communication and contributes to the enhancement of promotion efforts within the prism of social network and related campaigns. It is through such networks and applications that customers are fully and directly engaged in a creative process by the processed and distributed information done through writing collaboratively, sharing of content, networking socially, social bookmarking and syndication. Such apps at the same time enhance the ability of viral marketing through increasing of speed at which customers are able to share their experiences as well as opinions with dynamic and larger audiences. Since this is a novel idea and applications are deemed potentially effective, marketers can through social networking be enticed to incorporate through prematurely the related applications into the plans of promotion. The social networks and by extention the internet have brought about change in our daily lives in ways unfathomed before. Diverse internet sources usually helpscustomers to make their own decisions. Consumers can therefore get information related to real estate from websites, corporate social media pages as well as other internet sources.

According to Bucholtz (2015), the internet may be described as the most effective tool of communication beteween the business and its customers. The use of internet has been growing very rpidly and dramatically changing the behavior of consumers. Organisations and businesses are trying to establish ways in which they can benefit from internet usage at the same time , most consumers view the internet as a support base for decision making. These customers therefore seek content over the internet which was found in internet sites. These sites and related media have been seen to eliminate traditional media including radio, newspapers, radio and TV. As Bucholtz (2015) urgues the Letvia residents prefer online to traditional media making digital marketing a necessary issue.

As argued by Cox and Dale (2012) an infinite number of companies see the internet as a great opportunity in the creation of virtual markets where one can possiblysell their products and provide the clientele with can have access the equisite information. On the same front, customers

do have a greater opportunity to find the information to make a buying decision, make comparison of offers as well as exchange views on the various products on offer. The greatest component of online marketing is social media.

### 1.1.1 Social Network Marketing

According to Weinberg (2011) asocial network marketing can be described as a way of doing business where the main interaction is through various social media platforms including twitter, facebook, instagram, linked in, youtube snapchat among others. It can further be described as a website that creates room for people who have same interests share information,videos and photos. People who engage in a network that is social as a personal endeavor enter various for a and make interactions using a variety of media forms to stay connected with friends, family, colleagues , clients, customers or even clients. Although social network marketing has a social purpose, it can also have a business purpose or incorporate both through various sites such as Instagram, whatssapp, twitter, facebook, linked in among other platforms. Social network marketing can also be seen as the practice of making expansions of a business communication and improving on social contacts through connecting individuals on social media. Social network marketing has helped people become better in terms of relating with members of the family as well as with friends. Social networking also creates a case for the importance of various applications. Mobile phones and related devices have in the recent past gained prominence as social media tools when compared to other avenues through which internet is accessed. Social network marketing can also highlight the social issues that affect the people and a business enterprise can use that as a business opportunity. (Saravanakumar&Suganthalakshmi, 2012).

Social network marketing is a two way communication approach that have been greatly embraced by youthful customers as compared to the traditional one way media such as television and radio; it even enforces the emotions usually associated with certain luxury brands to appeal to higher age groups. Moreover, activities on social networks by various brands can provide a great opportunity in the reduction of misunderstandings as well as prejudices on brands at the same time elevating the value of the brand through creation of a platform where ideas are

exchanged by people on online platforms. As the use of social media increases marketers can now advertise luxury brands since it has become quite necessary to analyse quantitatively the effect of social networks marketing on organizational performance ( Kim&Ko, 2012)

In the European Union and most of the developed world, as noted by Neti (2017), the things that a social network marketing can do for a business are unlimited. One can develop a strategy for its use implying that business firms should think about that which they seek to accomplish in a specified period of time at the same time make a determination on the place of social network in the entire plan. One of the greatest benefits of having a social network marketing is the fact that the available tools can easily be customized so as to meet specified needs. Business entities can choose to have their efforts spent on a particular social need. The business can also make a choice to concentrate efforts on the media sites seen to make offers on the best return on investment at the same time taking a a wait and see stance on others (Neti, 2017) .

A study done in Singapore by Sangyap (2016) duped twitter and research now gave insights into the customers where 66% of the respondents claimed to have discovered SMEs on twitter. Still on the same study 94% of the respondents claimed that they plan to make purchases from businesses that they usually follow on Twitter. Close to 70% claimed that they had already purchased products they had initially followed up on twitter. There are many forms of social network marketing. Facebook is a platform that haves everyone on board so long as they have a willingness to use the platform as a marketing tool. Facebook can be used to not only boost sales but also create a brand awareness as well as driving demand. This is done through diverse tools including facebook pages, adverts Instagram, messanger atlas and audience network. (Facebook, 2017). The other huge marketing platform is twitter for business especially those in small, medium and micro enterpriises. (Behboudi, 2017)

According to a study done by Owen (2017) in South Africa, social media has seen a great embrace southafrican and companies can take advantage of the network and links that can be gained from it. Use of social media does not require quite intensive Investing since creation of online company profiles that related to social networking at little or no cost at all. It is important for one to understand that diverse companies with diverse budgets may require as diverse social

media techniques. An organization with quite a low budget may find it hard to afford to have audio visual as well as ads that are displayed everywhere in the display network. Owners of the business should be able to understand that social media marketing calls for patience. A Facebook page or even a blog may find it hard to attract visitors in their thousands everyday or in just two or three months. It is also true that social media marketing helps one to reach the target audience more quickly than in a bill board placed along a highway. Yet the reach cannot be obtained through the speed that one can imagine. (Owen 2017)

Sool (2018) conducted a study in Ethiopia that suggested that digital platforms when used for the sole purpose of social network marketing have a greater potency to solve challenges existing within the real estate industry. Platforms such as information modeling and internet of everything have a lot of potentials but they are yet to be developed to serve real estate needs. Based on the sentiments of author, one finds hope in the fact that technologies such as internet for everything can help build and manage smart homes and cities. In the perspective of Sool (2018), there is a lack of strategy, strong vision and governance from real estate investors in order to align investments towards a common direction. Precisely, real estate investors have the resources to invest in digital platforms, although they lack a proper strategy.

In Kenya, according to a study done by Odhiambo (2015) on how various sellers communicate their prices over the social networks in Nairobi. Sellers will often compare the value of other properties in the market before arriving at the price of their properties. In order to realize this, particular techniques are used to adjust prices of property. In accordance to this theory, the aspect of comparing the prices of property determines market prices. Therefore, investors cannot create independent prices due to the fear of victimization and would rather agree to market forces. Unfortunately, sellers cannot come up with attractive prices for their products so as to enhance sales. The study concluded that Technology based social networks can be utilized in the regulation of prices and at the same time be used in the setting up of prices. This particular study also recommended that more studies into social networking and its role in marketing be investigated further.

### 1.1.2 Real Estate industry

Real estate is a crucialpart of any country's economy. It is the duty of real estate companies to make an analysis of demand for property, prices and take note of the economic indicators of real estate on regular basis (Latio 2015). Real estate companies are therefore only interested in making sales on their property soonest possible; therefore businesses have used all potential feautures of marketing very effectively. In the present day real estate companies make use of the internet as a customers information and marketing tool (Dermisi , 2004). Making use of the world wide web, the real estate companies may become connected with the potential real estate clientele and at the same time equip them with the requisite so as to make abuying decision. The most critical stage of the buying process is the search for information. In the present time, buyers may make use of social network media to do their research (Gefen, 2010)

A real estate marketer must therefore consider the method they will use to circulate information on the real estate to the public relations as well as to the sales promotions (Grover, 2012) the selling of real estate can be seen to be a result of quite successful campaign in at marketing. When one markets effectively, properties are brought to the market with mixture of pricing, distribution and promotion. The world wide web hasrevolutionalised several industries including and not limited to the real estate. Currently online buyers gain greater access to information than ever before. The potential real estate consumers can use the internet to do their research before making a purchase decision especially on where the necessary information was found so as to support the buying decision. Sellers of the real estate must understand that the client today are more informed. A google research that analysed the USA's real estate buyer behavior, out of 10% of the home buyers search information through the internet before makingtheir decisions (National Association of Realtors, Google 2012). On the same study 52% of the clients initiate their search through the internet. Google 2016) confirmed that the number of internet searches increases by more than 22% every year.

Potential buyers of the real estate property will typically read the general information about a certain realestate item and make a comparison with the prices and quality of the real estate item Zoghlin(2011). Regardless of their age, real estate buyers will normally go through four stages:

discover, research, select and close. At the discovery stage, the potential buyer attempts to establish as much information as there can be. They investigate all posiible offers, make comparisons with other real estate items, the prices and even the location. The discover part has been driven by the internet more than any other facet of the the buying process. It is in this phase that buyers do visit the websites of various real estate companies. The next phase is that of reseaech where information on the ground is sought by the would be buyers. These ones are now looking for very specific information. Some companies have at this stage introduced the media such scype with the intention of having closer links with the potential customer.

Kardes (2011) also shares a similar point of view. He argues that the purchasing process begins with recognizing a problem, this is usually followed by search of information, evaluating alternatives, making a purchase and finally a post purchase evaluation. For companies selling real estate facebook has been fast rated as a social network that can be used as a resource to market as well as communication with clients. Facebook creates a way that companies can create pages where they display their personal profiles and post as regularly as possible. The clients can view the posts, comment and even share the posts that the real estate company has created. Facebook can be used by the customers at the discovery and as well as the research phases (Yoo& Song, 2015)

Twitter is another big social media platform which has successfully been used for the purpose of doing business. Companies can create Twitter accounts. Customers will then embrace twitter as a tool of marketing (Chen, 2015) Twitter can also assist in the distribution of a content more so published on an organisations website as well as pin down leads. More and more businesses make use of twitter as a strong marketing tool because it quickly and effectively make connections with customers, share updates, ideas as well as events.According to Hubspot(2015), on average, the number of shares of facebook posts shared by a contemporary real estate company is 14 per week. The Real estate industry and facebook go hand in hand as real estate companies as the industry on the average posts twice a day on the average. Companies in the industry tweet close to six times a week on the average. Hubspot rates the contribution of the realestate in the social media very highly, higher than any other industry.

## 1.2 Research problem

The real estate industry in Kenya has gone through turbulent times. Urban areas such as Nairobi and Mombasa have faced an oover supply of real estate mre so the office space and dwelling areas (Business Daily, 2020), this has created steep competition in the larger industry. Real estate companies that fail to keep up with this competition are more often than not forced to close their businesses. To remain operational, such businesses need the competitive advantage which I turn can be realized through intense marketing practices. Social network marketing opens an avenue where several people can be reached within quite a short period of time, more so when the target is the Kenyan middle class (Muraya, 2019).

According to Realtors and Google (2017), over the last ten years, the real estate industry have become digitised. Consumers enter online platforms at a rapid pace to look for information to support their buying decisions. They watch "how –to" videos on YouTube, they read reviews sites, they look up specific brands on search engines, they research with their smartphones and tablets, and they seek the opinion of their family friends and colleagues on the social networks apps.

According to Business Daily (2020) the real estate industry has sharply declined with multiple office spaces and homes with no one to rent to especially in Nairobi. Class A offices have gone for years without a single tenant. This lump can be attributed to the economic decline in Kenya. The middle class that would have purchased the real estate property have been greatly reduced. Ongeri (2019) makes a case for several businesses that are being auctioned and big corporates that are not only laying off staff but also closing down. This has taken a toll on the real estate industry. The competition has been taken to another level in a bid to remain afloat. Staunch marketing measures need being put into place and reach as many people as possible. Social media and networks comes in handy. A real estate company can maintain its competitive edge through the social media advertising.

