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**EFFECT OF SOCIAL MEDIA MARKETING STRATEGIES ON THE BRAND
EQUITY OF PRIVATE HOSPITALS IN NAIROBI COUNTY, KENYA**

DAVID PETER OOMA

114194

**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE AWARD OF MASTER'S OF COMMERCE IN STRATEGIC
MANAGEMENT AT STRATHMORE UNIVERSITY**



MAY, 2025

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 dissertation contains no material previously published or written by another person except where due reference is made in the dissertation itself.

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Approval

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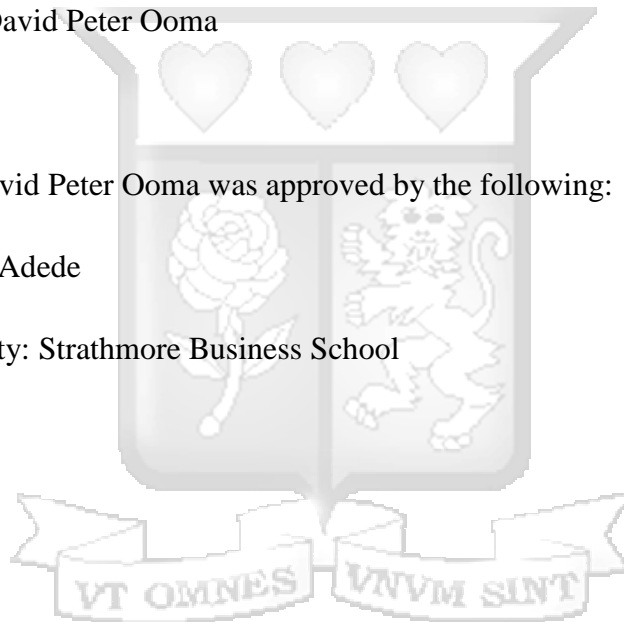
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DEDICATION

This thesis is dedicated to my devoted parents, who have provided me with unwavering support and motivation throughout my academic career. Your prayers and sacrifices are greatly appreciated.



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First and foremost, I am indebted to the Almighty God for providing me with the strength, knowledge, and excellent health necessary to complete this thesis.

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List of Abbreviations

Social Media marketing	Social media marketing is a new business technique and a new industry that involves promoting products, services, information, and ideas through social media platforms on the internet.
Brand Equity	Brand equity is a concept that helps organizations understand the goals, methods, and overall impact of their marketing efforts.
Facebook	Facebook is a web-based, interactive network that enables users to share information and sentiments across a broad radius,
YouTube	YouTube is a free video sharing platform that enables user to create, publish, and view video content online.
Instagram	Instagram is a mobile application that enables users to interact with one another by sharing photographs and videos based on their location
LinkedIn	LinkedIn is a social platform that aims to enhance the productivity and success of professionals worldwide by offering access to news, updates, employment, people, and insights that assist in the development of exceptional skills



ABSTRACT

A powerful brand is one of the most crucial assets for any firm that aspires to achieve sustainable growth in the current market, which is characterized by greater levels of competition and integration. Not only is this the case in the sector of fast-moving consumer goods, but it is also the case in the industry of services, where the intangible attributes of products are prevalent and difficult for customers to conceptualize. The topic of investing in brand equity is an important one for every marketer to consider. At the other end of the spectrum, social media is a web-based service platform that enables users to build profiles that are either fully or partially public. Users are able to speak with a list of other users who have connections and perspectives that are comparable to their own within the same system by using these profiles. As a result of the proliferation of social media, a new digital realm and grid linkages have been established. The objective of this study was to investigate the impact that social media marketing techniques have on the brand equity of private hospitals located in Nairobi County using the data collected. The explicit goals of this study were to determine the impact that social media platforms like Facebook, YouTube, Instagram, and LinkedIn have on the brand equity of hospitals. The theoretical frameworks of Social Media Engagement Theory and Customer-Based Brand Equity Model served as the foundation for the Thesis. The researcher encountered some limitations which include; some respondents not willing to fill the questionnaire on time and lack of cooperation. The relationship between the independent and dependent variable was demonstrated through the use of a conceptual framework. There are twenty private hospitals located in Nairobi County, according to the Ministry of Health Report 2023, which specifies that the target population consisted of these facilities. The target population was twenty hospitals where three managers and three assistant managers were selected which totalled to 120. With regard to the investigation, the census sample method was utilized. Descriptive cross-sectional survey was adopted. Information was gathered through the use of questionnaires. SPSS, which included both descriptive and inferential statistics, was used to perform the analysis on the data that was obtained. To identify the nature of the relationship that exists between the independent variables and the dependent variable, a multivariate regression analysis was carried out. Information has been presented in the form of graphs, tables, and charts to illustrate the findings. The study concluded that there is a positive relationship between all the independent and dependent variables which was shown by regression analysis. The study also revealed that there is a positive correlation between Facebook, YouTube, Instagram and LinkedIn and brand equity in private hospitals in Nairobi county. The study concluded that adequate social media marketing strategies is necessary when promoting brand equity in private hospitals. The study recommendations were as follows; Private hospitals in Nairobi should invest in comprehensive social media marketing strategies that go beyond mere presence on social platforms. This entails creating engaging and relevant content, leveraging user-generated content, fostering meaningful interactions with followers, and monitoring and responding to customer feedback effectively.



CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

According to Stelzner (2016), social media marketing is a digital marketing technique that has revolutionized the way in which businesses engage with their customers, market their products, and conduct business transactions. Social media marketing has revolutionized digital marketing and, in the process, has altered the manner in which marketing information is disseminated within businesses (Yadav & Rahman, 2018)

Businesses can now effectively disseminate information regarding their products and services globally in a timely manner (Yadav & Rahman, 2018). According to Pride and Ferrell (2017), social media marketing is a sort of interaction that has completely transformed the way in which businesses communicate with their customers. In their 2018 study, Seo and Park stated that in order for businesses to maximize their results, they should take into consideration the unique functionalities that each social media platform offers. Tuten and Solomon (2017) assert that businesses can effectively target their intended consumers by selecting the most effective social media channels from the vast array of options available.

In addition to the existing social networkers, private business companies and government bodies are also utilizing these platforms for communication, as they enable consumers or prospects to communicate with a large number of consumers from all over the world (Luo et al. 2013). It is becoming increasingly common to make use of various social media platforms. The most crucial thing to note is that customers who have lost interest in traditional media, such as periodicals, radio, or television, are increasingly turning to social media platforms in order to find information. According to Luo et al. (2013), the viral diffusion of information among individuals using social media is substantially more effective than traditional media, such as print advertisements, radio, and television. This is the conclusion reached by the researchers.

In the healthcare sector, the utilization of social media as a marketing and business-related instrument has increased in the past five years, despite the fact that social media is a rapidly evolving medium. This means that what is intriguing today may become obsolete the following day (Funk, 2011). This is a significant obstacle that the healthcare industry

encounters as it endeavors to attract a broader audience on these platforms. Kotler (2008) suggested that in order to establish an enduring impression, organizations should meticulously select from the numerous social media platforms that are introduced on a daily basis. Additionally, they should remain informed about the latest developments in the social media domain and ensure that the content they share is both engaging and captivating. The choice of content strategy affects the effectiveness marketing and communication efforts adopted by organization and in turn contribute to how users view such brands and choose to create any attachment with them (Funk, 2011).

Both Alibaba and Huawei are excellent instances of companies that have effectively developed solid brand reputations in China, thereby proving the principles of brand equity. instances of such companies include Huawei and Alibaba. Alibaba, which is one of the largest e-commerce organizations in the world, has a widespread brand recognition both in the United States and internationally (Sun et al., 2019). This is due to the fact that its platforms serve millions of commercial enterprises and individual customers. According to Li and Zhang (2018), the Alibaba brand is associated with a wide variety of products and services, as well as reliability and ease. These factors all contribute to the high degree of perceived quality that customers have with the eCommerce platform. According to Fang (2019), Alibaba has successfully established a strong brand loyalty by utilizing its broad network of services, customer-centric strategy, and creative business models. This has led to ongoing engagement and repeat purchases from customers. South Korea is home to a significant amount of brand equity, as seen by the fact that Samsung and Hyundai have achieved global leadership positions in their respective industries. Since Samsung Electronics is a worldwide conglomerate that is well-known for its consumer electronics, the company enjoys extensive brand recognition and cognizance on a global scale (Kim, 2017). According to Jin (2016), the brand image of Samsung is intimately associated with technological advancement, quality, and innovation, which in turn supports consumer trust and loyalty. The extensive product line and smart marketing strategies that Samsung has implemented have also contributed to the development of strong brand loyalty, as seen by the fact that a large number of customers continue to choose Samsung products from a wide range of categories (Shin, 2019).

The purpose of this study was to investigate the elements that inspire hospitals in Nairobi City County, Kenya, to apply social media marketing strategies because that was the target of this investigation. Government-owned, teaching, private for profit, private not-for-profit, local and foreign-owned, and faith-based hospitals are some of the types of hospitals that can be found in Nairobi City County, which is a huge territory that has a range of hospitals with different personalities and features. As a consequence of this, it is the most prominent provider of medical services in the nation. The ratio of physicians to patients in Nairobi City County is higher than the ratio in other regions, which makes it easier for patients to receive medical attention.

1.1.1 Social Media Marketing Strategies

According to Eagleman (2013), social media marketing is a new business technique and a new industry that involves promoting products, services, information, and ideas through social media platforms on the internet. People have the ability to construct profiles that are either fully public or partially public through the use of social media, which is a web-based service platform. According to Luo, Zhang, and Duan (2013), these profiles are utilized for the purpose of communicating with a list of other users who utilize the same system and share similar perspectives and relationships regarding the system. The proliferation of social media has resulted in the creation of a new digital environment and grid linkages, which have made it possible for consumers and marketers to communicate without being constrained by physical place, time, or medium. According to Mount and Martinez (2014), social media is a collection of online platforms that provides individuals with the opportunity to communicate with one another about their opinions, information, and interests

Chat rooms, discussion forums, location services, social networking, social guides, social bookmarking, weblogs, podcasts, and video presentations are all examples of social platforms that may be found on the internet (Abu-Rumman & Alhadid, 2017). According to Abu-Rumman and Alhadid (2017), the amount of marketing and communication tactics that a particular company employs has a major impact on the decision-making process that customers go through while they are in the process of making a purchase. Customers are now spending more time seeking for information and making purchases online, which is a direct result of the growing popularity of the internet among individual consumers. When it comes to cultivating brand loyalty among existing customers, the company has found that social media marketing has become the most effective and popular technique of doing so.

As social media marketing (SMM) becomes more important in both academic and practical settings, a number of authors have shared their different points of view. According to Yadav and Rahman (2017), this social media platform is a tool that makes it easier for people to connect and communicate with both current and potential customers. On the other hand, other authors lay the groundwork for SMM by discussing it in connection to company objectives, particularly in terms of customer equality, loyalty, contentment, and buy intention (Tuten & Solomon, 2016).

A comprehensive strategy for social media marketing was defined by Felix et al. (2017), who also provided an explanation of the strategic level of social media marketing. This level includes the decisions made by an organisation about the scope of social media marketing (which can be anywhere from defenders to explorers), culture (which can be anywhere from conservatism to modernism), structure (which can be anywhere from hierarchies to networks), and governance (which can be anywhere from autocracy to anarchy). In accordance with Evans (2008), the significance of social media marketing lies in the fact that it enables marketers to monitor, analyze, and evaluate the information that is provided on various platforms. This enables them to improve the message they provide and make it more relevant to their customers' needs. Because of the social media analytics and metrics that are accessible, it is quite easy to assess and evaluate the influence that social media has on a company's marketing plan.

Gupta et al. (2013) successfully implemented social media marketing to disseminate and educate the public about health. On the other hand, the author contends that social media, which has become a communication treasure trove for the public health community, possesses the potential to impact and encourage a wide variety of health-related behaviors and concerns, particularly during times of crisis.

Social media is a form of technology that is both computer-assisted and participatory. It enables the production and dissemination of a diverse array of forms of expression, including creative ideas, visuals, information, and material. Facebook, YouTube, Instagram, Snapchat, WhatsApp, LinkedIn, and Twitter are among the most renowned and widely recognized social networking platforms (Alsughayr 2015).

Facebook is a web-based, interactive network that enables users to share information and sentiments across a broad radius, as per Shih (2011). It enables the establishment of a

connection with individuals who share common interests, regardless of their political, economic, or geographic location.

YouTube is a free video sharing platform that enables users to create, publish, and view video content online. YouTube's objective is to facilitate the success of advertisers and partners, revolutionize video, and provide a platform for all individuals to express themselves (Doliver et al, 2012). Instagram is a mobile application that is based on location and is used to share photos and videos, as per Zwass, Vladimir (2010).

Snapchat is a mobile application that enables users to send multimedia images and videos. Snapchat facilitates communication with family and friends, and it offers a feature known as Live Stories that allows users to investigate and discover the world (Singer, 2012).

WhatsApp is an instant messaging application that enables the transmission of files, messages, images, videos, photos, and online conversation, similar to Blackberry Messenger, (Gipayana, M.2016).

LinkedIn is a social platform that aims to enhance the productivity and success of professionals worldwide by offering access to news, updates, employment, people, and insights that assist in the development of exceptional skills (Leonardi PM and Meyer, 2015). People are able to share information in a real-time news feed by making brief comments about their experiences and thoughts on Twitter, which is a social networking tool that is extensively used and is free to use (Mistry 2011; Bristol et al 2010). Twitter is a social networking. Another social networking site that is based on the concept of inviting groups of people together through social "layers" is Google Plus. It is an effective platform for connecting employees (Whiting & Anant, 2016).

LinkedIn is an excellent platform for establishing connections with prospective employees. In a manner similar to an online resume, numerous individuals utilize this instrument in their job search and ensure that the platform is currently updated with employment information. A snapshot of the hospital's current employees could be accessed at any time by logging onto LinkedIn. According to Whiting and Anant (2016), this tool provides employers with a multitude of possibilities to engage with the community and convey to prospective employees that the hospital is a secure and positive place of employment.

Many individuals are acquainted with Facebook as a means of maintaining communication with family members or reconnecting with former classmates, as Eckler (2010) has suggested. However, there are numerous implications for health care and hospital professionals. Facebook can function as a community gathering place that is associated with hospital-related events. Facebook, like LinkedIn, offers an excellent method of establishing connections with employees, the majority of whom already have Facebook profiles that indicate their employers. Facebook, YouTube, LinkedIn, and WhatsApp were implemented as social media platforms utilized in hospitals in this investigation.

1.1.2 Brand Equity

Brand equity is a collection of attributes that grant the brand a unique position in the marketplace, enable a company to charge a premium price, and preserve a larger market share than would have been possible with a non-branded product, as per Clow and Baack (2005). For decades, both brand management and branding have been acknowledged as strategic company objectives (Kapferer, 2008; Keller, 2008).

Brand equity is a concept that helps organisations understand the goals, methods, and overall impact of their marketing efforts. The total of the brand assets and liabilities that are tied to a brand, its name, and the symbol that either raises or diminishes the value of a product or service to a company and its customers is what Chen (2016) defines as brand equity. Brand equity is a measure of a company's ability to attract and retain customers. As a further point of interest, the author demonstrates that brand equity is responsible for the changes in customer preference that exist between a focal branded product and an unbranded product, provided that the characteristics of the product or service remain the same.

According to Lokken, Nayar, and Runering (2012), brand equity is a tool that helps brands establish competitive positions that are difficult to replicate by other brands. This, in turn, results in the creation of significant value for consumers. The development of brand equity has been accomplished by brands through the utilization of a wide range of strategies, including advertising, public relations, sales force, slogans, and symbols. Grohmann and Bodur (2015) state that creating brand equity in the digital era may be accomplished in an effective manner through the implementation of marketing efforts that are centered on social media. As a consequence of this, businesses have incorporated social media marketing into their marketing plans in order to establish connections and links with customers that will stay

for a long time. The process of developing material, communicating with people, reaching out to them, and obtaining referrals is what is known as social media marketing. The goal of this process is to increase the popularity, awareness, and web traffic of organizations. According to Abu-Rumman and Alhadid (2017), this is accomplished through the usage of online social channels and platforms for the purpose of advertising items and services.

