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The impact of social media on events marketing in Nairobi City County

Submitted by

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DECLARATION

This research report is my ORIGINAL work and has not been presented for a degree in any other University.

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ABSTRACT

There has been recent growth of events as an industry around the world. Events have a large impact on the communities and, in some cases, the whole country. With the increase in the use of advanced technology, in the events industry there have been changes and improvements that have taken place and continue taking place, especially in communication. With growing popularity of internet, traditional techniques of marketing are slowly being replaced by this interactive form, the social media. Social media has provided new opportunities to consumers to engage in social interaction on the internet with various service providers. Social media has advantaged businesses, for example in matters of growth and also saving on costs. This paper emphasizes the importance and benefits of utilizing social media in events. This study was carried out in March 2021, where the general objective of the study was to determine the impact of social media on events marketing in Nairobi, Kenya. The research design used in this study was a descriptive survey. For the purpose of this study, 15 respondents were considered to be a representative of the total population. Primary data was collected for the study using an online self-administered questionnaire. The questionnaire contained both open and closed ended questions for it to be effective for the study. Descriptive analysis such as the simple frequency distribution table was used. Statistical Package for Social Science (SPSS)which is a unified and comprehensive package was used to analyse the collected data thoroughly and conveniently for the Likert scale questions. The study found out that social media marketing has contributed greatly to the event planners who use it and that it is advantageous in many ways such as, reaching a wide range of customers. Compared to traditional marketing techniques, it has more benefits which include lower cost, exposure, measurement, customer engagement, among others. Some of the platforms used include Facebook, Instagram, WhatsApp, Twitter, Pinterest and LinkedIn. The study recommends that event planners embrace social media marketing, and for those who have not to ensure measures are put in place to adopt this marketing strategy. The study also calls for planners in the events industry to come together and form networks that can be used for marketing their businesses, through the various social media platforms. This will increase their visibility and outreach. Lastly, the study calls for the organizations to take advantage of social media and explore the features it has to offer to improve on their marketing activities. This will ensure the event planners are more active on their social media platforms and to ensure their content goes viral.

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DEDICATION

This work is dedicated to event planners, who are upcoming and even those who are already established. To the event planners who helped me and supported me with information and also taking part in data collection process.

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CHAPTER ONE: INTRODUCTION

1.1 Background to The Study

The events industry is an ever-growing sector which has a robust economic power. The industry extents into many other sectors, such as Tourism and travel, Hospitality, technology, communication, and many others. Event can be defined as an activity or occurrence that is fully planned at a specific time and place with a purpose, and with the target audience. An event is combined of planning, performing, organizing, and budgeting. There are countless types of events, which are classified according to size, and form or content(type). Events classified under size include minor, major, hallmark and mega events. Those classified under form and content include, cultural, sports and business events. Events range from high end occasions such as Presidential Inaugurations, Royal weddings, county fairs, cultural festivals, trade shows, concerts, business events such as annual general meetings, marketing product launches, conferences, and networking events. Another interesting and upcoming trend on the rise is live streaming of events, which as matter of fact has been really high during this time of the COVID-19 pandemic, on various social media platforms. These types of events not only add to economic growth but also contribute vastly to the prominence of a destination. In our country, Kenya, events range from culturally based events, such as the Lamu Cultural Festival, Lake Turkana Festival, Mombasa Carnival amongst others, fun events such as comedy shows like Churchill Show, parties and entertainment, personal events such as graduations, musical shows, festivals such as colour fest and blankets and wine, corporate events, promotional events, educational events among many others.

Events, just like tourism and hospitality, have created and still create economic value to the host destination in terms of growth of the economy, for example, in America it is estimated that 18 million events are organized yearly generating approximately $280 billion spending and $66.8 billion labour income (Seraphin & Korstanje, 2019). Given their capacity to attract visitors and generate profit, tourism destinations are increasingly capitalising on events as a diversification strategy (Seraphin & Korstanje, 2019). Many industries, organizations and groups hold events either large or small with a purpose of marketing themselves, build business associations, raise money or celebrate accomplishments (Raj & Musgrave, 2009). Events not only generate socio-cultural impacts, but also have an impact on the economy and environment of a destination. Understanding the trends in the event industry is therefore key to anticipating opportunities and

challenges in the market. The growth of the events industry in Kenya has been greatly attributed to the emergence in use of social media in the industry. The unprecedented and increasing prevalence of the internet has enabled the fast growth of user-generated content on various social media sites, which have become the primary (Wenjing, Yang, Qing, & Stuart, 2015). Social media has been really adopted and integrated in the events industry by both small and big operations. Social media platforms come in various forms and keep on growing as days go by. These digital technologies have significantly reformed communication form the sender, the message itself, the channel used and the receiver. Technology is changing the channels and methods people use to communicate with one another, especially with the introduction of the Internet. It is not only happening between person to person, but also, between business to business and consumer to business.

A recently published report shows that nearly nine in ten consumers have read online reviews to determine the quality of a local business in the United Kingdom and 88 percent of consumers trust online reviews as much as personal recommendations, this clearly shows how consumers depend on social media to get reviews which they trust. Businesses are increasingly recognizing the importance of using the information to collect feedback and evaluations of their own and their competitors' products and services, to better understand consumer behaviour and expectations, as well as to identify market opportunities (Wenjing, Yang, Qing, & Stuart, 2015). Similarly, organizations, individuals and event managers are using social media to post, improve their brand, communicate, market events they are planning to the target audience. Some of the platforms majorly used for this purpose include, Facebook, Instagram, YouTube, Twitter, blogs, Pinterest among many others. According to BBC news research of 2013, it was discovered that 67% of Facebook users consist of the youth and students (Siddiqui & Singh, 2016).

In Kenya, statistics show users in Facebook are 37.24%, Pinterest 29.38%, Twitter 23.74%, YouTube 6.48%, Instagram 2.07% and Tumblr 0.37% (GlobalStats, 2020). In a study conducted in 2018 by the United States International University-Africa and the US Embassy revealed that Kenyans form the largest number of social media consumers in Africa, with most Kenyans aged 21 and 35 spending an average of three hours per day on social media, with WhatsApp at 88.6% and Facebook at 88.5% as the most preferred platforms (United States International University, 2018). Event marketing calls upon one understanding the target market through research, planning, coordination, management, and technology. Understanding the advantage of social

media is being well aware that social media is important in developing and marketing in the current competitive and online driven market.

Marketing is an important aspect when it comes to events and other business as well. Marketing can be defined as the process of interesting potential audiences or client in products and or services and it involves researching, planning, organizing and executing (Ward, 2019). Marketing is important for an events operation, as we live in a competitive world and social media marketing can reach to people accessing social media frequently, some of the techniques and concepts of social media marketing consist of increasing sale, educate and inform consumers, monitor brand reputation and improve customer service (Lim, 2010).

Events in Kenya has evolved over the years and has gotten better as days go by, this is from the planning to actualization of the event and receiving feedback from the customers. Events turnout has increased as well with people being more receptive of events and with use of social media for marketing. The percentage of Kenyans on social media is high and keeps on increasing by the day, and this makes social media a better platform to market events and reach great numbers at the same time. With the improving techniques on social media which can be used to enhance marketing, it is clearly seen that two- way communication between event planners and customers is better. Furthermore, this study will look into how event planners and organizers have been able to embrace social media and how it has contributed in marketing of events.

1.2 Problem Definition

With changes in the events industry, event marketing in Kenya has taken a turn on how they do marketing and how they run their shows, from the traditional marketing techniques to the modern marketing techniques. Traditional methods such as print media, television and radio, have proved to be static, expensive and communication is more or less one- way communication, on the other hand online and or social media marketing is cheaper and has encouraged two- way communication between the clients and the event organizers and planners (jt & son business and brand management, 2018). Given that it is not possible to ignore upcoming trends in this industry, with social media being one of them, it is necessary to adopt social media and use it to our advantage to help event organizations to grow their brand and their profile, to market upcoming events, to get feedback and reviews from the consumer, to answer any consumer inquiry faster and effectively, improve networking and to ensure that events are well-handled and desired results are witnessed.

This study, therefore, intended to show the impact in adopting the use of social media in events. To show how social media can be used to add value, engage with audience in creative ways and boost attendance and better experience. Including social media in events strategies comes in handy and is important as it keeps us engaged on trends and what's new and what our target market expect and need.

1.3 Research Objectives

The study will be guided by the following objectives:

i. To evaluate the contribution of social media to events marketing in Nairobi City County.
ii. To analyse the advantages of social media to events marketing in Nairobi City County.
iii. To compare the traditional marketing techniques to social media and online marketing techniques in events.