The impact of the Internet on business has been investigated by many researchers (Constantinides, 2004; Karayanni&Baltas, 2003). Importance of the Internet in the real estate

sector has been investigated by Rowley(2006); and Razali (2014) . Rowley (2006) viewed the internet as an effective real estate promotion tool while Razali (2014) noted that real estate companies use their web pages for marketing. However, research on effects of social network marketing has not been widely conducted.Going by the aforementioned facts, a good marketer can not ignore the power and the effects of the social network marketing. The study therefore intended to investigate the effects of social network marketing on the performance of marketing in the real estate industry, with a special focus on the real estate firms operating in Nairobi.

### 1.3 Research objectives

The research objectives section is divided into two, the general and specific objectives of the study.

#### 1.3.1 General objectives

The general objective of the study was to investigate the effects of social network marketing on sales performance of the real estate sector.

#### 1.3.2 General objectives

The specific objectives were as follows:

i. To determine the influence of type of social network marketing on the salesperformance of the real estate firms in Nairobi.
ii. To analyze the influence of rate of usage of Social network marketing on the sales performance of real estate firms in Nairobi.
iii. Todetermine the level of marketing exposure real estate receive through social networks and the sales performance of real estate in Nairobi.

### 1.4 Research questions

i. What are the influence of social networkmarketingonthe sales performance of real estate firms in Nairobi?
ii. To what extent does rate of usage of Social network marketing affect the marketing performance of real estate firms in Nairobi?
iii. What is thelevel of marketing exposure of real estate firms receive through social networks marketing in Nairobi, Kenya?

## 1.5 Significance of the study

This study is significant to the management of real estate firms. This study can be of significance to the management of real estate firms operating in Nairobi and in the world at large for it informed them of the effects of the social network marketing on their sales performance. They are able to decide on how to apply this knowledge in developing the firm's social network marketing strategy.

The findings of this study arepotentially of benefit to potential investors in the real estate sector. As they plan to get into real estate business, the findings of this study will help them make decision on the promotional tools that they will employ to reach their clients.

Future researchers interested with research in the social media or in the real estate sector can find this study relevant to their work as it provides a source of literature which they might review when conducting their studies.

## 1.6 Scope of the study

The study was on effects of social network marketing on the performance of marketing in firms in real estate sector in Kenya, with a special focus on the firms operating in Nairobi. The target population compisedof sales and marketing officers working for the real estate firms in Nairobi. The study was conducted between January and June 2020.

## 1.7 Limitations of the study

Limitation is used to describe what a test is not able to achieve. The researcher encountered challenges in collecting data since some of the information sought was confidential and personal in nature. Since the study focuses on Nairobi County the generalizability of the findings to other towns, constituency and counties is limited. The study was also done at a time when there was a rule ofsocial distancing and the call to work from home to reduce the spread of the Covid-19 pandemic. To mitigate this the researcher requested the respondents to scan and send their responses on email and other media such as Whatsapp. The respondents contants and emails were gotten from the Kenya Marketers Association.

# CHAPTER TWO
# LITERATURE REVIEW

## 2.1 Introduction

This chapter is a discussion on thee theoretical and empirical literature review. Under the theoretical literature review, the theories guiding the study was discussed. The empirical literature review will discuss the various studies that have been conducted in this area of interest. A summary of literature review as well as the conceptual framework will also be included in this chapter.

## 2.2 Theoretical Literature Review

### 2.2.1 Technology Acceptance Theory (TAT)

Technonology acceptance heory was proposed and developed by Fred Davies and Richard Bagozzi in 1989. The theory is seen to suggest that usage of technology is based on the behavior or the intention at hand. What is perceived as being useful is founded on the feeling that in most cases people may not necessarily use an app because it is going to benefit them in one way or another rather the belief that the task at hand was better performed. (Bradley, 2012). The Perceived Usefulness (PU) have an influence on the attitude on the use of the system such that even when a system may not be necessarily useful it may still be used if it is perceived to be easy to use. The perceived ease of use and the perceived usefulness directly influences the attitude of the users as well as their behaviours. The opposite of this may also be true an application can be very useful but the users may perceive it as “not easy” to use and lose interest in using it. PU also has a direct impact on behavioural intention (BI). BI to use leads to actual system use. The model is shown in figure 1.

TAT has two main variables as discussed above. The two determine if the The technology is going to be used or not depending on the users point of view and the prevailing attitudes where the performance is concerned at the organisation level. The perceived ease of use has a direct influence towards the use of perceived usefulness.

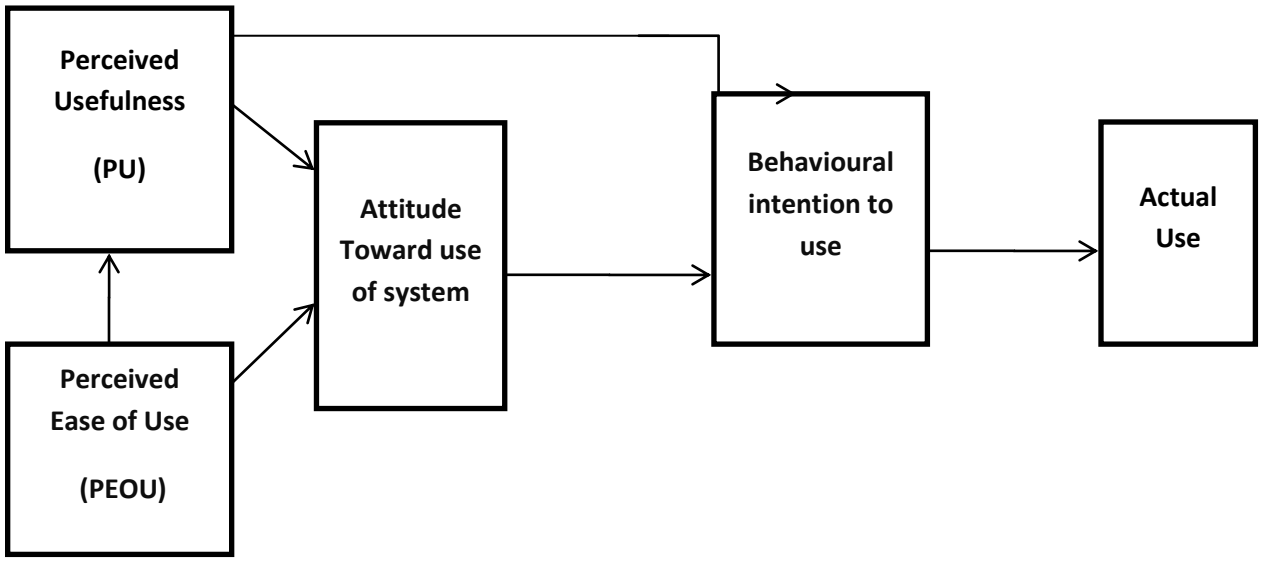


Figure 2.1. Technology acceptance model

**Source: Bradle (2005)**

This theory relates to this study in that it attempts to explain how individuals embrace new technology. When individuals perceive that the new technology is useful to them, they make decision to use it. It explains how individuals perceive the usefulness of social network marketing and their intentions to use it. The theory aligns to the influence of various types of social media used in socia network marketing.

### 2.2.2 Innovation Diffusion Theory

The other theoretical foundation of this study was innovation diffusion theory. The theory was popularized by Everett Rogers in 1962. This theory also centers on the acceptance of new technologies. It also makes use of factors such as the characteristics of individuals, sources of information as well as communication channel together with characteristics of innovations when viewed as the main determinants of usage and adoption of ICT. This theory was founded and developes by Rodgers in 1983. The proponent viewed diffusion and innovative as a process with social foundations which is in a subjectivemanner views information about novel ideas communicated from one individual to another.Channels of communication are vital in the distribution of knowledge about innovation and also contribute to the the prospect of the user

creating attitudes about innovations that eventually lead to decisions to rejecting or accepting new innovations.

As suggested by Rogers (1983), it is important to have various channels of communication at each and every stage of the communication at each and every stage of the theory. The mass media is usually considered much more important in the initial stages as well as interpersonal channels that are seen as more important from the adoption and persuation. The agents of change are another factor that in the process of diffusion where success purely dependent on effort, emphathy, compartibility and the ability to motivate the adopters and exploiting successfully the opinion of leaders.

This theory relates to this study in that, it attempts to explain how new ideas or new ways of doing things are developed and adopted by the users. It indicates that when a new way of doing things is introduced, it goes through the diffusion process as it is adopted by the society depending on the rate of acceptance of the new idea. ICT based skills can easily be diffused from one individual to another or through peer learning . this thery was relevant to the study in that it aligned to the second variable on the rate of usage of social network marketing.

### 2.2.3 Comparative Approach Theory

The comparative approach theory was founded in 1983 by David Zaret and Charles Ragin. The theory is based on the contention that the value of real estate property depends on the value of transactions that have already been made (Squires &Heurkens, 2014). Accordingly, sellers will often compare the value of other properties in the market before arriving at the price of their properties. In order to realize this, particular techniques are used to adjust prices of property. In accordance to this theory, the aspect of comparing the prices of property determines market prices. Therefore, investors cannot create independent prices due to the fear of victimization and would rather agree to market forces. Unfortunately, sellers cannot come up with attractive prices for their products so as to enhance sales. On the contrary, comparing prices ensures order in the market and this makes certain that no single seller charges buyers exorbitant prices.

Apparently, digital marketing tools come into effect, specifically in terms of creating value of property through information provided through social media. Rather than making a comparison of what competitors are offering, it quite possible to use digital platforms to create a niche by targeting consumers who are willing to pay the price for the value of the product. Apparently, digital platforms have the power to create a positive perception of real estate products, an aspect that can drive demand higher. As argued by (Carr 2012) By targeting a specific market segment that cannot be penetratedby competitors through digital platform, it is quite possible to offer products at the price of choice without having to compare the prices with what others are selling them. Based on the comparative approach theory, it becomes manifest that real estate players can take advantage of digital platforms to move beyond the limit of the market and create value for their products through targeting the high- end users who can pay substantial amounts for property. As the theory posits, marketers have to create value by adhering to quality needs when establishing their property so that digital marketing tools can provide them with an upper hand during advertising. In the perspective of the comparative approach theory, it becomes evident that speculation determines to a great extent the price of property, a factor that may not be determined by digitalization. (Huang, 2012). This theory was relative to the study in that it aligned to the comparing the level of exposure as a third variable of the study.

## 2.3 Empirical Literature Review

### 2.3.1Type of social network marketing type.

According to a study by Owen (2017), social media has seen a great embrace worldwide and companies can take advantage of the network and links that can be gained from it. Use of social media does not require quite intensiveInvesting since creation of online company profiles that related to social networking at little or no cost at all. It is of paramount for one to understand that diverse companies as well as budgets may require as diverse social media techniques. An organisation with quite a low budget may find it hard to afford to have audio visual as well as ads that are displayed everywhere in the display network. Owners of the business should be able to understand that social media marketing calls for patience (Owen 2017). Afacebook page or even a blog may find it hard to attract visitors in their thousands everyday or in just two or three months. It is also true that social media marketing helps one to reach the target audience more

quickly than in a bill board placed along a highway. Yet the reach cannot be obtained through the speed that one can imagine.

In his study on the various social media tools, (Evans 2008), established that It is easy to have your business on social networks and social sites is a good way to communicate with your target audience (Evans, 2008). Various social media tools including social networking sites, chat rooms, Facebook, twitter, linkedinetc have made a provision for marketers with quite efficient ways of reaching the intended clientele. According to Castro and Huang (2012 ) Social media tools should be chosen based on the social media habits of participants and the trends in the given market. Social networks are a part of users' day to day lives, and therefore the integration of these tools canincrease campaign effectiveness.