The findings of Romaniuk et al. (2017) indicate that when clients are shown objects, they are able to recognize and recall those things. Brand awareness is another crucial component that may be discovered and traced in the thoughts of the customer in a variety of different market conditions. According to Aaker (1991), consumers are more likely to purchase a brand that they are already familiar with in the market. This is because customers are more inclined to purchase a brand that they are familiar with.

Brand loyalty, perceived quality, brand associations, and brand awareness are the most essential factors in determining brand equity, according to Keller (2003). Others include brand awareness and brand associations. According to Kotler et al. (2019), brand awareness is defined as the knowledge that consumers have about a brand that they recall. The mental connection that a consumer forms between a brand and a concept, picture, emotion, experience, person, interest, or activity is referred to as a brand association. It is possible for this relationship to have a significant impact on the decisions that are made regarding purchases, and this impact can be either favorable or negative. According to Anderson (1994), perceived quality is the evaluation that a consumer makes regarding the overall excellence or superiority of a product or service. This evaluation is based on the consumer's perception of the product or service. Customers demonstrate their loyalty to a brand when they continue to purchase from that brand and remain devoted to it, even if the price or convenience of the product or service is not something that they would like. Kevin Lane Keller's (1993) Customer-Based Brand Equity served as the foundation for the primary measurements of brand equity that will be utilized in this investigation. These measurements include brand awareness, brand associations, perceived quality, and brand loyalty. This method will be used to evaluate the value of the brand.

1.1.3 Private Hospitals in Nairobi County

The public system, which is dominated by the Ministry of Health and parastatal institutions, and the private sector, which includes private for-profit, non-governmental, and faith-based

groups, are the two basic sectors that can be distinguished within the industry of health care. It is estimated that there are over 4,700 health institutions across the nation that are responsible for providing medical services. The public sector system is accountable for more than fifty-one percent of these establishments, according to Richard Muga and Paul Kizito (2012). According to Richard Muga and Paul Kizito (2012), the different components that make up the public health system are as follows: national referral hospitals, province general hospitals, district hospitals, health centers, and dispensaries. According to the Kenya Service Provision Assessment (2018), the highest level of the healthcare system is comprised of national referral centers. These facilities offer advanced diagnostic, therapeutic, and rehabilitation services to give patients with the best possible treatment.

The provision of medical services is the primary focus of district hospitals. As a result of receiving instructions from headquarters through the counties, they are responsible for developing their own budget requirements and expenditure plans by themselves. The health center network offers a comprehensive selection of ambulatory medical services to its patients. According to Kenya Service Provision Assessment (2018), health centers typically provide preventative and curative treatments, the majority of which are tailored to match the need of the local community by the health center. It is the intention of dispensaries to serve as the initial point of contact for patients working inside the system. In many regions, on the other hand, health centers or hospitals are the primary sites of contact (Kenya Service Provision Assessment, 2018). Increasing the provision of preventative health interventions through dispensaries is the primary objective of the health plan, as stated in the Kenya Service Provision Assessment of 2018, which was conducted in 2018. Private hospitals in Nairobi County have not utilized social marketing to their advantage and this study was carried to fill the gaps.

1.2 Statement of the Problem

Despite their fundamental roles, health sector in the world continue to suffer various setbacks of slowed growth and performance propelled by unfavorable environmental conditions with an estimated 70% hinged up by the third year of operation (World-Bank, 2018). Research by Kamarudin and Aslan (2017) indicates that such conditions include but are not limited to competition, rapid technological changes, market liberalization, and poor access to markets and capital in the case of India. With the growth of the internet and smart phones penetration in the world, digital media is touching a large section of society in many ways and businesses

have embraced online platforms as their place in the four P's matrix and entirely rely on digital marketing for sustainability these businesses include eBay, Amazon, fashion and design shops in the U.S.A, Alibaba in China, among others (Jain, 2015).

As the modern corporate environment continues to evolve, it is becoming increasingly usual for consumers to have the ability to access the internet through social media at any time of the day or night. Even though there are a substantial number of small and medium-sized businesses on social media, there are only a few business entities that are using this platform to promote and advertise their products and services online. This is despite the fact that there are some of these businesses on social media. By disregarding consumers who are online-friendly, these organizations incur substantial losses in terms of business transactions. Consequently, businesses must exert greater effort than ever to provide high-quality user service in a timely and efficient manner, in addition to establishing an online presence through social media platforms (Rasiah, 2006).

Social media is used across the world for a variety of reasons. But in a country where 20% of the population has access to the internet, it is important to understand how effective an organization's social media presence can be towards building a strong brand equity among customers (Wachira, 2017). Top private hospitals in Kenya have presence on top social media sites despite not utilizing them effectively. Nairobi Women's Hospital for instance has presence on Facebook and Twitter; however, the Twitter page has less than 300 followers and has been quite static since 2012. On Facebook the hospital has 15,800 likes and they tend to post regularly especially on issues pertaining to health, giving health tips and showcasing their achievements. These kinds of posts usually receive fewer than 10 likes, comments and shares on these posts are rare. Overall, it seems as though very few of their patients are being reached and even fewer of them actively engage with them on social media. Aga Khan University Hospital on the other hand, has profiles on Facebook, Instagram and Twitter. On Facebook, they have 8,476 followers with very few posts every month. They do not tweet regularly despite having 6,083 followers on Twitter. Compared to other major hospitals around the world, their engagement is very low which is understandable. Because they do not post regularly it becomes hard for consumers and patients to engage with them (Adisa, 2017).

Nesi (2020) conducted a study in the United States to investigate the ways in which social media influences the challenges and opportunities that young people face in terms of their

mental health. It is possible to define social media as any digital tools or applications that enable individuals to communicate with one another with one another. Traditional forms of media, such as television, are distinguished from this medium by the fact that it enables users to create content and distribute it to other people. Users are able to make positive changes in their health behaviors when they have the opportunity to communicate with one another through social networking by providing them with the opportunity to interact with one another. In addition, Gillig (2020) mentioned that it is still of utmost significance to integrate the fundamental findings of research on social media into clinical and policy applications. Some people believe that social media has increased awareness of mental health concerns and has strengthened health promotion utilizing social media from a clinical perspective, as stated by Yonker, Zan, Scirica, Jethwani, and Kinanem (2015). This is according to the findings of the findings of the aforementioned researchers.

A study was conducted by Coyle and Vaughn (2008) on the utilization of social media for the purpose of health promotion in Canada. According to their findings, the typical college student logs into social networking sites at least three times every day. A similar finding was made by Manhattan Research (2009), which discovered that as of January 2009, nearly sixty percent of medical professionals were already using online forums for medical purposes.

Levac and Sullivan (2011), conducted a study that examined how social media is used to promote health in Canada. They expressed their disappointment that the effectiveness of social media in encouraging positive health behaviours depends on the source of the information that people are sharing. In other words, the people who took part in their study said that they would rather have communications from friends, family members, coworkers, social networks, and other social contacts (Kreps & Neuhauser, 2010; Neuhauser & Kreps, 2003; Smedley & Syme, 2000).

As part of their research, Batta and Iwokwagh (2015) investigated the ways in which hospitals in Nigeria make use of social media. They came to the conclusion that hospitals did not make extensive use of social media, and that teaching hospitals were the ones who utilized it the most. The purpose of these studies was to investigate the extent to which hospitals utilize social media and the manner in which they do so. However, they did not investigate the reasons why hospitals have been hesitant to begin utilizing social media marketing, despite the fact that it offers benefits to their stakeholders, including patients.

Muinga et al. (2020) carried out an analysis of digital health systems in public institutions in Kenya. The objective was to furnish decision-makers with information regarding digital health. The research suggested that the intersection of healthcare and technology, which is referred to as "digital health," is crucial for the advancement of safe, efficient, and high-quality care. It provided a comprehensive analysis of the impact of digital health on service delivery in Kenyan hospitals. Nevertheless, it was also observed that the survey from interviews does not accurately represent the full range of digital health's effects, as a more positive response was reported and the challenges were downplayed. The results of this study guaranteed that the questionnaires capture both positive and negative effects, thereby generating unbiased results.

The impact of new technologies is highly relevant, as concluded by Bouwman, Reuver, and Nikou's (2021) study on business model innovation and the impact of digitalization. The study indicates that the performance and outcomes of the business model are influenced by the use of digital technology and social media. The authors discovered that the performance and business model of the firm are significantly impacted by a comprehension of digitalization in business. Nevertheless, the research was unable to identify organizations that do not engage in business model innovation, which would have otherwise yielded comparable results. The direct influence of social media marketing activities on brand equity indicators, such as brand awareness, brand image, perceived quality, and brand loyalty, is frequently not supported by empirical data in existing research, particularly within the industries (Souto, 2020). This is especially true concerning the impact of social media marketing on brand loyalty.

Waking'a and Ouma (2017) conducted an investigation on the ways in which the implementation of these techniques influenced the efficiency of the digital media business in Kenya. The purpose of this study was to ascertain the extent to which social media marketing strategies have on brand equity in private hospitals in Nairobi county. Descriptive study design was implemented in the research study. The study recommended that, the media industry embrace innovation in order to guarantee that the process of providing services is effective and to foster creative thinking. The purpose of this inquiry was to determine how social media marketing strategies affects the brand equity of private hospitals in Nairobi county.

1.3 Research Objectives

The general objective of this study was to investigate the effect of social media marketing strategies on the brand equity of private hospitals in Nairobi county, Kenya

1.3.1 Specific Objectives

The following were the specific objectives of the study.

- i. To determine the effect of Facebook platform on brand equity of private hospitals in Nairobi County, Kenya
- ii. To establish the effect of YouTube platform on brand equity of private hospitals in Nairobi County, Kenya
- iii. To determine the effect of Instagram platform on brand equity of private hospitals in Nairobi County, Kenya
- iv. To determine the effect of LinkedIn platform on brand equity of private hospitals in Nairobi County, Kenya

1.3.2 Research Questions

The following research questions guided the study.

- i. What is the influence of Facebook platform on brand equity of private hospitals in Nairobi County?
- ii. How does YouTube platform influence brand equity of private hospitals in Nairobi County?
- iii. What is the effect of Instagram platform affect brand equity of private hospitals in Nairobi County?
- iv. What is the effect of LinkedIn platform on brand equity of private hospitals in Nairobi County?

1.4 Significance of the Study

Social media marketing has significantly increased marketing options available to the health sector. Marketing agencies who are the experts in marketing had to rely on traditional media channels to implement their market strategies. Digital Marketing has disrupted the older forms of marketing and rendered them ineffective when it comes to serving needs. Marketing experts are well placed to be in business if they master the scope of digital marketing which includes social media marketing, email marketing, content marketing, and Pay Per Click (PPC) marketing, among others, and integrate it into their daily operations.

This study's findings will be useful to policymakers, particularly government and regulatory bodies, because they will provide insight into how social media influence customer-based brand equity. Policymakers can use these findings to create rules and laws that will guarantee the healthcare industry in the country develops in a sustainable manner. It is also anticipated that the outcomes of this study will be helpful to policymakers since they will get an understanding of the ways in which social media contributes to the enhancement of customer-based brand equity. After that, they will be able to establish a regulatory framework that would enable healthcare facilities across the nation to promote their goods and services in a manner that is respectful of the rights of customers.

All private hospitals in Nairobi County will have insights into how social media affects brand equity based on customer perceptions. These data will help them understand how important social media is for building brand equity and will allow them to make informed decisions about their social media strategy to improve brand equity. The findings of this study can also be utilized by private hospitals in order to develop a social media marketing plan that is not only cost-effective but also successful in reaching the target demographic inside their organization.

Researchers and scholars will gain insights into how social media affects customer-based brand equity, especially in the healthcare sector, as a result of the findings of this study. Academics and researchers can refer to the findings of this study when they are dealing with a topic that includes brand equity based on customers and social media. Academics and academicians will use the results of this study to assess their hypothesis about the connection about customer-based brand equity and social media which will assist for reference purpose.

1.5 Scope of the Study

The analysis of the study was the effect of social media marketing on the brand equity of private hospitals in Nairobi County. Brand equity focused on concept and operationalization by Kevin Lane Keller (1993) which was measured through brand awareness, brand association, brand loyalty and perceived quality while social media marketing was measured through Facebook, YouTube, Instagram and LinkedIn. This study concentrated on twenty private hospitals located in Nairobi county as indicated in Ministry of Health Report (2023). The study utilized descriptive design and questionnaires as data gathering instruments. The study was carried in the month of January 2025 to April 2025.

1.6 Chapter Summary

This chapter analyzed the background of the study on Social Marketing, the statement of the problem, the objectives of the study, research questions, significance of the study and the scope of the investigation.



CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter includes the conceptual framework that describes the connection between the independent and dependent variables, as well as the theoretical foundation of the study, an empirical review of the study, a synopsis of the research gaps, and a summary of the research gaps.

2.2 Theoretical Framework

This study adopted social media engagement theory and Customer-Based Brand Equity Model

2.2.1 Social Media Engagement Theory

The Social Media Engagement Theory was proposed by Di Gangi, P. M., and Wasko, (2016). Social Media Engagement is founded on the idea that social media is a clear way for people to communicate with each other, even if they are in different places or time zones. The basic assumption of the idea is that when users are more engaged, they utilize social media platforms more often. As social media platforms are used more often, their users are able to create value together. The psychological factors that are considered important for user engagement are personal meaning and individual involvement.

The technological aspects of the platform and the amount of social interactions between users affect how engaged people are with the site. Social interactions can be documented using a variety of factors, such as personalization, social accessibility, critical mass, perceived risk, and transparency. Integration, evolvability, flexibility, and completeness are the four technical aspects that can be incorporated. According to the hypothesis, user engagement is positively affected by all factors except for perceived risk.

Facebook can be used as an example to highlight the practical significance of this notion. The ability to deliver new features and experiences while also giving users information that can be accessed at any certain level is what has contributed to its incredible success. It allows developers from other companies to create applications that provide new prospects for customers. Facebook's activities provide users with new ways to be more engaged on the network instead of just being passive users.

SME theory explains the role of technology as the foundation that is necessary for enabling social interactions among users who are located in different places and time zones throughout the world. It is clear that the rise of social media is mostly due to technological advancements that have enabled users to communicate with one another in new and unexpected ways. The user experience that is discussed in this research is defined as the content of direct observation or involvement in an event, which is the definition of experience.

The assumption in social media engagement theory is more users engage with a social media platform, the more they will use it. According to Kankanhalli, Tan, and Wei (2005) and Li and Bernoff (2008), the term "utilization" refers to the frequency with which an individual contributes to, obtains, or investigates material on a social media website. As users engage in a wide range of activities, the social media platform becomes increasingly advantageous to the organization as well as to other users, which ultimately results in the co-creation of value Kankanhalli et al, (2005).

2.2.2 Customer-Based Brand Equity Model

Keller (1993), customer-based brand equity (CBBE) is an important marketing concept for both academics and practitioners. CBBE (Keller 1993) is the term used to describe the numerous ways that brand knowledge affects how consumers respond to a company's marketing. There is a large body of material accessible on the establishment, assessment, and management of CBBE in traditional marketing environments (Keller 2016). As consumer-brand connection continues to shift to digital platforms, understanding how effective social media marketing efforts are has become essential for managing a brand.

As stated by Keller (1993), brand knowledge is the most significant asset for enhancing marketing efficiency because it is the consequence of the previous expenditures made by a company in its marketing programs. As observed by Moisescu (2009), consumers are more inclined to buy a product or service when they have more information about it. Brand awareness is the factor that creates brand commitment and brand quality, according to Altaf et al. (2017). A consumer's willingness to buy a brand depends on how well they know it. As stated by Kankanhalli, Tan, and Wei (2005) and Li and Bernoff (2008), the term "utilization" refers to the frequency with which an individual contributes to, obtains, or investigates material on a social media website. As users engage in a wide range of activities, the social media platform becomes increasingly advantageous to the organisation as well as to other

users, which ultimately results in the co-creation of value (Kankanhalli et al., 2005; Li & Bernoff, 2008).