1.4 Research Questions

The research will be guided by the following questions:

i. How does social media contribute to events in Nairobi City County?
ii. What are the advantages of using social media for marketing events in Nairobi City County?
iii. What are the benefits of social media and online marketing compared to traditional marketing techniques in events?

1.5 Justification of the Study

Currently the build-up and hype surrounding social media strategies and techniques is high, and with the findings and contribution of this research it will aid in ensuring that appropriate approaches and strategies are adopted in events marketing by the planners, organizers and even the management of various brands who are hosting an event. This will result to better performance and results, as it will help parties involved in events appreciate and know how they can use social media to their advantage, aid in creation of networks, help to engage with clients, provide quality service, among others. This research adds on to the available research that covers on the events industry and marketing performance.

1.6   Scope of the Study

This study targeted event planners in Nairobi City County and it covered how event planners and organizers have been able to benefit from using social media to market their brand and in running of their activities, how they have used social media and the type of social media platforms that have become popular among the event planners. One of the limitations is that not all event planners have permanent offices as most of them are mobile, and meeting may be a challenge, the other set back is in regard to the times we are in, with the COVID-19 pandemic and quarantine mode meeting up may be a challenge. Therefore, to overcome this, event planner's contacts were used to reach them and get information based on this study. This study was carried out on the assumption that all event planners in Nairobi City County use social media as a strategy in marketing themselves and any upcoming events they are hosting.

CHAPTER TWO: LITERATURE REVIEW

2.1   Introduction

This study was to determine the impact of social media on events marketing in Nairobi, Kenya. This literature review discusses the topic in detail by looking at the contribution of social media to events marketing; the benefits that social media has brought to the events industry; and comparing social media marketing techniques to traditional marketing techniques in events industry.

2.2   Contribution of Social Media to Events Marketing in Kenya

Social media can be termed as a social communication platform that presents opportunities for both individuals and organisation to interact. Social media has gained a lot of popularity over the past few years and as a result of this popularity, traditional methods have experienced a decline in both business and popularity (Odhiambo, 2012). Different kinds of social media networking services have emerged, and currently there are countless social media channels that connect people to each other. Social media has led to a revolution that has changed how things are done from business to education and even communication. Emergence of this has left organizations feeling pressured to find a way they can incorporate social media in their activities and communication. According to Nielsen Global (2009) they assert that 18% of internet users rely on social networking sites as their main information and discovery tools and trust what their online friends say about a brand, product or service.

The emergence of social media has provided a push for rapid growth in business and interaction among people through improved brand awareness. Brand awareness can be portrayed into brand recognition, this is consumers' ability to confirm prior exposure to a brand when shown the sign of the brand and brand recall, which is consumers' ability to retrieve the brand when given the product category (Moisescu, 2009). Social media is one of the most profitable digital marketing platforms that can be used to increase one's business visibility. By applying a social media strategy in your events organisation, it will help significantly increase one's brand recognition. By spending only a few hours per week, over 91%marketers claimed that their social marketing efforts greatly increased their brand visibility and heightened user experience (Nelson, 2018).

Social media has also contributed to engagement between the event planners and their customers. This engagement is done through customers commenting on posts posted, creation

of a two- way conversation by the event planners, either through a question-and-answer session or live streaming by the planners through their social media accounts. The more one communicates with his or her customers as an events planner, the more you get feedback from customers and their interest are catered for with ease. Communication engagement with customers is one of the ways to win their attention and covey your message to them, therefore, you are able to reach more audience and establish oneself (Nelson, 2018).

Improved brand loyalty. We can define brand loyalty as biased behavioural response exposed over time by a decision- making unit with respect to one or more alternative brand and is a function of psychological process (Jacoby & Kyner, 1971). By creating a social media presence, it makes it easier for your customers to find you and connect with you. By connecting with your customers through social media you are more probable to improvement (Nelson, 2018). Developing a loyal customer base is one of the main goals in an events organisation, and typically customer satisfaction goes hand in hand with brand loyalty, and it is essential to often engage with your customers and start developing a bond with them, and social media has proved to be of great help is fostering this type of bond, and in the long run it enhances loyalty from your clients.

Social media is not only limited to introducing the services that a planner offers but it also acts as a platform through which the planner or organizer can do promotional campaigns for the services (Nelson, 2018). Once a customer sees and notices such campaigns through your platform, he or she sees this as a service channel through which they can directly communicate to you as a planner. Some of the ways to use social media to perform promotional is through influencer outreach. This campaign usually takes the form of identifying influencers on Instagram, Twitter, Snapchat, and elsewhere who your customers follow and use them to promote an upcoming event that you are planning, and when your target market spots an influencer they know or familiarize themselves with they will want to know more about what he or she is marketing and hence, more people are reached. Using user- generated contests (UGC) is another way of doing a promotional campaign, this is done by coming up with a contest through which participants can get to win rewards once they contribute something (Singh & Diamond , 2020), for example, a contest where the person who sells the most tickets to a concert or event gets free entrance and VIP seats, such kind of a contest will attract people as it will be fun and in this context the reward is worthwhile.

Creation of brand authority, brand authority looks into helping customers trust an organization and having brand authority means consumers will feel confident that you know what you're doing, and their money is well spent with your organization (Weinera, 2017). Once customers see your organization posing on social media, replying to their question and even posting original content, it helps build a positive image in their minds about your organization. By doing such things it shows you care about your customers and this also helps the customers to be vocal and advertise you to other clients. There is no doubt that social media marketing is the best for event planners who are just starting up and even those that are established by applying the right social media marketing strategy.

2.3   Advantages of Social Media to Events Marketing in Kenya

In the recent years, social media has become a global and abundantly used platform not only for social networking but also for sharing of content and to access the online bit. With its reliable, consistent, ever upgrading, and instantaneous features, social media has opened and continues to open a wide place for online marketing (Nadaraja & Yazdanifard, 2013). In Kenya, majority of the people access social media through their smart phones, while those in the rural areas use cyber cafes, 31% use social media to acquire information, either news, knowledge and general exploration, 24% use it for social interactions and 28% use it for entertainment and pleasure (United States International University, 2018).

Social media marketing is cost effective, this is one of the main advantages. The financial constraints when it comes to social media are relatively low compared to other forms of marketing. Majority of social media platforms are free to access, to create an account and to start posting information, this can be seen through the 88.5% of Kenyans who use Facebook (United States International University, 2018). With this, event planners and organizers can run unlimited campaigns on social media without worrying that the costs of this campaigns are shooting up compared to traditional methods of marketing which can accumulate a lot of money. This also facilitates relaying of unlimited information about an event to your target market with ease.

Social media enables the event planners to reach the target market according to the event they are promoting. It exposes your brand and event to more users beyond your circle of customers. In a situation where the event is reaching out to professional people, LinkedIn will be a good platform to use to reach such a target market, where the target is young people Instagram and

Facebook will be the most appropriate platform to use. Once you are able to identify which platform to use based on your target market you are able to know their interest and when marketing you bring out the things that will attract and lure the target market.

Improved customer service is another advantage of social media marketing. Social media has become an essential customer service tool where users launch their complaints or reviews on official accounts of various event companies and in turn get a feedback in regard to the comment stated (Nadaraja & Yazdanifard, 2013). Social media has provided customers with a chance to talk to the managers or representatives of the various companies. Event planners have created and provided their clients with a chance and system to ask questions in regard to events and they get answers as soon as possible. Customer service helps to stay in contact with your clients and you are able to find out more about their interest and find ways to provide to their needs, and with social media being used by many people, it makes it easier to reach out to your clients and interact during and after offering events services or packages to them.

For social interaction between the event planner and their current and potential customers. Most Kenyans aged between 21-35 years spend more than 3 hours on social media daily (United States International University, 2018). Social interaction not only happens between client and planner, but also between planners. They get to share ideas on the things that are upcoming in the industry and even work together. Social media marketing helps encounter fellow planners and increase brand awareness of one's company among clients. Social media has enlarged the pool of individuals one communicates with and individuals give greater consideration to advice and information shared online (Nadaraja & Yazdanifard, 2013).

There is more inbound traffic to your company website and account, this helps you to have unlimited customers around. By using social media marketing as part of your marketing strategy, you are able to reach customers outside your loyal circle of clients. Social media can be used to redirect clients to your website where they can learn more about your events firm and packages offered, and every time you post content it's a gate way of getting new clients. By using more than one social media platforms increases traffic towards your website this is because people are different and have different preferences, there some who will use Instagram, Facebook or even Twitter, and by having an account in these various platforms helps when different clients are searching for you through their platform of choice. By marketing on social

media, you can effectively open your business to a wider variety of versatile consumers all over the country and world (Blue Fountain Media, 2016).