Kankaanpa (2015) suggested that digital platforms have a greater potency to solve challenges existing within the real estate industry. Platforms such as information modeling and internet of everything have a lot of potentials but they are yet to be developed to serve real estate needs (Kankaanpää, 2015). Based on the sentiments of author, one finds hope in the fact that technologies such as internet for everything can help build and manage smart homes and cities. In the perspective of Sing (2005), there is a lack of strategy, strong vision and governance from real estate investors in order to align investments towards a common direction. Precisely, real estate investors have the resources to invest in digital platforms, although they lack a proper strategy.

As suggested by (Carr 2012) By targeting a specific market segment that cannot be penetratedby competitors through digital platform, it is quite possible to offer products at the price of choice without having to compare the prices with what others are selling them. Based on the comparative approach theory, it becomes manifest that real estate players can take advantage of digital platforms to move beyond the limit of the market and create value for their products through targeting the high- end users who can pay substantial amounts for property. As the theory posits, marketers have to create value by adhering to quality needs when establishing their property so that digital marketing tools can provide them with an upper hand during advertising. In the perspective of the comparative approach theory, it becomes evident that speculation

determines to a great extent the price of property, a factor that may not be determined by digitalization. Even as scholars continue to make greater forecast for the future, it seems clear that existing digital strategies are insufficient to make real estate firms to enjoy greater sales. According to Grayson(2006), most real estate players often focus on generating traffic and gaining many leads. This makes them to focus little on relevance (Grayson, 2006). In the perspective of Real Estate Center (1996), focus on generating traffic amounts to waste of time and money. As aconsequence, a well thought out plan that has a proven strategy that can create relevant strategy can ensure that the right clients are targeted.

### 2.3.2Rate of social networks.

Assaad& Gomez (2011) conducted a study on on social network marketing based on the social media opportunities as well as risks. The study sought to establish ways through which software in social media can be utilized in the improvement of marketing and also at the same time establish how social media can be used in enterprise specifically focusing on marketing risks as well as opportunities. The said study concluded that social media applications and cites can in most cases be used as a source of views not easily exhaustible relevant to clients as well as situations. It was established that the main challenge is the control and regulation of information in a manner that is appropriate and in way that is meaningful such that real benefits are achieved for everyone. The study also found that social media is very suitable for the main activities in the internet marketing.

Establishing a strategic communities around services and products has been instrumental in the creating the brand loyalty. Making an establishment of exit barriers as well as facilitating marketing that goes viral and marketing testimonials that keep emerging. One of the main success factors of the software involves customers determining needs on a period level and encourages customers to participate with enthusiasm and listen the the level of their desires. The study further implicated social network marketing for flourishing in the era of web 2.0 and end to end interaction of users. Therefore the study advises that business do not igonore the opportunities to a bigger customer base. ( Assaad& Gomez, 2011)

Florentino&Casaca (2013) conducted a study on social media network marketing in the real estate industry in Portugal. The study made a conclusion that various companies from various sectors, irrespective of size as wellas discovery of various social networks as a means to promote the products as well as services to customers to be. Regarding small as well as medium enterprises, using social media as well as oither markets calls for expansion of markets so as to improve relationships with customers. Such social networks also help in the creation of efficiencies inhe process of organizing and becomes a tool for advertising as well as advertising at low cost and measuring easily. They further noted that in Portugal, most internet users (75%) access social network. However, they found out that Portuguese real estate enterprises and investment are very little and directed towards the useb of social networks and therefore fail to benefit from the new platforms that promote businesses among other users in millions that on day to day basis while followers of particular brands that are prevalent on the networks. The study had made a sample of 500 respondents in various companies, only a mearger 12% made use of facebook, while 4% made use of twittwe while 1% was using Linkedin while less than 1% made use of youtube in the implementation of the marketing strategy (disclosure) as well as promotion as well as access. Justifying the lack of knowledge of power of social networkmarketing strategies as well as the potential benefits that are obtained and may be related to the lack of awareness to this issue.

In a study on the social sitesthat offeredthe best returns on investment, Neti 2017) concluded that business can also make a choice to concentrate efforts on the media sites seen to make offers on the best return on investment at the same time taking a a wait and see stance on others. (Neti, 2011). There are many forms of social networks. Facebook is a platform that haves everyone on board so long as they have a willingness to use the platform as a marketing tool. Facebook can be used to not only boost sales but also create a brand awareness as well as driving demand. This is done through diverse tools including facebook pages, adverts Instagram, messanger atlas and audience network. (Facebook, 2017). The other huge marketing platform is twitter for business especially those in small, medium and micro enterprises. A study duped twitter and research now gave insights into the customers where 66% of the respondents claimed to have discovered

SMEs on twitter. Still on the same study 94% of the respondents claimed that they plan to make purchases from businesses that they usually follow on Twitter.

According to a study done by Odhiambo (2015); how various sellers communicate their prices over the social networks in Nairobi. sellers will often compare the value of other properties in the market before arriving at the price of their properties. In order to realize this, particular techniques are used to adjust prices of property. In accordance to this theory, the aspect of comparing the prices of property determines market prices. Therefore, investors cannot create independent prices due to the fear of victimization and would rather agree to market forces. Unfortunately, sellers cannot come up with attractive prices for their products so as to enhance sales. The study concluded that Technology based social networks can be utilized in the regulation of prices and at the same time be used in the setting up of prices. This particular study also recommended that more studies into social networking and its role in marketing be investigated further.

### 2.3.3 Exposure of Social Media.

A study done by Logan (2012) found that social network marketing makes a case for multi dimension approach to advertising as well as exposure to businesses as it offers the interactivity to thaavarious users more so those on social media applications such as twitter and facebook which is the dominant social media (Logan 2012). Social media offers the various users or the consumers the opportunities to make interactions in an active way with advertisements on social media cites therefore creating way they can like as well as share adverts and at the same time views who else or may be which other friends liked or shared the said adverts. While there is an increasing advantage based on advertising more so on social media and related networks, there is in existence an evolving conviction that one aligns the relationship between users or would be customers online as wel as generation of graphs for the social relationship can be said to be valuable in the prediction of the customer's response to various marketing subscribers online messages and strategies.

According to a study by Lampert (2006), the world wide web and the internet has become a vehicle for the mass media for communication that is sponsored. The internet now represents the highest number of the specific source of media for the clients at work as well as the number two source of the media at home. Clients are turning away from the traditional sources of advertising such as the TV, the radio, television, magazines as well as newspapers. The clients and the would be clients are also in a consistent way demanding greater control over the consumption over the media. They also require on-demand as well as immediate access to the data at their convenience. The clients therefore turn more frequently to specific typs of social media to create the data searches as well as purchase goods online (Lempert, 2006)

According to a study done by Ryan (2009), Making use of search engines optimization can be decribed as the process of designing contents of a particular website so as to fit what particular business prospects are looking for and at the same time presenting it in a way that is quite easily accessible to the people as well as search engines. When a business seeks to increase the targeted website traffic the natural search results and the organic are the place to be (Ryan & Jones). According to the pay per click method of marketing strategy, one gets the opportunityto rank highly a specific business in the search engines for some specific key words as well as phrases theough payment. This is viewed as a very effective way that traffic for keywords related to your enterprise are generated but dependent on the on the specific type of business. Although the pay per click method has continuously grown in porpularity as well as competitiveness, key words have become more and more expensive especially for smaller businesses (Ryana, 2009)

According to Wanjiku (2014), in a study aimed at determining the effects of social media and digital marketing growth on the service to customers at the Barcklays bank Limited in Kenya, while adpting the case study research method in an analysis of the meru Branch, the study through the data collected using content analysis found that more than 60% of the respondents were cognizant that marketing digitally enhances brand visibility while 27% were of the opinion that social network marketing are a great avenue to the increase in brand awareness about specific products that are offered by the bank to its customers. 12% of the respondents felt that

digital marketing creates a believe that services at the bank are the best when compared to all the others in the market.

Effectiveness of an advertisement is in one way or another related to how credible it is , which is in turn the way the clients expresss what they think and feel about reliability which has in the recent past become an area of great concern for the clients where the general message portrated by the advert is concerned. This has been occasioned by the fact that consumers rarely consider some kinds of advertisement more reliable than others (Johnstone & Kaye, 1998). According to to various viewpoints on rsearchm social network marketing and the social media can be viewed as having been motivated by altruism more than messages generated by specific marketers. The factors that that drive product referral have continually been researched, it has been bserved that in most cases customers can easily accept various products that are promptly recommended by various consumers rather than the brands that are recommended by marketing agencies and the producers. (Chatterjee, 2011). Accrding to Mutinga et al, the atmosphere of promoting the participation of users in the recommendation of various product brands are different according to the specific network or social media under consideration.

Research studies have generated classifications for checking the extent to which participation of customers and at the same time with the help of such classification make discovery that those customers who use social media played a very enhanced role in the build up of the product as well as brand images they may have either liked and or shared, the ideas the online image created by the product. Theis in turn shows that social network marketing that is related to specific organisations build up. According to Calder et al., (2009) the idea that social networks and social media advertising usually contribute to various participation of online users and through evidence that clients who can access various social media exhibits an attitude that is interactive therby enabling the engagement in communication with all users participating.

As it has been mentioned by Vargo and Lush (2012) the digital era has created a way that everyone ha become a social media guru and businesses and they cannot afford to take the threats at hand for granted such as the impersonantion of brands, fraud within brands and the conterfeighting of goods. The social network and digital channels keep evolving and the

marketin return on investment has been at risk. It is the duty of the marketing executives to ensure they make the mobile and market essential components of the brand perfection strategy. There are in existence several benefits of social media that can be exploited by organisations that seek to increase the engagement opportunities with various audiencies and be kept abreast of trends that are emerging as well as conducting real time market research and also identify and address the dynamic needs of the clientele. As a result therefore, companies dedicate more budgets to the online marker endeavours as well as the development of concrete social media strategies that are supporting them. (Johnston &Marshall, 2010)

Social media can also be said to be made up of various platforms and when one is choosing the most appropriate social media platform, small and medium enterprises should begin by understanding the preferences of their clients base. Social media can intelligently be used but only if one has an active business on the same online platform as the customers. It can therefore be a waste of time and energy to engage one on one on social media if and when your clients are not spending their time on social media. One of the most appropriate platforms is facebook more so for business to businesss engagements as it gives the marketer an opportunity to publish advertisements.

According to Kankaanpa (2015), digital based technologies can potentially copy neary all aspects of traditional media channels as well as marketing vommunications and in the process cover the entire market mix. Digital promotions can however be said to be more specific and can be viewed as an important component of the market mix. Digital marketing can involve the use of the digital media in the processs of carrying out the marketing practice. The various forms of digital marketing can include emails, mobile, marketing, optimization of search engines, pay per click, social media, viral marketing, online advertising among other emerging technological innovations.. Social media offers the various users or the consumers the opportunities to make interactions in an active way with advertisements on social media cites therefore creating way they can like as well as share adverts and at the same time views who else or may be which other friends liked or shared the said adverts. While there is an increasing advantage based on advertising more so ion social media and related networks, there is in existence an evolving

conviction that one aligns the relationship between users or would be customers online as wel as generation of graphs for the social relationship can be said to be valuable in the prediction of the customer's response to various marketing subscribers online messages and strategies. (Kankaanpa, 2015)

The world wide web abd the internet has become a vehicle for the mass media for communication that is sponsored. The internet now represents the highest number of the specific source of media for the clients at work as well as the number two source of the media at home. Effectiveness of an advertisement is in one way or another related to how credible it is , which is in turn the way the clients expresss what they think and feel about reliability which has in the recent past become an area of great concern for the clients where the general message portrated by the advert is concerned. This has been occasioned by the fact that consumers rarely consider some kinds of advertisement more reliable than others (Johnstone & Kaye, 1998) According to to various viewpoints on rsearchm social network marketing and the social media can be viewed as having been motivated by altruism more than messages generated by specific marketers. The factors that that drive product referral have continually been researched, it has been observed that in most cases customers can easily accept various products that are promptly recommended by various consumers rather than the brands that are recommended by marketing agencies and the producers. (Gregg, 2015)

### 2.4.3. Social Network Marketing and Sales Performance of Real Estate Industry

According to Grower 2017), A real estate marketer must consider the method they will use to circulate information on the real estate to the public relations as well as to the sales promotions (Grover, 2012) the selling of real estate can be seen to be a result of quite successful campaign in at marketing. When one markets effectively, properties are brought to the market with mixture of pricing, distribution and promotion. The world wide web hasrevolutionalised several industries including and not limited to the real estate. Currently online buyers gain greater access to information than ever before. The potential real estate consumers can use the internet to do their research before making a purchase decision especially on where the necessary information was found so as to support the buying decision. Sellers of the real estate must understand that the

client today are more informed. A google research that analysed the USA's real estate buyer behavior, out of 10% of the home buyers search information through the internet before makingtheir decisions (National Association of Realtors, Google 2012).