Due to the fact that a powerful brand offers an infinite number of advantages to both customers and businesses (Chang et al., 2018), the model was utilized in the investigation. As reported by Anees-ur-Rehman et al. (2018) and Biedenbach et al. (2019), a successful brand is one that conveys to its clients the message that it safeguards them against other businesses that attempt to sell comparable products that are of varying degrees of quality. As stated by Kotler (2000), a brand is a reflection of the value of the producer and provides an indication of the type of customer that purchases or makes use of the product. After some time had passed, Keller (2003) made the observation that a brand might discover the optimal position in the eyes of its followers. According to Kapferer (2012), when customers establish a mental association with a brand, the perceived value of a product or service increases. This is because consumers are more in tune with the brand. Furthermore, the brand should be handled as a tool for the growth and profitability of a firm, as stated by Yang et al. (2019). The brand is not an objective in and of itself, according to the authors of the study.

In the view of Boeuf and Darveau (2019), when customers have varying levels of information regarding the quality and performance of products and services, the brand assists them in distinguishing amongst the various options available to them. According to Hazée et al. (2017), the most successful businesses offer a guarantee of quality, which helps consumers feel less concerned about the potential risks associated with making a monetary investment. As noted by So et al. (2017) and Sánchez-Casado et al. (2018), a brand does more than just provide information; it also engages in specific additional actions that demonstrate its monetary return or attractiveness when customers value them. Additionally, the brand establishes a powerful and efficient method for the firm to communicate with its customers (Yang et al., 2017), which results in an increase in the company's exposure as well as its brand recognition. Additionally, the brand is beneficial to organizations in the following ways: it helps organizations build customer recognition (Iglesias, 2019), it helps organizations establish a competitive advantage in the market (Massara, 2018), it helps organizations introduce new products to the market (Iglesias, 2019), it helps organizations foster greater customer loyalty (Cheng et al., 2018), it helps organizations enhance credibility (Dwivedi et al., 2018), and it helps organizations increase purchase intention (Moreira et al.,

2017).

2.3 Empirical Review

This section presents past studies on the effects of social media marketing on brand equity.

2.3.1 Face Book and Brand Equity

Facebook is a web-based, interactive network that enables users to share information and sentiments across a broad radius, as per Shih (2011). It enables the establishment of a connection with individuals who share common interests, regardless of their political, economic, or geographic location.

The trends on social media have been noticed by the business sector. Numerous companies establish their own Facebook accounts and make advertisements in the aim of becoming viral (Atkin, 2012). Managers have been building and monitoring their own brand forums for a long time (Hosanagar, 2013). Bloggers are frequently sponsored in return for endorsements. Twitter has become a more and more important way for businesses to communicate (Duncan, 2013). According to Bruwer (2012), eMarketer.com anticipated that global social network advertising spending would increase from USD 2.53 billion in 2009 to USD 3.3 billion in 2010. Even though a lot of money is spent on marketing through social media, experts are still unsure about the most effective marketing methods in this new area. Three firms that have gone through this are Sony, Wall-Mart, and Nestlé (Hoyer, 2010).

Facebook marketing has an effect on client behaviour and results in increased purchases for businesses who utilise the social media site, according to Reuters (2012). As per a survey by ComScore, the bulk of brand exposure on Facebook occurs through the news feeds of users, rather than through visits to specific corporate pages. comScore reports that customers who click a button to indicate that they like a company or product are more likely to spend more money on that brand. This is the case no matter what the company or product is. The online retailers Amazon, Best Buy, and Target are all examples of this. The purchase information of the research participant is gathered via loyalty clubs, credit card providers, and third-party collectors with the subject's consent (Reuters, 2012).

Facebook and comScore examined two categories in the case of Target. A set of Target fans and their friends received "earned" alerts about changes at Target that showed in news feeds and other places (Reuters, 2012). The second group was made up of Facebook users who did

not follow Target and hence did not receive any notifications. Before the trial, both groups bought the same things from Target. The results of the study showed that individuals who were exposed to the messages had a 19% higher likelihood of purchasing products from Target compared to those who were not exposed to the messages. When compared to their friends, their friends were 27 percent more likely to purchase things from target. According to a spokesman from comScore, he was unable to provide information regarding the amount of messaging that the groups were exposed to (Reuters, 2012). ComScore conducted a similar study with a national store to evaluate the effects of sponsored advertising. A comparison was made between two sets of Facebook users: those who were shown a sponsored online Facebook campaign about the brand, and those who did not see the advertisement displayed on Facebook. Before the investigation was conducted, the two groups had the same patterns of purchasing purchases. At the end of the fourth week of the research project, the group that was exposed to the commercials was sixteen percent more likely to make purchases from the retailer than the group that was not exposed to the advertisements.

It was suggested by Ashley and Tuten (2015) that businesses could make use of social media platforms (like Facebook) as marketing tools in order to enhance their sales and profitability. As observed by Teeratansirikool et al. (2013), the performance of the company is influenced in a manner that is not directly but rather considerably by the differentiation or cost-effective strategy taken by the company. As stated by Kumar et al. (2016), companies who improve their level of involvement with social media have seen a rise in their company's product sales. As per Jones et al. (2015), social media is currently playing an increasingly significant role, particularly for small businesses. This is because it helps to promote brand awareness and strengthen relationships, both of which contribute to increased sales and repeat business. However, this is especially true for small firms.

Abdallah and Alnamri (2015) stated that, businesses have the potential to improve their non-financial performance by encouraging technological innovation, increasing employee productivity, and fulfilling the needs of their customers. According to Paniagua and Sapena (2014) and Parveen (2015), social media also gives businesses the opportunity to tailor their branding or promotion to the requirements and preferences of customers by soliciting their opinions and feedbacks regarding their existing items. As indicated by Hassan et al. (2015), the ability of Facebook users to share content and remark on it has an effect on an individual's perception of a specific product. However, it is worth noting that the promptness of online

management replies will have a positive impact on customer satisfaction, as stated by Gu and Ye (2014) and Mucan and Özeltürkay (2014).

Additionally, De Cristofaro et al. (2014) have showed that the use of social media can improve both the perceptions of brand quality and the loyalty to a particular brand. According to the findings of an additional analysis into the hospitality industry that was carried out by Virginia (2013), the utilization of Facebook in the hotel industry considerably increased client involvement. Additionally, it was discovered that the purchase intentions of Facebook users were more easily impacted by social media content that was created by the company as well as by the users themselves, which resulted in an increase in the users' opinion of the brand (Schivinski & Dabrowski, 2016).

Love and Roper (2015), small and medium-sized businesses (SMEs) who take part in innovation monitoring will see improved growth and success in contrast to conventional businesses that do not engage in innovative practices. As stated by Al-Ansari (2014), the capacity of a firm to innovate can have a beneficial impact on the business growth performance of the organization being discussed. Manca and Ranieri (2013), Facebook is a technological tool that has the ability to enhance the setting in which students should be studying. Kwok and Yu (2013) and Shen and Bissell (2013), a number of companies, including those businesses that cater to the hospitality industry and those businesses that are in the beauty industry, utilise social media platforms like Facebook to advertise their products or services in order to broaden the scope of their operations. As per Hudson et al. (2015) and Ramsaran-Fowdar and Fowdar (2013), social media platforms that are based on referrals are a crucial factor in the enhancement of electronic word of mouth. Examples of such platforms are Facebook, Twitter, and Instagram. For instance, Baker et al. (2016) and Chu et al. (2018) discovered that electronic word of mouth can have a beneficial impact on customer engagement as well as the drive to make a purchase. This was determined during the course of their research. Furthermore, according to Paniagua and Sapena (2014), businesses can use social media to get a greater number of qualified personnel, which can help them expand their operations.

The market is becoming more competitive as technology continues to advance (Sainaghi et al., 2013). The performance measurements will be determined by the business requirements and strategy, and they should provide critical information regarding the performance of the

industry, competitors, processes, outputs, results, and outcomes (Evans, 2015). It is crucial to identify suitable performance metrics, as the firm's performance will be influenced by an accurate competitive strategy (Teeratansirikool, 2013). As stated by Parveen (2015), organizations that implement social media technologies possess an unparalleled competitive edge over their counterparts. A company can acquire a competitive advantage by generating distinctive and distinctive value in order to capitalize on all available business opportunities and generate profits (Pham, 2019). In order to accomplish successful performances and mitigate the effects of market turbulence, firms must adopt innovation in response to the intensity of their competitors (Wang & Ke, 2016). A business can identify a competitor's strategies and develop countermeasures by examining their social media activity (Kumar et al., 2017). According to the preceding information, Malaysian Chinese retailers perceive their performance as superior to that of their competitors when they utilize Facebook.

Yang et al. (2008), the introduction of targeted advertisements, which are specifically tailored to demographics (such as age, sex, and education), as well as the implementation of more stringent and quality standards, has transformed Facebook advertising into a viable advertising and traffic-building option for both small and large businesses. This is because targeted advertisements are specifically tailored to demographics. Facebook is considered to be an appealing platform for online advertisers and Internet marketing specialists (Francisco, 2006). This is due to the fact that Facebook has a huge number of active users and that each user engages in a high level of interaction on this social networking website. It is important to note that Facebook provides a tariff system that is not only comprehensive but also competitive from an economic standpoint. Advertisements are charged on a per-click or per-impression basis from this company.

2.3.2 You tube and Brand Equity

YouTube is a free video sharing platform that enables user to create, publish, and view video content online. YouTube's objective is to facilitate the success of advertisers and partners, revolutionize video, and provide a platform for all individuals to express themselves (Doliver et al, 2012). The proliferation of content ads on this rapidly expanding digital video platform has been observed by global marketers who utilize YouTube as a channel and to engage the next generation through custom advertisements and branded marketing communication. This is particularly true in light of the fact that the organization is on course to raise \$5 trillion.

Parents of the Baby Boomer generation (Tegani et al., 2016; Kim, 2018). Female entrepreneurs frequently produce films that promote their products or offer them for sale online. Furthermore, it distributes technical information, screen evaluations, tutorial videos, beauty advice, impersonation, tour site videos, music, songs, animation, and more (YouTube, 2021).

Social media platforms are altering the way we live and do things now more than ever. Customers are influenced social media. Brands, on the other hand, are utilizing social media platforms to engage users and consumers. Brand promotion on social media is now the starting point for establishing a relationship between customers and businesses (Raksha, 2014). YouTube's outstanding video advertising platform for marketing companies debuted in 2006. It not only developed creativity, but it also allowed ads to be shared, commented on, and promoted if they were good enough. The final conclusion, according to YouTube Insights 2014 study, is that companies that are hell-bent on discovering consumer passion impact more sales than those that aren't. As per the study, 66 percent of beauty product customers were motivated to buy by YouTube advertising because they thought it related to their lifestyle. When beauty aware consumers are looking for make-up and hairstyle tutorials, accessorizing ideas, and beauty expert advice videos, this comes easily. The appeal of brand promotion of beauty goods to such a user base is undeniable. Furthermore, 62 percent of Smartphone purchasers were said to have been affected by YouTube Smartphone review videos (Raksha, 2014).

Pinterest, which was founded by two entrepreneurs, Ben Silberman and Evan Sharp, is the world's newest social visual network, which has risen in popularity in the last three years as a conduit for marketing companies that value aesthetic appeal, albeit it comes with dangers. Pinterest is essentially a virtual pin board where users and visitors may gather, organize, share, and pin anything they find on the internet. The company's aim is to "connect everyone in the globe through the things that interest them. This platform allows users to organize their pins into self-contained picture boards with a direct connection back to the source. It's rumored to be the next visual search engine, and its organic growth has made it the fastest-growing website in history. This channel has already been used by a number of businesses to promote their products. Companies that utilize social media platforms, on the other hand, must first grasp the function of Pinterest in the social mix and as part of their marketing strategy before jumping in (Haug & Li, 2017). Instead of users selecting who they share material with,

Pinterest has changed the notion of Google+ circles by allowing visitors to choose all or portion of another user's boards (Divol, 2012)

Edache-Abah and Mumuni (2019) explore the influence that YouTube has on the academic achievement of pupils who are enrolled in secondary school. A total of four (4) research questions and three (3) hypotheses were posed, addressed, and assessed at a significance level of 0.05. In order to carry out the quasi-experimental design technique, a control group was utilized before the test was carried out. Within the Ikwere Local Government Area of Rivers, there are a total of 2,221 students enrolled in the second year of biology in thirteen different secondary schools. For the purpose of selecting a sample of 109 students from two different educational institutions, the approach of purposive sampling was utilized. Validations of the Biology Performance Test (BPT) instruments were carried out by trained professionals in the field of science education. For the purpose of determining a reliability coefficient of $r=0.95$, Pearson's Product Moment Correlation Formula was utilized. The mean and standard deviation were utilized in order to answer the research questions, and the t-test was utilized in order to examine the hypotheses. According to the findings, pupils show an improvement in their academic performance when they use YouTube. At the same time, the findings demonstrated that the control group had a higher level of performance; the average scores of male and female students did not differ significantly from one another.

Students at Babcock University who were majoring in phonetics and phonology were the subjects of an investigation conducted by Edache-Abah and Mumuni (2019) to determine the effect that using YouTube had on their academic performance. Phonetic and phonological components are two of the more complex aspects of language. The terms phonetics, phonology, and phonics are utilized by every single person who communicates verbally or in writing. In order to fulfill their academic requirements, students of English are required to obtain a particular degree of competency in both of these subjects. At Babcock University, the research was carried out with the participation of students who were enrolled in the departments of Education, Languages, and Literary Studies. For the purposes of this study, the primary population consisted of all of the students who were enrolled in the 200, 300, and 400 levels of both departments. This study's aims were accomplished by developing four research questions and two hypotheses in order to attain those objectives. A questionnaire that the researcher had designed in order to make conclusions about the project was used to

collect the data that was needed for these conclusions. Utilizing regression analysis and independent t-tests, the results were examined for their significance. According to the findings of the survey, the vast majority of students attending Babcock University have access to internet services, are aware of how to use them, and make use of YouTube as a means of enhancing their knowledge of phonetics and phonology.

2.3.3. Instagram and Brand Equity

Instagram is a mobile application that enables users to interact with one another by sharing photographs and videos based on their location. Through the use of this service, users are able to apply digital filters to their photographs and videos and then share them on various social media platforms and social networks. San Francisco, California is the location where Kevin Systrom and Mike Krieger founded the service, and on October 6, 2010, it was made available solely for the iPhone.

Adisa (2017), Instagram is the most effective social marketing medium and has surpassed Facebook, YouTube, Twitter, and celebrities in terms of its ability to influence consumers to make purchases. Takumi is a Japanese software that connects individuals with businesses yet Instagram is the most successful social marketing platform. The Japanese app Takumi commissioned a poll that found that Instagram produces more sales and customer activities than any other social site. The survey was conducted by Takumi. In terms of social competitors, Facebook was second, YouTube third and finally blogs, which were found to be the least important media overall. Facebook came in second place. The year 2015, Alhaddad.

Adisa (2017), millennials are the most receptive generation, with 68% of 18-24-year old saying they are more likely to buy something after seeing it shared on Instagram by someone they follow. 54 percent of respondents indicated they bought items after seeing them on the channel, which is just over a majority.

Instagram is preferred, especially by millennials since the features ease information sharing and connect other individuals. On Instagram, information obtained is about situations, risks, and personal protective measures that hinder the spread of disease. However, much misinformation is also being distributed. Seventy-five percent of hospitals expanded their online activity during the pandemic, according to a study that was conducted in the year 2020 (Instagram). Additionally, about forty percent of hospital Instagram accounts exhibited significant increases in engagement. An investigation that was carried out on more than

25,000 samples revealed the same pattern: during the midst of the pandemic period, the number of people using Instagram surged by forty percent. As per a study conducted in Indonesia, it is anticipated that social media would serve as a tool to rectify the misinformation that has been spread about the Corona virus. Instagram for marketing tool in hospitals has also been implemented by a number of hospitals all around the world, including those in Indonesia (Boulos, Giustini, 2020).