2.4   Traditional Marketing Versus Social Media and Online Marketing

Marketing is an organisational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships (iEduNote, 2019). Different traditional marketing tools have been used by firms for a long time. The traditional channels such as face to face communication, TV, radio, magazines among others have been used to communicate to the customers. However, with time the internet came, and it has brought changes in marketing process by providing opportunities that were not available by using traditional marketing tools (Shima & Varfan, 2008). Over time the world has transitioned into social media and online marketing, and traditional methods though they are still there, they are slowly diminishing. In comparison we shall see why the online and social media marketing is better compared to traditional techniques

Great exposure, with traditional marketing techniques such as newspapers, billboards and any other form of print media, they were able to reach customers, however it was only to a local extent. With social media, the exposure is greater as it connects people globally, Facebook is the largest social media platform in the world with 2.4 billion users (Ospina, 2019). Event planners can use social media to reach clients from every corner of the country and the world. In Kenya, using a platform such as Facebook to reach clients and content to go viral is very easy as according to (United States International University, 2018), 88.5% of Kenyans are on Facebook. This enhances exposure of the business as long as the right tools are used.

Cost efficiency, when it comes to traditional marketing methods it is very expensive, for example, to get a prime spot, whether it's television, radio, or in a newspaper, one has to invest more money so as your content can get noticed quickly and by many, otherwise if you get a spot that is not viewed by many people then it becomes hard. However, with social media marketing it is fairly cheaper, and you don't have to invest heavily on it as long as you create an account and post information frequently you are able to get an audience. According to (Weinberg, 2009), the main advantage of social media marketing is cost related, the financial barriers of social media are quite low compared to those of traditional marketing techniques, which can cost millions. He also cites that many social media tools for business use are free, and businesses can run social media marketing campaigns on a limited budget.

Easy to measure. Compared to social media marketing, impact or reach of traditional marketing methods cannot be measured. When using print media such as newspaper, there is no way to measure how many people your content has reached. However, when it comes to social media marketing, with the availability of google analytics among other platforms you can be able to see how many customers have visited your website, hoe many people have liked a post you posted on Facebook and how many people commented, this helps you track how you wide your reach is, and you can definitely measure and come up with figures to help with that.

Customer engagement, traditional marketing tends to be unidirectional. On the other hand, in social media the communication goes both ways and social media marketing can be very interactive. Consumers can like, share, follow, retweet and comment on social media, as well as review your products and services. Social media marketing thus enables potential customers to easily engage with your business, while concurrently giving you more publicity (Das & Lall, 2016). Customers will look for the best planners through social media and they will want to have an engaging conversation with the planner and unlike traditional techniques, social media has made this possible and easier.

The internet has made it so much easier for small firms to compete with larger firms, compared to traditional techniques. As earlier on stated traditional techniques are expensive, therefore, for an upcoming planner using traditional marketing tools can be hard especially if you are competing with large firms who have already established themselves. Traditionally, smaller firms generally did not have the resources to organize marketing campaigns that are big and with a great reach compared to the large firms. Through social media marketing, even the upcoming planners have a chance to now develop their brand, involve themselves in unlimited campaigns all at the tip of their social media accounts anytime anywhere. While large event firms have some advantages, mainly when it comes to human resources, even the upcoming planners can emerge as long as they have a well-thought out, social media marketing strategy and a properly working website, then things will work out. The internet does not discriminate, and everyone can get a chance to develop themselves without worrying that they don't have the capital to indulge in marketing (Das & Lall, 2016).

2.5   Conceptual Framework

Social media's sudden emergence has been so important in very many areas of life, not only as a social marketing tool but also as a tool through which companies can reach the global community. In this section we are viewing social media as an independent variable while events marketing as the dependent variable.   Social media has a direct impact on the marketing activities in event firms and companies, and this helps us to reflect more on the importance of social media to events.

In relation to the research objectives of this study, it is seen that social media has contributed to events marketing in many ways. For example, it has enhanced growth of upcoming event firms, improved engagement between the planners and the customers, created a platform through which event firms carry out as many promotional campaigns as possible, among many other contributions. By understanding these managers are able to see the importance of coming up with the best social media marketing strategy that best suits their individual event firms. Social media integrates technology and social interaction, allowing brands to connect with consumers on a more intimate level. Examples of social media platforms include Facebook, Twitter, Instagram, and Google+. (Tont, Tont, & Tont, 2015).

The other variable is the advantages that come with having or using social media for events marketing. Some of the advantages of social media include the fact that brands can have conversation on a one-on-one basis with the consumers and enriches and establishes the consumer experience (Pine & Gilmore, 2011). Social media has helped event planners to reach their target market and market themselves and it has proven to be cost effective and this can be used even by upcoming event firms and even those that are already well established.

Over time, social media has proven more resourceful; compared to the traditional marketing techniques used before. Firms have adopted social media more and are including it in marketing strategies in their businesses. The world has transitioned into social media and online marketing, and traditional methods though they are still there, they are slowly diminishing. Some of the factors that make it possible is the availability of many social media platforms that one can choose from, social media integrates technology, and this avails many features to marketers that they can use for the marketing of their events, pocket friendly, compared to traditional marketing techniques social media marketing requires less capital to start and run.

Independent Variables

Contributions of social media
- Business growth
- Creation of brand authority
- Improved brand loyalty
- Engagement with customers

Advantages of social media
- Cost effective.
- Ease in reaching target market.
- Improved customer service

Social media taking over Traditional Marketing techniques
- Instagram   Television
- Twitter   Radio
- LinkedIn   Magazine
- Google+

Dependent Variables

Event Marketing

- Profitability
- Growth
- Cost-efficiency
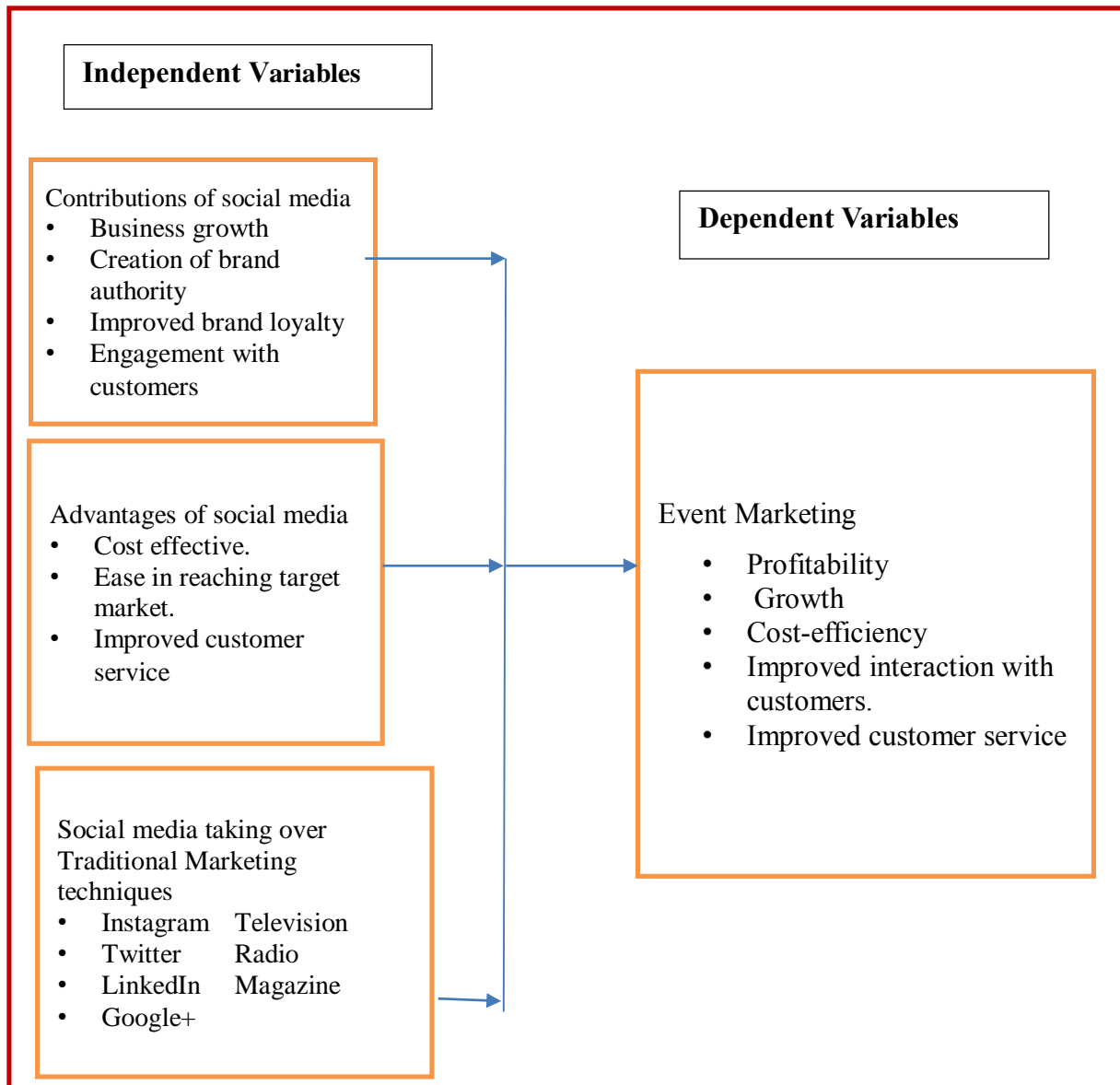- Improved interaction with customers.
- Improved customer service

