

Facebook as A Competitive Social Media Marketing Tool on Sales Performance for Small and Medium Enterprises in Nakuru CBD, Kenya

Chepkwony Chepkemoi, Charles Zakayo, Joel Koima

Abstract— Face-book as one of the social media tools has opened a new perspective in the way business is conducted. It has greatly enhanced positive relationship between customers and business. This study sought to determine effects of face-book as one of social media marketing tools for enhancing sale performance in small enterprises in nakuru Central Business District- Kenya. The study was guided by the following objectives: To explore the use of face-book in customer acquisition in small business enterprises in Nakuru CBD, to examine the effectiveness of face-book in customer retention and to determine the effects of face-book as a social media tool in enhancing sales performance in small business enterprises in Nakuru CBD. The research adopted survey design and targeted 350 registered small enterprises in Nakuru CBD. The sample for the study was 78 small enterprises. Simple random sampling procedure was used to select small enterprises. Primary data was collected by the use of structured questionnaires. The findings indicated that Face-book as social media tool for Customer acquisition is an important element in building customer relationship as indicated by 81.7% of the respondents. Regarding customer retention, it was observed that Facebook helps in customer retention as indicated by 75.35% of the respondents. And average of 74.7% of the respondents agreed that Facebook as a social media tool help SMEs in enhancing sales performance. Further Facebook offer the benefits to customers and employees by sharing experiences, companies being more networked and being able to absorb and employ better experienced employees. This translates to increased performance and better service delivery which leads to efficient achievement of corporate goals and objectives.

The study recommends that online marketing strategies should be improved by SMEs in order to increase their sales performance.

Index Terms— Social Media Network Sites, small and Medium Enterprises, Sales Performance, Social Media Marketing.

I. INTRODUCTION

In a competitive business environment, organizations try to reach their customers in the best possible way and this requires these firms to develop strategies that will create customer satisfaction, value and loyalty (Bolton, Gustafsson, Mccoll, Sirianni & Tse, 2014). Increasing usage

of digital media by consumers and the tendency of more potential users joining the digital age, more companies are using digital marketing to reach their target markets. Indeed by the end of 2015, the numbers of Internet users around the world were over 3.2 billion and this vast information traffic will continue to double every year (Bosomworth, 2015).

Social media is the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Social media is one of the most cost-efficient digital marketing methods used to syndicate content and increase your business' visibility. Implementing a social media strategy will greatly increase your brand recognition since you will be engaging with a broad audience of consumers and in return improve performance of the organization. (Kelley, Sheehan & Juegenheimer, 2015)

Facebook is one of social media marketing tool that many famous well-known companies has adopted to marketing their business and it is effective channel between the companies and its potential customers. It allows users to exchange ideas, event, interest and activities within network (Neti, 2011).

It is a more collaborative use of the Web that enhances creativity and knowledge exchange. It is a more interactive and user-driven way to help users participate and collaborate over the Web through open applications and services (Huang & Benyoucef, 2013). It is critical, therefore, that content is accessible to the user; the user should be able to create, share, remix, and repurpose content. Social Media Marketing uses podcasts, wikis, blogs, online videos, photo sharing, news sharing, message boards, and posts on social networking sites to reach a large or targeted audience (Baruah, 2012). The growth of Internet technology has enormous potential as it reduces the costs of product and service delivery and extends geographical boundaries in bringing buyers and sellers together. The Internet also allows small businesses to access markets and to maintain a presence that helps them to compete against the big players in the industry because this form of media describes a variety of new sources of online information that are created, initiated, spread and used by consumers' intent on educating each other about products, brands, services, personalities and issues. Social media have become a major factor in influencing various aspects of consumer behavior including awareness, information acquisition, opinions, attitudes, purchase behavior, and post-purchase communication and evaluation (Salehi, 2012).

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marketing strategy is a business overall game plan for reaching people and turning them into customers of the product or service that the business provides. The marketing strategy of a company contains the company's value proposition, key marketing messages, information on the target customer, and other high level elements (Madu, 2013).

A. problem Statement

Small and medium enterprises, like any other organizations, are constantly faced with the challenges of adapting to changing environmental conditions. For any organizations to survive, it is important to formulate, adopt and implement strategies that will make them competitive and continue to earn revenue and make profits. Facebook as a strategic orientation provides an innovative technological change that when adopted can turn around the profitability of small and medium enterprises. Several research studies have been undertaken in the global perspective (Smits & Mogos, 2013) carried research on the impact of social media on business performance. The study observed that use of social media enhances business capabilities and lead to improved business process performance.

Gaps exist in studies on social media marketing strategies and how it affects the performance of all the small and medium enterprise sector in Kenya. Therefore this study aims at evaluating the effects of social media marketing strategies on performance of small and medium enterprises in Nakuru CBD Kenya as a case study. This study therefore is intended to assess the effect of face-book as a social media marketing tool on sales performance for small enterprises in nakuru Central Business District, Kenya. As such, therefore, the research hypotheses were;

H₀₁: Customer acquisition has no significance effect on sales performance in Nakuru CBD, Kenya.

