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**AN ANALYSIS ON THE USE OF SOCIAL MEDIA ADVERTISING TO ADVANCE
BRAND POPULARITY: A CASE OF FINE DINING RESTAURANTS IN NAIROBI**

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MBA/82595/2014



**A RESEARCH THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTERS IN BUSINESS
ADMINISTRATION OF STRATHMORE UNIVERSITY**

JUNE 2016

DECLARATION

I declare that this work has not been previously submitted and approved for the award of a degree by this or any other University. To the best of my knowledge and belief, the thesis contains no material previously published or written by another person except where due reference is made in the thesis itself.

Joseph Ogidi

.....
.....



Approval

The thesis of Joseph Ogidi was reviewed and approved by the following:

Name of Supervisor: Dr. Joseph Wadawi

Faculty Affiliation

InstitutionStrathmore University.....

ABSTRACT

In the modern day world numerous social media sites and applications have been developed that are being used worldwide. In the year 2015, both Facebook and Gmail announced that they have reached an active audience of 1 billion people each. This creates a key target market audience for corporates, small firms and even individuals. This study sought to find how fine dining restaurants have leveraged on the popularity of social media sites locally to create brand popularity through its advertisement drives. The study was guided by the following objectives; to determine the extent of social media advertising usage in creating brand popularity of fine restaurants in Nairobi, to examine the influence of social media advertising on the brand popularity of fine restaurants in Nairobi and to find out the challenges of social media advertising in creating brand popularity of fine dining restaurants in Nairobi. The theoretical foundation for the research was premised on the hierarchy effects theory. The study adopted a survey research design targeting both employees and clients of fine dining restaurants in Nairobi. The target population for the study comprised 390 restaurants in Nairobi, from which the study targeted 10% of the restaurants. The respondents included the managers, operations manager, communications manager and at least 10 customers in the restaurants. The sample size for the study was 135 respondents. The researcher further collected primary data using semi-structured questionnaires. Descriptive statistics were presented using charts, frequencies and percentages while inferential statistics were presented using correlation and regression analysis.

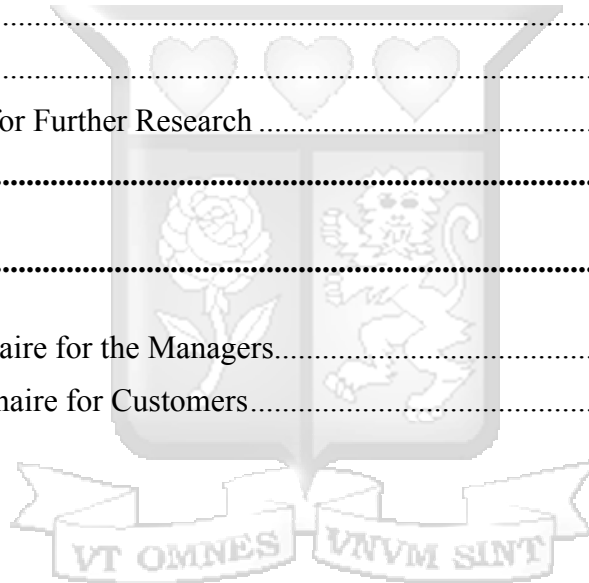
The study findings established that social media advertisement has been on the rise and has been adopted in fine dining restaurants also as a channel for meeting customers. Social media adoption was found to be more effective in increasing brand popularity than the traditional media. Findings also showed that social media advertisement has a significant and positive effect on brand popularity. It is also a cost effective channel of advertisement. The study therefore recommends that fine dining restaurants should embark on social media advertisements so as to increase their brand popularity. Also, there is need for the fine dining restaurants to implement strategies for advancing social media usage as the advertising channel which is also efficient and cost effective. It is also recommended that fine dining restaurants should utilize all available social media advertisement channels to reach every class of individuals across different age groups.

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ABBREVIATIONS

AIDA: Another Consumer Decision-Making Model

CCK: Communications Commission of Kenya

ICT: Information Communication and Technology

ITU: International Telecommunication Union

SPSS: Statistical Package for Social Sciences



DEFINITION OF TERMINOLOGIES

Brand: refers to a name of a fine dining restaurant identifies the services the restaurant and differentiate it from those of fine dining restaurants.

Fine dining restaurant: is full-service restaurants with an upscale menu, extensive beverage offering, sophisticated décor and ambiance, highly trained staff with more formal uniforms, and a dress code for the restaurant patrons.

Social media: Referred to the websites and applications that the fine dining restaurants use to create and share it with customers.

Social media advertising: The process by which fine dining restaurants gain attention of their customers through social media sites



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First and foremost, I thank the almighty God for the Gift of life and strength to work on this project.

I thank all my lecturers in SBS for their extra ordinary services and support. I especially thank my supervisor Dr. Joseph Wadawi for the tireless guidance and unwavering support in drafting this project.



DEDICATIONS

This study is dedicated to my wife and my children for their moral and financial support during the study period.



CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Today's best organizations have adopted advertisement and marketing strategies, that facilitate their identification of customer needs and then making their production with respect to the customer preference seeking for the customer satisfaction and retention while making a profit (Keller, Parameswaran, & Jacob, 2011). Today advertising remains one of the key elements of marketing. There exist many definitions of advertising. According to Vysekalova (2011) what the above definitions have in common is the fact that advertising is communication between sponsors and to whom are the products or services offered through any medium with a commercial aim. To make this communication link understandable, Richard and Curran (2012) state that advertising is a paid, mediated form of communication which is directed from a known source and designed towards the persuasion of the end receiver to take some action, now or in the future. Mediated communication' in this case is clarified as that which is conveyed to an audience through print, electronics or any method other than direct person-to-person contact.

Today advertising is considered a key component of what is known as the marketing communication mix where Belch and Belch (2004) argue that advertising has the ability to reach a wide audience in a cost effective manner, creating brand awareness and incite reaction or action from customers. Objectively, advertising are however closely linked with the aims and strategy of the firm on which it is based (Bacik, Fedorko, & Simova, 2012). Bacik, Fedorko, and Simova further states that this may be in areas of awareness about the firm, its knowledge, popularity, belief, intent, or about its activities.

Bacik, Fedorko, and Simovas (2012) argue that advertising can influence human behavior only if it passes the adoption process (is perceived) and processing (is understood) i.e. one can create an internal mental image of the message in the advertising. Vysekalova (2011) supports these facts by further arguing that positive advertising affects a person only when the picture is connecting the current message with past experience, past perceptions and has a motivating quality that becomes an incentive to purchase a product or a service other hand advertising has taken a shift in today's market mainly due to advancement in technology inventions which has led to the

creation of entirely different vehicles of advertising (Khurri & Luukkainen, 2009). Among the modern concerns that markets are still trying to come to terms with is the phenomena of online advertising, in particular, the social media. In order to explore advertising over this new vehicle, it is critical to understand the internet and the technologies that revolve around it making it the undisputable channel of advertising (Berthon, Pitt, Plangger, & Shapiro, 2012).

According to Schultz (2008) consumers react to oversaturated advertising message clusters in both traditional and non-traditional media such as the internet. He posits that customers control the content flow by electing shields to block out the increasing cluster and avoid the “push” of the advertisement messages from the marketers. He argues that doing so leaves the customers free to “pull” the information they desire from the internet or other media at a convenient time. This mechanism is called advertising avoidance which he defines as “all actions by media users that differentially reduce them exposure to ad content.” Zabadi, Shura and Elsayed (2012) confirm that several studies have recognized that the explosion of ads has caused consumers to avoid ads in traditional media (Mangold & Faulds, 2009); while the cluster-bomb approach of ads on the internet has led to declining towards consumer responsiveness to internet ads.

Nwankwo and Gbadamosi (2011) argue that the traditional industrial age marketing model of stimulus-response is getting outdated by the era of information technology, rapidly moving towards a new model of sense-and-respond enhanced by the new opportunities of two-way communication. They acknowledge that the internet today has emerged as an attractive marketing channel for small businesses to explore and exploit by posting their content and building traffic to it effectively. Christodoulides (2008) adds that technology makes it possible to interact with companies and communities on a personal level, rather than broadcasting impersonal mass-messages. It is possible for a company to speak directly to its customers.

Gathoni (2012) argues that the use of social media is much more affordable as compared to the traditional advertising methods such as television and radio commercials, banner advertisements, print placements and participating in promotional which are way expensive and at most they propel a culture of monotonicity in the advertisement market thus limiting a firm’s innovative tendencies. Chebet (2012) on the use of social media as a strategic communication tool by Safaricom Ltd found that social media ensured faster, and instant information dissemination of information on the product and services and further ensured faster responses and feedback from

customers. Wairimu (2012) conducted a study on the influence of social media on the effectiveness of business operations. From the research findings it was found out that social media plays more an integral role in promoting business operations more than the rigid traditional media advertising avenues. More so, the author notes that social media presents more exciting business opportunities in the current global world as compared traditional media.

1.1.1 Social Media Advertising

Berthon et al. (2012) define social media as a series of technological innovations both hardware and software that facilitate the online content creation, interaction and interoperability of online users in an inexpensive way. According to Mayfield (2008), the characteristics of social media include: Participation, Openness, Conversation, Community and Connectedness. Most kinds of social media make use of links to other sites, resources, and people. Basic forms of social media are blogs, Social network sites e.g. Facebook, Myspace, wikis, podcast, microblogging e.g. twitter, content communities e.g. YouTube, forums, etc.

Baird (2008) outlines some of the advertising forms on the internet to includes buttons, banner ads, pop-ups ads, paid text links, sponsorships, target sites, superstitious ads, E-mail ads among others. But though banners have become the most prevalent format of advertising on the internet (Rose & Owens Jr, 2009). However, of late referral links, target sites, pop-ups and social media campaigns have gained tremendous influence on the online advertising.

The advertising in social media differs from the traditional product and service marketing, in that it does not depend on a mere unidirectional relationship between the advertiser and the consumer. A successful social media advertising campaign is designed to create a buzz (Needleman, 2011). Social media advertising is an entity that works along a continuum that is ever-evolving. The successes of campaign advertisements rely entirely on the marketer's ability to entice social network users to discuss and promote a product.