Figure 1: Conceptual Framework

2.6   Summary of Literature Review

From the literature reviewed, it shows social Media is an emerging medium with many organisations turning to it to advertise their businesses and brands. This has been noted not only in our country but also in the world with the introduction of digital technologies. The findings reveal that the traditional marketing techniques are slowly fading out of the market as they have proved to be expensive than the cost-efficient social media marketing tools, in addition to that social media marketing has enabled engagement between customers and the planners which is not the case in traditional marketing tool. This implies that unlike traditional media, which is one-way, social media has an added advantage as it is a two-way communication and conversations are exchanged as a result. Traditional marketing tools such as print advertising and direct mail may be losing their effectiveness since consumers are going online before making a purchase decision on products and services. With the internet, consumers trust the online reviews they see from their fellow internet friends and as days go by more and more people are joining and embracing social media in making purchasing decisions and to connect with brands and firms.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter examines the methodology that was adopted in carrying out the study. It covers the research design, target population and sampling procedure, data collection procedures and data analysis and presentation.

3.2 Research Design

This research adopted quantitative approaches. The research design that was used in this study is descriptive survey that sought to find out the impact of social media marketing of events in Nairobi. Descriptive research design is used to describe systematically the facts and characteristics of a given area or population of interest accurately (Richey & Klein, 2007). A descriptive design is used to determine the 'who, what, when, where, and the how' of a research topic (Kotzab, Seuring, Muller, & Reiner, 2005). This study was typically used to describe or measure existing conditions in the past.

3.3 Target Population and Sampling Technique

A population is defined as the total collection of elements about which we wish to make some inferences (Stillwell & Clarke, 2011). For this study, the target population were event planners in Nairobi area. The study used the population based in Nairobi that handle event planning and management. The total population of the study was fifteen (15) event companies in Nairobi and the list of respondents is presented in appendix 3. The source of the list is from the sort list website, and from Tuko website. The criteria used to pick the respondents was events companies that design, plan, and manage event projects from conception to execution. In addition, they also offer various services such as on-day coordination, and not only do weddings but also business events, celebrations, among others and also provide some facilities, chairs, décor, tents, lights, among others.

3.4 Data Collection Procedures

Primary data was collected for the study using self-administered questionnaire and phone interviews. A questionnaire is a general term including all data collection techniques in which each person is asked to answer the same set of questions in a predetermined order (Silver, Stevens, Wrenn, & Loudon, 2012). (Richey & Klein, 2007) defines a structured questionnaire as a formal list of questions designed to get the facts, they state that open ended questionnaires

are preferred when the researcher is interested in what is top in the mind of the respondent but that's not the case in this study and hence the questions used in the questionnaire were closed ended. There was use of Likert scale which allows the respondent to rate a question on a scale of choices given. A Likert scale is great for allowing respondents to rate a specific item (Cargan, 2007). The Likert scale was adopted by the researcher since the researcher needs the respondents to give an opinion on particular items of the study. According to Silver, Stevens, Wrenn, & Loudon (2012) the Likert scale is selected for aesthetic quality and ease of use. The questions sought the general opinion of the respondents. The respondents were given a five-day period to fill in the questionnaires and a contact was given to them in order to facilitate communication between them and the researcher if need be.

3.5   Data Analysis and Presentation

This study used a quantitative method of data analysis (Kimani, 2014). The data collected was mainly quantitative in nature and descriptive statistics such as the simple frequency distributions was used. To ensure easy analysis the questionnaires were coded according to each of the research questions to ensure accuracy during the analysis process. The analysis was supported by the Statistical Package for Social Science (SPSS), and also use of excel to analyse the collected data thoroughly and conveniently for the Likert scale questions. It was summarized in a frequency distribution table, charts and graphs to give a clear image of the responses from the respondents.

CHAPTER FOUR: DATA ANALYSIS AND PRESENTATION

4.1 Introduction

This chapter presents the findings and results of the study as per the research objectives. The purpose of this study is to evaluate the impact of social media on events marketing in Nairobi County. The tool that was used for data collection was questionnaire, the online questionnaire was issued to 15 events planners and operations that were identified and the response rate was 100% as shown in Table 1 below. Response rate measures the rate at which the questionnaires were able to be completed and returned to the researcher.

Table 1: Questionnaire Response Rate

Category	Frequency	Percentage
Responded	15	100
Did not respond	0	0
Total	15	100

Table 1 shows that response rate was high at 100%. This shows that the response rate was good and that the research instrument was well understood by the respondents.

4.2 Demographic Data

This was the first part of the questionnaire, where the respondents were filling in their demographic data. This data was analyzed through SPSS's descriptive statistics so as to find the frequency and the percent. The resulting output is presented in the table 4.2.

Table 2: Demographic Data

How long have you worked in the events and management business?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5 years	10	62.5	66.7	66.7
	6-10 years	5	31.3	33.3	100.0
	Total	15	93.8	100.0	
Missing	System	1	6.3		
Total		16	100.0		

Table 2 shows how long the various event planners have been in the events industry. 62.5% of the planners have been in the industry for a period of 1 to 5 years, while 31.3% of the respondents have been in the for a period of 6 to 10 years. This shows that majority of the event planners have been in the business for quite some time.

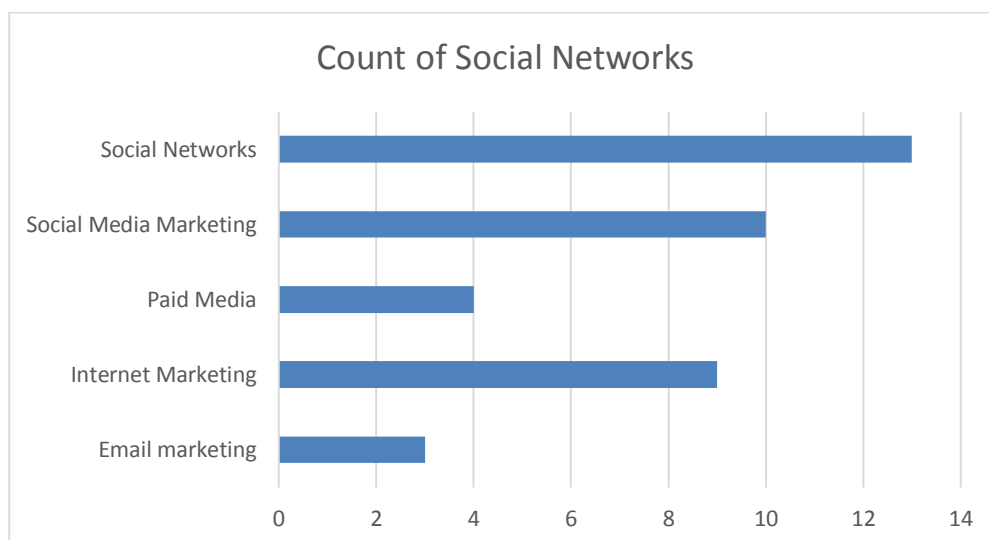### 4.3 Use of Social Media as Marketing Technique

The planners were asked whether they use social media as a marketing technique, where they were to tick yes, no or maybe. The responses were analysed, and a report was generated.

Table 3:Use of Social Media as a Marketing Technique

Does your organization use social media as a marketing technique?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	6.3	6.3	6.3
	yes	13	81.3	81.3	87.5
	no	1	6.3	6.3	93.8
	maybe	1	6.3	6.3	100.0
	Total	16	100.0	100.0	

Table 3 shows that most of the planners, who are represented by 81.3%, use social media as a marketing technique, while 6.3% do not use social media and 6.3% partly use social media as a marketing technique.