Zoghlin(2011), found that potential buyers of the real estate property will typically read the general information about a certain realestate item and make a comparison with the prices and quality of the real estate item Regardless of their age, real estate buyers will normally go through four stages: discover, research, select and close. At the discovery stage, the potential buyer attempts to establish as much information as there can be. They investigate all posiible offers, make comparisons with other real estate items, the prices and even the location. The discover part has been driven by the internet more than any other facet of the the buying process. It is in this phase that buyers do visit the websites of various real estate companies. The next phase is that of reseaech where information on the ground is sought by the would be buyers.

Kardes (2011) also shares a similar point of view. He urgues that the purchasing process begins with recognizing a problem, this is usually followed by search of information, evaluating alternatives, making a purchase and finally a post purchase evaluation. For companies selling real estate facebook has been fast rated as a social network that can be used as a resource to market as well as communication with clients. Facebook creates a way that companies can create pages where they display their personal profiles and post as regularly as posible. The clients can view the posts, comment and even share the posts that the real estate company has created.facebook can be used by the customers at the discovery and as well as the research phases (Yoo& Song , 2015).

According to Hubspot(2015), the Real estate industry and facebook go hand in hand as real estate companies as the industry on the average posts twice a day on the average. Companies in the industry tweet close to six times a week on the average. Hubspot rates the contribution of the realestate in the social media very highly, higher than any other industry. Twitter is another big social media platform which has successfully been used for the purpose of doing business. Companies can create Twitter accounts. Customers will then embrace twitter as a tool of marketing (Chen, 2015) Twitter can also assist in the distribution of a content more so published

on an organisations website as well as pin down leads. More and more businesses make use of twitter as a strong marketing tool because it quickly and effectively make connections with customers, share updates, ideas as well as events. on average, the number of shares of facebook posts shared by a contemporary real estate company is 14 per week.

**2.5 Summary of Literature review.**

The literature reviewed so far has shed some light on the fact that social media has seen a great embrace worldwide and companies can take advantage of the network and links that can be gained from it. Use of social media does not require quite intensiveInvesting since creation of online company profiles that related to social networking at little or no cost at all. It is of paramount for one to understand that diverse companies as well as budgets may require as diverse social media techniques. An organisation with quite a low budget may find it hard to afford to have audio visual as well as ads that are displayed everywhere in the display network. Owners of the business should be able to understand that social media marketing calls for patience. (Owen 2017) Afacebook page or even a blog may find it hard to attract visitors in their thousands everyday or in just two or three months. It is also true that social media marketing helps one to reach the target audience more quickly than in a bill board placed along a highway. Yet the reach cannot be obtained through the speed that one can imagine.

The literature so reviewed also points out to the view that Consumers enter online platforms at a rapid pace to look for information to support their buying decisions. They watch "how –to" videos on YouTube, they read reviews sites, they look up specific brands on search engines, they research with their smartphones and tablets, and they seek the opinion of their family friends and colleagues on the social networks apps.

According to Business Daily (2020), the real estate industry has sharply declined with multiple office spaces and homes with no one to rent to especially in Nairobi. Class A offices have gone for years without a single tenant. This lump can be attributed to the economic decline in kenya. The middle class that would have purchased the real estate property have been greatly reduced. Ongeri (2019) makes a case for several businesses that are being auctioned and big corporates

that are not only laying off staff but also closing down. This has taken a toll on the real estate industry. The competition has been taken to another level in a bid to remain afloat. Staunch marketing measures need being put into place and reach as many people as possible. Social media and networks comes in handy. A real estate company can maintain its competitive edge through the social media advertising.The impact of the Internet on business has been investigated by many researchers (Constantinides, 2004; Karayanni&Baltas, 2003). Importance of the Internet in the real estate sector has been investigated by Rowley(2006)and Razali (2014) . Rowley (2006) viewed the internet as an effective real estate promotion tool while Razali (2014) noted that real estate companies use their web pages for marketing. However, research on effects of social network marketing has not been widely conducted.Going by the aforementioned facts, a good marketer can not ignore the power and the effects of the social network marketing..

### 2.4 Research Gap

**Table 2.1 Summary of the research gap**

| **Author** | **Focus** | **Findings** | **Gaps to be filled by current study** |
|---|---|---|---|
| Assaad&Gomez(2011) | Study on social network in marketing (social mediamarketing): opportunities and risks. | The study established that social sites are sources of nearly infinite client views. The biggest challenge is to control the flow of information such that it is as beneficial as possible. | The study did not measure the extent to which the social network influences marketing. This study intends to empirically measure the effects of social network marketing on marketing performance of firms in real estate sector. |

| | | | |
|---|---|---|---|
| Florentino&Casaca (2013) | study on social networks on the web in real estates in Portugal. | They further noted that in Portugal, most internet users (75%) access social network. However, real estate companies in Portugal have taken very little use of social networks. | the study was conducted in Portugal. It was in order to test whether the findings are similar to the Kenyan enterprises. |
| Nobre and Silvia (2014) | Study on social network marketing strategy and SME strategy benefits. | This study identified facebook as a major marketing tool for small and medium enterprises and can be used for brand recognition and visibility. It can be used to help brands become more visible. | This study sought to find out whether the reporetd results of facebook being more important than other social network was similar in Kenya. It will also seek to find out the extent of importance to all the other networks, as well as their effects on marketing performance. |
| Dumpe (2015) | A study on online marketing issues of real estate companies, a case of Latvia. | It was established that in letvia it was almost imposible to market real estate without the internet and in particular facebook has been shown to be a single most important channel | This study was conducted in Latvia. The current study was conducted in Nairobi, Kenya. The researcher was interested to see whether the results |

| | | | |
|---|---|---|---|
| | | | was replicated. |
| Aytekin&Demirli (2017) | A study on the role of social media in real estate marketing: a research on the transformation of real estate marketing in turkey. | They concluded that while sahibinden.com is the site with the highest traffic in Alexa value, it is also the most active site in terms of all social networks. In addition, effective social networking also contributes to search engine optimization, I,e. effective use of social networks supports increasing web traffic. | This study found out that there is a positive correlation between web traffic and social network. It also clearly indicated the networks that were most active. However, it did not test the relationship between use of social network and generated revenue. The current study sought to establish the extent to which each of the most active social networks influence marketing performance, with a special focus on real estate companies in Nairobi. |

**2.5 Conceptual Framework**

**Independent variable** **Dependent variable**

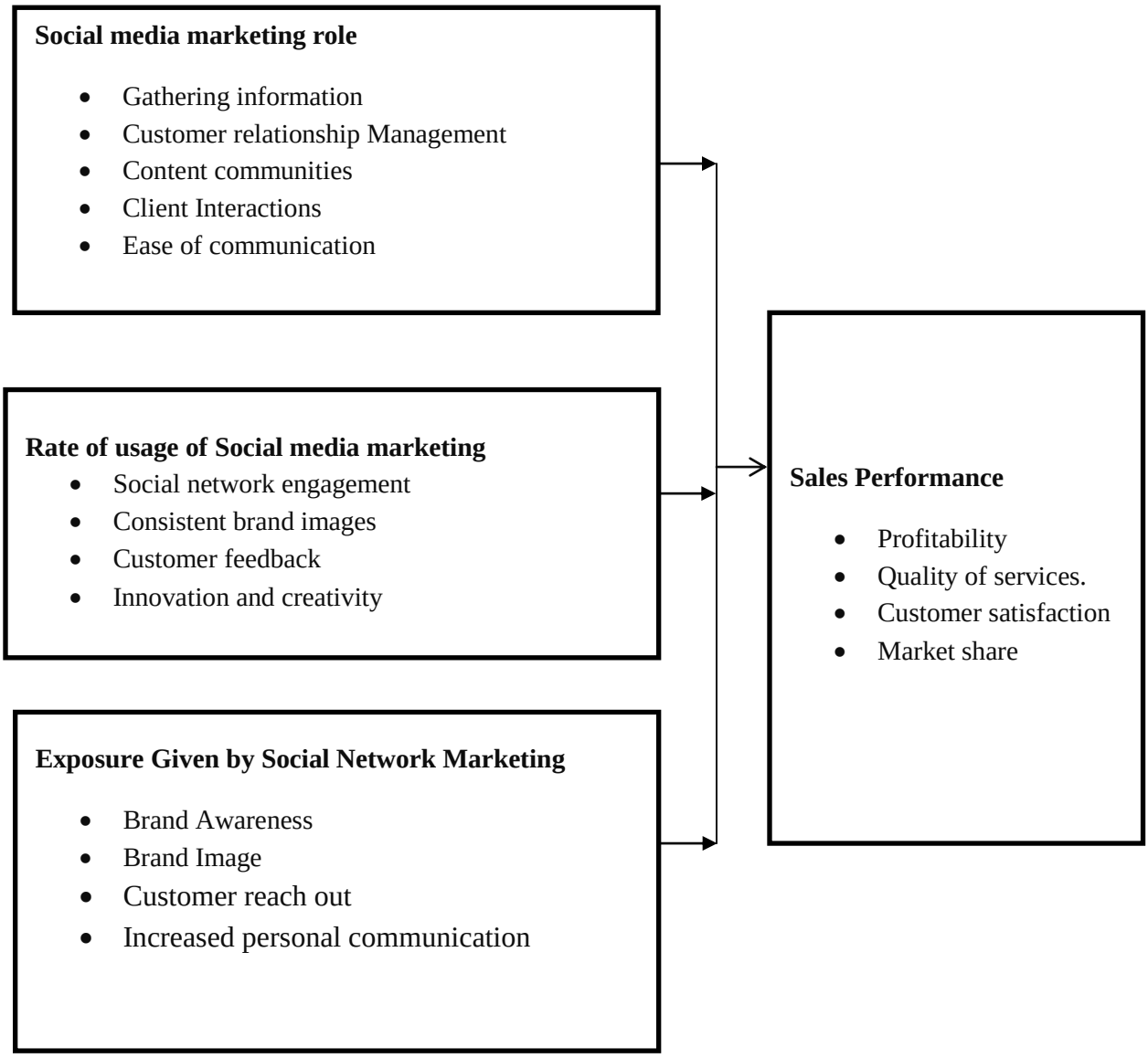



**Figure 2.1 Conceptual Framework.**

**Source :Author (2020)**

### 2.5.1 Explanation of the conceptual framework

The figure 2.1 above is a digramatic representation of the relationship between variables. The social network marketing and its effects on organisation performance is manifest through the

ability of the social networks to gather information about a client, such information was useful for marketing purposes, it can also help in customer relationship management and it brings together various content communities. The said social networks include social media platforms such as facebook, Whatsapp, Palmchat, linkedin, youtube among others. These platforms can be gauged on the frequency at which they are used and the extent to which they make communication easier. (Chen , 2015)

The rate at which social network marketing is used can be assessed on checking the extent to which social media is used for full time social network engagement of the social networks, the extent to which using social media marketing helps in creating a positive brand image as well as articulating customer feed back and how creative marketing is nurtured through creativity and innovation. When social media marketers have sufficient search engines then gathering of information becomes easy, this high rate of usage leads to exposure to social network marketing. (Hubspot 2015)

Exposure created by social network marketing creates a positive band awareness it at the sametime enhances the protection of the brand image at the same time enhancing customer reachout that is effective as in increasing inter and intra personal communication. All these variables will in the end have an effect on performance of real estate companies manifested by an increase in profitability, improved quality of services, customer satisfaction, low maintenance cost as well as increased market share. (Vollmer &Precourt, 2008)

# CHAPTER THREE
# RESEARCH METHODOLOGY

## 3.1 Introduction

This chapter discusses the proposed research methodology. It discusses the research design, target population, sampling technique and sample size, data collection, and data analysis.