Barnes et al. (2012) observe that there is trend towards social media usage among corporations as well as individual brands. He points to a study conducted by the University of Massachusetts Dartmouth which reveals that among the so-called Fortune 500 companies in the USA, as many as 73 percent of them have official corporate account in Twitter while 66 percent have a corporate Facebook page. Though to date advertising on the internet is a heavily researched topic in international advertising, the opposite is true for social media advertising. Okazaki & Taylor

(2013) state that there has only been a limited number of cross-national or cross-cultural studies on this topic. He argues that this could be due to the fact that researchers might view internationalization of social media as being premature in light of the very recent evolution of social media as a significant advertising platform.

Gritten (2007) and Schultz (2006) state that consumers today are exposed to thousands of commercial messages every day especially through guerrilla media campaigns, blogs, podcasts, online social networking sites besides traditional media such as television and newspapers. This has led to what Gritten (2007) terms as consumers editing of information through empowerment of technology advancements to selectively avoid ad messages that don't interest them; phenomena that Chan (2012) refers to as advertising avoidance and points out the fact that it has not received many studies on the online environment so far. According to Njonjo (2010) in research conducted by TNS Research International and Kenya ICT Board with a view to establishing the popularity of social media in Kenya. The findings were as follows: Facebook is the most popular social media accessed by 96% of the respondents followed by Hi5 (38%), twitter (37%), LinkedIn (30%), YouTube (30%), Tagged (23%), Yahoo 360 (20%), Myspace (20%) and others (10%).

1.1.2 Brand Popularity

According to Kapferer (2004), brand is a name that influences the buyers. Kapferer further argues that a brand command people's attention since they have an element of saliency, intensity differentiability and trust. Successful brands create an emotional bond with consumers and convey a consistent message. Developing a brand is not limited to any unique product or service or organization. Creating a brand popularity is a unique competitive edge for a firm since a strong brand is able to bring the notable reputation and good image to the organization. The changes brought forward by globalization, innovation and adoption of technology has led to changing customer responses in terms of age, income, taste and values hence it's imperative for a firm to maintain a distinct brand that is cognizant with its target consumers (James, 2010).

Branding is not just a mere strategy of unveiling products or services to the customers, rather, it's through a brand popularity that a firm is able to make a relationship between the customer it's product or services, create value, loyalty and also reduce decision making on buying in an environment filled with different alternatives (Evans, 2010). Due to the era of information technology, the way of communication has been changed; fast internet creates new and fast format of communication especially through the social media. There is now a plethora of digital channels which can be used to hold a dialogue between a Brand and a Consumer, or groups of consumers hence promoting the firms brand (Ian, 2007).

Hammond (2008) discusses the benefit that strong brand can bring to the firm. Strong brands increase company's sales volume, the brand popularity creates great awareness and introduces the service or product that the company is offering. Hammond further suggests that the brand builds a long-lasting customers loyalty and relationship, and it gives the company an opportunity to offer their services and products with premium pricing.

Naziri, Ghasemi, and Saeidi, (2015) argue that a brand name enables people to recognize their reliable and trusted products and services without thinking a lot. Firms with strong brands are able to create a loyal set of customers and offer their services for a premium. A strong brand ensures there is high brand popularity which results in attracting and retaining customers as well as other stakeholders in the business environment.

1.1.4 Fine Dining Restaurants

Fine dining restaurants are full-service restaurants with an upscale menu as well as an extensive beverage offering. The fine dining restaurants have a more sophisticated décor and ambiance. The wait staff is highly trained and often wears more formal uniforms, and there is often a dress code for the restaurant patrons (Trends in Fine Dining, 2011). National Restaurant Association stated that fine dining restaurants will remain popular so long as they continue to offer food quality, individuality and more casual setting (Trends in Fine Dining, 2011).

Fine dining restaurants are generally classified as independents but in the last decade rapid growth of the higher end dining establishments in the full service segment like PF Changs, Legal Seafoods, McCormick and Schmick's, Ruth's Chris, Morton's and other brands in the United States of America was driven in some cases by corporate growth (Lagesen, 2012). The

environment that a restaurant operates goes far beyond the hotel industry and even farther than the industry segment where restaurant has business. That restaurant environment is defined as restaurant's Macro-Environment and has seven components that have potential to affect the hotel and its competitive environment: demographics, trends of technology, political and regulatory factors, economic conditions, social forces and global factors (Thompson, Peteraf, Gamble, & Strickland, 2011). These factors can influence the restaurant in different ways and to different degrees, but the restaurant itself has no power to make an impact on the hotel macro-environment (Boyd, 2012).

According to Eliwa (2006) on her study, *customer loyalty and the image of the fine dining restaurant*, attracting Customers has turned more difficult due to the challenges of competition and the need to maintain the volume of business that the restaurant faces. The competition challenge has three major implications for what customer wants; the increased choice; augmented level of service; and greater value of money (Kandampuly & Suhartanto, 2000). With the intense competition and demanding consumers, a concern reasonably revolves around what restaurants can do to maintain their customer satisfaction. The restaurant managers need to know what the customers want and what makes them come back so that they can make improvements to the operations of the restaurant (Naylor & Greco, 2002). The customers have their own reasons to return to a restaurant; some of these reasons are seeking value, quality, and desirable dining environment.

1.2 Statement of the Problem

The proliferation of internet information communication technologies has seen an increase in internet accessibility to the population in Kenya. (CCK, 2012 & 2013). With it, the possibilities for commercial firms has increased through various online interactive platforms like corporate websites and interactive media like social media. Communications Commission of Kenya (2013) puts internet users in Kenya at over 19 million. Most internet users spend their time on social media platforms interacting with other users that include but not limited to Facebook, Twitter, and LinkedIn. Facebook, for instance, has over 845 million users worldwide (Kimani, 2012) with 40.2 million users being from Africa whereas Kenya alone had slightly over 1.2 million users as per data from ITU.

Social media advertising, according to Weston (2008), facilitates finding talent, building brand awareness, finding new customers, and help to conduct brand intelligence and market research. The communication in the social network gets shoppers to listen to one another, review ratings for products and services and provide product knowledge and personal information. According to Charlene and Bernoff Li (2008), the participation and diffusion of social media technologies to a great extent depends on how these tools facilitate users to connect in a new way with their friends, convenience in registration, peer pressure, the altruistic impulse, the prurient impulse, creative impulse, validation impulse, the affinity impulse hence better resonance with their popular brands.

Cox (2012) researched on Social Media Marketing in a Small Business and asserts that SMEs have improved their performance through social media marketing which is much cheaper. Chua (2013) carried out a research on the impact of social media on restaurant industry and asserted that the social media affected the revenues in the restaurant industry in the New York City and established that social media greatly affected the ratings of the restaurants as well as their profitability.

In the US market by 2010, the total revenue accruing from internet advertising rose to \$26 billion surpassing that of traditional media advertising which stood at \$22.8 billion. This is expected to drop further as the influence of social networks continues to grow (IAB, 2011). Nyamamu (2014) argues that the onset of the digital media has affected the revenue streams of print media. The author acknowledges that the growth in online advertising adversely affected the marketing opportunities of print media as more and more people are turning to online content for information. Hence, Nyamamu concludes that in the short run digital media advertising will be the next frontier of business competition.

From the foregoing background there is a dearth in local literature linking social media advertising to brand popularity (Gathoni, 2012). More so, there is evidence that, in Kenya, the local traditional media advertising firms have been facing a decrease in their revenue stream hence shift to online presence i.e. N-soko (NMG) and the corporate social media accounts (Nyamamu, 2014). Hence this study sought to build on this knowledge gap, by undertaking a comparative analysis of social media advertising and brand popularity. The findings of the study will help to enhance the knowledge and contribute to strategy changes within the hospitality

industry and other sectors of the economy in regard to harnessing the potential of social media advertising in creating brand popularity.

1.3 Research Objectives

The study generally sought to undertake an analysis of the use of social media advertising to create brand popularity for the fine dining restaurants.

1.3.1 Specific Objectives

- i. To determine the extent of social media advertising usage in creating brand popularity of the fine restaurants in Nairobi.
- ii. To examine the influence of social media advertising on the brand popularity of fine restaurants in Nairobi.
- iii. To find out the challenges of social media advertising in creating brand popularity of the fine dining restaurants Nairobi.
- iv. To propose strategies on how fine dining restaurants can improve brand popularity.

1.4 Research Questions

- i. What is the extent of social media advertising usage in creating a brand popularity of the fine dining restaurants in Nairobi?
- ii. To what extent does social media advertising influence brand popularity of the fine dining restaurants in Nairobi?
- iii. What are the challenges of social media advertising in creating brand popularity of the fine dining restaurants in Nairobi?
- iv. What are the strategies that can be employed by the fine dining restaurants to improve brand popularity?

1.5 Significance of the Study

The comparative analysis of the fine dining restaurants' use of traditional advertising media and social media will be of importance to the fine dining restaurants in their advertisement endeavors since they will know the market trends and where to advertise more.

The study will equally be important to the advertisement firms since they will be informed on where best to advertise fine dining restaurants in Nairobi city to meet the demands of their clients.

This study will come in handy for the researchers who could like to undertake a study in the similar field in future since it will contribute to the literature on the use of social media in advertising and the state of the hotel industry in Nairobi.

The study will also be of great significance to other restaurants and retail chains that need to implement an elaborate advertising service. Through the study findings managers and marketing departments will get knowledge on how best to modify their advertising in line with the social media to harness the benefits available.



CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter consists of a review of literature related to the study as well as an empirical analysis of previous studies and how they correspond to this research. The chapter further outlines the theoretical foundations of the study. Finally, the chapter presents the conceptualization of the study variables and identifies the association that is hypothesized in this research.

2.2 Theoretical Review

2.2.1 Hierarchy of Effects theory

Hierarchy of Effects theory developed by Lavidge and Steiner (1961) is the commonly referenced theory in advertising research. Their theoretical essay explores the influence on consumer decision-making and basically explains the consumer thought-process. Acting as a consumer model of advertising, the theory conceptualizes advertising as a long-term process is countering the common opinion that all advertising should incite immediate action from the consumer to be successful. The theory is grounded around six hierarchical steps namely Awareness, Knowledge, Liking, Preference, Conviction, and Purchase. It states that individual consumers go through these steps at own speeds depending on the level of individual motivation and product involvement among other factors (Lavidge & Steiner, 1961).