4.4 Marketing Techniques Planners Have Interacted With.

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Figure 2: Marketing Techniques

The figure 2 shows the various marketing techniques that the respondents interact with. Social networks being in the lead with 33%, followed by social media at 26%, then Internet marketing at 23%, followed by paid media at 10% and email marketing at 8%. This shows that majority of the event planners have embraced online and social media marketing.
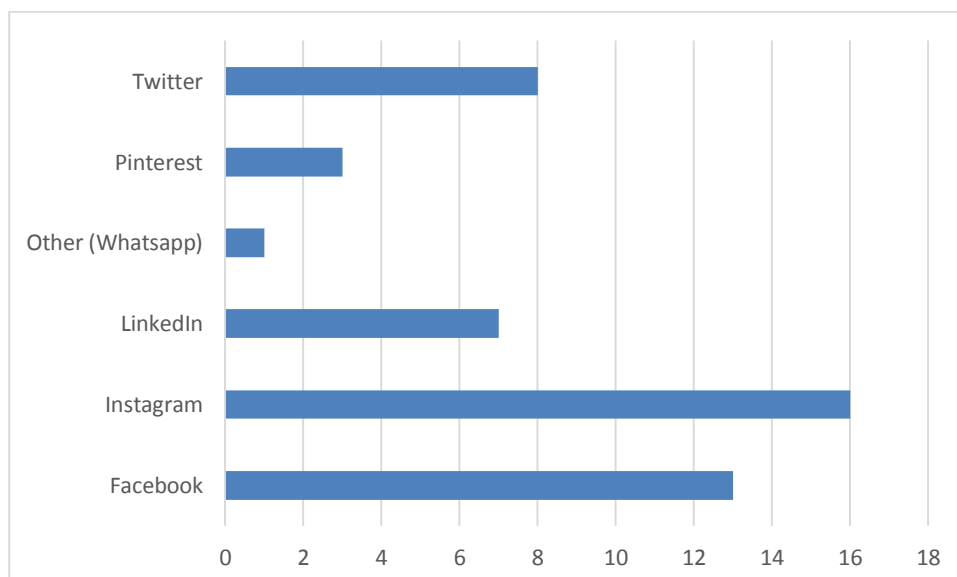
4.5   Number of Social Media Platforms Held.

Table 4: Number of social media accounts

How many social media platforms do you have accounts with?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	6.3	6.7	6.7
	2	2	12.5	13.3	20.0
	3	4	25.0	26.7	46.7
	4	5	31.3	33.3	80.0
	5	3	18.8	20.0	100.0
	Total	15	93.8	100.0	
Missing	System	1	6.3		
Total		16	100.0		

According to table 4. we see that a bigger percentage of planners have more than 1 social media accounts across various the various platforms. This helps them to reach their target market across the many platforms and even fast spread of information.

4.6   Perception on the Social Media Platforms Held.

Figure 3: Types of social media platforms

Figure 3 shows how various planners use different platforms to market their events. According to this data collected, some of the planners use more than one platform to market their events. With the leading platform being Instagram at 33%, followed by Facebook at 27%, then Twitter at 17%, LinkedIn at 15%, Pinterest at 6% and WhatsApp at 2%.

4.7 Frequency of Social Media Use.

Table 5: How often they use social media platform.

How often do you use these platforms?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every Other day	6	37.5	40.0	40.0
	Once a Week	5	31.3	33.3	73.3
	Daily	4	25.0	26.7	100.0
	Total	15	93.8	100.0	
Missing	System	1	6.3		
Total		16	100.0		

Table 5 shows the frequency at which different planners post on their account. 37.5% of the respondents post every other day, 31.3% once a week and 25% daily.

4.8 Perception on Impact of Social Media in Event Marketing.

Table 6: Perception on Social media help in marketing.

Social media has helped me when it comes to marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	2	12.5	13.3	13.3
	not sure	4	25.0	26.7	40.0
	agree	5	31.3	33.3	73.3
	strongly agree	4	25.0	26.7	100.0
	Total	15	93.8	100.0	
Missing	System	1	6.3		
Total		16	100.0		

Table 6 shows whether the respondents agree or disagree, that social media helps in marketing. 12.5% of the respondents disagreed that social media has helped them when it comes to marketing, 25% of the respondents were not sure, 31.3% agreed that social media has helped in marketing and 25% strongly agreed on the same.

Table 7: Perception on Cost Effectiveness of Social Media.

Social media is cost effective

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	2	12.5	13.3	13.3
	not sure	5	31.3	33.3	46.7
	agree	3	18.8	20.0	66.7
	strongly agree	5	31.3	33.3	100.0
	Total	15	93.8	100.0	
Missing	System	1	6.3		
Total		16	100.0		

Table 7 shows that 21.5% of the respondents disagree that social media is cost effective, 31.3% of the respondents are not sure if social media is cost effective, 18.8% agree that social media is cost effective and 31.3% of the respondents strongly agree it is cost effective.

Table 8: Perception on Improved Customer Service.

Social media has improved my customer service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	2	12.5	13.3	13.3
	not sure	4	25.0	26.7	40.0
	agree	6	37.5	40.0	80.0
	strongly agree	3	18.8	20.0	100.0
	Total	15	93.8	100.0	
Missing	System	1	6.3		
Total		16	100.0		

Table 8 shows that 12.5% of the respondents disagree that social media has improved their customer service, 25% are not sure if social media has improved customer service, 37.5% of the respondents agree that social media has improved customer service and 18.8% totally agree.

Table 9: Social Media Improving Customer Reach.

Social media enables me to reach out to customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not sure	3	18.8	20.0	20.0
	agree	6	37.5	40.0	60.0
	strongly agree	6	37.5	40.0	100.0
	Total	15	93.8	100.0	
Missing	System	1	6.3		
Total		16	100.0		

Table 9 shows 18.8% of the respondents are not sure if social media has helped them reach out to their customers, 37.5% agree with the statement that social media has helped them reach out to their customers and 37.5% strongly agree with the same.

Table 10: Benefits of Social Media Compared To Traditional Marketing Techniques.

Compared to traditional marketing techniques (Television, Radio), social media has been more beneficial

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	2	12.5	13.3	13.3
	not sure	2	12.5	13.3	26.7
	agree	6	37.5	40.0	66.7
	strongly agree	5	31.3	33.3	100.0
	Total	15	93.8	100.0	
Missing	System	1	6.3		
Total		16	100.0		

Table 10 shows that 12.5% of the respondents disagree that social media is more beneficial compared to traditional marketing techniques, 12.5% are not sure which is more beneficial of the two, 37.5% agree that social media is beneficial compared to traditional marketing techniques and 31.3% strongly agree that social media is more beneficial.

Table 11: Social Media Help in Keeping Up With the Trend.

Has social media helped to keep up with the trends and news on the industry?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly Disagree	1	6.3	6.7	6.7
	not sure	1	6.3	6.7	13.3
	agree	5	31.3	33.3	46.7
	strongly agree	8	50.0	53.3	100.0
	Total	15	93.8	100.0	
Missing	System	1	6.3		
Total		16	100.0		

Table 11 shows that 6.3% of the respondents strongly disagree that social media has helped them keep up with trends and news on the industry, 6.3% are not sure if social media keeps them up to date, 31.3% agree that social media helps them keep up with what is trending in the industry and 50% strongly agree that social media helps them be on the know on what is happening in the industry.

4.9   Whether They Have Specific Days for Posting Content.

Do you have specific days that you post on your events page?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	10	62.5	66.7	66.7
	Yes	4	25.0	26.7	93.3
	Maybe	1	6.3	6.7	100.0
	Total	15	93.8	100.0	
Missing	System	1	6.3		
Total		16	100.0		

Table 12: Specific days for posting.

Table 12 shows that 62.5% of the respondents do not have a specific day that they post content on their page, 25% of the respondents have specific days that they post and 6.3% of the respondents may or may not have specific days that they post on their pages.

4.10   Perception on Various Platforms.

Table 13: Facebook

Rate the following social media platforms from the experience you have had (Facebook)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	1	6.3	6.7	6.7
	Neutral	3	18.8	20.0	26.7
	Good	4	25.0	26.7	53.3
	Very good	7	43.8	46.7	100.0
	Total	15	93.8	100.0	
Missing	System	1	6.3		
Total		16	100.0		

Table 13 shows the experience the respondents have had on Facebook, where 6.3% of the respondents rated their experience of Facebook as very bad, 18.8% rated their experience as neutral, 25% rated it as good and 43.8% of them rated their experience as very good.

Table 14: Instagram

Rate the following social media platforms from the experience you have had (Instagram)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	1	6.3	6.7	6.7
	Neutral	1	6.3	6.7	13.3
	Good	6	37.5	40.0	53.3
	Very good	7	43.8	46.7	100.0
	Total	15	93.8	100.0	
Missing	System	1	6.3		
Total		16	100.0		

Table 14 shows the experience the respondents have had on Instagram, where 6.3% of the respondents rated their experience of Instagram as very bad, 6.3% rated their experience as neutral, 37.5% rated it as good and 43.8% of them rated their experience as very good.