As mentioned in the book "Instagram Power" written by Miles (2013), small and medium-sized businesses have the potential to develop from the moment they sign up for an Instagram account to the moment they integrate Instagram into an online marketing plan and have returns on the marketing investment that they utilize. Almost like a portable picture journal, Instagram is a social media platform. Instagram allows companies to publish one photo at a time to demonstrate where they are and what they are selling, as opposed to submitting several photos to an album like we used to do via Facebook or desktop web. In addition, ninety-four percent of marketers say they use social media for marketing purposes whereas eighty-three percent of them suggested that social media is vital to their businesses (Stelzner, 2012). Fifty-nine percent stated that they were currently using social media for approximately six hours or more every week whereas thirty-three percent of the marketers admitted to suing over eleven hours or more when it came to social media marketing (Stelzner, 2012).

A study in Iran states that Instagram is a very effective medium used in handwashing campaigns to prevent the Covid-19 virus spread. Positive feedback obtained by researchers shows that interactive audio-visual media can increase follower engagement while providing educative information. This platform can be an opportunity for health workers to voice facts and fight misinformation circulation (Dabbagh, 2020)

Instagram has exceeded Facebook, YouTube, Twitter, and celebrities in terms of its potential to influence customers to make purchases, as stated by Adisa (2017). Not only is Instagram the most effective social marketing medium, but it has also surpassed these other platforms. As per the findings of a separate study that was carried out by Al-Eisa et al. (2016), It was discovered that the utilisation of Instagram as a motivating method in conjunction with a home exercise program might be both successful and appealing for the aim of boosting adherence and maintaining an acceptable level of physical activity. This was due to the fact that Instagram is a social communication platform. Fitspiration photographs on Instagram,

which encourage viewers to embrace a healthier lifestyle by promoting exercise and nutritious food, may have unforeseen negative consequences on body image, as observed by Tiggemann and Zaccardo (2015). Fitspiration images are a form of social media that encourages users to adopt a healthier lifestyle. Certain users may experience a loss in their self-esteem regarding their physical appearance, as well as an increase in negative mood and unhappiness with their bodies, as a result of viewing these photographs.

Additionally, photo-sharing platforms are being utilized in order to facilitate the flow of information concerning public health issues; however, the ratio of relevant signal to noise associated with these platforms may not be sufficient. As indicated by the findings of a study that was carried out by Seltzer and colleagues (Seltzer,2015), the majority of the photographs that were sampled from Instagram and connected to Ebola were categorized as "jokes" or "unrelated." Particularly, 78% of the pictures were categorized as belonging to this category. Nevertheless, Instagram continues to be a tool that is utilized by the World Health Organization (WHO), the Centers for Disease Control and Prevention in the United States.

2.3.4 LinkedIn and Brand Equity

LinkedIn is a social platform that aims to enhance the productivity and success of professionals worldwide by offering access to news, updates, employment, people, and insights that assist in the development of exceptional skills (Leonardi PM and Meyer, 2015).

The revolution that is taking place between customers and businesses is just getting started (Aral, Dellarocas, & Godes, 2017). Customers and businesses are working together in ways that are different from the traditional paradigm. The proliferation of the Internet has had a profound impact on the communication that typically occurs through word of mouth. With only a few clicks of the mouse, it is now possible to interact with everyone on the planet. These days, you are no longer restricted to communicating with only your neighbors or acquaintances. Within the realm of conventional word-of-mouth communication, we rely on people whom we are familiar with and trust. When it comes to the Internet, this familiarity is routinely disregarded. In the view of Bunpis and Haron (2012), both the sender and the receiver of information in an online setting are physically and temporally separated from one another. On the other hand, in an offline setting, persons are required to be physically present in order to engage with one another.

Dong and Rajaratnam (2015) sought to show whether LinkedIn as a social media platform can be used as a tool to further professional conversations; in this matter surgeons who find it challenging if only subjected to traditional methods and ways of handling the practice. This evidently indicates the capability LinkedIn has brought to international hand surgeons together to share ideas effectively that ends up keeping them up to speed on new developments. This, therefore, confirms the effectiveness of LinkedIn in creating an online community with the same professional interests in sharing their best practices as it does not require advanced technology for any user. This reiterates the idea of cost effectiveness and speed if it was to be used by human resource practitioners in recruitment (Dong & Rajaratnam, 2015).

Rapanta and Cantoni, (2017) did a study that focused on LinkedIn's act of virtual connection endorsement and how this impacts recruiters and educators through a survey of 120 professionals in the world. LinkedIn being the most influential professional social media platform and business oriented allows endorsements unlike Twitter and Facebook, which embraces the aspects of socialization and keeping in touch with followers and friends through likes, helps build strong connections. However, results showed that many people never own the endorsements authoritatively and accountable as the attributes of the connection necessarily never commensurate with the skill. This poses a question on the authenticity and honesty of LinkedIn's endorsements.

Nikitkov and Sainty (2014) provide a better understanding on why it is imperative to create more professional connections on LinkedIn. The study is done in a large Canadian institution using archival data from 1,182 alumni students from the department of accounting by ensuring creation of a link between social profiles and career goals. It is therefore found out that, any career path success is associated with consistent and great connections from LinkedIn's metrics and not on any other non-professional sites like Myspace and Facebook.

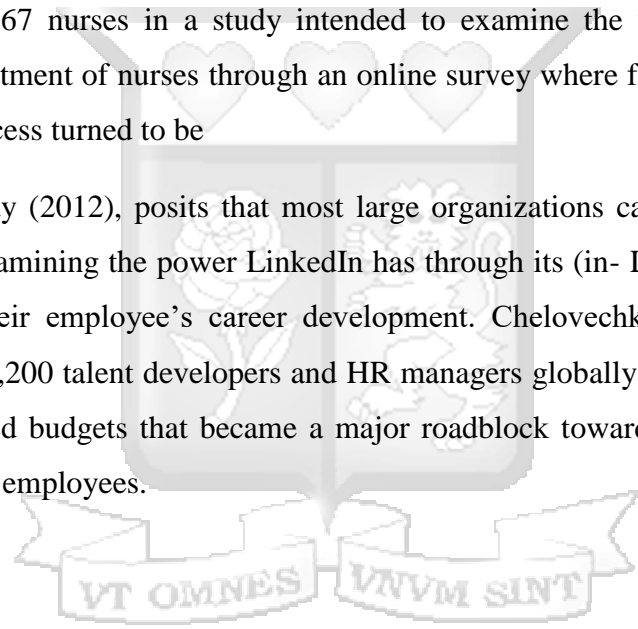
A study was conducted by Arjomandy (2016) on how LinkedIn is regarded as the most popular social networking site where job applications are made overall depending on the organization's policy and strategy in human resource decision making. The author conducts an analysis on electronic human resource management with 16 organizations by including some from 500 fortune both private and public providing products and services in determining social medias' integration in their recruitment processes. The author comes up

with a social integration framework that can provide a guideline to human resource practitioners in making decisions for communication on recruitment of candidates, openness selection and messaging for improved networking.

In finding the percent of LinkedIn usage in searching for a job and professional use, a study showed that college students are passive users of LinkedIn and if only the platforms give them internships and a job finally (Carmack & Heiss, 2018). The article indicates that, parents and friends to the college students significantly affected their attitudes towards using the site for job

Stokes et al. (2019), suggests through findings how successful, fast, and cost-effective recruitment of nurses in English speaking countries was through LinkedIn. The exercise managed to recruit 267 nurses in a study intended to examine the use of Facebook and LinkedIn in the recruitment of nurses through an online survey where findings came clear on how effective the process turned to be

Rosenberg and Foshay (2012), posits that most large organizations can now reduce on the cost of training by examining the power LinkedIn has through its (in- Learning) subscription for the benefit of their employee's career development. Chelovechkov and Spar (2019), surveyed more than 1,200 talent developers and HR managers globally where 27% disclosed that there were limited budgets that became a major roadblock towards hindrance of talent development for their employees.



2.4 Research Gap

Table 2.1 Research Gaps

Author	Focus of the Study	Findings	Research Gaps	Focus of Current Study
Arjomandy, D. (2016).	The integration of social media into electronic human resource management.	When it comes to organizations, there is a good correlation between the use of social media and better management of human resources.	The study was conducted in human resource management performance in Canada.	The was carried out in private hospitals in Nairobi County to analyze the effects of social media marketing.
Carmack & Heiss (2018)	Utilizing the theory of planned behavior to anticipate the intention of college students to utilize LinkedIn for professional networking and employment searches.	The study indicated that college students are passive users of LinkedIn and there existed a positive relationship between LinkedIn and social media marketing.	The study was carried in in colleges and targeted the students.	The study was carried out in Private hospitals in Nairobi County and targeted employees of the Private hospitals.
Yi-Frazier (2015)	Making use of Instagram as a modified form of photovoice in order to promote narration and sharing among adolescents who have type 1 diabetes	Using Instagram in conjunction with a home fitness program as a motivating modality could be appealing and effective in order to reinforce adherence and maintain an optimal quantity of physical activity. This	The study focused on use of Instagram with home exercise.	The study focused on Facebook, Instagram, YouTube and LinkedIn in private hospitals in Nairobi County

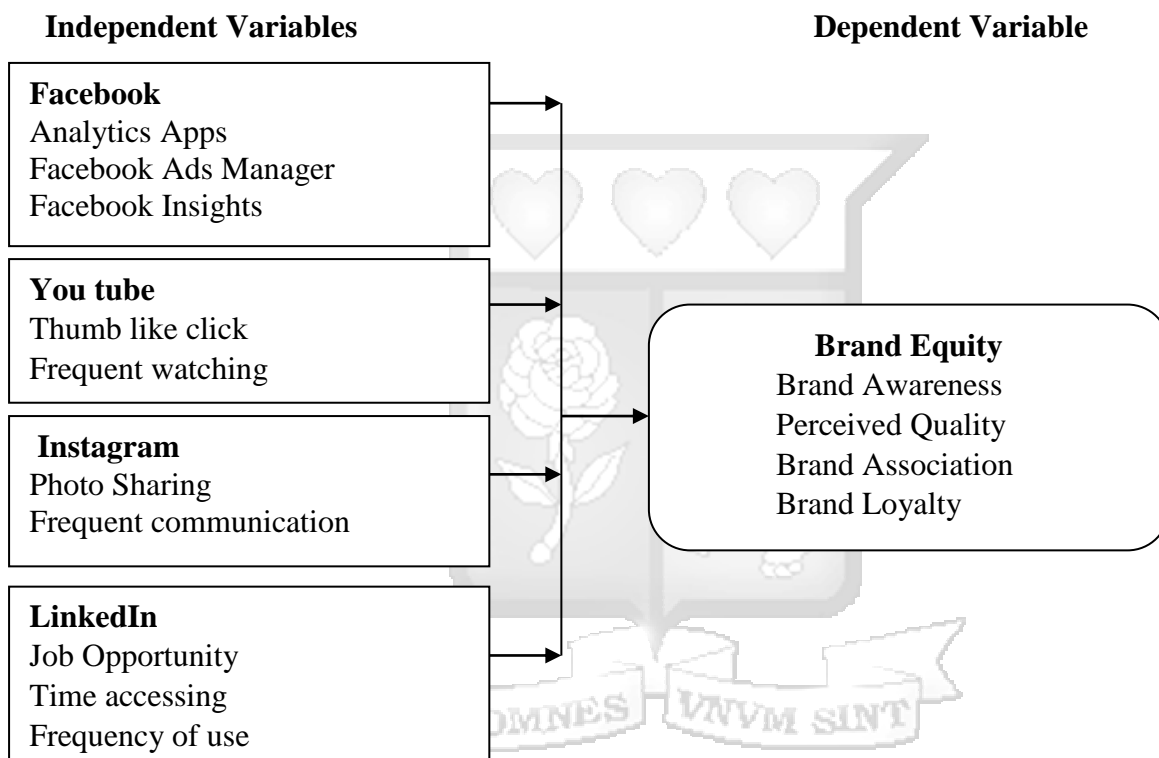
		would be accomplished by maintaining a healthy level of physical activity.		
Edache-Abah & Mumuni (2019)	Assessment of the impact that students' use of YouTube has on their performance in phonetics and phonology at Babcock University.	The majority of students at Babcock University possess the knowledge and skills necessary to utilize internet facilities, as well as the ability to utilize YouTube to supplement their education in phonetics and phonology.	The study was conducted in university and mainly targeted the students in Nigeria.	The study was conducted in private hospitals in Nairobi county.
Edache-Abah and Mumuni (2019)	Effect of YouTube on the performance of students in secondary schools.	According to the findings of the study, there appears to be a beneficial connection between the utilization of YouTube websites and the academic achievement of students	The study concentrated on YouTube and performance of Secondary school	The study was conducted in Kenya and concentrated on private hospitals in Nairobi county.

Source: Researcher (2025)

2.5 Conceptual Framework

As per Kombo and Tromp's definition (2009), a conceptual framework is an overarching concept that has been conceived as a result of particular instances or conditions. Kombo and Tromp (2009) define a conceptual framework as a collection of overarching concepts and values that are drawn from fields of study that are relevant to the topic at hand and are utilised in order to arrange a future presentation. This framework is used to organize a presentation that will take place in the future.

Figure 2.1 Conceptual Framework



Source: Researcher (2025)

2.6 Operationalization of Study Variables

The process of operationalization makes it possible to reduce abstract conceptions into observable qualities, which in turn makes it possible to quantify these traits using relevant indicators. A rating scale that spans from 1 (strongly disagree) to 5 (strongly agree) was utilized in order to evaluate both the dependent and independent variables. The indicators that were used in the study are summarized in the below table.

Table 2.2 Operationalization of Variables

Variable	Constructs	Operational Definition	Measurement Scales	Source(s)
Dependent Variable (Brand Equity)	Brand Awareness	Customer-based brand equity is established at the point in time when a consumer is familiar with a brand and has strong, positive, and distinctive brand associations in their memory. This is the case when the consumer is familiar with the brand.	Five-point Likert scale Strongly Disagree Disagree Neutral Agree Strongly Agree	Keller (1993)
	Perceived Quality	When discussing a product or service, the term "perceived quality" refers to the consumer's assessment of the product or service's overall superiority in comparison to other similar products or services.	Five-point Likert scale Strongly Disagree Disagree Neutral	Anderson (1994)

			Agree Strongly Agree	
	Brand Association	It seems that the non-attribute-based component of brand equity is more influential in determining a brand's equity.	Five-point Likert scale Strongly Disagree Disagree Neutral Agree Strongly Agree	Park & Srinivasan (1994)
	Brand Loyalty	When contrasted with the concepts of brand awareness-associations and perceived quality, the idea of comprehensive brand equity is far more closely connected to the idea of brand loyalty.	Five-point Likert scale Strongly Disagree Disagree Neutral Agree Strongly Agree	Gil (2007)
Independent variable (Social Media Marketing)	Facebook	Facebook is a remarkable direct-response marketing platform that is capable of addressing marketing inquiries and problems in a swift and direct manner within the lowest amount of time conceivable. Through engagement with customers, organizations have the	Five-point Likert scale Strongly Disagree Disagree Neutral	(Schultz, 2010).

		opportunity to obtain useful insights and comments regarding their existing products and services as well as new products and services.	Agree Strongly Agree	
	You tube	YouTube is a free video sharing platform that enables users to create, publish, and view video content online.	Five-point Likert scale Strongly Disagree Disagree Neutral Agree Strongly Agree	Doliver , 2012).
	Instagram	Instagram enables users to interact with one another by sharing photographs and videos based on their location.	Five-point Likert scale Strongly Disagree Disagree Neutral Agree Strongly Agree	Kevin Systrom & Mike Krieger (2010)
	LinkedIn	Organizations have the ability to view their employees and potential prospective employees through LinkedIn, a social networking site.	Five-point Likert scale Strongly Disagree Disagree Neutral Agree Strongly Agree	Tsakalidis & Tzimas, 2012).