## 3.2 Research Design

A research design is a blueprint that researchers follow when doing the research work, as it states the step-by-step procedures, the structure and method in collecting data to solve the research problem (Lewis, 2015). The main aim of having a research design is to ensure that relevant data is collected in an efficient manner free of wastages of time, funds and effort (Ray, 2015). The study adopted a descriptive research design whose essence is to determine and report the correct state of things without manipulating the information (Ponelis, 2015). Thus, the descriptive design was ideal as it enabled the researcher to have a description of the social network marketing strategies s that real estate entities in Nairobi had adopted as well as the state of their general performance in terms of sales. This research design leverages the advantages of both descriptive research approaches and correlational research designs in order to explain the natural occurrence of phenomenon as well as explain the relationships between the variables of a study (BrymanBell, 2015).

## 3.3 Population

Kothari (2004) defines target population as a universe of objects, items or individuals that exhibit similar characteristics or traits of the study (Kothari, 2004). Thus, target population comprises of all the individuals that qualify to give the researcher the information he/ she is seeking. It's a complete set of individuals, cases or objects with some observable characteristics. The targeted population for this study was all real estate companiesin Nairobi who use social networking including social media, such as email marketing to send emails to targeted individuals in hopes that a small percentage will respond to those emails. They also use social media such as face book, twitter to network and create relationship and build their brand names. According to the Kenya Marketers Association (2018) there are 63 registered real estate companies in Nairobi.

This study targetedallmarketers in the organization. Kenya Marketers Association (KMA)estimates that there are atleast 1260 registered permanently employed marketers domiciled in these 68 companies.(see appendix 4 for list of coampnies)The marketers have been categorized as Marketing Managers, Supervisory Staff and general sellers.

**Table 3.1 Target Population**

| Category | Population Size | Percentage |
|---|---|---|
| Marketing managers | 250 | 20 |
| Marketing supervisors | 420 | 33 |
| General sales people | 590 | 47 |
| **Total** | **1260** | **100** |

**Source: Kenya Marketers Association (2018)**

### 3.4 Sample and Sampling Technique

Sampling can be described as the technique or the processes as well as procedures that are used in selecting a representative group from the entire population (Mugenda&Mugenda, 2006). The study used stratified random sampling to select 10% of the target population as suggested by by Mugenda and Mugenda (2003) who suggests a sample size of between 10 and 15% based on the study population. The companies selected were selected randomly until the required number ofrespondents is reachedThe information is shown in table 3.2 below.

**Table 3.2Sample Distribution**

| Category | Population Size | Sample size 100% | Percentage |
|---|---|---|---|
| Marketing Managers | 250 | 25 | 20 |
| Marketing Supervisors | 420 | 42 | 33 |
| General Sales people | 590 | 59 | 47 |
| **Total** | **1260** | **126** | **100** |

**Source: Author (2020)**

### 3.5 Data Collection instruments and Procedures

Data collection is the practice of assembling and measuring information on variables of interest in areputable systematic way that assists one to answer stated research questions, test hypotheses, and assessthe outcomes (Kabir, 2016).

#### 3.5.1Instrumentation

The primary tool that was used for data collection was a questionnaire which was ideal since all respondents got the same questions and in the same way. According to Torbert et al, 2016), there are no major challenges when it comes to administration of the questionnaire as a tool of the inquiry, it saves of time and funds. It also allows the respondents to fill the questions in a way that that they feed satisfied, meaning relevant data can be received. The questionnaire was designed by the researcher and contained closed-ended questions relating to experiences and opinions of the sample population.A five point Likert scale where 1=strongly disagree and 5=strongly agree was used.

#### 3.5.2 Data Collection Procedure

Data collection procedure denotes the process that the researcher will undetake in order to administer the instruments for collecting data. Before collecting data, the researcher sent an introduction letter from the University to the respondents and management of the various firms selected. to be allowed to undertake the research in their organization. On being granted permission, the researcher dropped the questionnaires to the respondents. The respondents were allowed a time period of one week to enable them fill-in the questionnaires after which the

researcher collected them for data analysis. Due to the persistitingCovid 19 pandemic and the rule of social distancing. The researcher asked the respondents to send their questionnaires via email for analysis.

### .3.6 Validity and Reliability of Instruments

#### 3.6.1Validity ofInstruments

According to Berge & Gall (1989) validity is the degree by which the sample of test items represents the content the test is designed to measure. Validity is defined as the extent to which the instrument measures what it purports to measure.

In this study, the instrument will first be discussed between the researcher and the supervisor so as to determine content validity.(Kothari, 2002). The researcher will then conduct a pilot test involving eight respondents to test the face and content validity. The respondent in the pilot test was removed from the list of final respondents. Construct validity was done through operationalization of the variables of the study which ensured that they reflect the theoretical underpinning of the study as reflected in the conceptual framework. Construct validity is confirmed if the results generated by the instrument are consistent with the theoretical argument about a construct (Zikmund, 2013). In order to achieve construct validity, the instrument was assessed by three experts whose input was used to arrive to a final tool.

#### 3.6.2 Reliability of researchInstruments

Reliability is defined as the extent to which a questionnaire, test, observation or any measurement procedure produces the same results on repeated trials. Reliability refers to the degree to which results of a study are free from error or extent to which a research instrument will bring about consistent results (Cooper & Schindler, 2008). Reliability of measurement concern the degree to which a particular measuring procedure gives similar results over a number of repeated trials (Kombo &Tromp 2006). It is the consistency of the instrument in producing a reliable/consistent result (Orodho, 2009). The study used the Cronbach's Alpha to calculate thereliability as follows:

**Table 3. 2: Cronbach's Alpha**

| Cronbach's alpha | Internal consistency |
|---|---|
| 0.9 and above | Very High stake |
| 0.7 - 0.9 | high stake |
| 0.6 - 0.7 | (acceptable) |
| 05 - 0.6 | Low |
| 0.5 and below | Very low (Unacceptable) |

**Source: Rousson, (2012)**

The reliability is expressed as a coefficient between 0 and 1.00; where the higher the coefficient, the more reliable the test is.

### 3.6.3 Reliability Results

As the table 3.3 below shows, the study conducted reliability analysis aimed at establishing the degree of the research instruments consistency. To this end the researcher had a pilot study that involved five (5) respondents from Smart homes real estate agency. A firm based in Nairobi and whose respondents were not involved anywhere else in the study, and was used to gauge the reliability of questionnaires. Reliability analysis was consequently done based on Cronbach's Alpha which attempts to measures the consistency internally by finding out if certain items within a balance measure the same social construct. Frankfort-Nachmias and Nachmias (2012) recommended an Alpha value threshold at 0.7, this was the basis on which the reliability of this study was founded. Cronbach Alpha was established for every objective which forming a particular scale. The results of the reliability test were as presented in table 3.2.

**Table 3.3 Reliability Results**

| Variables | Cronbach Alpha | Number of Items |
|---|---|---|
| Social network marketing | 0.767 | 4 |
| Rate of usage | 0.740 | 4 |
| Marketing exposure | 0.721 | 4 |
| Sales Performance | 0.771 | 4 |

**Source: Research Data, (2020)**

From the findings, Cronbach's for the four variables were reported as: Social network marketing 0.767; rate of usage 0.740; Marketing exposure0.721;andSales performance 0.771. According to Sekaran (2003) A Cronbach alpha of more than 0.7 points to the fact that the data collection instrument can be relied on. Based on these findings it can be positively concluded that the research instrument could be relied on due to its cronbach alpha score.

### 3.7 Data Analysis and Presentation

Quantitative techniques wasused to analyze the data collected from the respondents. The Statistical Package for Social Scientists (SPSS version 25) was used in the analysis of the quantitative data and the results were presented using tables. Frequencies, percentages and standard deviation were used to describe the data descriptive statistics.Correlation and regression analysis was used by the researcher forcorrelation analysis and to determine the relationship between the research variables.

Regression analysis was done to evaluate the association and the correlation of data using the following equation;

$Y=\alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$

Where;

Y = Dependent variable (Marketing performance)
$\beta_1$ $\beta_2$,&$\beta_3$ =Coefficients of the independent variables

$X_1$=Type of social media marketing tool
$X_2$=Rate of usage

$X_3$ = Level of exposure

ε -Error term

The study findings waspresented in charts, tables, frequencies and percentages

### 3.7 Research Ethics

Ethics refer to the appropriateness of the researcher's behaviour in relation to those who become subjects of his/ her work. During the planning and period of carrying out the research, as well as in reporting research finding, there are certain considerations and obligations that the researcher has to fulfil in the course of the work. During the data collection, the researcher sought permission from the university. In addition, the researcher, through a formal letter, informed the respondents about the nature of the study and request for permission to collect data from them. The researcher obtainedinformed consent from each research participant. In addition, the researcher ensured that privacy and confidentiality of the respondents' identity and data is upheld.The researcher endeavored to be truthful, honest and of integrity in all the phases of the study.

# CHAPTER FOUR

# 4.0 DATA ANALYSIS, PRESENTATION AND INTERPRETATTION

## 4.1 Introduction

This fourth chapter in this study is an analysis of the findings based on the objectives of the study. It has two sections where the first section presents the descriptive findings while the second presents inferential statistics and makes inferences on the same. The discussion is in prose. The data collected was mainly quantitative as the questionnaires were closed ended.

### 4.1.1 Response Rate

The response rate is tabulated in table 4.1 below

**Table 4.1: Response Rate**

| Responses | (n) Frequency | Percentage (%) |
|---|---|---|
| Returned Questionnaires | 66 | 52 |
| Unreturned Questionnaires | 60 | 48 |
| **Total** | **126** | **100** |

**Source: Research Data, (2020)**

There were one hundrend and twenty six (126) research questionnaires issued to the respondents, but 66 questionnaires were filled and returned, while the other 60 either were not returned or had unreliable information and therefore not suitable for analysis. This accounted for 52% response rate can be rated to be suitable for analysis and consequent reporting. This is founded onKombo and Tromp (2006)who recccomends that a response rate of 50% is adequate for reporting and analysis, The response rate of this study can be said to be satisfactory. The reatively low response rate. This can be attributed to the ongoing Covid-19 Pandemic and the rule of social distancing where the filling of questionnaires and sending them over the email may have been compromised. Several of the respondents did not reply to emails that the researcher sent to them, other respondended with half filled questionnaires.

### 4.2 Demographic Analysis

This section presents in prose, frequency tables, figures and tables.The demographic information on respondents who were sampled out for this particular study. The data is presented under sub-headings including gender, age, educational levels and length of service respectively.