H₀₂: Customer retention has no significance effect on sales performance in Nakuru CBD, Kenya.

H₀₃: Facebook has no significance effect on sales performance in Nakuru CBD, Kenya.

II. LITERATURE REVIEW

According to Maravil has (2014), scanning the business environment both technologically and market developments and spotting the opportunities for gaining advantage and potential threats to current business and giving preference to transformational technologies is important in enabling success through technology. Social media offer the benefits of customers and employees sharing experiences, companies being more networked and being able to absorb and employ better experienced employees, who they have actively engaged on the social media, better public relations through instant communication, sharing of information between employees, customers and top management. This translates to increased performance and service delivery, enabling efficient achievement of corporate goals and objectives (Berthon, pitt, plangger & Shapiro, 2012).

Social Media Marketing focuses on people, not products as the customers have the final say on how the product and services are offered. Whether the corporate promotes them

with enthusiasm, what matters is the conversation of the customers (Withiam, 2011). Their word for a superior product or service spreads like a wildfire which in social networking term goes viral and vice versa in this aspect, corporate need to develop content that appeals and attract customers, a big number of consumers abandon websites after three clicks opting to use social media channel instead (Isaias, Pifano & Miranda, 2012).

A. Face Book

Facebook was launched in 2004 and have over 2 billion active users in 2017, of which 350 million users access Facebook through mobile devices. An average Facebook user is estimated to have at least 130 friends and is connected to 80 community pages, groups and events. There are more than 70 languages available on the site. Its main use is to establish and maintain relationships in work related situations, in political affiliations or just among friends and families (Odhiambo & Odhiambo, 2012)

Facebook has become the most powerful tool for marketing today. In April 2011, the company launched a new service for marketers and interested creative agencies which is a form of online platform (Portal) that allows marketers and creative design agencies to build brand promotions on Facebook. Facebook is now a direct competitor of Google in online advertising and this new service has made it possible for companies such as Financial Times and ABC News to create dynamic commercial graphics or advertisement (Simon, 2011).

B. effects of Customer Acquisition on sales Performance

Customer acquisition is always a starting point in building customer relationship. Targeting, attracting and retaining the right customers require a consideration of fit with current firm providing, future profitability, and contribution to the overall success and risks of business. Many firms do not use appropriate criteria to identify and attract profitable customers and their marketing strategy is widely communicated to potential customers who may or may not be profitable (Linoff & Berr, 2011)

Subsequently, customer acquisition can be a costly and risky process because new customers may not represent a good fit for the organization's value proposition. Inadequate focus during acquisition activities result in adverse selection and make firms less profitable (Teece, 2010). This can be solved by adverse selection by using data from firm's CRM system helps to target prospects and respond for the problem. This approach improves customers who are approved while reducing the number of "bad" customers. This method can be expanded to new customer attraction and better targeting of promotions to migrate customers to higher levels of lifetime value (Devaraja, Campus & Sruthi, 2012).

Customer acquisition isn't a just a linear path through a sales funnel any more. Social engagement and sharing opportunities exist wherever content is published, interactions and brand/consumer communications occur. Realizing how to incorporate social elements to facilitate engagement and sharing helps brands extend their reach and

enlist customers to advocate for them (Stahlberg & Maila, 2013).

Social customer acquisition is essentially the art of building and maintaining relationships to improve the traditional customer acquisition and retention processes. It's not restricted to social media, but social media is certainly a good place to start (Bodnar & Cohen, 2011).

C. *effects of on customer retention Sales*

A customer retention strategy aims to keep a high proportion of valuable customers by reducing customer defections and a customer development strategy aims to increase the value of those retained customers to the company. Just as customer acquisition is focused on particular prospects, retention and development also focus on particular customers. Focus is necessary because not all customers are worth retaining and not all customers have potential for development (Narteh, Agbemabiese, Kodua & Braimah, 2013)

According to Sarwar, Abbasi & Pervaiz (2012), indicated the factors that can cause retention of customers include; creation of client satisfaction and trustworthiness, involving of buyers, create barriers to choosing, effective communication. Quality service, proper pricing and developing several options for retaining customers are other factors that need attention especially in sector involving advertisement.

Organizations offer different customer retention measures that include, firstly raw customer retention rate which takes into account the number of customers doing business with a firm at the end of a trading period, expressed as percentage of those who were active customers at the beginning of the period. Secondly sales-adjusted retention rate it is the value of sales achieved from the retained customers, expressed as a percentage of the sales achieved from all customers who were active at the beginning of the period. Lastly profit adjusted retention rate it concentrates on the profit earned from the retained customers, expressed as a percentage of the profit earned from all customers who were active at the beginning of the period (Minja, 2015).