2.7 Chapter Summary

Within the scope of this chapter, the study has investigated the theories that serve as the basis for the study as well as the empirical research that has been carried out by academics regarding the influence that ‘social media marketing’ has on the brand equity of hospitals. A synopsis of the research gaps that have been discovered as a result of earlier inquiries is presented on Table 2.1. While the conceptual framework is produced by displaying the interrelationships between the variables, the operationalization table provides a summary of the information regarding the variables, including their descriptions and measurements.



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

A discussion of the study methodology, data collection techniques, and data analysis procedures that was utilized is included in this chapter. It provides details regarding the research philosophy, design, population, data collection, data analysis, and ethical considerations that were taken into account during the course of the study.

3.2 Research Philosophy

The evolution and nature of knowledge, as well as the assumptions regarding how researchers interpret the world, are the primary concerns of research philosophy (Saunders et al., 2007). The two fundamental epistemological research philosophies that underpin social science research are positivism and interpretivism (Saunders et al., 2007). Various interpretations of reality exist as part of the scientific knowledge being pursued, and reality can only be comprehended through subjective interpretations of interventions, according to interpretivism. Rather than being objectively determined or perceived, acquired knowledge is socially produced, according to the concept. Its objective is to analyze and elucidate the significance of human behavior, rather than to generalize and predict causes and effects. In interpretivism, interviews and observations are frequently employed as data collection methods, and personal values and perspectives substantially influence the data. Qualitative research initiatives are permissible under the philosophy (Cooper & Schindler, 2006).

In contrast, positivism is predicated on the notion that the observer is dissociated from the object being observed and that objective criteria should be employed to measure, as per Uddin & Hamiduzzaman, (2009). For the purpose of developing knowledge that is both predictive and explanatory of the world by determining cause and effect in relationships, it is predicated on actual facts, neutrality, measures, and the validity of results (Uddin & Hamiduzzaman, 2009). Positivist approach to research commences with theory, which is followed by the collection and evaluation of data using statistical methods. The results are then employed to refute that theory. It is concerned with hypothesis testing and involves the deduction and formulation of research using variables that are based on current theories (Uddin & Hamiduzzaman, 2009).

Positivism served as the framework for this investigation. The objective testing of hypotheses is conducted with the intention of refuting the theory. In previous studies that incorporate hypotheses testing, such as the current one, positivism has been the preferred philosophy (Barrels-Molina et al., 2010; Njeru, 2013; Adede, 2017).

3.3 Research Design

A descriptive research design was implemented to conduct the investigation. Data that characterizes extant phenomena in a specific group is the objective of a descriptive study design. It facilitates the accumulation of data and the development of objective conclusions by identifying and describing the characteristics of the variables (Cooper & Schindler, 2006). This method is also selected because it facilitates the researcher's comprehension on 'social media marketing on the brand equity of hospitals'. By outlining the factors of interest, this design provides more insight into the research problem. Descriptive research design describes the conditions the way it is and assist in answering the questions such who, what, where and when. Cross-section research design focuses on studies conducted at one point in time (Narver & Slater, 2000). This study was conducted in the month of March 2025 thus the relevance of cross-sectional study design.

3.4 Population of the Study

Kerlinger and Lee (2007), a target population is a well-defined collection of individuals, elements, events, groupings of items, or homes that are being researched for the aim of generalization. In other words, a target population is a predetermined set of people. This study concentrated on twenty private hospitals located in Nairobi county as indicated in Ministry of Health Report 2023. For each twenty hospitals, three managers and three assistant managers were selected which totalled to 120. The study concentrated on managers and assistant managers since they were the one involved in decision making in the organizations.

3.5 Sampling Design

Kothari (2004) defines sample size as a representative sample of the entire population. According to Punch (2009), a sample is a smaller group taken from a larger population that is evaluated and from which data is collected, analyzed and decision about the population are made. According to Wiersma (2005), the ideal sample size is large enough to assure data validity and reliability is achieved. Cohen (2007), on the other hand, argues that an exact sample size exists. The target population was selected from three managers and three

assistant managers. The managers selection was as follows; one marketing manager, one brand manager and one finance manager while assistant managers will be one assistant marketing manager, one assistant brand manager and one assistant finance manager which totaled to 120 respondents. The respondents were chosen since they have adequate knowledge of social media marketing strategies and they are involved in decision making when formulating strategic goals of the organizations.

According to Mugenda and Mugenda (2003), judgmental sampling is a kind of sampling that does not include probability. In this method, the researcher chooses members of the public to take part in the study based on their own personal judgment. Only managers responsible for operations were sampled. The managers and supervisors were chosen because they have adequate knowledge on matters of social media marketing in the hospitals due to the positions they hold in the companies. The study adopted census sampling method.

3.6 Data Collection Method

According to Mugenda and Mugenda (2003), questionnaires are increasingly being used as a method of data collection because of their relative ease of use and cost-effectiveness. The researcher collected primary data from the individuals who responded to the questionnaire. A questionnaire was used to obtain the primary data from the individuals who are intended to answer to the questionnaires. According to O'Beirne (2013), a questionnaire is a research instrument that is made up of a series of questions that are developed with the purpose of eliciting information from respondents. Closed-ended questions, which are queries that researchers provide research participants with options from which to select a response, were included in the questionnaire. (Nehme, 2016). This study relied on a closed-ended questionnaire as it effective and fast in obtaining responses from the respondents and effective for conducting statistical analysis.

On the questionnaire, a 5-point Likert scale was utilized to assess various features of the variables under investigation. The questionnaire was divided into three sections: section A collected information about the respondents' profile, section B collected information on social media marketing, and section C collected information on brand equity.

Self-administered questionnaires were dropped and picked at a later date. The respondents were given three weeks to complete the questionnaires and thus giving them enough time to understand and answer the questions. In order to increase the percentage of people who reply

to the surveys, research assistants were used to collect data. The respondents did not include their name in the questionnaires to ensure confidentiality.

3.7 Validity and Reliability Test

3.7.1 Validity Test

In accordance with the definition provided by Sekaran (2006), validity is the extent to which the findings of the research accurately reflect the subject matter that was being investigated.

Fraser (2018), pilot study is a preliminary investigation of research processes and methodology that is conducted on a smaller scale with the intention of refining and preparing the major study before it is carried out. The study conducted a pilot test with 10% of the population who were not involved in the final study. This is vital because it assisted in eliminating unwanted information and also uncover problems that might compromise data on a large scale.

There was an examination of the construct validity of the questionnaire through the utilization of research questions derived from previous studies. Additionally, the components of the questionnaire were reviewed to ensure that they are in accordance with the objectives of the study and correspond to the conceptual framework that has been constructed. Subsequently, the University supervisor evaluated the instruments to guarantee their content validity. Validity tests were conducted to evaluate the length, structure, and applicability of the queries to be used before field data is collected, and modifications was implemented.

3.7.2 Reliability Test

According to Cresswell (2009), reliability is defined as the consistency of a measure that represents the expectation of similar outcomes from one administration of an instrument to the next. In the course of the research, the reliability of the research equipment was evaluated with the help of Cronbach Alpha. Cronbach's alpha, which can range from 0 to 1, was used to determine whether or not the internal consistency measures up to the reliability standards. To a greater extent, the coefficient is closer to one when the reliability is higher. As stated by Cooper and Schindler (2006), Cronbach's alpha coefficients that is between 0.7 to 0.9 are considered to be "excellent" for reliability investigations. A Cronbach value of 0.7 is considered to be reliable, as stated by Gliem and Gliem (2003); however, Asikhia (2009) believes that a reliability cutoff of 0.6 is more appropriate or appropriate. Bagozzi and Yi (2012), on the other hand, believe that a value of 0.5 in terms of reliability is appropriate.

Within the context of the inquiry, a satisfactory and acceptable level of reliability will be interpreted as having an alpha coefficient of 0.6 or above. A related study by Adede (2017) applied Cronbach's Alpha coefficient of 0.6. Table 3.1 shows the results.

Table 3.1 Summary of Reliability Results for the Study

Variable	Component	Cronbach's Alpha Coefficient	Number of Items	Interpretation for the study
Facebook	<ul style="list-style-type: none"> • Analytics Apps • Facebook Ads Manager • Facebook Insights 	0.716	7	Reliable
You tube	<ul style="list-style-type: none"> • Thumb like click • Frequent watching 	0.786	7	Reliable
Instagram	<ul style="list-style-type: none"> • Photo Sharing • Frequent communication 	0.857	7	Reliable
LinkedIn	<ul style="list-style-type: none"> • Job Opportunity • Time accessing • Frequency of use 	0.721	7	Reliable
Brand Equity	<ul style="list-style-type: none"> • Brand Awareness • Perceived Quality • Brand Association • Brand Loyalty 	0.882	9	Reliable

Source: Researcher (2025)

3.8 Data Analysis

After the data was obtained, it was sorted, and then amended, to ensure that it is complete and consistent. Using the social sciences statistical package (SPSS), descriptive and inferential

statistics were applied to the data that was being collected in order to conduct the analysis. Additionally, descriptive statistics incorporated the mean as well as the standard deviation. Correlation analysis was carried out in order to ascertain whether or not the variables under investigation are appropriate for further investigation. On the other hand, regression analysis was conducted in order to ascertain the nature of the relationship that exists between the variables under investigation. The data was presented in the form of tables, graphs, and charts.

Regression model

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Y = Brand Equity

X₁ = Facebook

X₂ = You tube

X₃ = Instagram

X₄ = LinkedIn

β₀ = Constant

β₁- β₃ = Regression coefficients

ε = Error Term.



3.9 Diagnostic Tests

The data was put through a data screening process that includes tests to see if they fulfill the broad assumptions of the regression analysis, which was the study's main analytical model. Shapiro Wilks tests for normality was used to compare the selected sample distribution shape of a normal curve, while Durbin Watson tests was used to test for auto correlation. Variance Inflation Factor (VIF) was utilized, and a tolerance that is greater than 0.1 was considered to be indicative of multicollinearity (Saunders et al., 2011).

3.10 Ethical Considerations

The researcher ensured that research's ethics are followed. Respondents were urged to voluntarily engage in the study. There was strict adherence to confidentiality and discretion. The study's objectives were explained to the participants, who were assured that the information they provide was only to be used for academic purposes. The items that were borrowed were acknowledged, and as a result, plagiarism was not tolerated. An approval from Strathmore University ethical committee was sought and NACOSTI permit was applied

for to allow the research to be conducted. The researcher assisted with data collection by contacting respondents to gain agreement to participate in the study and to set up appointments. The questionnaires were accompanied by an introductory letter that provided information regarding the confidentiality of the data as well as the objective of the data collection activity.

3.11 Chapter Summary

This chapter discussed, the research philosophy and design, the demographics of the study, the sample design, the technique of data collection and the analysis. A test of validity and reliability and ethical consideration.



CHAPTER FOUR

PRESENTATION OF RESEARCH FINDINGS

4.1 Introduction

This chapter presents the results and findings of the study with regards to the research objectives. It presents the respondent demographics and findings on effect of social media marketing strategies on the brand equity of private hospitals in Nairobi county.

4.2 Response rate

Out of the 120 questionnaires distributed, 89 questionnaires were returned representing 74 percent response rate. This rate was enough for drawing conclusions from the study because it was representative. According to Mugenda and Mugenda (1999), a response rate of 50 percent is considered sufficient for the purposes of analysis and reporting, however a response rate of 60 percent or higher is considered exceptional. According to this line the percentage of people who responded was astounding. The approach of "drop-off and pick-up" with an additional visit boosted the response rate. The questionnaire return rate results are shown in Table 4.1.

Table 4.1: Response Rate

	Questionnaires issued	Questionnaires Received	Percentage response
Total	120	89	74%

4.2.1 Age of the Respondents

The analysis aimed to determine the age bracket of respondents who participated in the study.

The results are shown in figure in table 4.2

Table 4.2 Age of the Respondents

Category	Frequency	Percentage (%)
18-30 Years	7	7.9
31-43 Years	21	23.6
44-56 Years	24	26.9
57 Years and above	37	41.6
Total	89	100.0

Source: Researcher (2025)

The study indicated that 7.9 percent were represented by age of 18-30 years, 23.6 percent

represented 31-43 years, 26.9 percent represented 44-56 years while 41.6 percent represented 57 years and above. According to the findings of the study's analysis, the majority of respondents were 57 years and above. As a result, the information that was gathered was reliable because the majority of respondents had been working in the hospitals for a considerable amount of time and, as a result, has sufficient knowledge on social media marketing strategies. The study also indicated different age group had different opinion on social media marketing which assisted the researcher to gather information within stipulated time period. The study also indicated that youth contributed significantly to the study as the hospitals involved them in day to day running of business.

4.2.3 Duration of Working

The study intended to determine the duration of working for the respondents in the hospitals. The results are shown in table 4.3

Table 4.3 Duration of Working

Category	Frequency	Percentage (%)
1-10 Years	23	25.8
11-20 Years	31	34.8
21 Years and above	35	39.4
Total	89	100.0

Source: Researcher (2025)

The study established that 25.8 percent of the respondents had worked in the hospitals for a duration of 1-10 years, however those who had worked for a duration of 11-20 years were represented by 34.8 percent while those who had worked for 21 Years and above was represented by 39.4 percent. From the analysis the study indicated majority of the respondent had adequate knowledge on hospitals operations which assisted the researcher to acquire information on social marketing strategies adopted by the private hospitals.

4.1.3 Position in the Organization

The study intended to establish the respondents position they hold in the hospitals. The results are shown in table 4.4

Table 4.4 Years of Operation

Category	Frequency	Percentage (%)
Manager	45	50.6
Assistant Manager	44	49.4
Total	89	100.0

Source: Researcher (2025)

The analysis indicated that 50.6 percent of the respondents had occupied the position of manager while 49.4 percent were assistant managers. The analysis indicated that since managers were the majority, the information gathered was more accurate and reliable since managers had a lot of experience in running the organization and therefore, they were aware of social media marketing.

4.3 Descriptive Statistics

The study used descriptive statistics, which include frequencies, percentages, mean and Standard deviation.

4.3.1 Facebook and Social Media Marketing

The study aimed at analyzing how Facebook influences Social Media Marketing in private hospitals. The results are presented in table 4.5

Table 4. 5 Descriptive Statistics on Facebook

Statement	N	Mean	Std. Deviation
Facebook is an exceptional platform for direct response marketing	89	3.08	1.59
Facebook provides rapid and direct solutions to marketing inquiries and difficulties in the shortest amount of time possible if they are submitted.	89	3.21	1.47
By interacting with customers on Facebook, businesses have the opportunity to gain important insights and valuable feedback regarding their existing products and services as well as new products and services.	89	3.31	1.49
Internet marketing specialists and online advertisers regard Facebook as an enticing platform	89	3.56	1.39
Facebook provides advertisers with a comprehensive and competitive tariff system that involves a per-click fee.	89	3.03	1.42
Average Mean		3.23	1.47

Source: Researcher (2025)

The analysis indicated that Internet marketing specialists and online advertisers regard Facebook as an enticing platform strongly influence social media marketing which was

represented by a mean of 3.56, interacting with customers on Facebook, businesses have the opportunity to gain important insights and valuable feedback regarding their existing products and services as well as new products and services was represented by a mean of 3.31, Facebook provides rapid and direct solutions to marketing inquiries and difficulties in the shortest amount of time possible if they are submitted was represented by a mean of 3.21, Facebook is an exceptional platform for direct response marketing was represented by a mean of 3.08 while Facebook provides advertisers with a comprehensive and competitive tariff system that involves a per-click fee was represented by a mean of 3.03. Based on average mean majority of the respondents indicated customers on Facebook, businesses have the opportunity to gain important insights and valuable information which improved brand equity in private hospitals.