Although Mabry (2010) argues that the hierarchy of effects theory evolved from the AIDA model (another consumer decision-making model) with the steps of Attention, Interest, Desire and Action, Lavidge and Steiner (1961) believed that understanding consumers decision-making process allowed advertisers to construct more persuasive messages. Mabry (2010) further observes that the hierarchy of effects theory was influenced by the popular Cognitive, Affective and Conative Psychology model which describe the behavioral dimension of decision-making suggesting that individuals first think, then develops feeling which finally leads to acting when influenced by stimuli. Notwithstanding the fact that various other models have been developed since the hierarchical model, particularly with interest in cognitive processes of the consumer in relation to psychological and behavioral dimension, Lavidge and Steiner's hierarchy of effects has proved to be the most influential (Mabry, 2010).

In fact, several studies have recently used the theory as a background in their advertising research work. For example, a study aimed at finding out how advertising affects consumers by

examining hierarchies associated with the consumer decision-making process included the hierarchy of effects model together with all other models following the Cognition, Affect, and Behavior model together with the AIDA model (Vakratsas & Ambler, 1999). In their study, Vakratsas and Ambler (1999) found out five main areas of research that stemmed from the original models. These areas include the brand attitude formation, advert likeability and attitudes towards the advertisement, the effects of message repetition on awareness, recall, and attitude formation among others.

In summary, according to Mabry (2010), although there are several conclusions made based on the analysis of these hierarchies, first, emotions, as well as past beliefs, affects a consumer attitude towards a brand. Second, ad likeability and brand preference are highly correlated. And finally, advertisers can maintain recall and attitudes using a series of slightly different advertisements within a product campaign. Based on the findings of a recent study titled “Engaging Audiences: An Analysis of Social Media Usage in Advertising”, Mabry (2010) states that according to the advertiser’s survey, the entry of social media as a medium of advertising has changed the process consumers go through when making decision on whether to purchase goods or not. This means that the hierarchy of effects as a consumer model still applies to consumers who engage with social media. However, many of the respondents (i.e. sampled advertisers in Mabry study) indicated that achieving consumer response at each level has become more challenging since the creation of social media a fact attributed to the differences in which consumers interact in these platforms.

2.3 Empirical Review

2.3.1 Use of Social Media Advertising

Nekatibeb (2012) researched on the Impact of Social Media on Traditional Marketing. The study found out that social media has provided an opportunity for everyone to communicate effectively and efficiently in a way unprecedented by any other media it can be considered as the communication tool of the modern era. Tuten (2008) further states that social media marketing is a form of online advertisement that is based on social communities and social networks and that due to the high growth rate of social communities most businesses have started to realize the potential of social media marketing in reaching the larger audience. The advent of online communities has bridged the communication gap between brands and consumers by creating a

two-way communication platform. This fact has encouraged the engagement of businesses with their customers through joining the conversation on the social media sphere (Bacik, Fedorko, & Simova, 2012).

According to Gillin (2010), a traditional one-to-many way of sending marketing messages to potential customers is no longer enough and should be complemented by collaborative communication media to achieve the most effective and competitive communication. Gillin (2010) states that social media has given voice to millions of ordinary internet users who can now relate their experiences and opinions to a global audience at little or no cost. Social networking, via popular sites like Facebook, Twitter, Pinterest, LinkedIn and YouTube has evolved from peer-to-peer interactions to becoming a viable relationship-building tool for businesses of all sizes (Mrayati, 2014).

Television is one form of traditional media using one-way communication methods. In television advertising, marketing messages provide a message to the consumer with no possible communication return method from the consumer. The percentage of individuals reached through television has decreased from 2010 to 2012 from 89.5% to 88.3% while The Internet and mobile phone have both increased (Media Comparisons Study, 2012). A study of consumer television consumption correlated with actual purchases of those consumers shows that a higher engagement with the show increases the likelihood that consumers will remember the ads during the show (Pergelova, Prior, & Rialp, 2010).

2.3.2 Social Media Advertising in creating Brand Popularity

Jensen, (2009) argues that social media platform is currently seen an early phase, though has already occupied and taken a place in the modern marketing as well as branding strategies and its trend has been on the increase in the recent years. The brand has changed from its traditional sense. According to Jensen, (2009) brands have grown to become much more than merely a logo and product packaging. Whilst the tangible communication elements used to support a brand are often referred to like the brand; it is, however, the intangible concept of a brand that truly makes the brand valuable. Tsai (2009) affirms that a few years ago, there was little communication between brands and customers. The Internet has revolutionized marketing and trade.

In a conference commentary Christodoulides (2008) postulates that individuals' perception towards brands is significantly influenced by presence of its opinions from webs, including social sites such as blogs, Wikipedia, YouTube, epinions.com and other online sources, unlike traditional channels where only one-way of marketing communications material pushed at customers. His illustration further argued that the value creation is facilitated through the dialectical process, resulting in the need for brands to engage in open conversation with people. According to Mangold & Fauld, (2009) businesses now realize the need to create their own brand presence on social media in order to stay informed and keep track of consumer-generated content surrounding their brand. They also go on to state that although companies cannot directly control consumer to consumer messages, they do have the ability to influence consumer conversations about their brand.

Drury (2008) emphasizes that marketing with social media is about building a relationship and conversation with target audience. Marketing is no longer one-dimensional as it was with traditional media advertising; it has become a two-way process is engaging a brand and an audience. Williams and Chinn (2010) noted that social media marketing allows organizations to have better control and feedback from their input as it brought about the capability to compile statistics regarding the viewing of the posted adverts on daily as well as an hourly basis. It enables one to view the exposure time of the client on an advert hence track the effectiveness of the advert. Marketers today are able to identify and satisfy consumer needs and preferences through monitoring of websites either on email, online surveys, and chat rooms. The Internet provides an opportunity to the businesses to get immediate and impulsive responses of the consumers through the marketing surveys and polls conducted online or via email (Sashi, 2012).

Social media facilitates conversation between groups extending its ability to reach of the word to mouth when individuals are conversing in the act of sharing their experiences. According to Inskip (2004), internal marketing is as important as external marketing and that branding should seek to offer the organization and employees an identity that is clear and visible with a sense of what it stands for. The main advantage of having a social network presence as identified by Sachoff (2008) is the amount of information an organization can gain from its customer base. The data collected can be used for new product development, getting customer feedback and

loyalty management. This collection of data can be used for marketing as well as an entire customer-focused organization. Nwankwo & Gbadamosi (2010) add that now more than ever marketers can get a full view of the marketing landscape and measure the moods of the consumers and their perceptions about the brand by monitoring feedback. The internet enables small businesses to collect market research intelligence quickly and relatively cheaply.

Gathii (2010) conducted a study on the impact of social media on traditional mass media functions in Kenya using the case of Royal Media Services Limited, Nairobi. The study revealed that Royal Media Services uses some forms of social media tools like Facebook, Twitter, to a large extent. The media station utilizes the social media as its primary brand awareness channel. In conclusion, social media impacts traditional media functions to a large extent. Nyawira (2012) conducted a study on the influence of social media on customer service in Safaricom Limited. Findings show that social media enhances efficiency and innovative strategies that foster customer awareness and stickiness to the Safaricom brand. The study further shows that social media advertising has been a more cheaper and reliable method of advertising as compared to traditional advertising channels.

Barlow and Birkhahn (2005) in their three surveys which sought to assess the views of corporate brand/marketing executives, advertising executives, and consumers on a mass marketing setting established that, as top executives perceive that the mass media marketing age is gone, 63% of the service/product consumers believed that traditional advertising which included of TV and basic online ads was still an effective means of marketing a new product or service. In their study, the advertising staffs agreed with the marketing executives establishing that the decline in perceived effectiveness of traditional marketing media can be blamed on two fronts: today's mass media is incredibly cluttered and tremendously noisy and new, alternative media channels are becoming more and more attractive to consumers.

However, other studies conducted in the United States illustrated that television advertising remains a relevant form of traditional marketing which had the highest ad revenue of all the traditional marketing forms. A recent Nielsen survey of 2013 showed that 68 percent of participants in the study said they would take action due to a seen advertisement from the television, with newspapers advertisements only trailing slightly at 65 percent, and magazine ads at 62 percent (The Nielsen Company, 2013). In his study, Adzharuddin (2012) reviewed on

the current trend of traditional media marketing versus new media marketing. The study found that internet marketing was more effective marketing channel that allows for something that radio and television have never been able to offer. According to the study, internet marketing focuses on interactivity of the marketer and the consumer and facilitates a communication between the two parties implicating the importance of the customer as the key players and part of the business who deserve direct communication with the marketer.

2.3.3 Challenges of Social Media Advertising on Brand Popularity

Branding is important in the adoption of digital marketing purposes as well as the availability of adequate security procedures in one's site; this is due to the fact that customers do online research solely and their purchasing decisions as well are based on their trust. Inadequate security measures, expertise, and financial means to guard against unauthorized access to confidential information by employees and from outsiders and hackers pose a hindrance to digital marketing adoption (Khan, 2014).

The biggest failure in traditional media advertising as detailed in the study by Kimani (2012) is that it fails to offer instant insights that can help marketers project their business movements. Further the study singles out the lack of traditional media to be more flexible as per the demands of different user groups. In another study Barlow and Birkhahn (2005) highlight that traditional media is a limiting advertising tool in the era when online marketing is taking precedence and replacing traditional media. For instance nowadays people can stream their favorite TV shows online hence no need for an actual TV. Similarly firms can share videos and blogs of their services rather than erect billboards or paid-adverts in newspapers (Christodoulides, 2008).

Newman and Thomas (2009) say that while allowing employees to utilize social networks is essential for innovation, there is also the strong possibility that the lines between professional and personal habits become blurred. Many people utilize social networks at work as an extension of their personal lives. There is also the risk of employees broadcasting sensitive or defamatory information. It is extremely an important practice in any organization to ensure the monitoring of the general market perceptions of brands from the online community as well as addressing issues discussed online that had not been previously considered, for product/service brands. The other aspect of the lack of brand control involves employees. According to Newman and Thomas

(2009), there is the risk of someone posting the wrong information on a network. For example, they may do so by exaggerating a product's qualities.

Petty (2008) establishes that social networking creates an opportunity for the companies to collect consumer responses and related data, but she adds that these information pools cannot just be tapped into due to stringent privacy issues. Social media marketing is also very involving, and one may need to spend a lot in terms of resources like time. Jensen (2009) asserts that, despite that engagement in social media activities is a trivial task for an organization, the practice is extremely resource consuming for the establishment of an existence, generating an interesting content, involvement in discussions and monitoring, maintaining and managing the presence.