Table 15: Twitter

Rate the following social media platforms from the experience you have had (Twitter)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	bad	3	18.8	20.0	20.0
	Neutral	9	56.3	60.0	80.0
	Good	1	6.3	6.7	86.7
	Very good	2	12.5	13.3	100.0
	Total	15	93.8	100.0	
Missing	System	1	6.3		
Total		16	100.0		

Table 15 shows the experience the respondents have had on Twitter, where 18.8% of the respondents rated their experience of Twitter as very bad, 56.3% rated their experience as neutral, 6.3% rated it as good and 12.5% of them rated their experience as very good.

Table 16: LinkedIn

Rate the following social media platforms from the experience you have had (LinkedIn)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	1	6.3	6.7	6.7
	bad	3	18.8	20.0	26.7
	Neutral	7	43.8	46.7	73.3
	Good	4	25.0	26.7	100.0
	Total	15	93.8	100.0	
Missing	System	1	6.3		
Total		16	100.0		

Table 16 shows the experience the respondents have had on LinkedIn, where 6.3% of the respondents rated their experience of LinkedIn as very bad, 18.8% rated their experience as bad, 43.8% of the respondents rated their experience as neutral and 25% rated it as good.

Table 17: YouTube

Rate the following social media platforms from the experience you have had (YouTube)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	3	18.8	20.0	20.0
	bad	2	12.5	13.3	33.3
	Neutral	5	31.3	33.3	66.7
	Good	4	25.0	26.7	93.3
	Very good	1	6.3	6.7	100.0
	Total	15	93.8	100.0	
Missing	System	1	6.3		
Total		16	100.0		

Table 17 shows the experience the respondents have had on YouTube, where 18.8% of the respondents rated their experience of YouTube as very bad, 12.5% rated their experience as bad, 31.3% of the respondents rated their experience at neutral, 25% of them rated their experience as good and 6.3% of the respondents rate it as very good.

Table 18: Pinterest

Rate the following social media platforms from the experience you have had (Pintrest)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	3	18.8	20.0	20.0
	bad	1	6.3	6.7	26.7
	Neutral	8	50.0	53.3	80.0
	Good	1	6.3	6.7	86.7
	Very good	2	12.5	13.3	100.0
	Total	15	93.8	100.0	
Missing	System	1	6.3		
Total		16	100.0		

Table 18 shows the experience the respondents have had on Pinterest, where 18.8% of the respondents rated their experience of Pinterest as very bad, 6.3% rated their experience as bad, 50% of the respondents rated their experience at neutral, 6.3% of them rated their experience as good and 12.5% of the respondents rate it as very good.

4.11   Likelihood of Recommending Social Media to Other Planners.

Figure 4: Count of the probability of recommending social media.

Figure 4 shows the probability of the respondents recommending use of social media to other planners on the industry. 135 of the respondents are likely to recommend use of social media to other planner, 13% are neutral and 73% are very likely to recommend use of social media to other planners.

4.12   Ratings of Experience on Social Media.

Table 19: Rating of general social media experience

Rate your social media experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	3	18.8	20.0	20.0
	Good	5	31.3	33.3	53.3
	Very good	7	43.8	46.7	100.0
	Total	15	93.8	100.0	
Missing	System	1	6.3		
Total		16	100.0		

Table 19 shows the general experience the respondents have had on social media, where 18.8% of the respondents rated their experience as neutral, 31.3% of the respondents rated their experience as good, and 43.8% of the respondents rated their experience as very good.

4.13   How Long Planners Have Used Social Media for Marketing
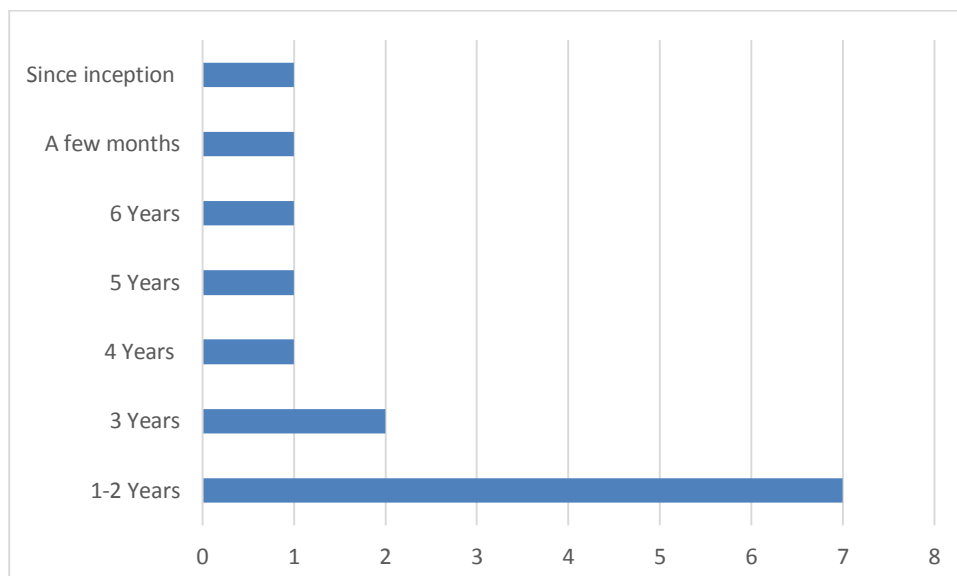
Figure 5: Period respondents have used social media for marketing.

Figure 5 shows how long the different respondents have used social media for marketing, with majority at 46.6% being the period of 1 to 2 years, followed by 3 years which is 13.3% of the respondents and the rest at 6.8% with different periods such as a few months, 6 years, 5years and since inception.

4.14   Feedback on How They Use Social Media.
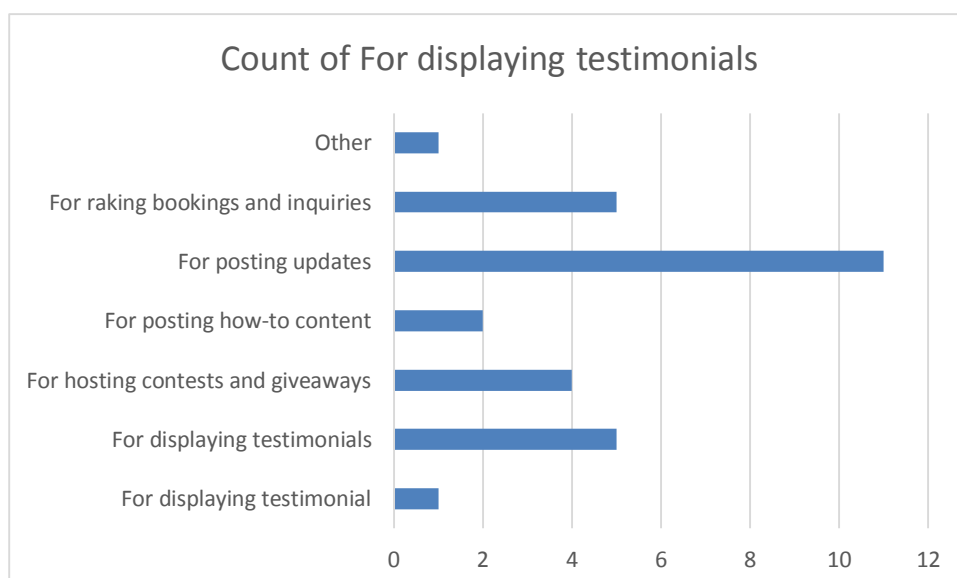
Figure 6: Usage of Social Media.

According to figure 6, most of the respondents use social media to post updates. This is represented by 39.3% of the planners, followed by 17.24% of the respondents use social media

for taking bookings and inquiries, 2 use social media for displaying testimonials, 13.8% use social media for hosting contests and giveaways,6.8% use it for posting how-to content and 3.4% use social media for other purposes.

CHAPTER FIVE: DISCUSSIONS, CONCLUSION AND RECOMMENDATIONS

5.1   Introduction

This chapter presents the summary of findings of the research, discusses the results, draws conclusions and makes recommendations to event planners in Kenya on the use of social media in events marketing.

5.2   Summary of Findings

Significant findings that arose from the study were;

Some of the hashtags that the event planners use on social media that also enable clients to find them when they search the hashtag, include: #weddingplanner, # (name of couple), #LoveWhatYouDo #WeddingDecor, #zurievents, #brunch #easter #nairobi #sundaybrunch #ladiesbrunch#brunchinnairobi#nairobibrunch#WeAreAngelic#AngelicTouchEvent#Dreams DesignedDelivered#DreamsDesignDelivered#NairobiEvents#luxurypartyplanner#Kenyanluxu ryParties #luxurypartyplanner. Hashtags are used a s a communication tools and according Laucuka (2018) to hashtags were initially used for sorting and aggregating information and over time other uses have risen, such as brand marketing, to disclose trends, socializing amongst others.