#### 4.2.1 Gender

**Table 4.2: Gender of Respondents**

| Gender | Frequency | Percentage |
|---|---|---|
| Male | 26 | 40 |
| Female | 40 | 60 |
| **Total** | **66** | **100** |

**Source: Research Data, (2020)**

This research aimed at establishing the gender of the study participants. As the table 4.2 illustrates, the bigger percentage of the study participants(60%) were female and (40%) were male. This indicates that female weredominant gender compared to their male counterparts. This may make the study findings hard to generalize as the population is skewed towards the male gender

#### 4.2.2 Age

The study soughtto determine the respective ages of the study participants.

**Table 4.3: Age**

| Age in years | Frequency (n) | Percentage (%) |
|---|---|---|
| Below 21 | 3 | 5 |
| 21 to 30 | 13 | 19 |
| 31 to 40 | 17 | 26 |
| 41 to 50 | 25 | 38 |
| Above 50 | 08 | 12 |
| **Total** | **66** | **100** |

**Source: Research Data, (2020)**

The study found as indicated in Table 4.4 that the highest number of respondents (38%) reported to be between 41 and 50 years, preceded by (26%) aged 31 to 40 years, (19%) of the study participants were recorded to be between 21 and 30 years while less than a tenth (5%, ) aged below 21 years. Based on these findings it can be deduced that the largest percentage of respondents were old enough to provide reliable and accurate information that was useful in this study.

### 4.2.3 Highest level of Education

This study sought to figure out the respective levels of education of the study participants.

**Table 4.4: Highest Level of Education**

| Age in years | Frequency (n) | Percentage (%) |
|---|---|---|
| Certificate | 13 | 19 |
| Diploma | 26 | 39 |
| Degree | 14 | 23 |
| Masters | 13 | 19 |
| **Total** | **66** | **100** |

**Source: Research Data, (2020)**

According to the findings of this study as displayed in table 4.5, majority (39%) of the study participants indicated revealed that they held a diploma as the highest level of the education. (23%) of the study participants reported to be holders of undergraduate degrees. 19% of the study participants were of the Masters level while a similar percentage was made up of certificate holders. It is evident therefore that the study participants in this study were well educated. Since more than 60% had at least aatertiary level of education.

### 4.2.5 Years served

This study soughtperiod in the number of years the participants had served the various organizations .

**Table 4.5: Years served**

| Years served | Frequency (n) | Percentage (%) |
|---|---|---|
| Below 1 | 9 | 13 |
| 1 to 2 | 6 | 9 |
| 2 to 4 | 6 | 9 |
| 4 to 5 | 3 | 5 |
| Above 5 | 42 | 63 |
| **Total** | **66** | **100** |

**Source: Research Data, (2020)**

According to the findings, almost two thirds (63%) have worked at their respective firms for over five years, followed by 13% having worked less than a year, 9% have worked between 1 to 2 years, 9% 2 to 4 years and 5% 4 to 5 years. There is a clear indication that 77.4% of the study participants have worked at various real estate firmsfor over two years.

### 4.3 Descriptive Statistics

This section presents the study findings on the descriptive statistics. The findings are presented based on the four study variables.

#### 4.3 .1 Social network marketing

The main aim here was the determination of the participants view on the extent to which they agree on the influence of social network marketing on performance of sales.

**Table 4. 6: Extent of social network Effect on sales performance**

| | Frequency | Percent |
|---|---|---|
| Little extent | 5 | 8 |
| Moderate extent | 20 | 30 |
| Great extent | 32 | 48 |
| Very great extent | 9 | 14 |
| **Total** | **66** | **100** |

**Source: Research Data, (2020)**

As per the findings in table 4.6, the respondents indicated that social network marketing affect the performance of the company in a great extent as shown by 48%, in a moderate extent as shown by 30 %, in a very great extent as shown by 14 % and in a little extent as shown by 8%. This implies that web solutions affect the performance of the firmsto a great extent.

**Table 4. 7: Extent of Company Employment of Various Forms of Social Media**

| | Mean | Std. Dev. |
|---|---|---|
| Facebook | 3.08 | 0.90 |
| Twitter | 3.76 | 1.11 |
| Blogs | 4.50 | 0.80 |
| Podcasts | 2.83 | 0.71 |
| Forums | 4.13 | 1.10 |
| Content communities (such as Flicker and YouTube) | 3.01 | 1.07 |

**Source: Research Data, (2020)**

The findings in table 4.7 showed that blogs as expressed by a mean score of 4.49, forums as expressed by a mean score of 4.13 and twitter as expressed by a mean score of 3.75 are greatly employed in the company. the study findings also showed that Facebook as expressed by a mean score of 3.09, content communities as expressed by a mean score of 3.01 and podcasts as expressed by a mean score of 2.83 are moderately employed in the company.

The aim of this objective was the determination of the participants view on the extent to which they agree on the influence of social network marketing on performance of sales. A Likert scale

of 1 to 5 was used where 1 - Strongly disagree, 2 - disagree, 3 - Neutral, 4 -Agree and 5 - Strongly agree.The results of which are as summarized in Table 4.8 below.

**Table 4.8: Social network marketing.**

| **Statement** | **Mean ($\overline{x}$)** | **Std. Dev.** |
|---|---|---|
| Social media promotes our company by providing customers with personalized, location-and time-sensitive information using interactive wireless media | 3.72 | 0.352 |
| Use of Social media enhance customer relationship management | 3.68 | 0.925 |
| Content communities are brought together though the Social media | 3.53 | 1.037 |
| Use of Social media increases frequency of interaction with customers | 3.51 | 1.035 |
| **Composite Mean** | **3.61** | **0.837** |

From the findings on table 4.8, study participants are in agreement that social network marketing has a great influence on the the overall sales performance at a mean score of 3.72. Respondents said Social media promotes our company by providing customers with personalized, location-and time-sensitive information using interactive wireless. At a mean of 3.68 respondents said that use of social media enhance customer relationship management. Study participants with a mean score of 3.53 agreed that content communities are brought together though the social media. Respondents were in agreementthat use of social media increases frequency of interaction with customers. This is indicative of the fact that the that majority of the respondents were in agreement about Social network marketing at various real estate firms.

### 4.3.2 Rate of usage

The study sought to find out what the respondents felt on rate of usage in the organisation. A Likert scale of 1 to 5 was used such that 1 -Strongly disagree, 2 - disagree, 3 - Neutral, 4 -Agree and 5 - Strongly agree.The results are summarized in Table 4.8

**Table 4.9: Rate of usage**

| **Statement** | **Mean ($\bar{x}$)** | **Std. Dev.** |
|---|---|---|
| All times social media engagement | 3.56 | 1.101 |
| Development of consistent brand images through social networks | 3.74 | 1.056 |
| Customer feedback through social media | 3.68 | 1.173 |
| Nurturing creativity and innovation through responsive social websites | 3.91 | 1.15 |
| Ability to quickly access information through use of search engines | 3.70 | 0.352 |
| Level ofeaseof responsiveness through the social Social media | 3.63 | 0.312 |
| **Composite Mean** | **3.72** | **1.12** |

The study findings on table 4.9 posits that the larger percentage of respondents were in agreement that their firm uses social media to engage their clients at all time. workers regard rate of usage very highly at a mean score of 3.72. Respondents reported that they used social media to create social consistent brand images at a mean score of 3.74. The respondents were in agreement that they send and receive feedback through social media at a mean score of 3.68. The

study participants agreed social media helps them create and innovate responsive social media sitesata mean score of 3.91. The overall mean was recorded at 3.72 which signifies that majority of the respondents agreed about social net works as a vital incentive.

### 4.3.3 Marketing exposure

The study sought to determine respondents view on the role of social network and marketing exposure. A Likert scale of 1 to 5 was used such that 1 = Strongly disagree, 2 = disagree, 3 = Neutral, 4 = Agree and 5 = Strongly agree. The findings are indicated in table 4.9

**Table 4.10: Marketing exposure**

| **Statement** | **mean ($\overline{x}$)** | **std. dev.** |
|---|---|---|
| social media marketing has been helpful in creating brand awareness for my business | 3.45 | 0.863 |
| my business uses social media to develop our desired brand image | 3.95 | 0.818 |
| the organisations social media interactions helps our customer identify with our product brand | 3.68 | 0.783 |
| customers inquire on our product/service through our social media pages before purchase | 3.71 | 0.901 |
| social media marketing has enabled us to reach our customers effectively. | 4.10 | 0.805 |
| the same social media platforms as our customers for effective social media marketing. | 3.72 | 0.882 |
| **composite mean** | **3.69** | **0.841** |

The study findings on table 4.10 show that social media marketing has been helpful in creating brand awareness contributing to marketing exposure at a mean score of 3.45. Respondents agreed that in their organization, the management social media to develop our desired brand image at a mean score of 3.95, and that social media interactions helps our customer identify with product brands at a mean score of 3.68 and customers inquire on our product/service through the organisations social media pages before purchase a mean of 3.71. The mean score was 3.69. Thisis indicative of the fact that the majority of the respondents agreed that marketing exposures have a great influence on the performance of sales.

### 4. 3.4 Sales performance

The study soughtto investigate how different key rewards options affect performance. A Likert scale of 1 to 5 was used such that 1 = Strongly disagree, 2 = disagree, 3 = Neutral, 4 = Agree and 5 = Strongly agree.

**Table 4.11: Sales Performance**

| **Statement** | **Mean ($\bar{x}$)** | **Std. Dev.** |
|---|---|---|
| Profitability has greatly increased | 3.64 | 1.724 |
| Quality of our houses is high | 3.75 | 0.826 |
| Customer satisfaction level is high | 3.86 | 0.835 |
| Maintenance cost has been minimized | 3.66 | 1.782 |
| **Composite Mean** | **3.72** | **1.291** |

The study findings on table 4.11 shows that participants agreed that profitability in their respective firms have increased with a mean score of 3.64. Followed by 3.75that in the organization, the quality of houses has been improved while at a mean of 3.86 the level of

customer satisfaction is high and at a mean of 3.72 maintenance of costs has greatly been minimized.

### 4.4 Inferential Statistical

The Inferential statistics as used in this particular study was made up of analysing correlation and regression at multiple levels. It made use of correlation so as to to further query the results to and find out more about the underlying patterns explaining such results.

#### 4.4.1 Correlation analysis

Correlation is a key tool that helps to predict the nature and direction of the link between the variables of interest in an inquiry. Thus, in order to actualize this, it was ideal to adopt correlation analysis. It was also a measure of the degree to which the variables associated. It is noteworthy that a Pearson correlation co-efficient of less than 0.3, the correlation is said to be weak, a strong correlation is indicated by 0.5 and above.

**Table 4.12 : Correlations Coefficient**

| | Pearson Correlation | Sales performance | Social network marketing | Rate of usage | Marketing exposure |
|---|---|---|---|---|---|
| | Sig. (2-tailed) | 0.000 | | | |
| Sales Performance | N | 66 | | | |
| | Pearson Correlation | | Pearson Correlation | | |
| | Sig. (2-tailed) | 0.612* 0.0001 | Sig. (2-tailed) | | |
| Social network marketing | N | 66 | N | | |
| | Pearson Correlation | | | | |
| | Sig. (2-tailed) | 0.523* .0002 | 0.317 .067 | 1 | |
| Rate of usage | N | 66 | 66 | 66 | 1 |
| | Pearson Correlation | 0.551* | 0.760 | 0.464 | 0.510 |
| | N | 66 | 66 | 66 | 66 |
| Marketing exposure | Sig (2-tailed) | 0.0013 | 0.001 | 0.0033 | 0.439 |

The results of the study correlation found out that that there existed a strong and significant as well as positive relationship between, sales performance and Social network marketingas Correlation coefficient r=0.612, P=0.0001<0.05. The study also found an existence of a strong as well as positive correlation between sales performance and rate of usages as the correlation coefficient r=0.523, P=0.0002<0.05. The study found the existence of a positive correlation between sales performance and marketing exposure with coefficient r=0.551, P=0.0013<0.05.