4.3.2 YouTube and Social Media Marketing

The study aimed at analyzing how YouTube influences social media marketing in hospitals. The results are presented in table 4.6

Table 4. 6 Descriptive Statistics on YouTube

Statement	N	Mean	Std. Deviation
The utilization of digital video recording technology enables observers to expedite the pace of information.	89	3.31	1.42
The audience specific YouTube video can reach is significantly greater.	89	3.56	1.11
Creators are permitted to incorporate brief, skippable advertisements into their videos on YouTube	89	3.11	1.62
Youtubers an indispensable source of revenue	89	3.44	1.51
A significant role is played by YouTube in the connection of hospitals when utilizing the internet to establish a company image and identify target consumers.	89	3.28	1.49
Average Mean		3.32	1.82

Source: Researcher (2025)

Majority of the respondents strongly agreed that the audience specific YouTube video can reach is significantly greater which was represented by a mean of 3.56, Youtubers an

indispensable source of revenue was represented by a mean of 3.44, the utilization of digital video recording technology enables observers to expedite the pace of information was represented by a mean of 3.31, a significant role is played by YouTube in the connection of hospitals when utilizing the internet to establish a company image and identify target consumers was represented by a mean of 3.28 while creators are permitted to incorporate brief, skippable advertisements into their videos on YouTube was represented a mean of 3.11. The average mean indicated that YouTube strongly influenced brand equity in private hospitals. Majority of the respondents indicated YouTube was preferred since it has a wider coverage and easy to understand by the customers.

4.3.3 Instagram and Social Media Marketing

The study intended to analyze how Instagram influences social media marketing in the hospital. The results are presented in table 4.7

Table 4. 7 Descriptive Statistics on Instagram

Statement	N	Mean	Std. Deviation
The use of Instagram has enabled us to gain more new customers	89	3.68	1.31
Instagram has facilitated the delivery and provision of services and responses to consumers in a more efficient and effective manner.	89	3.26	1.38
The organization employ Instagram to concentrate on our services and consumers as an organization.	89	3.33	1.36
Instagram has simplified the process of discussing company identities and products.	89	3.52	1.11
Instagram has improved the company's ability to establish personalized relationships with its consumers, thereby enhancing their loyalty.	89	3.08	1.59
Average Mean		3.37	1.35

Source: Researcher (2025)

The analyses in table 4.7 revealed majority of the respondents strongly agreed that, the use of Instagram has enabled us to gain more new customers which was represented by a mean of 3.68, Instagram has simplified the process of discussing company identities and products was represented by a mean of 3.52, the organization employ Instagram to concentrate on our

services and consumers as an organization was represented by a mean of 3.33, Instagram has facilitated the delivery and provision of services and responses to consumers in a more efficient and effective manner was represented by a mean of 3.26 while Instagram has improved the company's ability to establish personalized relationships with its consumers, thereby enhancing their loyalty was represented by a mean of 3.08. Based on average mean the study concluded Instagram influenced brand equity in private hospitals. Majority of the respondents indicated that Instagram had simplified the process of discussing company identities and products which promoted marketing of products in an effective and efficient manner.

4.3.4 LinkedIn and Social Media Marketing

The study intended to analyze how LinkedIn influences social media marketing in the hospital. The results are presented in table 4.8

Table 4. 8 Descriptive Statistics on LinkedIn

Statement	N	Mean	Std. Deviation
Firm uses LinkedIn to achieve conventional goals	89	3.42	1.49
LinkedIn has enabled the organization to capitalize on the generation and dissemination of user-generated content regarding our products and services	89	3.59	1.39
Organization employs LinkedIn feedback and responses to formulate strategies, assume responsibilities for managing the strategies of others, or adhere to the directives of others.	89	3.12	1.47
The use of LinkedIn has enabled us to gain more new customers	89	3.23	1.40
Average Mean		3.34	1.43

Source: Researcher (2025)

The study revealed that majority of the respondents agreed that LinkedIn has enabled the organization to capitalize on the generation and dissemination of user-generated content regarding our products and services which was represented by a mean of 3.59, firm uses LinkedIn to achieve conventional goals was represented by a mean of 3.42, the use of LinkedIn has enabled us to gain more new customers was represented by a mean of 3.23

while organization employs LinkedIn feedback and responses to formulate strategies, assume responsibilities for managing the strategies of others, or adhere to the directives of others was represented by a mean of 3.12. The average mean indicated that LinkedIn influenced brand equity in private hospitals. Majority of the respondents indicated that organization employs LinkedIn feedback and responses to formulate strategies which assist the organization to achieve its goals within the stipulate period.

4.3.5 Brand Equity

The researcher sought to find out the impact of brand equity in private hospitals. Table 4.9 indicates the results obtained

Table 4.9 Descriptive Statistics on Brand Equity

Statement	N	Mean	Std. Deviation
Brand awareness inform consumers in advance about the products and services availability	89	3.17	1.59
Consumer interest is significantly influenced by brand awareness	89	3.31	1.48
Since consumers presume that a brand is secure for consumption, they are inclined to use well-known brands.	89	3.22	1.50
Customers tend to enquire about new brands every time they visit the hospital	89	3.53	1.37
Consumers prefer to associate themselves with a high brand quality which had been previously used	89	3.13	1.33
Consumers are content with the products they use due to their brand loyalty.	89	3.28	1.33
Consumers are also able to identify product categories as a result of brand loyalty, which assist them in making purchasing decisions.	89	3.43	2.28
Consumers tend to have a good perception about the quality of a brand when the brand is considered to meet consumer expectations	89	3.25	1.49
Perceived quality is a significant and widely recognized strategic element in hospitals	89	3.59	1.29
Consumers receive value from perceived quality since it gives them a reason to take action and make a purchase	89	3.18	1.31

Source: Researcher (2025)

The findings in table 4.9 indicated that, Perceived quality is a significant and widely recognized strategic element in hospitals which was represented by a mean of 3.59, customers tend to enquire about new brands every time they visit the hospital which represented by a mean of 3.53, Consumers are also able to identify product categories as a result of brand loyalty, which assist them in making purchasing decisions was represented by a mean of 3.43, consumer interest is significantly influenced by brand awareness was represented by a mean of 3.31. The study also revealed that consumers are content with the products they use due to their brand loyalty was represented by a mean of 3.28. Consumers tend to have a good perception about the quality of a brand when the brand is considered to meet consumer expectations was represented by a mean of 3.25, Since consumers presume that a brand is secure for consumption, they are inclined to use well-known brands was represented by a mean of 3.22. The study also indicated that consumers receive value from perceived quality since it gives them a reason to take action and make a purchase which was represented by a mean of 3.18. Brand awareness inform consumers in advance about the products and services availability was represented by a mean of 3.17 while consumers prefer to associate themselves with a high brand quality which had been previously used was represented by a mean of 3.13. Based on the average mean majority of the respondents indicated that consumers are able to identify product categories as a result of brand loyalty, which assist them in making purchasing decisions.

Table 4. 10 Summary of Descriptive Statistics

Area of Focus	Item Description	N	Mean Score	Standard Deviation
Social Media Marketing Strategies	Facebook	89	3.64	1.49
	YouTube	89	3.41	1.44
	Instagram	89	3.24	1.48
	LinkedIn	89	3.37	1.42
Average Score			3.41	1.45
Brand Equity		89	3.15	1.45

Source: Researcher (2025)

Based on table 4.10 Facebook had the highest mean score of 3.64 which indicated that it had the most impact on brand equity. Constant advertising through Facebook promoted the organization performance and improvement in brand equity. YouTube had a mean score of 3.4. Majority of the respondents indicated that YouTube video and cost effectiveness boosted brand visibility. Instagram had a mean score of 3.24, this was attributed by large user base, visual nature, and targeted advertising capabilities, leading to increased brand awareness, engagements and potential sales. LinkedIn had a mean score of 3.37 which indicated that it affected brand equity in private hospitals. Based on the overall mean of 3.41 it can be concluded that social media marketing affected brand equity in private hospitals.

4.4 Diagnostic Tests

The study adopted Shapiro -Wilk's W test of Normality in testing the normality of the dependent variable.

Table 4.11 Shapiro -Wilk's W test of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Brand Equity	.278	89	.069	.835	89	.069

a. Lilliefors Significance Correction

Since the sig. or p value of the Shapiro-Wilk test of normality is more than 0.05 for brand equity of 0.068, the researcher did not reject H₀ (the data do not vary from a normal distribution). Conventional wisdom offered by Shapiro & Wilk (1965) and Razali & Wah (2011) guided the interpretation.

Table 4.12 Durbin Watson Test for Auto Correlation

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.992 ^a	.983	.982	.106	1.890

a. Predictors: (Constant), Facebook, YouTube, Instagram and LinkedIn.

b. Dependent variable: Brand Equity

The researcher made an assumption that there was no first order linear auto-correlation in the multiple linear regression data since Durbin-Watson in the model summary, $d = 1.890$ lies between the two critical values of $1.5 < d < 2.5$. This was guided by conventional wisdom by Durbin & Watson (1971).

Table 4.13 Test for Multi Collinearity Using Tolerance and VIF

Model		Collinearity Statistics	
1	(Constant)	Tolerance	VIF
	Facebook	0.137	7.83
	YouTube	0.155	5.61
	Instagram	0.177	6.72
	LinkedIn	0.157	8.22
a.	Dependent Variable: Brand Equity		

Source: Researcher (2025)

Predictors that have extremely small values are considered redundant, as stated by Liu, Kuang, Gong, and Hou (2003). According to this those that are lower than 0.1 signal the need for further investigation. The Variance Inflation Factor, abbreviated VIF, falls below the threshold value of 10 set as the highest possible. This suggests that the researcher came to a conclusion that the data set did not have multicollinearity.

4.5 Inferential Statistics

The relationship between the variables was established using correlation and regression analysis.

4.5.1 Correlation Analysis

The results of correlation analysis were utilized to assess the relationship between the variables employed in the study.

Table 4. 14 Correlation of Independent and Dependent Variables

		Facebook	You Tube	Instagram	LinkedIn	Brand Equity
Facebook	Pearson Correlation	1				
	Sig. (2-tailed)					
You tube	N	89				
	Pearson Correlation	.689**	1			
Instagram	Sig. (2-tailed)	.001				
	N	89	89			
LinkedIn	Pearson Correlation	.746**	.905**	1		
	Sig. (2-tailed)	.007	.000			
Brand Equity	N	89	89	89		
	Pearson Correlation	.335**	.356**	.226*	1	

	Sig. (2-tailed)	.000	.000	.013		
	N	89	89	89	89	
Brand Equity	Pearson Correlation	.636**	.833**	.832**	.777**	1
	Sig. (2-tailed)	.010	.000	.000	.002	
	N	89	89	89	89	89

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

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

From the findings on table 4.14 there is a strong positive correlation between Facebook, YouTube, Instagram and LinkedIn

The study indicated that there was a strong positive relationship between Facebook and brand equity which was represented by 0.636. Majority of the respondents indicated that Facebook played a vital role in ensuring that brand equity is maintained in hospitals. You tube was deemed to have the highest positive correlation which was represented by 0.833 which indicated it highly affected brand equity in private hospitals.

The study also revealed that, Instagram had a positive correlation which was represented by 0.832. Majority of the respondents indicated that Instagram was widely used in hospitals to reach their customers. LinkedIn was a represented by a positive correlation of 0.777 which strong indicated that it had impact on brand equity in private hospitals in Nairobi county.

4.5.2 Regression Analysis

In order to investigate the relationship that exists between the dependent variable and the independent factors, a multiple regression analysis was carried out.

4.5.3 Facebook and Brand Equity

The researcher conducted regression analysis to determine the extent to which Facebook influence brand equity in private hospitals. The results are shown in table 4.15

Table 4.15 Regression Facebook and Brand Equity

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1				

1	.824 ^a	.680	.676	.81709
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a. Predictors: (Constant), Facebook

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123.151	1	123.151	184.458	.000 ^b
	Residual	58.085	87	.668		
	Total	181.236	88			

a. Dependent Variable: Brand Equity

b. Predictors: (Constant), Facebook

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.127	.202		.627	.532
	Facebook	.866	.064	.824	13.582	.000

a. Dependent Variable: Brand Equity

Table 4.15 indicates the relationship between brand equity and Facebook which is the independent variable. The analysis shows a strong coefficient of determination between Facebook and brand equity. The r squared is represented by 0.680. The study indicated that there is change in brand equity as a result of 68.0 percent change in Facebook

ANOVA was also carried to analyze the significance regression of the model. F=184.458 and the p value is 0.00 which is less than 0.05 indicating that the model is statistically significance in predicting how Facebook influence Brand equity in private hospitals.

The coefficient was 0.824 and $p < 0.05$ thus indicating that the relationship was significant at 5% confidence level.

The regression equation is as follows;

$$Y = 0.127 + 0.68A + 0.064$$

Y-Brand Equity (Dependent variable)

Facebook (Independent Variable)

4.5.4 YouTube and Brand Equity

The researcher carried out regression analysis to determine the extent to which YouTube influence brand equity in private hospitals. The results are shown in table 4.16.

Table 4.16 Regression Analysis for YouTube and Brand Equity

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.230 ^a	.053	.045	1.27714

a. Predictors: (Constant), YouTube

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10.660	1	10.660	6.535	.012 ^b
	Residual	190.836	117	1.631		
	Total	201.496	118			

a. Dependent Variable: Brand Equity

b. Predictors: (Constant), YouTube

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.030	.177		22.715	.000
	YouTube	.097	.038	.230	2.556	.012

a. Dependent Variable: Brand Equity

Table 4.16 indicates the relationship between YouTube (independent variable) and brand equity which is the dependent variable. The coefficient of determination between Facebook and brand equity (R=0.230). The study also showed that the coefficient of determination was significant (R Square=0.053, $p < 0.05$). This implied that 5.3 percent of variation in brand equity is a result of YouTube.

ANOVA was applied to test the significance of the model, $F=6.535$, and $p=0.000$ which is less than 0.05 indicating that the model was statistically significant in predicating how YouTube influences brand equity in private hospitals. The model proved to be significant at 95 percent confidence level.

YouTube had a coefficient of 0.230 and $p < 0.05$. This showed that the relationship was significant at 5% level. The standardized coefficients indicate the corresponding change in the dependent variable when a change of one unit is affected in the independent variable. One percent change in YouTube would result to 23% change in brand equity.

Therefore, the regression equation is;

$$Y = 4.030 + 0.230A + 0.038$$

Y = Brand Equity (Dependent Variable)

YouTube (Independent Variable)

4.5.5 Instagram and Brand Equity

The researcher carried out regression analysis to determine the extent to which Instagram influence brand equity in private hospitals. The results are shown in table 4.17

Table 4.17 Regression Analysis for Instagram and Brand Equity

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.335 ^a	.112	.105	2.94547

a. Predictors: (Constant), Instagram

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128.579	1	128.579	14.820	.000 ^b
	Residual	1015.068	117	8.676		
	Total	1143.647	118			

a. Dependent Variable: Brand Equity

b. Predictors: (Constant) Instagram

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.320	.634		2.081	.040
Instagram	.692	.180	.335	3.850	.000

a. Dependent Variable: Brand Equity

Table 4.17 represent the relationship between Instagram the independent variable and brand equity the dependent variable. The coefficient of determination between Instagram and brand equity (R=0.335). The coefficient of determination is significant (R square=0.112, P<0.05). This implied that 92.9% of variation in brand equity is a result of Instagram.

The significance of the regression model was tested using Analysis of Variance (ANOVA). F=14.820 and p=0.000 which is less than 0.05 indicating that the model is statistically significant in predicating the influence of Instagram on brand equity in private hospitals.

Instagram had a coefficient of 0.335 and p <0.05. This indicated that the relationship was significant at 5% level. One-unit change in Instagram would result to 33.5% change in brand equity.