2.4 Conceptual Framework
Independent Variables

Dependent Variable

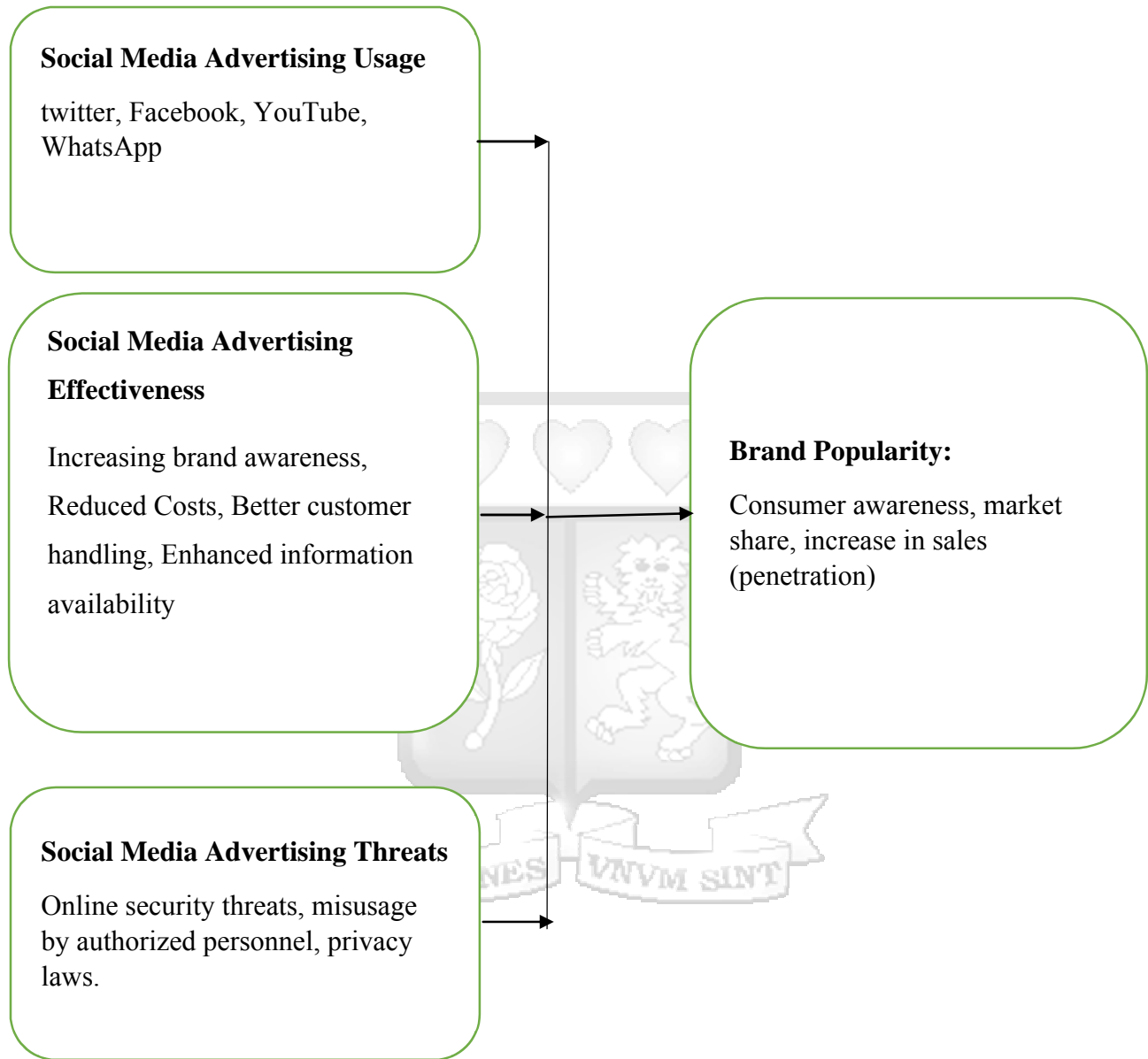


Figure 2.1 Conceptual Framework

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter represents a breakdown of the research methodology and the tools that were adopted in the course of the research. This section contains the research design, target population, sampling design and sample size, data collection and data analysis that was conducted to solve the research problem. Lastly the chapter also contains the reliability and validity tests and the ethical considerations to be followed.

3.2 Research Design

The research adopted survey design as the main research design for the study. This has been defined by Bowling (2005) as a method for collecting data as reported directly by individuals. Surveys involve the use of a series of structured questions that are administered to research participants who answer the questions themselves. Survey design, was selected since it would give the relationship between the study variables and it would facilitate the collection of quantitative data from the respondents. This provided meaningful information to the researcher on the individual characteristics of the variables under study.

3.3 Target Population

Target population refers to the total number of subjects or the total environment of interest to the researcher (Oso & Onen, 2009). The target population for the study comprised of both employees of fine dining restaurants as well as the clients who frequent the joints and have been active/aware of the restaurants social media pages. According to Trip Advisor (2016) there are 390 fine dining restaurants in Nairobi. The study therefore targeted three managers from each of the restaurants who were more involved in marketing and customer service activities. These were the branch manager, communications manager and the operations manager. The study further targeted a quota of 10 customers per each fine dining restaurant. The target population is therefore as presents in Table 3.1;

Table 3.1 Target Population

Category	Number of Restaurants	Number of personnel	Total Population	Percentage
Branch Managers	390	1	390	7.7
Communications Manager	390	1	390	7.7
Operations Manager	390	1	390	7.7
Customers	390	10	3900	76.9
Total	390		5070	100.0

3.4 Sample Size and Sampling Technique

All fine dining restaurants in Nairobi city were studied. Purposive sampling was used to select fine dining hotels that have an active social media account; purposive sampling technique is deemed appropriate for the study as it allows only those who are perceived to have specific information required for the study. According to Mugenda (2008) a sample of 10%-30% of the total target population can be selected for a research study and the inferences made will be representative of the total population. Hence, the researcher selected a sample representative of 10% restaurants, from which the target population consisted of the Branch manager, communications manager and the operations manager as well as the 10 customers forming the quota. Convenient sampling was then employed to interview the respondents from the selected fine dining restaurants. This was on the basis of the availability and willingness of the respondents to participate in the study. The identity of the restaurants was not revealed in order to comply with the privacy preferences of the respondents.

The adjusted sample size for the finite population of 507 respondents was;

$$n^1 = \frac{1}{1/n + 1/N}$$

Where; n^1 = adjusted sample size

n = estimated sample size for infinite population

N = Finite population size

$$n^1 = \frac{1}{1/184.36 + 1/507} = 135$$

Total sample size is; 135 respondents.

3.5 Data Collection Procedures

The study utilized primary sources of data for analysis. The primary data source was collected using a structured questionnaire. The questionnaires comprised of both open and close-ended questions and a pilot test was conducted to test the reliability and the validity of the instruments used.

The questionnaires were delivered to the respondents using a researcher-administered method. This method allows for the researcher to be present during the filling of the questionnaire. This method is timely and more efficient since it allows individuals to seek clarifications on any aspects of the questionnaire that are complicated.

The study undertook a pilot study with one of the local restaurants to enable the researcher to undertake both reliability and validity tests.

3.6 Data Analysis

The data collected was both quantitative and qualitative data. Quantitative data was analyzed using Statistical software (SPSS, v.22) and the output was presented using descriptive statistics and inferential statistics. The descriptive methods utilized in the study included the means and standard deviation, as well as frequencies and percentages proportions. On the other hand, inferential methods of correlation analysis were adopted in the study. Qualitative data was transcribed and analyzed using content analysis method where responses will be organized based on themes and trends established. The findings were summarized to back up quantitative data.

3.7 Research Quality

The reliability of the measures was tested using Cronbach's alpha technique, where the statistic for the independent and the dependent variables will be established. The inter-item consistency reliability or Cronbach's alpha reliability coefficients of the independent and the dependent

variables were obtained. To make a deduction, according to Sekaran (2003), the closer the reliability coefficient gets to 1.0, the better. A measure of less than 0.70 would be considered poor, and more than 0.70 considered good. Each variable's Cronbach's alpha statistic was computed and interpreted as mentioned above.

On the other hand, validity according to Robinson (2002) can be defined as the degree to which the observations made from the research actually represents the phenomenon under study. Validity is usually employed to ensure that the study measures exactly what it was intended to bring out from the beginning. The study ensured validity of the questionnaire tool through considering both the face and content validity of the tool. The face validity is examination of sense that the research tool looks like it measures what it was intended to measure – was realized by having all the questions phrased in line with the study objectives. Content validity was undertaken through a review of the questionnaire by an expert in the study field. The researcher relied on the supervisor to assist in undertaking the content validity of the data collection instrument.

3.8 Ethical Considerations

All works referred to in the study has been duly acknowledged through citations as appropriate. The study ensured that the information collected from the respondents was strictly used for the intended academic purposes only. All information received was treated with utmost confidentiality. No respondent was required to inscribe the names in order to protect their identity in the course of the study. Therefore, no personal information was solicited. The principle of voluntary consent was also strictly upheld by disclosing the purpose of the study to the respondents and guaranteeing anonymity and confidentiality in the questionnaires. Further, no respondent was forced to respond to the questionnaire by coercion or otherwise. Participation was strictly voluntary.

3.9 Scope of the Study

This study was limited to fine dining restaurants in Nairobi city. The study was also limited by the willingness of the target respondents to take part in the study.

The study had the following delimitations; the generalizability of this study was limited by the fact that this study was conducted in Nairobi city only and not the whole country. The business proprietors might have feared that the information about their businesses would be disclosed to their business rivals and thereby give scanty information but the researcher assured them that the information was mainly for research purposes. The study was also delimited by the fact that not all the available advertising media at the disposal of the hotel was considered in the study hence the findings may not be comprehensively representative.



CHAPTER FOUR: RESULTS

4.1 Introduction

In this chapter, the analysis, presentation, and interpretation of collected data from the respondents is carried out. The findings are evaluated and relevant interpretations are made providing the results as given in the questionnaires. In addition, the results are discussed and presented according to the objectives of the study.