From the study, other than social media marketing, planners also use other marketing techniques to be able to reach out to their clients and potential clients. They include: Paid Media, Internet Marketing and Email Marketing, which they have interacted with while doing their day-to-day operations.

There are social media platforms which seem to be less helpful to the planners compared to others. With reasons, ranging from compatibility, target market, user friendliness, among others. From the study its clearly seen that Twitter, Pinterest and YouTube have not given most of the planners good experience, while other platforms such as Facebook and Instagram, have given most of the planners good experience and they are able to achieve their goals while using this platforms.

Different event planners use social media marketing in their operations for various reasons, which include: For displaying testimonials, for posting how- to content, for hosting contests and

giveaways, for taking bookings and inquiries, for posting updates, live stream and behind the scenes photos of the events. By using social media in such ways they are able to show clients what happens, what to expect, attracting them to their pages and also helps to improve and grow someone's content.

The benefits that the planners have experienced from use of social media include, reaching a wide spectrum of people, it is cheaper, helps monitor campaign performance, enhances more likes and follows, creating awareness on décor, creates a platform for interaction between the planner and clients, promoted pay per click, helps choose campaign objective, mentoring other people in joining the events industry.

5.3   Discussion

This section discusses the results as generated by SPSS, descriptive analysis, frequency tables, graphs, and charts.

5.3.1 Contribution of Social Media to Events Marketing in Kenya.

The study sought to find out the contribution of social media in events marketing. Some of the contributions brought up by the respondents include, There is a wider audience to reach with social media, it is cheaper, helps monitor campaign performance, enables one to choose campaign objective, creating décor event awareness and enabling more likes, followers and inquiries. This matches Verissimo (2013) literature which cites that social media marketing enhances communication between consumers and the service providers and also between consumers, social media enhances connection with stakeholders and ultimately make sales and creation of digital linkages with customers.

This study sought to identify the types of social media platforms that the respondents are familiar with and those that have contributed to their operations. From the respondents, Instagram is the most used social media platform at 33%, followed by Facebook at 27%, Twitter at17%, LinkedIn at 15% and Pinterest at 6%. This matches Cant (2016) literature who cites that Facebook offers opportunity to tap into an existing client base that is constantly growing, and there are more than 450 million users worldwide and Facebook can be used to syndicate blog content, post news and share information and content.   LinkedIn, which is seen as the

professionals' social network, is used to disseminate information in a professional way about product, service and brand.

5.3.2 Advantages of Social Media to Events Marketing in Kenya

This study sought to find out the advantages of social media to events marketing. From the respondents perception some of the advantages that came out were cost effective, more likes on their pages and content, more followers, more inquiries and comments, ability to reach target market, ability to increase visits to their main webpages. According to Cant (2016) he cites that social media can be used to solicit ideas, suggestions and comments from customers and by doing so it helps create a presence in the marketplace, which has a wide reach.

This study sought to find out whether social media has improved customer service and from data collected 37.5% of the respondents agreed with this statement. This goes hand in hand with Nadaraja & Yazdanifard (2013) who cites how social media has enhanced personalization, accessibility, delivery of products and services, ease of use and self -service for customers and this has helped boost customer experience and service. According to Drahosova & Karovic (2015) literature it cites that giving customers and awesome experience on social media enhances customer satisfaction and build long term loyalty, and this can be done by showing gratitude to customers, integrating feedback among many others.

This study also sought to find out whether social media enables the event planners and operations to reach out to their customers, and from data collected 37.5% strongly agreed that social media has enabled them to reach out to their customers and even potential customers. As stated by Drahosova & Karovic (2015) in their literature which cites that social media is an appropriate channel to create awareness and build authority, this can be done by reaching out to customers and educating them about your products, services and brand and interacting with them.

This study sought to find out how social media has enhanced inbound traffic to the planners websites. From the respondents, social media has facilitated many visits to their operation websites and inquire for packages. This harmonizes Kennedy & Weideman (2014) who cites that the influence of social media is powerful and has a great effect on traffic to one's page, for example information on the form of retweets is spread very fast, and once you tweet your

followers will see, and one of the followers will copy and paste to their stream and their followers will see and this will direct and increase traffic to the sources page.

5.3.3 Traditional Marketing versus Social Media and Online Marketing

This study sought to find out which is more beneficial between traditional marketing techniques such as Television, Radio among others and social media marketing. From the respondents, 68.8% agreed that social media marketing is more beneficial. This is equivalent to Bhayani (2018) who cites that when it comes to advertising social media and online marketing provides information on response to a specific customer inquiries while traditional marketing techniques push and sell a uniform message to all customers and this one of the very many reasons why online and social media marketing is becoming more influential and powerful.

This study sought to find out that social media compared to traditional marketing enables small firms to compete with large ones. This matches who cites that SMEs require to understand how social media works as it enables the small busines to rise up and also engage with audiences on different levels, hence, making your firm more visible. This slowly helps the small business to become more established and can even compete with the large companies. This corresponds with Das & Lall (2016) who cite that the internet does not discriminate, and everyone can get a chance to develop themselves without worrying that they don't have the capital to indulge in marketing.

This study also sought to establish whether social media marketing is more cost efficient compared to traditional marketing techniques. From data collected 50.1% of the respondents agreed that social media is cost effective. This matches Weinberg (2009) who cites that the main advantage of social media marketing is cost related, the financial barriers of social media are quite low compared to those of traditional marketing techniques, which can cost millions. He also cites that many social media tools for business use are free, and businesses can run social media marketing campaigns on a limited budget.

This study also sought to find out whether the respondents would recommend social media marketing to other event planners and operators. From the feedback that we got from the respondents 86% of them would recommend the use of social media for marketing events. This is because of the benefits of social media from cost efficiency to reaching a wide variety of

customers, to being fast, to increasing traffic to ones web page and improved interaction between customers and between customers and the event operations and planners.

5.4 Conclusion

The findings of this study have led to conclusions being drawn pertaining to the objectives and research question as follows.

5.4.1 Contribution of Social Media Marketing

The internet has become a vital part of the modern life and has completely changed things and has contributed a great deal to the events industry. It has made marketing easier and given opportunities to small scale event planner to also put themselves out there and be seen and this has helped them to even compete with large scale event planners. Social media has contributed a great deal to the event planners and has even provided a chance for planners to interact amongst themselves and share ideas and grow each other. By applying a social media strategy in your events organisation, it will help significantly increase one's brand recognition. The main contributions encountered are, increased brand exposure, increased targeted traffic, cost-effective solution.

5.4.2 Advantages of Social Media Marketing

Social media can be a powerful tool to any event planner and operations, it can enhance your relationships, establish two-way communication with customers, increase visibility among many other advantages. Findings in this study shows using social media has advantages and that one of the big advantages with social media marketing is ability to make content go viral at a cheaper price. Hence, this study concludes that use of social media marketing by event planner and operators is advantageous and beneficial.

5.4.3 Traditional Marketing versus Social Media Marketing

Considering the influence social media has had on the industry, it is no surprise that it has become part of the modern marketing strategy being used by many in this industry. Traditional marketing is slowly declining and losing to the online and social media marketing which is becoming more advanced each day.

5.5   Limitations of the Study

One limitation of this study is that most event planners do not own physical offices and rely on mobile offices. Therefore, it was difficult to meet most of them. To overcome this challenge, there was use of contacts of event managers and use of their network to reach the targeted population. Another limitation is the pandemic that we have been going through, which led to things such as lockdown and this made it hard to meet with the planners and have a conversation face to face.

5.6   Recommendations

Having established the contribution, advantages and comparison between social media marketing and traditional marketing in regard to the events industry, the study recommends that event planners and operators that have not embraced social media marketing, to ensure that measures and initiatives are put in place to ensure that they run and include social media marketing in their daily operations. The event planners can achieve this by coming up with an effective social media plan, that will guide them to achieve great things.

The study calls for planners that have already embraced use of social media marketing to ensure that also they encourage employees, upcoming event planners and even small-scale event operators to use social media marketing. This will help to build each other and be exposed to upcoming trends which keep changing day by day.

The study also calls for planners in the event industry to come together and form networks that can be used for marketing their businesses, through the various social media platforms. This will increase their visibility and outreach. Lastly, the study calls for the organizations to take advantage of social media and explore the features it has to offer to improve on their marketing activities. This will ensure you to be more active on your social media platforms and to ensure you content goes viral.

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APPENDICES

Appendix 1: Letter of Introduction

Stella Waithera Ngigi
Address: Ridgeways Country Homes
Nairobi

Date: 11TH March 2021

Dear Respondent,

**<u>RE: THE IMPACT OF SOCIAL MEDIA ON EVENTS MARKETING IN NAIROBI
CITY COUNTY</u>**

I am a student undertaking a Bachelor of Science in Hospitality Management at Strathmore
University School of Tourism and Hospitality (STH)

I would appreciate your honesty and willingness to take a few minutes to complete the
attached questionnaire on impact social media on events marketing in Nairobi City County.
Please respond to all questions appropriately to assist me to complete my research project.