The regression equation is as follows;

$$Y = 1.320 + .335A + 0.180$$

Y = Brand Equity (Dependent Variable)

Instagram (Independent Variable)

4.5.6 LinkedIn and Brand Equity

The researcher carried out regression analysis to determine the extent to which LinkedIn influence brand equity. The results are shown in table 4.18

Table 4.18 Regression Analysis for LinkedIn and Brand Equity

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768 ^a	.590	.586	.95361

a. Predictors: (Constant), LinkedIn

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	153.099	1	153.099	168.357	.000 ^b
	Residual	106.396	117	.909		
	Total	259.496	118			

a. Dependent Variable: Brand Equity

b. Predictors: (Constant), LinkedIn

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.507	.233		2.177	.032
LinkedIn	.853	.066	.768	12.975	.000

a. Dependent Variable: Brand Equity

Table 4.18 represent the relationship between LinkedIn the independent variable and brand equity the dependent variable. The coefficient of determination between LinkedIn and brand equity (R=0. 768). The coefficient of determination is significant (R square=0. 590, P<0.05). This implied that 59.0% of variation in brand equity is as a result of LinkedIn.

The significance of the regression model was tested using Analysis of Variance (ANOVA). F=168.357 and p=0.000 which is less than 0.05 indicating that the model is statistically significant in predicating the influence of LinkedIn on brand equity.

LinkedIn had a coefficient of 0.768 and p <0.05. This indicated that the relationship was significant at 5% level. One-unit change in LinkedIn would result to 76.8% change in brand equity.

The regression equation is as follows;

$$Y=0.507+0.768A+0.066$$

Y=Brand Equity (Dependent Variable)

LinkedIn Independent Variable)

4.5.3 Regression Analysis for Social Media Marketing and Brand Equity

A multiple regression analysis was conducted determine the relationship between the dependent and independent variables. The table below shows the results

Table 4.19 Regression Analysis for Social Media Marketing and Brand Equity

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.990 ^a	.981	.980	.17782

a. Predictors: (Constant), Facebook, YouTube, Instagram and LinkedIn

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	134.153	4	35.538	1060.616	.000 ^b
Residual	2.656	114	.032		
Total	136.809	118			

a. Dependent Variable: Brand Equity

b. Predictors: (Constant), Facebook, YouTube, Instagram and LinkedIn)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.085	.055		1.551	.125
Facebook	.066	.042	.065	1.564	.122
You tube	1.015	.038	.988	26.888	.000
Instagram	.002	.006	.006	.418	.677
LinkedIn	.065	.027	.075	2.442	.017

a. Dependent Variable: Brand Equity

Table 4.19 showed the relationship between dependent and independent variables. From the analysis a strong coefficient of determination between social media marketing and brand equity exists ($R=0.990$). The coefficient of determination was strong and significant (R Square= 0.981, $p<0.05$). This indicated that 98.1 percent of variation in brand equity is as a result of Facebook, YouTube, Instagram and LinkedIn

Analysis of Variance (ANOVA) was conducted to test the significance of the regression, $F=1060.616$ and $p=0.000$. From the analysis the significance value is 0.000 which is less than the p value of 0.05 indicating the model is statistically significance in predicting how social media marketing influences brand equity in private hospitals

The standardized coefficients indicate the corresponding change in the dependent variable when a change of one unit is affected by independent variable. A unit increase in social media marketing would result to 0.066 percent in brand equity, a unit increases in YouTube would result to 1.015 increase in brand equity, a unit increase in Instagram would result to 0.02

increase in brand equity while a unit increase in LinkedIn would result to 0.065 percent increase in brand equity.

The regression equation is shown below;

$$Y = 0.085 + 0.066 X_1 + 1.015 X_2 + 0.002 X_3 + 0.065 X_4$$

Y=Brand Equity (Dependent variable)

Independent Variables

X₁ = Facebook

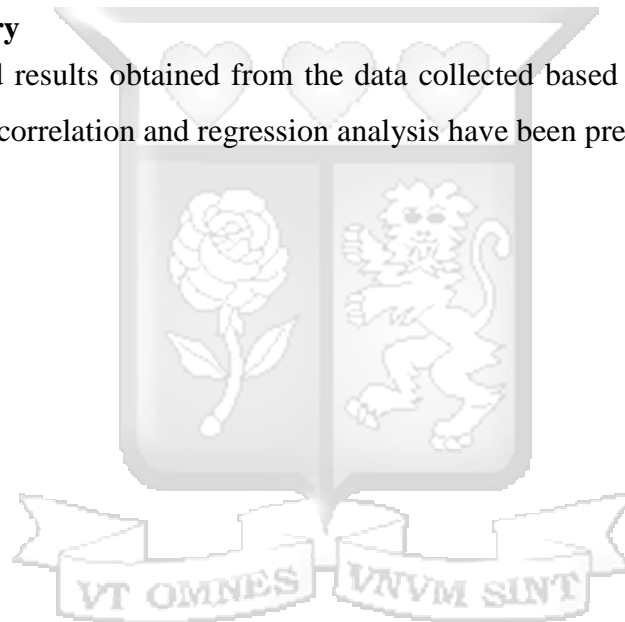
X₂ = YouTube

X₃ = Instagram

X₄ = LinkedIn

4.6 Chapter Summary

The chapter presented results obtained from the data collected based on research questions. Descriptive statistics, correlation and regression analysis have been presented in this chapter



CHAPTER FIVE

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter contains a summary of the findings, discussion and conclusion from the study findings. The study also presents recommendations on further studies about the topic which would guide to fill in the gaps left out as a result of the scope limitations of this study.

5.2 Summary of Study

This study aimed to investigate the impact of social media marketing strategies on the brand equity of private hospitals in Nairobi County. The findings of the study were as follows.

Today it is not even debatable that the most profitable business depends on age and experience to achieve their goals. The impact of excellent work experiences on employee-level and organizational outcomes is fueling a growing interest in employee experience among academics and business leaders. Organizations are transitioning to a more transparent and collaborative atmosphere in the new millennium. Managers today, particularly those in human resources, are paying more attention to the employee experience. It is believed that emphasizing the employee experience will enhance a variety of factors, including performance, decision making quality, and employee engagement (Itam & Ghosh, 2020). Employee experience can be seen as a sustained effort on the part of an organization to remake itself to meet its goals. There are various ways to view employee experience. Experience from the perspective of the employees might be summarized as how it is to work in their organization. While employed by the organization, the experience can be characterized as the working environment and the ideal working conditions that the organization believes its employees should have (Morgan, 2017). Employee engagement is regarded to be a result needed by businesses to help them become productive and so achieve their objectives. As previously noted, a good employee experience in a company would contribute to its formation (Durai & King, 2018).

Performance in the organization rely on the management which include managers and supervisors. Performance measurement systems rely almost exclusively on management and cost accounting principles, often resulting in an emphasis on short-term results and efficient management of tangible resources which are easier to measure using financial metrics and a

lack of appropriate attention to non-financial intangible activities that contributed to the creation of long-term value for the organization.

5.2.1 Effect of Facebook on Brand Equity

The purpose of this study was to investigate effect of Facebook on the brand equity of private hospitals in Nairobi County. The regression analysis indicated that there is positive relationship between Facebook and brand equity in private hospitals. Majority of the respondents indicated that Facebook provides rapid and direct solutions to marketing inquiries and difficulties in the shortest amount of time possible. The statement concurred with Reuters (2012) who stated that Facebook marketing has an effect on client behaviour and results in increased purchases for businesses who utilize the social media site. By interacting with customers on Facebook, businesses have the opportunity to gain important insights and valuable feedback regarding their existing products and services as well as new products and services. Facebook lets people easily communicate with each other and have a conversation with others who have similar interests. Moreover, such people have potential to influence each other's brand perceptions as well as their purchasing intentions. The statement concurs with (Tran, 2017) who stated that Online marketers also use Facebook ads in order to increase customers' awareness, and to understand customer expectations.

Facebook, have emerged as indispensable tools for businesses to reach and engage with their target audience. As per Assimakopoulos et al. (2017), Facebook stands out among the many platforms offered as a significant and powerful channel that enables businesses to communicate with potential customers in a dynamic and personalised way. Facebook is one of the largest social media platforms in the world, with billions of active users (Kavoura, 2014). This vast user base allows businesses to reach a broad and diverse audience, including potential customers who may not have been reached through traditional marketing channels. Consistent and strategic Facebook marketing can enhance brand visibility through regular posts, engaging content, and paid advertisements that ensure a brand remains in the minds of its audience (Dolan et al., 2017; Kavoura, 2014).

A study by Dutta (2010) on the effect of Facebook on the brand perception of products in European companies established that high luxurious companies had built relationships through Facebook to market their products. He concluded that some celebrities with mass followings on Facebook were also paid to market the brands. A descriptive study by Chu (2011) found that Facebook users maintained a good brand recognition habit.

Park et al. (2009) conducted a factor analysis to identify the main reasons that drive students to use and participate in Facebook groups: socializing, entertainment, self-status seeking and information retrieval. According to (Cheung et al., 2011) students also use Facebook to instantly communicate and connect with their friends (social related factors), and participation in Groups has a significant influence on the way they use the medium. However, they stress the fact that being a member of several groups blurs the social identity a person may have due to the membership of that group.

Amoako, Okpattah, and Arthur (2019) investigated the impact of Facebook pages on awareness of Vodafone and MTN and reported a significant positive influence. Owino et al. (2016) tested the impact of SM on the banking industry and revealed that SM explains 81.2% of the variation in brand awareness.

The statements contradict with Constantinides and Stagno (2012) who investigated the engagement of social media applications in the marketing strategy of a university. They found that although young people increasingly use social networking sites, they ranked social media last in the list of the channels to inform their decision about their future university studies. The research by Nyangua and Bado (2012) also identified that higher education institutions were using social media for recruitment and admissions purposes. However, their findings were unclear as to whether the content on university social media pages influenced the prospective students' decision to attend a particular university. These studies suggest that although social networking sites are a dynamic marketing tool it is not fully understood or exploited by university marketing departments.

5.2.2 Effect of YouTube on Brand Equity

The purpose of the study was to analyze the influence of YouTube on brand equity in private hospitals in Nairobi County. The regression analysis indicated that there is a positive relationship between YouTube and brand equity. Majority of the respondents agreed that the utilization of digital video recording technology enables observers to expedite the pace of information. The statement was in agreement with Dwivedi (2021) who stated that, YouTube offers various commercial communication techniques, including display, overlay, in search discovery, sponsored cards, video and bumper ads. As stated by a global survey of marketers conducted in December 2017, marketers believe YouTube is the most effective video channel for marketing (Chadha, 2018).

In the specific case of YouTube, Dao et al. (2014), when comparing advertising on Facebook and YouTube, concluded that the informative character positively influences the perception that consumers have of the value of advertising. And yet, the informative nature is stronger on YouTube than on Facebook. Studies by Dehghani et al. (2016) and Sabuncuoğlu-İnanç et al. (2020) demonstrated that the perceived information of advertising on YouTube positively influences its perceived value

The statement is in disagreement with Rehman & Maseeh, (2020) who stated that, despite the importance of YouTube in terms of the number of users and its relevance for marketing the understanding regarding the effectiveness of YouTube advertising remains limited. Existing studies reinforce the relevance and topicality of the phenomenon. The theme seems unexplored, because although many brands use both advertising strategies and their effects are recognized, the studies focus on one or another advertising strategy, on one or another social network, considering more or less variables.

5.2.3 Effect of Instagram on Brand Equity

The study analyzed the influence of Instagram on Brand Equity in private hospital in Nairobi County. The regression analysis showed a positive relationship between Instagram and brand equity. Majority of the respondents indicated that Instagram has facilitated the delivery and provision of services and responses to consumers in a more efficient and effective manner. This statement concurs with Adisa (2017) who stated that Instagram is preferred, especially by millennials since the features ease information sharing and connect other individuals. On Instagram, information obtained is about situations, risks, and personal protective measures that hinder the spread of disease.

Darel Nicol Luna Anak Agam (2017) analysed the impact of viral marketing on Instagram product sales, focusing on Maatin Shakir's fashion designer clothing line. The study focusing on a pool of Instagram and Facebook users who are clients of Maatin Shakir clothing line stated that most respondents prefer Instagram over Facebook for sharing information about Maatin Shakir's clothing line. The paper concluded that viral marketing through Instagram helped to expose Maatin Shakir's clothing line to a wider audience and helped customers stay up-to-date with the latest products. Chun Cui Shan, Lim Wai Meng, Tan Ree Wen and Teh Ee Wen (2018) investigated the impact of social media on Instagram User Purchase Intention in specifics to The Fashion Industry. The major finding stated that gender did not influence

the purchase intention of Instagram users towards fashion items advertised by the SMI on Instagram. The study also concluded that expertise, familiarity, and similarity significantly influenced Instagram users' intention to purchase fashion items while trustworthiness and likability did not show a positive impact

Dionisia Tzavarat, Phaedra Clarke and Fotios Misopoulos (2019) explored the influence of Facebook and Instagram on consumer preferences and behaviour in the retail fashion market in Rhodes, Greece. The survey questionnaires distributed found that both Facebook and Instagram have a significant impact on Rhodian consumer behaviour in the retail fashion markets. The paper further concluded that the two-social media (Facebook and Instagram) are a source of fashion information and inspiration for the Rhodians, not so much through active engagement but more through passive exposure to information

Mohammad Mersa Bayu Wibisono, Handi Prasetyanto, Borsak Sitanggang, Armedya Dewangga, and Merry Maryati (2020) examined the impact of social media influencers on customers' purchase intentions on Instagram. The study found that while social identity, interest and opinion leadership had a positive impact on purchasing intentions; trustworthiness and perceived expertise had a negligible impact. Natalia Topalova (2021) examined how marketing via Instagram influencers affects consumer behaviour in the fashion industry, specifically focusing on Millennials and Generation Z in Russia. The study's core findings reported that Influencer marketing significantly enhances brand awareness and consumer. The study however concluded that the effectiveness of influencer marketing varied between Millennials and Generation Z. Amirata Ashkiani and Valliappan Raju (2021) investigated the influence of Instagram on consumer purchase intention for new emerging fashion brands and identified the key factors that contributed to this impact. The study findings concluded that fashion innovativeness and physical attractiveness had a significant positive relationship with consumer purchase intention towards newly emerged fashion brands on Instagram

5.2.5 Effect of LinkedIn on Brand Equity

The study analyzed the influence of LinkedIn on brand equity in private hospital in Nairobi County. Through regression analysis the study indicated that there is positive relationship between LinkedIn and brand equity in private hospitals. The respondent indicated that organization employs LinkedIn feedback and responses to formulate strategies, assume

responsibilities for managing the strategies of others, or adhere to the directives of others. The respondent was of the opinion that private hospitals employed LinkedIn to achieve conventional goals. The statement is in agreement with Leonardi PM and Meyer, (2015) who stated that LinkedIn is a social platform that aims to enhance the productivity and success of professionals worldwide by offering access to news, updates, employment, people, and insights that assist in the development of exceptional skills. Rosenberg and Foshay (2012) indicated that most large organizations can now reduce on the cost of training by examining the power LinkedIn has through its (in- Learning) subscription for the benefit of their employee's career development.

The benefits of using public social media platforms like LinkedIn are evident, with strategic content selection and consistent posting positively influencing user outcomes (Utz, 2016). This underscores the importance of maintaining a strong content strategy to maximize the benefits of social media platforms for lead generation and brand development (Utz, 2016).

LinkedIn offers a combination of organic and paid strategies for businesses to effectively cultivate leads. By optimizing profiles, creating and sharing valuable content, engaging actively with the platform, and utilizing targeted outreach and advertising, businesses can attract qualified leads and enhance their conversion rates (Cai et al., 2019).

LinkedIn's lead generation forms can streamline the process by capturing leads directly within the platform, enhancing conversion rates. Engaging with industry-specific communities through LinkedIn Groups is also crucial for building thought leadership and establishing connections. Sharing valuable content and participating in discussions within these groups can drive engagement and attract potential leads (Breitbarth, 2019)

5.3 Conclusion

The study concluded that the use of various social media marketing strategies influenced brand equity in private hospitals in Nairobi County. There is a positive relationship between social media marketing strategies and brand equity. The study findings are consistent with Ramsaran-Fowdar and Fowdar (2013) who indicated that social media platforms that are based on referrals are a crucial factor in the enhancement of electronic word of mouth. Examples of such platforms are Facebook, Twitter, and Instagram. For instance, Baker et al. (2016) and Chu et al. (2018) discovered that electronic word of mouth can have a beneficial

impact on customer engagement as well as the drive to make a purchase. This was determined during the course of their research. Furthermore, according to Paniagua and Sapena (2014), businesses can use social media to get a greater number of qualified personnel, which can help them expand their operations.