4.2 Response Rate

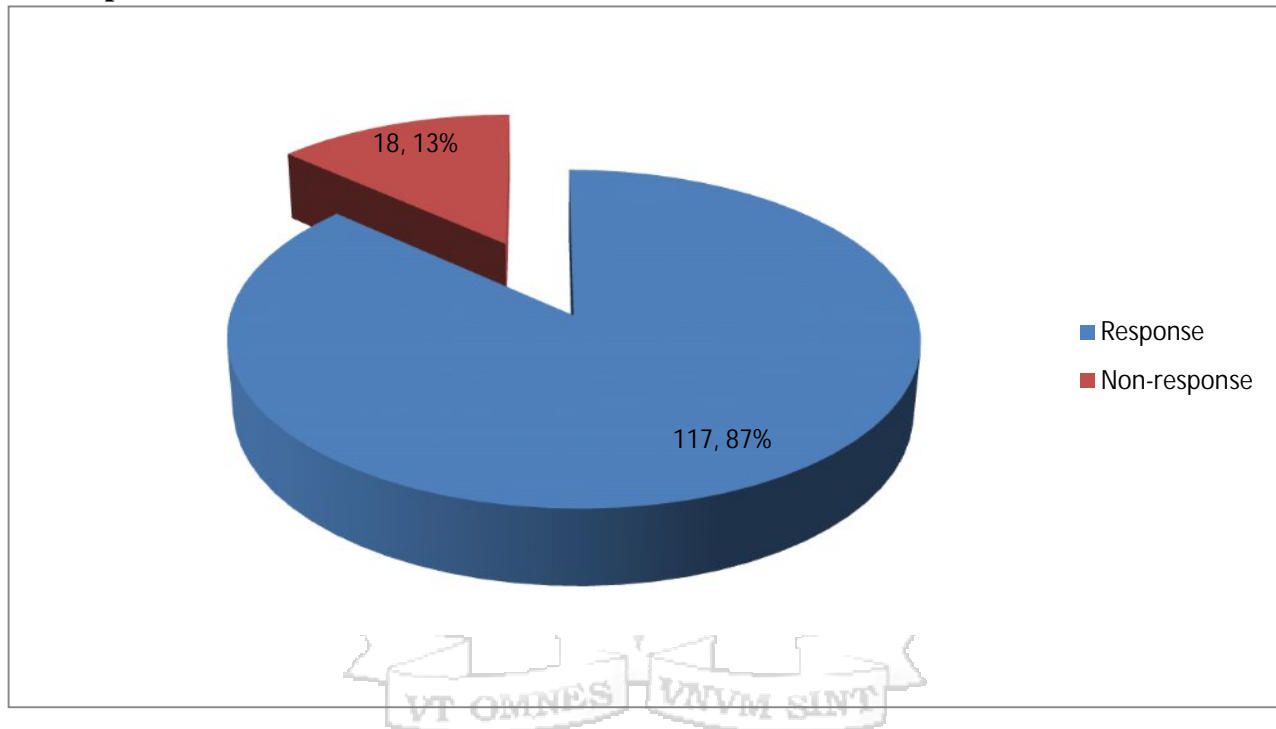


Figure 4.1 Response Rate

The study realized a response rate of 87%. This comprised of 117 respondents out of the sampled 135. Among the respondents, 27 were the managers of the fine dining restaurants whereas 90 were the customers who participated in the study. The response rate was good as recommended by Mugenda and Mugenda (2009) that a response of 70% in a study is adequate and apt representative of the population from which the results can be generalized.

4.3 Background Characteristics

Table 4.1 presents the results on the background characteristics of the respondents. These include their gender, ages and the number of years that the respondents had served in a fine dining

restaurant. The findings are in frequencies and percentages giving the representation of different characteristics in the study respondents.

Table 4.1 Respondents' Background

		Frequency	Percent
Gender	Female	17	58.6
	Male	12	41.4
Age	Below 21 years	4	13.8
	21-29 years	8	27.6
	30-40 years	9	31.0
	Above 40 years	8	27.6
Years worked for a fine dining restaurant	1 - 3 years	13	44.8
	3 - 5 years	8	27.6
	5 - 8 years	4	13.8
	9 years and above	4	13.8

Table 4.1 presents the results on the background characteristics of the respondents. These include the gender characteristics, age of the respondents and the number of years that the respondents had worked for the fine dining restaurants. According to the findings, majority of the respondents were female representing 58.6% whereas 41.4% were the male respondents.. The table also shows that most of the respondents were aged above 30 years. 31% of the respondents were aged 30 – 40 years and 27.6% of the respondents were aged above 40 years. Only 13.8% were aged below 21 years among the respondents. With regard to the number of years worked in the fine dining restaurant, most of the respondents had worked for 1 – 3 years. These represented 44.8% followed by 27.6% who had worked for 3 – 5 years whereas the respondents who had worked for 5 – 8 years and 9 years and above represented 13.8% each.

4.3 Brand Popularity

Table 4.2 presents the results on the brand popularity. This shows the extent to which the brand popularity had grown over years showing the possible effects of social media advertisement to the brand popularity.

Table 4.2 Brand Popularity

	Count	Table N %
How much has your brand popularity grown over the last 5 years	Very high extent	16 55.2%
	High extent	9 31.0%
	Moderate extent	4 13.8%
How much has your market share increased in the last 5 years	Moderate	9 31.0%
	High	12 41.4%
	Very high	8 27.6%
How much has the customer awareness of your brand increased	Moderate	5 17.2%
	High	12 41.4%
	Very high	12 41.4%
What are the chances that a random customer would choose your brand within Nairobi over your competitors	High	17 58.6%
	Very high	12 41.4%

As illustrated in table 4.2, majority of the respondents reported that their brand popularity had grown to a very high extent over the previous five years. This was reported by 55.2% of the respondents whereas 31% reported a high extent of growth and 13.8% moderate extent. On growth of market share, the table shows that 31% of the respondents reported a moderate growth, 41.4% reported a high growth level and 27.6% reported that their firms had experienced a very high growth effect.

From the table also, findings illustrate that customer awareness for the fine dining restaurants in Kenya had grown significantly. This is as illustrated by the respondents where 17.2% reported a moderate growth whereas 82.8% reported a high growth rate for their customer awareness. Customers were also asked on the probability that the customers could recognize their brands by chance. The findings show that all the respondents had the belief that their customers could highly recognize their brands given a chance. This is as reported by all the respondents where 58.6% reported high chances and 41.4% very high chances.

4.4 Extent of Usage of Social media and Tradition media advertising

To study the usage of social media and traditional media advertising in the hotels, the study conducted mean and standard deviation statistics to measure the different levels of agreement from the findings and obtain a mean representative of these responses. The standard deviations show the level of variance of the individual responses from the mean given where a high value of

the standard deviation shows a huge variance and vice versa. Mean intervals for the calculated means are based on the likert scale data that was collected where a mean in the interval 1.0 – 1.9 is a strong extent of disagreement, 2.0 – 2.9 is disagree, 3.0 – 3.9 is neutral and a mean in the interval 4.0 – 4.9 indicates that the respondents agreed whereas a mean value above 4.9 is an indication of a strong extent of agreement.

Table 4.3 Usage of Social media and Tradition media advertising

	Mean	Std. Deviation
The restaurant relies on social media advertising over traditional media in enhancing the outlet’s brand popularity.	4.7241	.45486
The restaurant regularly utilizes the social media accounts to create awareness on promotions and new services as a way of enhancing brand popularity.	4.9655	.56586
The restaurant uses the social media accounts as avenues of collecting information on the brand popularity of the establishment.	4.4138	.50123
The restaurant uses the social media accounts as a platform for responding to customer complaints as a way of enhancing brand popularity.	4.1724	.65841
The use of social media advertising offers the firm an avenue of corresponding with the customers with a bid to enhancing the brand identity of the firm.	4.3103	.71231
The hotel gains insightful data on product promotion and customer awareness through traditional media advertisements.	3.5517	.90972
The hotel uses traditional media advertising as a tool of promoting customer awareness.	4.4483	.73612
Traditional media advertising offers the restaurant avenues for collecting customer data.	4.1724	.84806

According to the findings as presented in Table 4.3, the respondents agreed as illustrated by the mean of 4.7 (0.45) indicating that the restaurant where they worked relies on social media advertising over traditional media in enhancing the outlet’s brand popularity. The respondents also agreed that the restaurants regularly utilize the social media accounts to create awareness on promotions and new services as a way of enhancing brand popularity (Mean = 4.9655, std. dev = 0.56586). The studied restaurants also use the social media accounts as avenues of collecting

information on the brand popularity of the establishment as reported by the respondents where majority of them agreed giving a mean of 4.4138 with a standard deviation of 0.50123.

The study results also indicate that the fine dining restaurants use the social media accounts as a platform for responding to customer complaints as a way of enhancing brand popularity. This is as indicated by a mean of 4.1724 with a standard deviation of 0.65841 indicating that the respondents agreed to this aspect. Further, the use of social media advertising in the fine dining restaurants offer the restaurants an avenue of corresponding with the customers with a bid to enhancing the brand identity of the firm as reported by a mean of 4.3103 with standard deviation of 0.71231 revealing that the respondents agreed.

From the table also, the respondents neither agreed nor disagreed that the restaurants use traditional media advertising as a tool of promoting customer awareness as this indicated a mean of 3.4483 for a neutral opinion with a standard deviation of 0.73612. Similarly, a neutral opinion was obtained for the opinion that the traditional media advertising offers the restaurants avenues for collecting customer data with a mean of 3.1724 and a standard deviation of 0.84806. The respondents further did not show supportive evidence that the hotels gain insightful data on product promotion and customer awareness through traditional media advertisements as shown by the mean of 3.5517 with a standard deviation of 0.90972. These aspects of traditional media obtained means of values in the interval for neutral state indicating that the respondents neither agreed nor disagreed to these aspects.

4.4.1 Other Benefits of Social Media

The respondents were further asked of other ways through which the use of social media advertisement had been of benefit to their brand popularity. The findings showed that, social media advertisement was of great significance to the marketing of the fine dining services as it enabled the management of these restaurants to manage their business while on their physical absence. According to one of the responses given, the respondent reported that;

“I have been able to communicate direct to the customers online where I am able to get their feedback on their level of satisfaction and this has been facilitated by the presence of social media platforms”

The respondents also reported that, with the use of internet, the organization finds it easy to advertise online and have received feedback which the customers prefer using also than the traditional media. The fine dining restaurants have strategies that seek to utilize social media due to its reach to more people globally as enabled by internet connections.

Social media has been utilized in the fine dining restaurants to upload their products and create more awareness of the brand to the customers. According to the responses given, online sites have been of importance to the marketing departments of these restaurants as they have been on the increase in utilizing these sites to make popular their brands. Promotions have also been carried out online where customers have been able to win some products from these restaurants and communicated through the online channels.