### 4.4.2 Multiple Regression Analysis

Multiple regression analysis was employed in a bid to determine the strength of the association between the dependent variable and all the independent variables put together. This analysis is indicative of how the variables influence each other (Independent and dependent variables) collectively and the extent to which every independent variable affect the dependent variable. The Table 4.13 displays the results.

**Table 4.13: Multiple Linear Regression Analysis Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .791[a] | .607 | .595 | 2.705 |

In Table 4.13, R is the correlation coefficient indicative of the relationship between the variables of the study, from the findings shown in the table 4.13 it is noteworthy that there is a recorded existence of a strong as well as positive relationship between the study variables as demonstrated by 0.791. The coefficient of determination determining coefficientwhich is the percentage of variation determination in the dependent variable and which is supported by the variation in independent variables as shown by the R square which is 0.607. This implies that 60.7 % of the variance in sales performance at various real estate firmscan be explained by; social network marketing, Rate of usage, Marketing exposure Technique. This indicates that 39.3% of the changes has elsewhere been explained by other factors. Adjusted R squared is the

determining coefficient which is indicative of the variation in the dependent variable due to changes in the independent variable.

**Table 4.14: Regression Coefficients results**

| **Model** | **Unstandardized Coefficients** | | **Standardized Coefficients** | **T** | **Sig.** |
|---|---|---|---|---|---|
| | B | Std. Error | Beta | | |
| (Constant) | 1.346 | 2.131 | | .632 | .003 |
| Social Network marketing | .316 | .090 | .423 | 3.517 | .001 |
| Rate of usage | .226 | .103 | .252 | 2.199 | .002 |
| Marketing exposure | .181 | .085 | .249 | 2.120 | .001 |

From the analyzed data in table 4.14 the established regression equation was:

$Y = 1.346 + 0.316X_1 + 0.226X_2 + 0.181X_3$

$X_1$ is social network marketing, $X_2$ is rate of usage; $X_3$ is marketing exposure

The findings in table 4.15 indicate that social network marketing(x1) has a positive and significant effect on sales performance (β=.423, t=3.517, P< .001). This means that increase in social network marketing by a unit would increase sales performance by 0.423 units.

In addition, according to the regression results in table 4.15, the rate of usage(X2)has a positive and significant effect on sales performance (β=.252, t=2.199, P<.002). This means that increase in rate of usage by a unit would increase sales performance by 0.252 units.

Further, the findings indicated that marketing exposure (X3) has a positive and significant effect on sales performance (β=.249, t=2.120, P<.001). This means that increase in marketing exposure by a unit would increase sales performance by 0.249 units.

From the analysis of the linear regression of the study, all independent variables have positive coefficient. This is indicative of the fact that there is a positive relationship between dependent variable; sales performance and independent variables; Flexible working schedule, rate of usage, Marketing exposure.

# CHAPTER FIVE
# SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

## 5.1 Introduction

This chapter entails a discussion of the research findings that were established in chapter four, the conclusions of the study were drawn and recommendations made. In addition, it covers implication of the research study on influence of social network marketing on sales performance and suggestions for further studies by future researchers.

## 5.2 Summary of findings

The summary of fidings is given based on the specific objectives of the study.

### 5.2.1 Social network marketing

The findings in this study, the respondents indicated that social network marketing affect the performance of the company in a great extent. This implies that web solutions affect the performance of the firms to a great extent.The findings in showed that blogs as expressed by a mean score of 4.49, forums as expressed by a mean score of 4.13 and twitter as expressed by a mean score of 3.75 are greatly employed in the company. the study findings also showed that Facebook as expressed by a mean score of 3.09, content communities as expressed by a mean score of 3.01 and podcasts as expressed by a mean score of 2.83 are moderately employed in the company.From the findings, the study participants are in agreement that with social network marketing has a great influence on the the overall sales performance at a mean score of 3.72 respondents said Social media promotes our company by providing customers with personalized, location-and time-sensitive information using interactive wireless. At a mean of 3.68 respondents said that Use of Social media enhance customer relationship management. Study participants with a mean score of 3.53 agreed that content communities are brought together though the Social media. Respondents were in agreement that Use of Social media increases frequency of interaction with customers. This is indicative of the fact that the that majority of the respondents were in agreement about Social network marketing at various real estate firms.

### 5.2.2 Rate of usage

The study findings  posit that the larger percentage of respondents were in agreement that their firm uses social media to engage their clients at all time. workers regard rate of usage very highly at a mean score of 3.72. Respondents reported that they used social media to create social consistent brand images at a mean score of 3.74. The respondents were in agreement that they send and receive feedback through social media at a mean score of 3.68. The study participants agreed social media helps them create and innovate responsive social media sitesata  mean score of 3.91. The overall mean was recorded at3.72 which signifies that majority of the respondents agreed about social net works as a vital incentive.

### 5.2.3 Marketing exposure

The study findings on table 4.12  shows that majority of the respondents indicated social media marketing has been helpful in creating brand awareness contributing to marketing exposure at a mean score of 3.45, Respondents agreed that In their organization, the management social media to develop our desired brand image at a mean score of 3.95, and that Social Media interactions helps our customer identify with product brands at a mean score of 3.68 and customers inquire on our product/service through our Social Media pages before purchase a mean of 3.71. The mean score was 3.69. Thisis indicative of the fact that the majority of the respondents agreed that marketing exposures have a great influence on the performance of sales.

### 5.2.4 Sales performance

The study findings on table 4.11 shows that the biggest percentage of study participants agreed that profitability in their respective firms have increased with a mean score of 3.64. Followed by 3.75 that in the organization, the quality of houses has been improved while at a mean of 3.86 the level of customer satisfaction is high and at a mean of 3.72 maintenance of costs has greatly been minimized.

### 5.3 Conclusion of the Research Study

The results of the study correlation found out that that there existed a strong and significant as well as positive relationship between, sales performance and social network marketing. This study is in agreement with Assaad&Gomez(2011). Study on social network in marketing social mediamarketing: opportunities and risks.The study established that social sites are sources of nearly infinite client views. The biggest challenge is to control the flow of information such that it is as beneficial as possible.The factors that that drive product referral have continually been researched, it has been bserved that in most cases customers can easily accpt various products that are promptly recommended by various consumers rather than the brands that are recommended by marketing agencies and the producers.

The study also found an existence of a strong as well as positive correlation between salesperformance and rate of usages as the correlation coefficient. The study also agrees with a study by Florentino&Casaca (2013)on social networks on the web in real estates in Portugal.They further noted that in Portugal, most internet users (75%) access social network. However, real estate companies in Portugal have taken very little use of social networks. It agrees with Nobre and Silvia (2014)ina study on social network marketing strategy and SME strategy benefitswher the study identified facebook as a major marketing tool for small and medium enterprises and can be used for brand recognition and visibility. It can be used to help brands become more visible.

The study found the existence of a positive correlation between sales performance and socialnetwrk marketing. This s study is in tandem with Aytekin&Demirli (2017), on the role of social media in real estate marketing: a research on the transformation of real estate marketing in turkey.This study concluded that while sahibinden.com is the site with the highest traffic in Alexa value, it is also the most active site in terms of all social networks. In addition, effective social networking also contributes to search engine optimization, I,e. effective use of social networks supports increasing web traffic.

In the correlation coefficient which indicates the relationship between the study variables, from the findings; it is notable that there exists a strong positive relationship between the study variables. The coefficient of determination that is the percentage variation determination in the dependent variable that supported by the variation in independent variables. The variance in sales performance at the varies real estate companies can be explained by; Flexible working schedule, rate of usage, Marketing exposure Technique. This indicates that the changes can be explained by other factors.

### 5.4 Recommendation of the Study

Based on the study findings, it is recommended that Real estate companies should mix and match various mediums such emails, social media and mobile phones to reach their desired target audience. This will help to spread awareness among them and to influence buyers behavior thus companies mustformulate an effective Integrated Marketing Communication plan where they can combine various tools to grasp maximum prospects.

The study also recommended that every real estate company big or small should grab this advantage and include online marketing in their marketing strategy. Online marketing forms can be mainly web marketing, E-commerce, social media marketing.

The study also recommended that real Estate Companies should not rely entirely on online marketing; they must make it a part of Integrated Marketing Communication strategy. As a result of which limitations of online marketing will be covered as the other mediums will build the required credibility and positive image about the brand. This credibility will generate trust among consumers towards the brand.

The study further recommends that the firms should come up with digital marketing strategies such as driving traffic. This includes keyword strategy where the firms insert related keywords into content will help your content and website show up in more search results, this leads to higher volumes of web traffic. Website optimization is also recommended to ensure that their website is optimized and functioning at it's best is essential since people don't want to visit a website that doesn't work properly.

### 5.6 Recommendations for Further Research

Based on theis study's limitations , and in the context of Covid 19. It is recommended that other a similar study be conducted in future but with a coverage of a wider scopeand include other counties other than Nairobi, the researcher believes that clients buying behavior with respect to digital marketing may be at the in different counties.

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## APPENDIX I- NACOSTI LETTER.

REPUBLIC OF KENYA

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**RESEARCH LICENSE**



This is to Certify that Ms.. ESTHER NJOKI NDUNGU of St. Paul's University, has been licensed to conduct research in Nairobi on the topic: SOCIAL NETWORK MARKETING AND PERFORMANCE OF REAL ESTATE SECTOR IN KENYA: A SURVEY OF REAL ESTATE COMPANIES IN NAIROBI for the period ending : 09/April/2021.