Your participation is important to this study, and I would like to assure you that this survey is
being undertaken for educational purposes. All information provided will be treated strictly
confidential; and will be used only for the intended purpose.

Thanking you in advance for your participation, I remain,

Yours sincerely

Name: Stella Waithera Ngigi

Telephone No: +254790580790   Email: stellangigi1998@gmail.com

Appendix 2: Research Questionnaire

This study is purely an academic research, your participation in filling this questionnaire is highly appreciated, and the information given will be kept confidential. Kindly fill where appropriate.

Questionnaire on the impact of social media in events marketing:

1. Name of Event firm/ operations (Optional)

    _____

2. How long have you worked in the events business? Please tick or place check mark in the box

1-5 Years	6-10 Years	11-15 Years	16-20 Years	Over 21 Years

3. Does your organization use social media as a marketing technique? Please tick or place check mark in the box.

Yes	No	Maybe

4. Which different marketing techniques have you been able to interact with? (Select more than one)

Social Networks	Paid Media	Point of Purchase Marketing	Email Marketing	Direct Marketing	Internet Marketing	Social Media Marketing	Other

5. What are some of the benefits you have realised by using social media and online marketing compared to traditional marketing such as newspaper, billboard etc.

    _____

6. How many social media platforms do you have accounts with? Please tick or place check mark in the box

One	Two	Three	Four	Five	Six	Seven	7+

7. Which of the following social media platforms do you have an account with? Please tick or place check mark in the box

Facebook	Instagram	LinkedIn	Twitter	Other

8. How often do you use these platforms? Please tick or place check mark in the box

Daily	Every other day	Every hour	Every two days	Once a week

9. Using the following key: 5=strongly agree, 4=agree, 3=not sure, 2=disagree and 1=strongly Disagree: Answer the following

STATEMENT	5	4	3	2	1
Social media has helped me when it comes to marketing					
Social media is cost effective					
Social media enables me to reach out to customers					
Social media has improved my customer service					
Compared to traditional marketing techniques (Television, Radio), social media has been more beneficial					
Has social media helped to keep up with the trends and news on the industry?					

10. What hashtag(s) do you use when using your social media platforms?

………………………………………………………

11. Do you have specific days that you post on your events page? Please tick or place check mark in the box

Yes	No	Maybe

12. If yes, which days are the best to post?

……………………………………………

13. Rate the following social media platforms from the experience you have had, using the key: 5= Very Good, 4= Good, 3= Neutral, 2= Bad, 1= Very Bad

Platform	5	4	3	2	1
Facebook					
Instagram					
Twitter					
LinkedIn					
YouTube					
Pinterest					

14. Considering your experience with social media (Facebook, Instagram, Twitter etc) how likely are you to recommend it to other event planners?

Very Likely	Likely	Neutral	Unlikely	Very Unlikely

15. How long have you been using social media as a marketing technique? Please tick or place check mark in the box

A Few Months	6 Months	1-2 Years	Others

16. Using the following key: 5=Very Good, 4=Good, 3=Neutral, 2=Bad and 1=Very Bad, answer the following:

	5	4	3	2	1
Rate your social media experience					

17. How do you majorly use your social media account for marketing? Please tick or place check mark in the box against all that apply.

Marketing Purpose of Social Media Account	Response
For displaying testimonials	
For posting how- to content	
For hosting contests and giveaways	
For taking bookings and inquiries	
For posting updates, live stream and behind the scenes photos of the events	
Other (Specify)	

Appendix 3: List of Event Planners

EVENT	CONTACT INFORMATION
Waridi Events	hello@waridievents.com 0713904450
Trifecta Events	hello@trifectaevents.co.ke 0737927333
Ariella Events	hello@ariellaevents.co.ke 0780214381
Infinite Events	events@infiniteplanners.com 0702706445
Event Hub Limited	info@eventhubltd.com 0729108787
Xpose Limited	info@xpose.co.ke 0721108787
Zuri Events	info@zurievents.com 0732761111
Katambe Event Planners	events@katambe.co.ke 0741399775
Sky Planners Limited	info@skyplanners.com 0714601225
Aura Events Planners	info@aura.co.ke 0734446655
Urban Live Events	info@urbanlive.co.ke 0737619473
Events Solutions	info@events-solitions.co.ke 0768188400
Topia Dream Events	**info@topiadreamevents.com** 0729606522
Ecoworld Events Management Company	info@ecoworldservices.co.ke 0723745149
Mosaic Events Kenya	mosaiceventske@gmail.com 0703332739

Source Sort List, 2020, www.sortlist.com

Appendix 4: Turn-It-In Report

Appendix 5: Time Plan

Activity / Month	June	July	August	September	October	November	December	January	February	March
Building of the proposal		▓								
Submission of the proposal						▓				
Data collection									▓	
Data analysis										▓
Submission of final report project										▓

Appendix 6: Project Supervision Progress Sheet

Strathmore
U N I V E R S I T Y

SCHOOL OF TOURISM AND HOSPITALITY
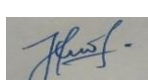
BACHELOR OF SCIENCE IN TOURISM/HOSPITALITY MANAGEMENT

BTH 4105: RESEARCH PROJECT SUPERVISION PROGRESS SHEET

Student Name: NGIGI, STELLA WAITHERA   Reg. No.: 101038   Page No. 1

#	DATE	DISCUSSION/OUTPUT	SIGNATURE	
			Supervisor	**Student**
1	10th June 2020	● Guidelines needed when working on the Research Proposal. ● Sending of the required documents to email by the supervisor. ● How to use insert citation and how to make citation static and how to reference.		
2	15th June 2020	● I forwarded the introduction of my research proposal to my supervisor. ● He advised me to maintain the formatting standards as my document had not met all the standards.		
3	16th June 2020	● Sent the document having rectified the formatting issues. ● I was then advised that there are still some formatting issues not well corrected. ● the supervisor forwarded an attachment with the formatting guidelines which were of great help.		
4	June 28th 2020	● The reviewed document was sent by the supervisor with comments that focused on areas I need to investigate and rectify. ● He also advised me to refer to the APA referencing document to avoid referencing mistakes.		
5	2nd July 2020	● Review of the research proposal topic and decide on what it is.		

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		- Going through formatting issues and what is expected. - Discussed referencing, items that are necessary in a citation and bibliography. - Discussed that the introduction should narrow down to Kenya after looking at events from a global perspective.		

#	DATE	DISCUSSION/OUTPUT	SIGNATURE	
			Supervisor	**Student**
6	2nd July 2020	• Events definition to be in one paragraph. • understanding scope, targeted individuals in this study. • Be keen in grammar and sentence construction. • Discussed how to show you are going into the next paragraph or sub-heading		
7	3rd - 6th July 2020	• Sent draft 3 having rectified the areas discussed in the previous meeting.		
8	12th July 2020	• Sent the draft 4 of my research proposal and the supervisor got back to me and advised me that when I save my file, the filename should include at least my name. • I was also advised to include any feedback and reviews done through email in the progress sheet and date the email.		
9	21st September 2020	• Received an email from the supervisor reminding us that we should observe our research project timelines.		
10	25th September 2020	• Sent draft 5 of my research proposal to my supervisor through email.		
11	6th October 2020	• Had a call with my supervisor inquiring more about the conceptual framework and he gave me feedback on what is expected. • Attempted and sent the conceptual framework through email.		
12	12th November 2020	• Sent my final research proposal and my supervisor received it.		
13	15th November 20	• Had a meeting on zoom and we discussed the project. • I was advised about my proposal being in the future tense, to ensure the required fields in the citation are filled, how to make the table on my conceptual framework appear as one		

		object, how to write the letter of introduction and to ensure my questionnaire tackles the objectives of my research		

#	DATE	DISCUSSION/OUTPUT	SIGNATURE	
			Supervisor	**Student**
14	2nd February 2021	● Had a conversation online about my questionnaire, and sent my supervisor my questionnaire for review before administering it		
15	12th February 2021	● Got feedback on the questionnaire sent through email with areas that need to be corrected.		
16	15th February 2021	● Made the necessary corrections as indicated by my supervisor and sent the revised document to him.		
17	16th February 2021	● The supervisor got back to me and gave me the go-ahead to administer my questionnaire.		
18	15th March 2021	● Sent my final project work for review and corrections.		
19	29th March 2021	● Received feedback and review of my report. Corrected the areas mentioned and sent it back for review		
20	31st March 2021	● Received review comments and corrections and worked on them and sent it back to the supervisor		
		●		