Customers also felt that the presence of social media has enabled them access the services from the fine dining restaurants as they are able to get feedback concerning some food products on their request. Others have been able to order the products online and delivered at their disposal with no extra charges making them more satisfied with the services.

4.5 Influence of Social Media Advertising and Traditional Media

The influence of social media advertising and traditional media on brand popularity is also studied through measuring the respondents' level of agreement to the given aspects of influence. The findings are as well presented in means and their standard deviations as per the level of agreement among the respondents. These are as presented in Table 4.4;

Table 4.4 Influence of Social Media Advertising and Traditional Media

	Mean	Std. Deviation
The social media accounts act as a tool of collecting consumer data which can be used to enhance brand popularity.	4.8966	1.14470
Social media advertising has fostered the brand popularity of the establishment by offering seamless communication between the brand and customers.	4.8966	.85960
Social media advertising has enhanced brand popularity of the establishment by offering a one stop center for accessing all information related to the restaurant.	4.0345	.77840

Social media advertising has promoted the brand popularity of fine dining restaurants by offering a global marketing tool that is accessible anywhere.	4.9655	.56586
Social media advertising promotes brand popularity of fine dining restaurants through availing platforms for customers to air their opinions.	4.4138	.50123
Social media advertising offers the fine dining restaurants control over their branding thus can specifically target a niche marker that resonates with the brand.	4.8621	.99010
Social media advertising allows fine dining restaurants to monitor and collect customer data which can be used to enhance the brand popularity of the establishment.	4.1379	.35093
Social media advertising enhances brand awareness by offering cheaper and more direct methods of reaching customers.	4.5172	.78471
Traditional media advertising promotes brand popularity by reaching a wider coverage than social media.	4.4138	.73277
Traditional media advertising enables brand popularity by slotting the adverts at the appropriate time, avenue or place to resonate with the target audience.	4.4483	.50612
Traditional media advertising offers firm a more reliable tool for creating brand popularity in a developing country.	3.7241	.45486
Traditional media advertising enhances brand popularity by resonating with the elder generation.	4.4483	.50612

Findings as presented in Table 4.4 illustrate that the social media accounts act as a tool of collecting consumer data which can be used to enhance brand popularity. This had a mean index of 4.8966 with a standard deviation of 1.14470 showing that most of the respondents to the study agreed to this. The social media advertising has fostered the brand popularity of the establishments by offering seamless communication between the brand and customers as the mean (4.8966) indicates with a standard deviation of 0.85960. Social media advertising has enhanced brand popularity of the fine dining restaurants by offering a one stop center for accessing all information related to the restaurant. This was reported by the mean responses given of 4.0345 with a standard deviation of 0.7784 indicating that the respondents agreed to the aspect.

The table also shows that the social media advertising has promoted the brand popularity of fine dining restaurants by offering a global marketing tool that is accessible anywhere as shown by a mean of 4.9655 with a standard deviation of 0.56586 indicating that the respondents agreed.

Further, results show that social media advertising promotes brand popularity of fine dining restaurants through availing platforms for customers to air their opinions. This had a mean of 4.4138 and a standard deviation of 0.50123 for agreement. It is also evident that social media advertising offers the fine dining restaurants control over their branding thus can specifically target a niche marker that resonates with the brand as indicated by a mean of 4.8621 and a standard deviation of 0.9901.

From the table also, social media advertising allows fine dining restaurants to monitor and collect customer data which can be used to enhance the brand popularity of the establishment. This is as shown by a mean of 4.1379 for agree and a standard deviation of 0.35093 showing a small deviation of the responses from the mean. The social media advertising enhances brand awareness by offering cheaper and more direct methods of reaching customers as given by a mean of 4.5172 with a standard deviation of 0.78471. The findings however illustrate that traditional media advertising promotes brand popularity by reaching a wider coverage than social media. This was given by the respondents who agreed giving a mean of 4.4138 and a standard deviation of 0.73277.

It is also evident from the findings that traditional media advertising enables brand popularity by slotting the adverts at the appropriate time, avenue or place to resonate with the target audience. This was reported by most of the respondents who agreed with a mean of 4.4483 and a standard deviation of 0.50612. As well, traditional media advertising was found to offer firms a more relatable tool for creating brand popularity in a developing country. However, this did not show significant influence as majority of the respondents neither agreed nor disagreed to the aspect as shown by a mean of 3.7241 with a standard deviation of 0.45486. It is also evident that traditional media advertising enhances brand popularity by resonating with the elder generation as indicated by a mean of 4.4483 with a standard deviation of 0.50612.

The respondents were further asked of other ways through which the use of social media advertising has influenced brand popularity. According to the responses given, the use of social media advertisement has created a room for service improvement as the customer suggestions are received direct to the management and immediate action is taken. The customers also find the use of social media of great importance as they are able to present their complaints and

responded to accordingly. Customers therefore preferred using social media as a tool for communicating customer grievances.

According to the responses also, social media advertisement has led to increased market for the restaurants as they have been able to reach more customers through posting at their favorite sites who respond by liking and sharing the adverts acting as marketing agents too.

Majority of the customers (76.4) reported that they were able to access information about the restaurants they had visited through social media. The customers preferred social media advertisements as they rarely checked on other forms of adverts with Television and radio stations being the only traditional media channels that they could access though they however expressed the feeling that these were outdated channels of advertisements and could not spend a lot of time on them.

4.6 Challenges of Social Media Advertising

On the challenges of social media advertising as a tool of promoting brand popularity, the findings are presented in means and standard deviations measuring the extent of the respondents' agreement to the given challenges as experienced in their firms. These are as presented in table 4.5;

Table 4.5 Challenges of Social Media Advertising

	Mean	Std. Deviation
Social media advertising poses a challenge to brand popularity when the network used does not resonate with the intended target market for the establishments.	4.4138	.73277
Social media advertising poses a challenge to brand popularity if it's misused by the authorized firm personnel.	4.0345	.77840
Social media advertising poses a challenge to brand popularity in cases of hacking where the criminals can post explicit and brand damaging materials online.	4.1724	.65841
Social media advertising poses a challenge to brand popularity if employees post the wrong information online or defamatory remarks.	4.4483	.50612

Social media advertising limits brand popularity in cases where the collected consumer data cannot be utilized without due authority due to privacy regulations.	4.8621	.35093
Social media advertising poses a challenge to brand popularity if negative remarks on the establishment are shared online and get a wide reception.	4.2414	.91242
Traditional media advertising is a pricier channel for advertisement thus limiting firm's brand popularity activities in times of limited finances.	4.2759	.45486
Traditional media advertising limits brand popularity since it does not allow for one-on-one communication with customers.	3.8966	1.42290
Traditional media advertising limits brand popularity by not being able to collect market data on consumer wants and trends.	4.4138	.50123
Traditional media advertising limits brand popularity due to its geographical restrictions.	4.0000	.53452
How much has adoption of social media enhanced your brand popularity in the last 3 years	3.8621	.63943
How much has the adoption of traditional media enhanced your brand popularity in the last 3 years	4.0000	.92582
Which social media platforms would you consider as the most vibrant in enhancing your brand popularity	3.7931	1.04810

According to the findings, the respondents agreed that the social media advertising poses a challenge to brand popularity when the network used does not resonate with the intended target market for the establishments. This is according to the mean obtained of 4.4138 with a standard deviation of 0.73277 indicating that the respondents agreed to this challenge. The social media advertising poses a challenge to brand popularity if it's misused by the authorized firm personnel as reported by a mean of 4.0345 with a standard deviation of 0.7784. It is also clear from the table that social media advertising poses a challenge to brand popularity in cases of hacking where the criminals can post explicit and brand damaging materials online. This had a mean of 4.1724 with a standard deviation of 0.65841 showing that majority of the respondents agreed.

From the table also, social media advertising poses a challenge to brand popularity if employees post the wrong information online or defamatory remarks. This obtained a mean of 4.4483 and a standard deviation of 0.50612 indicating that the respondents agreed. The respondents as well agreed that the use of social media advertising limits brand popularity in cases where the collected consumer data cannot be utilized without due authority due to privacy regulations as indicated by a mean of 4.8621 with a standard deviation of 0.35093. Further, the respondents

greed indicating that the use of social media advertising poses a challenge to brand popularity if negative remarks on the establishment are shared online and get a wide reception. This showed a mean of 4.2414 for agreement with a standard deviation of 0.91242 showing no significant variation of the respondents' level of agreement.

It is also evident from the table results that the use of traditional media advertising is a pricier channel for advertisement thus limiting firm's brand popularity activities in times of limited finances. This had a mean of 4.2759 and a standard deviation of 0.45486 showing the respondents agreed. Also, the use of traditional media advertising limits brand popularity since it does not allow for one-on-one communication with customers as shown by the mean of 3.8966 and a standard deviation of 1.4229. The use of traditional media advertising according to the respondents limits brand popularity by not being able to collect market data on consumer wants and trends. This had a mean of 4.4138 and a standard deviation of 0.50123 showing that the respondents agreed. The respondents as well agreed indicating that traditional media advertising limits brand popularity due to its geographical restrictions as shown by a mean of 4.0000 and a standard deviation of 0.53452.

Asked of the challenges experienced in social media advertisements, the respondents reported that, the social media was prone to cyber threats. The social media was also said to be serving a certain group of individuals in the market as the aged are less involved in social media usage. The restaurant managers felt that employing social media advertising only can eliminate some potential customers from the business as the social media reaches mostly the youth generation whereas the older generation are left out. The challenge therefore was that the use of social media has to be accompanied by some traditional media in order for the firms to reach each and every potential customer.

The respondents also reported that the use of social media is also expensive to some extent as for them to access any information they incur internet charges. Hence, using social media advertisements does not guarantee reaching the targeted audience fully as not all the customers have access to internet due to the nature of their handsets or their access to the network.