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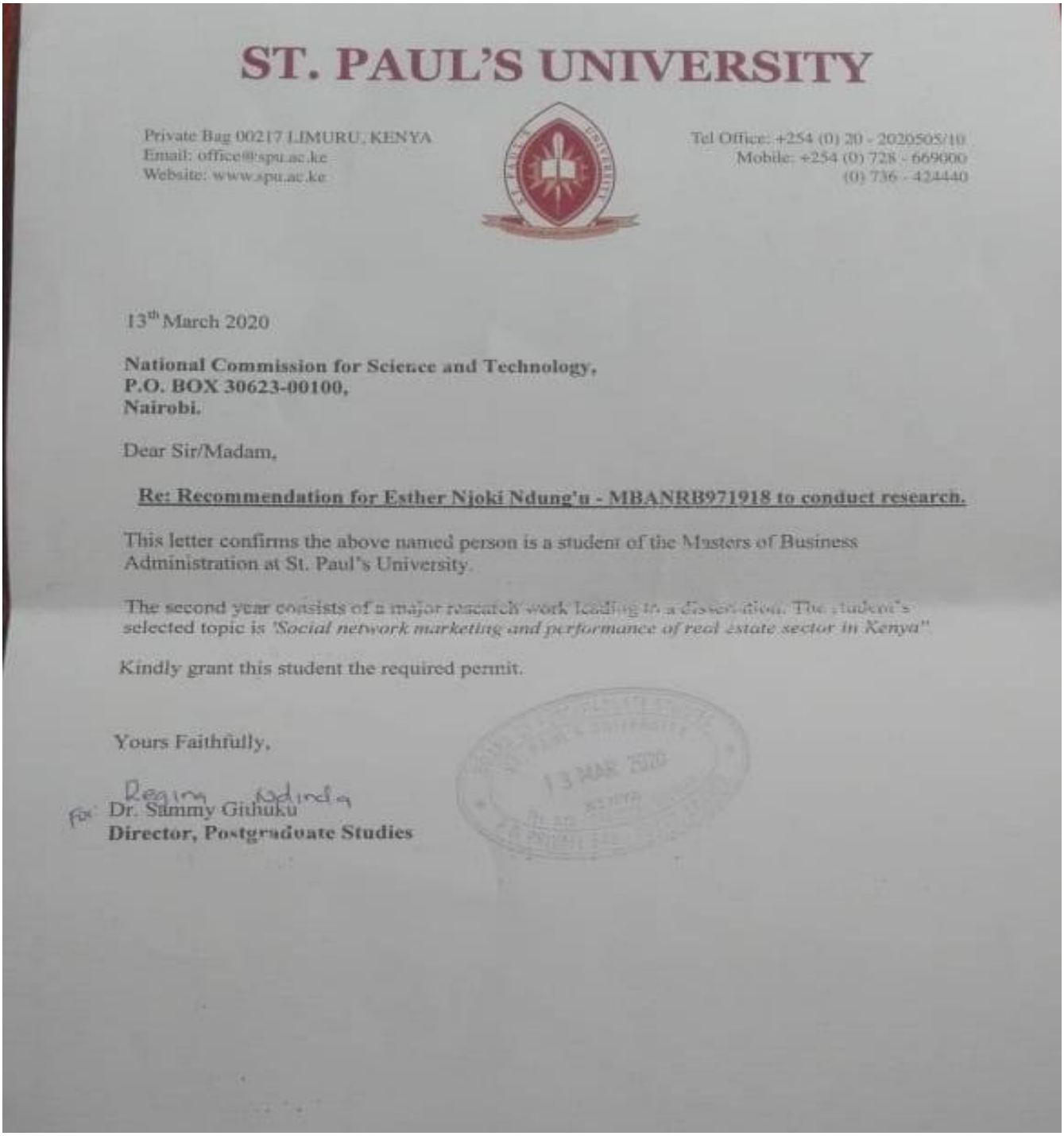
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## APPENDIX II- SPU AUTHORISATION LETTER



# ST. PAUL'S UNIVERSITY

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13th March 2020

**National Commission for Science and Technology,**
**P.O. BOX 30623-00100,**
**Nairobi.**

Dear Sir/Madam,

**Re: Recommendation for Esther Njoki Ndung'u - MBANRB971918 to conduct research.**

This letter confirms the above named person is a student of the Masters of Business Administration at St. Paul's University.

The second year consists of a major research work leading to a dissertation. The student's selected topic is *"Social network marketing and performance of real estate sector in Kenya"*

Kindly grant this student the required permit.

Yours Faithfully,

Regina Ndinda
for Dr. Sammy Githuku
**Director, Postgraduate Studies**

## APPENDIX III

## Introduction Letter

**LETTER TO THE RESPONDENT**

Dear Sir/ Madam

I am a student at St. Paul's University pursuing Master's Degree in business administration. I am conducting a Research on the social Network marketing and Marketing Performance of Real Estate Sector in Kenya. You have been chosen as a respondent in this study. This letter therefore is to request you to help me conduct this research by completing the attached questionnaire. This questionnaire is a tool for collecting data and consists of several questions which you are requested to answer. All the information given is for academic exercise only and confidentiality is paramount..

You are not required to write your name or otherwise identify yourself in any other way. Answer all questions by either circling or ticking the box that best represents your views. Do not tick or circle more than one answer for any one question.

Thanking you in advance.

**E. Ndungu.**

**estherkuria87@gmail.com**

## APPENDIX IV

## QUESTIONNAIRE

Kindly answer the questions provided below by ticking (√) in the appropriate box or by writing in the spaces provided.

### SECTION A: GENERAL INFORMATION

1. **Gender Analysis**

   Male ( )

   Female ( )

2. **Age Brackets**

   21 -25 yrs. ( )

   26 - 30 yrs. ( )

   31- 35 yrs. ( )

   36 – 40 yrs. ( )

   41 yrs. and above ( )

3. **Highest level of education**

   Primary level ( )

   Secondary level ( )

   College level ( )

   University level ( )

   Other _____

4. **How Long Have You Served In This Organization (Years, Please Tick)**

   Up to 3 years ( )

   3 - 6 years ( )

   6 - 9 years ( )

   9 - 12 years ( )

   12 years and above ( )

**Social media**

5) To what extent do social media affect performance of your business?

| | | | |
|---|---|---|---|
| Very great extent | [ ] | Great extent | [ ] |
| Moderate extent | [ ] | Little extent | [ ] |
| Not at all | [ ] | | |

6) To what extent does your company employ the following forms of social media to enhance its performance?

| | Very great extent (5) | Great extent (4) | Moderate extent(3) | Little extent (2) | Notat all (1) |
|---|---|---|---|---|---|
| Facebook | | | | | |
| Twitter | | | | | |
| Blogs | | | | | |
| Podcastys | | | | | |
| Forums | | | | | |
| Linked in | | | | | |
| Content Communities (Flicker and youtube) | | | | | |

7) Please indicate your level of agreement with the following statements regarding effect of Social media on performance of your business. Use a scale of 1-5 where 1= strongly agree, 2=Agree, 3=neutral, 4=Disagree, 5=strongly disagree.

| | Strongly agree (5) | Agree (4) | Neutral (3) | Disagree (2) | Strongly disagree (1) |
|---|---|---|---|---|---|
| Social media promotes our company by providing customers with personalized, location-and time-sensitive information using interactive wireless media | | | | | |
| Use of Social media enhance customer relationship management | | | | | |
| Content communities are brought together though the Social media | | | | | |
| Use of Social media increases frequency of interaction with customers | | | | | |
| There is increased ease of communication through social media | | | | | |

**Extent of Use of Social Networking**

3) To what extent do the following aspects of social networking deployment by your company enhance its performance?

| | Very Great extent (5) | Great extent (4) | Moderate extent (3) | Little extent (2) | Not at all (1) |
|---|---|---|---|---|---|
| All times social media engagement | | | | | |
| Development of consistent brand images through social networks | | | | | |
| Customer feedback through social media | | | | | |
| Nurturing creativity and innovation through responsive websites Social sites | | | | | |
| Ability to quickly access information through use of search engines. | | | | | |
| Level ofeaseofresponsivenessthrough the social Social media | | | | | |
| Level of adequacy of information shared is high | | | | | |

**Exposure Levels**

The Level at which Marketing Exposure given to Real Estate Companies by using of Social Media Networks for marketing purposes in Real estate Companies.

To what extent does the level of exposure your company receive through social media marketing in Nairobi, Kenya? Indicate the extent to which you agree with the following

statements by using a scale of 1 to 5; where 1= Strongly Disagree and 5 = Strongly Agree.

| | | **Strongly agree** | **agree** | **Neutral** | **Disagree** | **Strongly disagree** |
|---|---|---|---|---|---|---|
| 1. | Social Media marketing has been helpful in creating brand awareness for my business. | | | | | |
| 2. | Social Media marketing has helped in protecting my brand image. | | | | | |
| 3. | My business uses social media to develop our desired brand image | | | | | |
| 4. | Our Social Media interactions helps our customer identify with our product brand. | | | | | |
| 5. | Customers inquire on our product/service through our Social Media pages before purchase. | | | | | |
| 6. | Social Media marketing has enabled us to reach our customers effectively. | | | | | |
| 7. | Social Media has helped my business reach potential customers around the world instantly. | | | | | |
| 8. | Our business is dependent and selectively active on | | | | | |
| | the same Social Media platforms as our customers for effective Social Media marketing. | | | | | |
| 9. | Social media marketing is able to provide personalized communication, increasing awareness of our products/services. | | | | | |

**Firm Performance**

Please indicate your level of agreement with the following statements regarding trends in performance of your business for the last five years.

1. Strongly disagree, 2.disagree, 3.neutral, 4.agree, 5.strongly agree

| | Strongly agree (5) | Agree (4) | Neutral (3) | Disagree (2) | Strongly disagree (1) |
|---|---|---|---|---|---|
| Profitability has greatly increased | | | | | |
| Quality of our houses is high | | | | | |
| Customer satisfaction level is high | | | | | |
| Maintenance cost has been minimized | | | | | |
| Market share of our business has increased | | | | | |

**Thank you very much for your cooperation**

## APPENDIX V: LIST OF REAL ESTATE COMPANIES

| NO. | COMPANY NAME |
|---|---|
| 1 | Acorn Management Services Ltd |
| 2 | AdwaaAlkhalil Development Company Ltd |
| 3 | African Developers Groups for Construction and Investments |
| 4 | AHCOF Investments (Kenya) Ltd |
| 5 | Amazon Projects Ltd |
| 6 | Amboseli Court Ltd |
| 7 | AMS Properties Ltd |
| 8 | Bahati Ridge Development Ltd |
| 9 | Blueline Properties Ltd |
| 10 | Camelot Consultants Ltd |
| 11 | Century City Property Ltd |
| 12 | Cheriez Properties Ltd |
| 13 | Chigwell Holdings Ltd |
| 14 | Cytonn Real Estate |
| 15 | Coral Property International Ltd |
| 16 | Daykio Plantations Ltd |
| 17 | Dewbury Ltd |
| 18 | Dunhill Consulting Ltd |
| 19 | Elegant Properties Ltd |
| 20 | Elm Ridge Ltd |
| 21 | Endless Africa Ltd |
| 22 | Enkavilla Properties Ltd |
| 23 | Fairdeal Development & Infrastructure Ltd |
| 24 | Fedha (Management) Ltd |
| 25 | Golden Compass Ltd |
| 26 | Heri Homes Properties Ltd |
| 27 | HF Development and Investments Ltd |
| 28 | Home Afrika Ltd |
| 29 | House and Homes Ltd |
| 30 | iJenga Ventures Ltd |
| 31 | Immensity Holdings Ltd |
| 32 | INFPAC Ltd |
| 33 | Jabez Properties |
| 34 | Kamhomes Investments Ltd |
| 35 | Karibu Homes |
| 36 | Karume Holdings Ltd |
| 37 | Kings Developers Ltd |
| 38 | Kzanaka Ltd |
| 39 | Laser Property Services Ltd |
| 40 | Leo Capital Holdings Ltd |
| 41 | Lordship Africa |

| | |
|---|---|
| 42 | Manrik Holdings Ltd |
| 43 | Meera Construction Ltd |
| 44 | Mlima Construction Company Ltd |
| 45 | MML Turner & Townsend |
| 46 | Mugumo Developments Ltd |
| 47 | Natureville Homes |
| 48 | Norcent Projects Ltd |
| 49 | Oakpark Properties Ltd |
| 50 | Optiven Ltd |
| 51 | PDM (Kenya) Ltd |
| 52 | Pioneer Holdings (Africa) Ltd |
| 53 | Prissy Apartments Ltd |
| 54 | Prism Residential Ltd |
| 55 | Realux Holdings Ltd |

| | |
|---|---|
| 56 | Rozana Properties Ltd |
| 57 | Sayani Investments Ltd |
| 58 | Sherry Blue Properties Ltd |
| 59 | Shreeji Development Ltd |
| 60 | SigimoEntreprises Ltd |
| 61 | SJR Properties Ltd |
| 62 | SLOK Construction Ltd |
| 63 | Sohail Developments Ltd |
| 64 | Soma Properties |
| 65 | Superior Homes Kenya Ltd |
| 66 | 14Trees Kenya Ltd |
| 67 | Tatu City Ltd |
| 68 | Tecnofin Kenya Ltd |
| 69 | The Combined Warehouses Ltd |