The statement contradicts with Adisa (2017) who stated that Instagram has exceeded Facebook, YouTube, Twitter, and celebrities in terms of its potential to influence customers to make purchases. Not only is Instagram the most effective social marketing medium, but it has also surpassed these other platforms. According to a study conducted in Indonesia, it is anticipated that social media would serve as a tool to rectify the misinformation that has been spread about the virus. Instagram for marketing tool in hospitals has also been implemented by a number of hospitals all around the world, including those in Indonesia and has indicated to be effective in improvement of brand equity (Boulos, Giustini, 2020).

Edache-Abah & Mumuni (2019) conducted a study on assessment of the impact that students' use of YouTube has on their performance in phonetics and phonology at Babcock University. The study came to a finding that majority of students at Babcock University possess the knowledge and skills necessary to utilize internet facilities, as well as the ability to utilize YouTube to supplement their education in phonetics and phonology. However, the study failed to mention how organizations can do to improve interaction between the user of YouTube and the customers.

A study that was carried out by Al-Eisa et al. (2016), It was discovered that the utilization of Instagram as a motivating method in conjunction with a home exercise program might be both successful and appealing for the aim of boosting adherence and maintaining an acceptable level of physical activity. This was due to the fact that Instagram is a social communication platform.

A study by Arjomandy (2016) on how LinkedIn is regarded as the most popular social networking site where job applications are made overall depending on the organization's policy and strategy in human resource decision making. The author conducted an analysis on electronic human resource management with 16 organizations by including some from 500 fortune both private and public providing products and services in determining social medias' integration in their recruitment processes. The author came up with a social integration

framework that provide a guideline to human resource practitioners in making decisions for communication on recruitment of candidates, openness selection and messaging for improved networking.

In finding the percent of LinkedIn usage in searching for a job and professional use, a study showed that college students are passive users of LinkedIn and if only the platforms give them internships and a job finally (Carmack & Heiss, 2018). The article indicates that, parents and friends to the college students significantly affected their attitudes towards using the site for job

5.4 Implications of Research

5.4.1 Policy Implication

The policymakers will get an understanding of the various strategies which can be used to in social media marketing to achieve brand equity. The stakeholder will be able to plan and set organization goals based on the various social media strategies which will be adopted by the hospitals.

This study's findings can serve as a reference for both current and future scholars. This study's findings can be compared on social media marketing strategies in other hospitals to make conclusions about how the organizations can handle various marketing challenges and come up long term solutions.

5.4.2 Managerial Implications

The management of the firms will be able to know the various social media marketing strategies which can be adopted to improve brand equity. Organization can predict the outcome of each strategies and be able to make adequate conclusion on how to improve brand equity.

5.4.3 Theoretical Implications

The study contributes to brand equity theory traditionally applied in consumer goods by validating its relevance in the healthcare services sector. It suggests that social media marketing strategies can influence the dimensions of brand equity even in the service industries that rely on trust, reputation and perceived competence.

This study's findings can show how interactive platforms create value and influence brand perception in high-involvement service industries such as the health care services sector.

5.5 Recommendation of the Study

Government agencies and regulatory bodies in Kenya should collaborate with industry stakeholders to develop guidelines and best practices for social media marketing in the private hospitals in Kenya. These guidelines should address ethical considerations, transparency in advertising, protection of consumer privacy, and responsible use of influencer marketing. By establishing clear standards and promoting ethical practices, policymakers can help foster a trustworthy and positive online environment that benefits both consumers and businesses.

Private hospitals in Kenya should invest in comprehensive social media marketing strategies that go beyond mere presence on social platforms. This entails creating engaging and relevant content, leveraging user-generated content, fostering meaningful interactions with followers, and monitoring and responding to customer feedback effectively. By focusing on building authentic and positive relationships with consumers through social media, private hospitals can enhance brand equity and cultivate strong brand advocates who are more likely to recommend and remain loyal to the brand. Hospitals should prioritize measurement and evaluation of social media marketing efforts to assess their impact on brand equity. This involves tracking key performance indicators (KPIs) such as engagement rates, reach, sentiment analysis, and brand mentions. By analyzing these metrics regularly, brands can identify successful strategies, optimize content, and allocate resources more effectively. Additionally, conducting market research and consumer surveys can provide valuable insights into consumer perceptions and attitudes towards the brand, aiding in the refinement of social media marketing strategies to better align with consumer preferences and expectations.

5.6 Study Limitations and Suggestions for Further Studies

The researcher encountered quite a number of challenges related to the research and most particularly during the process of data collection. Some respondents were biased while giving information due to reasons such as victimization in the event the research findings turned sour.

Lack of cooperation is undoubtedly the greatest challenge that was witnessed by the researcher. Respondents were naturally suspicious and uneasy when directed to cooperate in a study that they were not aware of its consequence. To further calm and set at ease the

respondents, the researcher explained the nature of the study and its intended purpose and that it was purely an academic undertaking and that information divulged would be held in confidentiality by the researcher. In addition, an introductory letter from the school and an application from NACOSTI were requested as part of the research in order to reassure the respondents that the information they provided would only be used for academic purposes.

The study also faced a time challenge; particularly where the respondent delayed in filling the questionnaire and the time spend travelling to collect the filled questionnaire given that the sampling units were scattered and the distance between them was quite far. The researcher overcame this challenge by requesting the respondents to email back the filled questionnaire.

5.7 Chapter Summary

The chapter has analyzed the summary of the findings, discussion and conclusion from the study findings. The study has also presented the recommendations for further studies



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APPENDICES

APPENDIX I - LETTER OF INTRODUCTION

Ole Sangale Rd, Madaraka Estate,
P.O. Box 59867 00200, Nairobi, Kenya,
Cell: +254 703 414/6/7, Twitter: @S55Kenya
Email: info@sbs.ac.ke or visit www.sbs.strathmore.edu



13th March 2025

To Whom It May Concern,

RE: FACILITATION OF RESEARCH – OOMA, DAVID PETER ACHOLA

This is to introduce Ooma, David Peter Achola who is a Master of Commerce (MCOM) Student at Strathmore University Business School, admission number MCOM/114194. As part of our MCOM Programme, David is expected to do applied research and undertake a project. This is in partial fulfilment of the requirements of the MCOM course. To this effect, David would like to request appropriate data from your organization.

David is undertaking a research paper on **“Effect of Social Media Marketing Strategies on the Brand Equity of Private Hospitals in Nairobi County, Kenya.”** The information obtained shall be treated confidentially and shall be used for academic purposes only.

Our MCOM Programme seeks to establish links with industry, and one of these ways is by directing our research to areas that would be of direct use to industry. We would be glad to share our findings with you after the research, and we trust that you will find them of great interest and of practical value to your organization.

We appreciate your support and shall be willing to provide any further information if required.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Njoki Kiagiri".

Njoki Kiagiri
Manager – Graduate Programmes
Strathmore University Business School.



APPENDIX II - QUESTIONNAIRE

Instructions:

The purpose of this questionnaire is to collect data for the investigation titled "The impact of social media marketing on the brand equity of hospitals in Nairobi County." Please respond to the queries by either writing in the designated space or placing a checkmark (✓) in the corresponding box.

Confidentiality

The information that is collected will be treated with the uttermost confidentiality and will be used exclusively for academic purposes. Furthermore, no reference will be made to any institution or respondent.

SECTION A: RESPONDENT'S PROFILE

1. Age of the Respondents

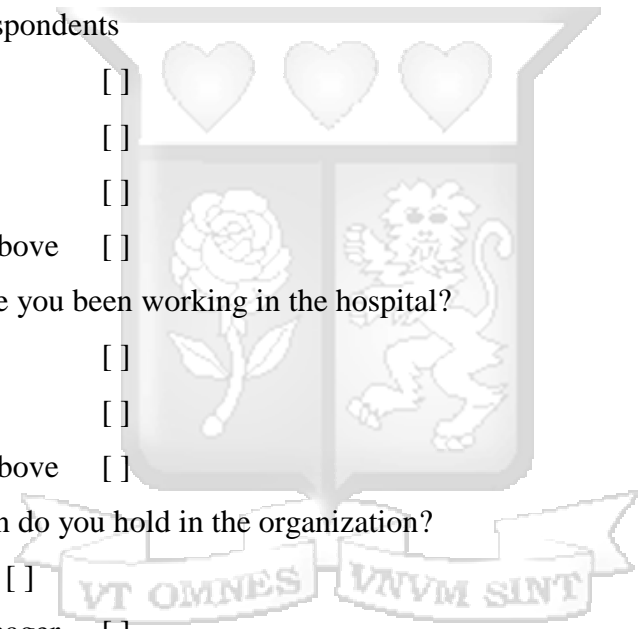
- 18-30 years
- 31-43 year
- 44-56 years
- 57 years and above

2. How long have you been working in the hospital?

- 1-10 years
- 11-20 years
- 21 years and above

3. Which position do you hold in the organization?

- Manager
- Assistant Manager



SECTION B: SOCIAL MEDIA MARKETING

4. Kindly tick in the box by answering the questions.

SD- Strongly Disagree, **D-** Disagree, **N-** Neutral, **A-** Agree, **SA-** Strongly Agree.

Statement	SD	D	N	A	SA
	1	2	3	4	5
Facebook					
Facebook is an exceptional platform for direct response marketing.					

Facebook provides rapid and direct solutions to marketing inquiries and difficulties in the shortest amount of time possible if they are submitted.					
By interacting with customers on Facebook, businesses have the opportunity to gain important insights and valuable feedback regarding their existing products and services as well as new products and services.					
Internet marketing specialists and online advertisers regard Facebook as an enticing platform.					
Facebook provides advertisers with a comprehensive and competitive tariff system that involves a per-click fee.					
YouTube					
The utilisation of digital video recording technology enables observers to expedite the pace of information.					
The audience that a specific YouTube video can reach is significantly greater.					
Creators are permitted to incorporate brief, skippable advertisements into their videos on YouTube.					
Youtubers an indispensable source of revenue					
A significant role is played by YouTube in the connection of hospitals when utilizing the internet to establish a company image and identify target consumers.					
Instagram					
The use of Instagram has enabled us to gain more new customers					

Instagram has facilitated the delivery and provision of services and responses to consumers in a more efficient and effective manner.					
We employ Instagram to concentrate on our services and consumers as an organisation.					
Instagram has simplified the process of discussing company identities and products.					
Instagram has improved the company's ability to establish personalised relationships with its consumers, thereby enhancing their loyalty.					
LinkedIn					
Our firm uses LinkedIn to achieve conventional goals					
LinkedIn has enabled our organisation to capitalise on the generation and dissemination of user-generated content regarding our products and services.					
Our organisation employs LinkedIn feedback and responses to formulate strategies, assume responsibilities for managing the strategies of others, or adhere to the directives of others.					
The use of LinkedIn has enabled us to gain more new customers					

SECTION C: BRAND EQUITY

5. Kindly tick in the box by answering the questions.

Statement	SD	D	N	A	SA
	1	2	3	4	5
Brand Awareness					
Brand awareness informs consumers in advance about the products and services availability					

Consumer interest is significantly influenced by brand awareness.					
Because consumers presume that a brand is secure for consumption, they are inclined to use well-known brands.					
Brand Association					
Customers tend to enquire about new brands every time they visit the hospital					
Consumers prefer to associate themselves with a high brand quality which had been previously used					
Brand Loyalty					
Consumers are content with the products they use due to their brand loyalty.					
Consumers are also able to identify product categories as a result of brand loyalty, which assist them in making purchasing decisions.					
Perceived Quality					
Consumers tend to have a good perception about the quality of a brand when the brand is considered to meet consumer expectations					
Perceived quality is a significant and widely recognized strategic element in hospitals					
Additionally, consumers receive value from perceived quality since it gives them a reason to take action and make a purchase.					

Thank for your response

APPENDIX III: ETHICAL LETTER



6th March 2025

Mr Ooma David,
david.ooma@strathmore.edu

Dear Mr Ooma,

RE: Effect of Social Media Marketing Strategies on the Brand Equity of Private Hospitals in Nairobi County, Kenya

This is to inform you that SU-ISERC has reviewed and **approved** your above **SU-masters** proposal. Your application reference number is **SU-ISERC2618/25**. The approval period is from **6th March 2025 to 5th March 2026**.

This approval is subject to compliance with the following requirements:

- i. Only approved documents including (informed consents, study instruments, MTA) will be used.
- ii. All changes including (amendments, deviations, and violations) are submitted for review and approval by SU-ISERC
- iii. Death and life-threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to SU-ISERC within 72 hours of notification.
- iv. Any changes anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to SU-ISERC within 72 hours.
- v. Clearance for the export of biological specimens must be obtained from relevant institutions.
- vi. Submission of a request for renewal of approval at least 60 days prior to the expiry of the approval period. Attach a comprehensive progress report to support the renewal.
- vii. Submission of an executive summary report within 90 days of completion of the study to SU-ISERC.

Before commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology, and Innovation (NACOSTI) <https://research-portal.nacosti.go.ke/> and obtain other clearances needed.

Yours sincerely,

Mr Ambrose Rachier,
Chairperson; SU-ISERC

APPENDIX V: LIST OF HOSPITAL

	Hospital Name	Type	County	Constituency
1.	Rangel Medical Centre	Private Institution	Nairobi	Embakasi East
2.	Mediheart Outpatient And Maternity Home	Private Practice - Company Medical Clinics	Nairobi	Embakasi East
3.	Mariakani Nursing Home And Rehabilitation Centre (South C)	Private Practice - Private Institution	Nairobi	Langata
4.	St Joseph Nursing Home (Eastleigh North)	Kenya Episcopal Conference-Catholic Secretariat	Nairobi	Kamukunji
5.	Nairobi Place Addiction Treatment Centre Tumaini Ltd (Karen)	Private Practice - Private Institution	Nairobi	Langata
6.	Euraka Medical Centre	Private Practice - Private Institution	Nairobi	Embakasi East
7.	Blessed Medicare Centre	Private Practice - General Practitioner	Nairobi	Embakasi South
8.	Abraham Memorial Nursing Home (Westlands)	Private Practice - Private Institution	Nairobi	Westlands
9.	Imani Health Services	Private Practice - Nurse / Midwifery	Nairobi	Dagoretti South
10	St Michael Community Nursing Home	Private Practice - General Practitioner	Nairobi	Roysambu
11	Joy Nursing Home And Maternity	Private Practice -	Nairobi	Kamukunji

		General Practitioner		
12	Unity Maternity & Nursing Home	Private Practice - General Practitioner	Nairobi	Embakasi West
13	Lions Sightfirst Hospital	Private Practice - Private Institution	Nairobi	Loresho
14	Komarock Morden Medical Care	Private Practice - General Practitioner	Nairobi	Embakasi Central
15	Imara Health Centre	Christian Health Association Of Kenya	Nairobi	Embakasi South
16	Mary Mission	Private Practice - Private Institution	Nairobi	Dagoretti South
17	Patanisho Maternity And Nursing Home	Private Practice - Private Institution	Nairobi	Embakasi East
18	Maria Immaculate Health Centre	Kenya Episcopal Conference-Catholic Secretariat	Nairobi	Dagoretti North
19	Frepals Community Nursing Home	Non-Governmental Organizations	Nairobi	Kibra
20	Ray Of Hope Health Centre	Private Practice - Private Institution	Nairobi	Dagoretti North

(www.kmhfl.health.go.ke, 2022)

Appendix V: Research Budget

No.	Description	Amount
1.	Editing the document	4,000
2.	Notebook	27,400
3.	Survey testing	20,000
4.	stationary cost	19,800
5.	Analyzing of data	5,300
6.	Transport	6,000
7.	Subsistence and accommodation during data collection	6,400
8.	Publication of journal articles	20,100
9.	Other cost unclassified	3,000
	Total	116,000