4.7 Correlation Analysis

Correlation analysis was undertaken in this study to examine the nature of association between social media advertisement in fine dining restaurants and brand popularity. To undertake the test, brand popularity was taken as the dependent variable while the social media advertisement was the independent variable. The test was conducted at the 5% level of significance in a 2 – tailed test. This shows that the critical value was set at 0.025 during the test beyond which the association between the variables was concluded to be not significant hence cannot be relied on in making conclusions regarding the association between the variables under test. Correlation results for the test are as presented in Table 4.6

Table 4.6 Correlation Results

		Brand popularity	Market share	Customer awareness	Social media Advertisement
Brand popularity	Pearson Correlation	1	.867**	.810**	.399*
	Sig. (2-tailed)		.000	.000	.032
Market share	Pearson Correlation	.867**	1	.822**	.404*
	Sig. (2-tailed)	.000		.000	.030
Customer awareness	Pearson Correlation	.810**	.822**	1	.492**
	Sig. (2-tailed)	.000	.000		.007
Social media Advertisement	Pearson Correlation	.399*	.404*	.492**	1
	Sig. (2-tailed)	.032	.030	.007	

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

* . Correlation is significant at the 0.05 level (2-tailed).

Table 4.6 shows that the Pearson’s Correlation co-efficient for brand popularity and social media advertisement is 0.399 with a corresponding p-value of 0.032. Therefore, there is a positive relationship between the brand popularity and social media advertisements. Table 4.7 further shows that the Pearson’s Correlation co-efficient for market share and brand popularity is 0.867 with a corresponding p-value of 0.000. Therefore, there is a strong positive relationship between the market share and brand popularity. Also, the Pearson’s Correlation co-efficient for customer

awareness and brand popularity is 0.810 with a corresponding p-value of 0.000. Therefore, there is a strong positive relationship between the brand popularity and customer awareness.

The association between social media advertisement and brand popularity showed a positive and significant correlation with all the variables tested. The highest correlation was found with customer awareness (0.492) with a significant of 0.007 followed by market share with a correlation of 0.404 and a significance value of 0.030 and brand popularity with a correlation of 0.399 and a p-value of 0.032.



CHAPTER FIVE: DISCUSSION

5.1 Introduction

This chapter represents the summary of the study, shows the research findings as it relates to the research objectives. The results are also discussed with reference to the findings of other researches reviewed. It also gives conclusions which are drawn from the findings of the study and their related recommendations.

The study was undertaken with the major objective seeking to undertake a comparative analysis of the use of social media advertising to create a brand popularity at Fine restaurants. The specific objectives were to; determine the extent of social media advertising usage in creating brand popularity at fine restaurants Nairobi; examine the influence of social media advertising on the brand popularity of fine restaurants Nairobi and to find out the challenges of social media advertising in creating brand popularity at fine dining restaurants Nairobi.

5.2 Extent of Use of Social Media Advertisement

With regard to the extent of usage of social media advertisement, the study found out that fine dining restaurants relies on social media advertising over traditional media in enhancing their outlet's brand popularity. The findings were in line with the results of Nekatibeb (2012) in his study which illustrated that social media has provided an opportunity for everyone to communicate effectively and efficiently referring it as the communication tool of the modern era.

The findings also illustrated that the fine dining restaurants regularly utilize the social media accounts to create awareness on promotions and new services as a way of enhancing brand popularity. The studied restaurants also used the social media accounts as avenues of collecting information on the brand popularity of the establishment. The fine dining restaurants use the social media accounts as a platform for responding to customer complaints as a way of enhancing brand popularity. Further, the study findings established that the use of social media advertising in the fine dining restaurants offer the restaurants an avenue of corresponding with the customers with a bid to enhancing the brand identity of the firms. These findings also supported the findings of a study conducted by Gillin (2010) whose study showed that social media provides a global audience and its usage in advertising reaches far as compared to the traditional media.

5.3 Influence of Social Media on Brand Popularity

On the influence of social media advertisement on the brand popularity, the study findings indicated that the social media accounts act as a tool of collecting consumer data which can be used to enhance brand popularity. The social media advertising has fostered the brand popularity of the restaurants by offering seamless communication between the brand and customers. This is in line with the argument of Christodoulides (2008) that the consumers' perception of brands is influenced more by opinions on the web rather than the traditional one-way marketing communications material pushed at customers.

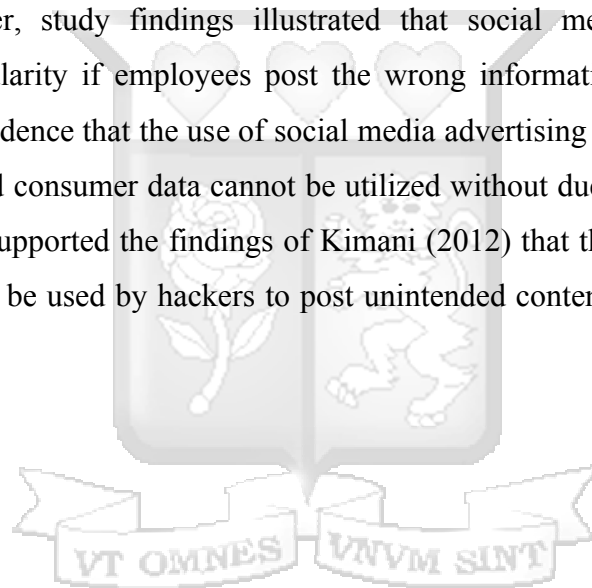
Findings also illustrated that the use of social media advertising has enhanced brand popularity of the fine dining restaurants by offering a one stop center for accessing all information related to the restaurant. Further, social media advertising has promoted the brand popularity of fine dining restaurants by offering a global marketing tool that is accessible anywhere. These results were similar to the findings of Williams and Chinn (2010) that social media marketing allows organizations to have better control and feedback from their input as it brought about the capability to compile statistics regarding the viewing of the posted adverts on daily as well as an hourly basis.

Findings as well illustrated that social media advertising promotes brand popularity of fine dining restaurants through availing platforms for customers to air their opinions as indicated by the findings. Further, according to the findings, social media advertising offers the fine dining restaurants control over their branding thus can specifically target a niche marker that resonates with the brand. It is also clear from the findings that social media advertising allows fine dining restaurants to monitor and collect customer data which can be used to enhance the brand popularity of the establishment. The social media advertising further enhances brand awareness by offering cheaper and more direct methods of reaching customers. These results as well support the findings of a study conducted by Nyawira (2012) whose findings were that social media enhances efficiency and innovative strategies that foster customer awareness and stickiness to the organization.

5.4 Challenges of Social Media Advertisement

With respect to the challenges posed by social media advertisement, the study established that social media advertising poses a challenge to brand popularity when the network used does not resonate with the intended target market for the establishments. Findings also showed that social media advertising poses a challenge to brand popularity if it's misused by the authorized firm personnel. This was in line with the findings of Newman and Thomas (2009) that there is the risk of someone posting the wrong information on a network.

It is also evident from the study findings that social media advertising poses a challenge to brand popularity in cases of hacking where the criminals can post explicit and brand damaging materials online. Further, study findings illustrated that social media advertising poses a challenge to brand popularity if employees post the wrong information online or defamatory remarks. It also gives evidence that the use of social media advertising limits brand popularity in cases where the collected consumer data cannot be utilized without due authority due to privacy regulations. These also supported the findings of Kimani (2012) that there is the risk of privacy as social media sites can be used by hackers to post unintended content which does not support growth of the brand.



CHAPTER SIX: CONCLUSION AND RECOMMENDATIONS

6.1 Conclusions

There is increased use of social media with the increased access of internet in Kenya. This has affected the social media advertising in the fine dining restaurants in Kenya as the increased number of social media users means an increased market for these restaurants. Linking a brand on social media can spread virally very quickly throughout the various social media channels available. The social media advertisement has also been on the rise with the adoption in fine dining restaurants being on increase. Fine dining restaurants also have put social media advertising in place for them to meet more customers in efforts to create more market for their products and services.

Social media advertisement is a modern tool of creating brand awareness. Its effectiveness in delivering this role is determined by the extent of use and the appropriateness of the message posed to the media. The utilization of social media in advertising the brand for the fine dining restaurants has led to increased performance of these restaurants due to the growth in their customer base. It is also concluded from the study findings that the use of social media advertisement has enables consumers to make their decision as their preference has been influenced by the adverts seen via the social media hence affecting their decision to consume certain goods and services from other restaurants. Thus the use of social media provides the most appropriate tool to communicate about the brand to the customers.

Although the study established that the use of social media advertising has influenced the fine dining restaurants' brand popularity positively, some challenges in its application limits its usefulness. The main challenge is the possibility of security threats as the social media accounts are prone to be attacked by fraudsters and other impostors to place contemptible content to the site affecting the brand popularity and market for the services offered negatively.

6.2 Recommendations

The study recommends that the fine dining restaurants should embark on social media advertisements so as to increase their brand popularity. The use of social media as seen in this study facilitates interaction between service providers and the customers hence its application in

fine dining restaurants can affect customer experience and increased sales. Therefore, these firms should invest more on social media marketing for their services.

There is need also for the fine dining restaurants to implement strategies for advancing social media usage as the advertising channel which is also efficient and cost effective. For these restaurants to attain increased profits in their operations there should be strategies to cut costs for the advertisements and customer retention. Fine dining restaurants should therefore place more input in utilizing social media for their service/product communication to the market than their investments in traditional media advertisements.

With wide range of social media channels and the increased utilization of internet among the customers, social media advertisement can reach majority of the potential customers in the market as compared to traditional media which only the individuals with access to the channels of advertisement could get information whereas rarely feedback was given by the customers. Fine dining restaurants should thus utilize social media advertisement through all available channels so as to reach every class of individuals across different age groups.

6.3 Recommendation for Further Research

The study recommends that future studies should focus on a specific social media tools or Channels and consider the characteristics. In addition, further studies can examine the cost of implementation of social media and its effect on organizational performance.

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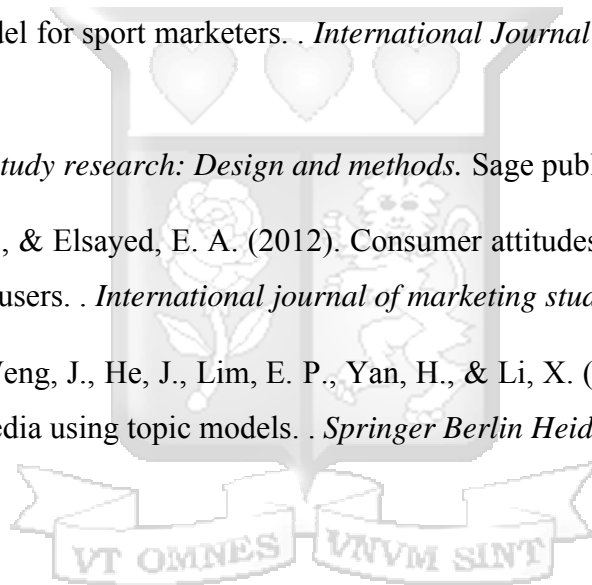
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APPENDICES

Appendix I: Questionnaire for the Managers

1. Gender of the respondent?

Female Male

2. What is your age bracket?

Below 21 years ()

21-29 years ()

30-40 years ()

Above 40 years ()

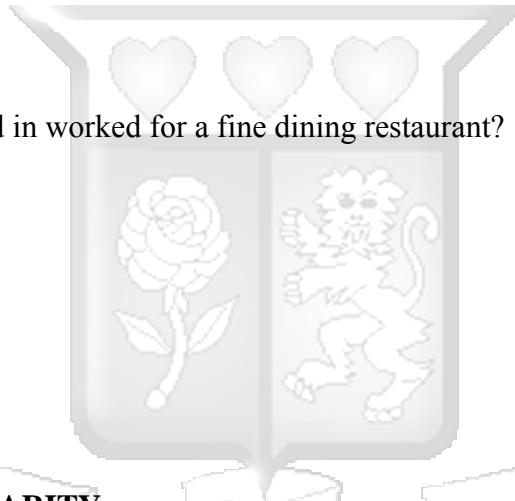
3. How long have you lived in worked for a fine dining restaurant?

1- 3 years ()

3- 5 years ()

5- 8 years ()

9 yrs & above ()



PART B: BRAND POPULARITY

1. How much has your brand popularity grown over the last 5 years? Use a scale of 1 – 5?

Very High Extent ()

High extent ()

Moderate Extent ()

Low extent ()

Very Low Extent ()

2. How much has your market share increased in the last 5 years?

Very Low ()

Low ()

Moderate ()

- High ()
- Very High ()

3. How much has the customer awareness of your brand increased?

- Very Low ()
- Low ()
- Moderate ()
- High ()
- Very High ()

4. What are the chances that a random customer would choose your brand within Nairobi over your competitors?

- Very Low ()
- Low ()
- Moderate ()
- High ()
- Very High ()



5. Currently, what is the annual sales in Kshs for your restaurant?

- (Very Low) Less than 1,000, 000 ()
- (Low) 1,000,000 – 2,500,000 ()
- (Moderate) 2,500,001 – 5,000,000 ()
- (High) 5,000,001 – 7,500,000 ()
- (Very High) Over 7,500,000 ()

6. In your view, to what extent has the use of social media influenced your brand popularity?

- Very Small Extent ()
- Small Extent ()
- Moderate Extent ()
- Large Extent ()
- Very Large Extent ()

7. How much has your brand popularity been influenced by social media?

0% - 20% (1)

20% – 40% (2)

41% - 60% (3)

61% - 80% (4)

80% - 100% (5)

8. To what extent has social media affected your sales performance?

Very Small Extent ()

Small Extent ()

Moderate Extent ()

Large Extent ()

Very Large Extent ()

PART C: SOCIAL MEDIA ADVERTISING AND BRAND POPULARITY AT FINE DINING RESTAURANTS

By ticking in the space provided, indicate your consideration to the following aspects on SOCIAL MEDIA ADVERTISING AND BRAND POPULARITY AT FINE DINING RESTAURANTS

5 – Strongly agree 4 – agree 3 – Neutral 2 - Disagree 1 – Strongly Disagree

1. Extent of Usage of Social media advertising	1	2	3	4	5
The restaurant relies on social media advertising over traditional media in enhancing the outlet's brand popularity.					
The restaurant regularly utilizes the social media accounts to create awareness on promotions and new services as a way of enhancing brand popularity.					

The restaurant uses the social media accounts as avenues of collecting information on the brand popularity of the establishment.					
The restaurant uses the social media accounts as a platform for responding to customer complaints as a way of enhancing brand popularity.					
The use of social media advertising offers the firm an avenue of corresponding with the customers with a bid to enhancing the brand identity of the firm.					
The hotel gains insightful data on product promotion and customer awareness through traditional media advertisements.					
The hotel uses traditional media advertising as a tool of promoting customer awareness.					
Traditional media advertising offers the restaurant avenues for collecting customer data.					

2. From your own experience in what other ways as the use of social media networks been of benefit to the brand popularity of your fine dining restaurant?

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3. Influence of Social Media Advertising on brand popularity	1	2	3	4	5
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<p>The social media accounts act as a tool of collecting consumer data which can be used to enhance brand popularity.</p>					
<p>Social media advertising has fostered the brand popularity of the establishment by offering seamless communication between the brand and customers.</p>					
<p>Social media advertising has enhanced brand popularity of the establishment by offering a one stop center for accessing all information related to the restaurant.</p>					
<p>Social media advertising has promoted the brand popularity of fine dining restaurants by offering a global marketing tool that is accessible anywhere.</p>					
<p>Social media advertising promotes brand popularity of fine dining restaurants through availing platforms for customers to air their opinions.</p>					
<p>Social media advertising offers the fine dining restaurants control over their branding thus can specifically target a niche marker that resonates with the brand.</p>					
<p>Social media advertising allows fine dining restaurants to monitor and collect customer data which can be used to enhance the brand popularity of the establishment.</p>					
<p>Social media advertising enhances brand awareness by offering cheaper and more direct methods of reaching customers.</p>					

Traditional media advertising promotes brand popularity by reaching a wider coverage than social media.					
Traditional media advertising enables brand popularity by slotting the adverts at the appropriate time, avenue or place to resonate with the target audience.					
Traditional media advertising offers firm a more relatable tools for creating brand popularity in a developing country.					
Traditional media advertising enhances brand popularity by resonating with the elder generation.					

4. In your own perspective in what other ways has social media advertising influenced the brand popularity of your fine dining establishment?

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.....

5. Challenges of Social Media Advertising	1	2	3	4	5
Social media advertising poses a challenge to brand popularity when the network used does not resonate with the intended target market for the establishments.					
Social media advertising poses a challenge to brand popularity if it's misused by the authorized firm personnel.					
Social media advertising poses a challenge to brand					

popularity in cases of hacking where the criminals can post explicit and brand damaging materials online.					
Social media advertising poses a challenge to brand popularity if employees post the wrong information online or defamatory remarks.					
Social media advertising limits brand popularity in cases where the collected consumer data cannot be utilized without due authority due to privacy regulations.					
Social media advertising poses a challenge to brand popularity if negative remarks on the establishment are shared online and get a wide reception.					
Traditional media advertising is a pricier channel for advertisement thus limiting firm's brand popularity activities in times of limited finances.					
Traditional media advertising limits brand popularity since it does not allow for one-on-one communication with customers.					
Traditional media advertising limits brand popularity by not being able to collect market data on consumer wants and trends.					
Traditional media advertising limits brand popularity due to its geographical restrictions.					

6. From your own experience in what ways as social media advertising posed a challenge to the brand popularity of your fine dining establishment?

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7. What other strategies does the firm utilize in creating brand popularity?

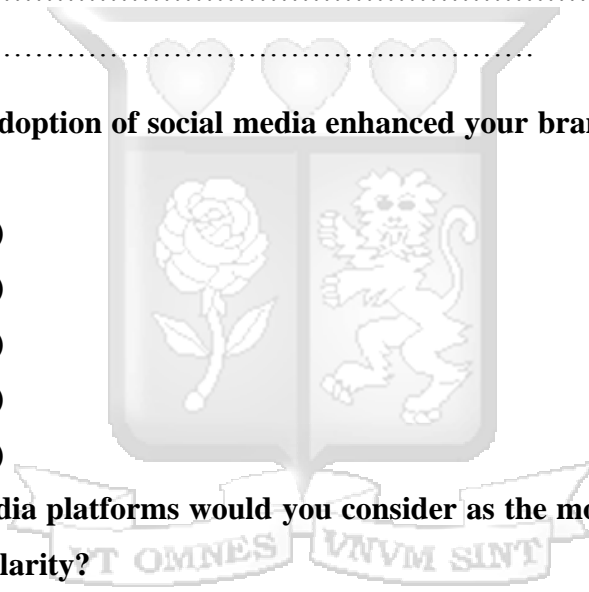
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8. How much has adoption of social media enhanced your brand popularity in the last 3 years?

- Very Small Extent ()
- Small Extent ()
- Moderate Extent ()
- Large Extent ()
- Very Large Extent ()



9. Which social media platforms would you consider as the most vibrant in enhancing your brand popularity?

- Twitter ()
- Facebook ()
- Instagram ()
- YouTube ()
- Tumblr ()

Appendix II: Questionnaire for Customers

1. How regularly do you visit the social media accounts of the fine dining establishment?

Daily	
Weekly	

Monthly	
Not at all	

2. What Traditional media advertising channels have you come across bearing information on the fine dining restaurant?

Television	
Print Media	
Radio	
Billboards	

3. Do you consider brand popularity in making a choice of the restaurant? If yes what do you consider?

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4. When type of information do you seek from the social media accounts/ tradition media channels on the restaurant?

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5. Do you raise your complaints or compliments of the restaurant through their social media accounts?

Yes	
No	

6. What challenges have you experienced as a result of the restaurant utilizing traditional media advertising?

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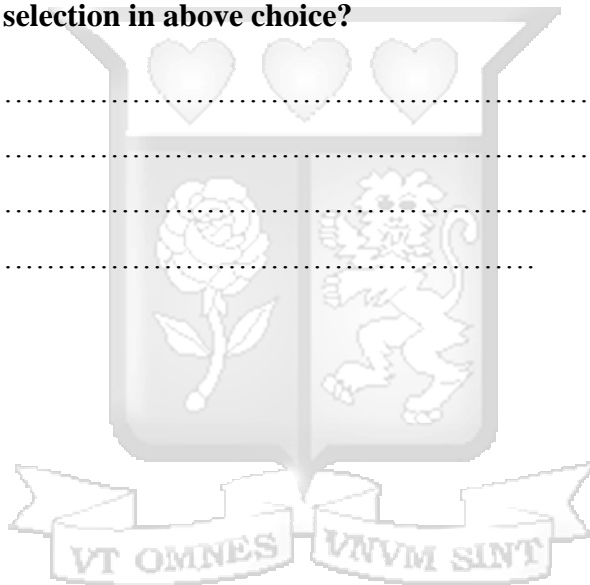
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7. What is the more effective method of creating brand popularity for the fine dining restaurant from your own opinion?

Traditional Media	
Social Media	

What informs your selection in above choice?



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