D. *Effects of Social Media Marketing on Sales Performance*

Facebook have revolutionized how people interact with each other, they have also forever changed how business is done. There is a reason why social media marketing is one of the biggest trends in business right now. When social media is done right, it can be extremely effective, even more so than many other commonly used advertising mediums. (Chu & Kim, 2011) But what exactly is it about these social media sites that make them such invaluable tools for businesses?

The following are key characteristics of Facebook that make it an extremely effective resource in today's business environment.

Firstly, it provide an extremely diverse audience since people of all ages and from all walks of life can be found on Facebook, which means the marketing opportunities are endless. Whether you want to advertise a product targeted for teen boys or a service intended for middle-aged women, these networks are filled with much broader demographics than they were just a few short years ago (Ifland et al., 2009)

Secondly it enables consumers spend a lot of time on it, not only is the number of people on Facebook growing, but these same consumers are also increasing the amount of time they spend on this site. Let's face it newsfeeds, status updates, and mobile uploads have become a major parts of our everyday lives. The chances of an advertisement being noticed on Facebook have become much greater than one being noticed on the radio or even in print (Kaplan, 2012).

Thirdly it provides unique interactive opportunities. Typically, customers don't get a chance to directly interact with a business unless they go into the store itself or contact customer support. With the use of Facebook "Fan Pages", people now can have direct conversations about your brand and with your business as well as connect with people who share their similar interests. Whether it's to ask questions, download coupons, or upload images, interaction through social media profiles can strengthen your organization. It's word of mouth marketing at its finest (Habibi, Loroche & Richard, 2014).

Lastly the ability of social media to perform brand monitoring, Along with the interactive opportunities offered by facebook, the ability to keep track of what others are saying about your company known as brand monitoring is a huge plus to social media advertising. Instead of conducting complicated polls and surveys through other mediums that are not likely to get a great response rate, you can find out what others think about your product or service in a whole new simplified and inexpensive way (Assaad & Gomez, 2011).

While business owners can't make customers use social media, they can influence the kinds of things a social media connected shopper finds. This is why it's important to establish a social media presence (evans, 2010). Business owners can even encourage people to use social media while shopping by including social media in their point-of-sale marketing. If people know they can find out about specials on social media, they'll go check it out (Dabbagh & Kitsantas, 2012). There is growing volume of research that shows the value of social media. Facebook influences shopping behavior in all age groups, but especially the important younger and Hispanic populations. Business owners need to work to refine their social media marketing strategies so they can get the boost in sales that some of the stores in the data set did (Deloitte, 2016)

III. METHODOLOGY

the paper adopted descriptive research design. The primary data used in the paper was collected from a survey carried at Nakuru CBD through the use of structured questionnaires, targeting small and medium enterprises using face book as a marketing tool. Survey was used as it allows you to measure the significance of face book as a marketing tool, the target population was 350 and the sample size 78 enterprises were selected.

Inferential statistical tools were used to determine the strength of a relationship between variables to establish the strength of association between dependent and independent variables, data analysis, presentation and discussion were done.

IV. RESULTS

Response Rate

The initial sample size for the study was 78. After issuance of the questionnaires, 71 was dully filled and collected. This gave a response rate of 91% which was seen to be adequate to

provide sufficient study data.

Education Level

The respondents' educational level was duly analyzed and presented in Table 4.2.

Table 4. 1: Highest Education Level

Variable	Frequency	Percent
Secondary	4	5.6
College/University	67	94.4
Total	71	100.0

It was noted that 94.4% of respondents had college/university education while only 5.6% had secondary education

4.3 Customer Acquisition

Data was analyzed to determine extent of utilization of face book as in customer acquisition Table 4.2 shows the results of the analysis.

Table 4. 2: Customer Acquisition

Statement	N	SD	D	N	A	SA	χ^2	P-value
Targeting profitable customers makes customer acquisition easy.	71	.0%	7.0%	8.5%	43.7%	40.8%	33.96	0.000
Training sales force influences customer acquisition by providing better services and accurate information	71	.0%	11.3%	0.0%	43.7%	45.1%	15.58	0.000
Customization of products and services influences customer acquisition	71	1.4%	2.8%	14.1%	50.7%	31.0%	61.75	0.000
Pricing helps in customer acquisition	71	1.4%	5.6%	21.1%	53.5%	18.3%	59.63	0.000

Key:SD=Strongly Disagree; D=Disagree; N=Neutral; SA=Strongly Agree; A=Agree; and%=Percentages

From Table 4.7, it was clear that 84.5% of the respondents significantly ($\chi^2=33.96$; $p<0.05$) agreed that targeting profitable customers makes customer acquisition easy. This observation was maintained by 88.8% who significantly ($\chi^2=15.58$; $p<0.05$) asserts that training sales force influences customer acquisition by providing better services and accurate information. In addition, it was noted that 81.7% and 71.8% of the respondents significantly ($\chi^2=61.75$; $p<0.05$) agreed that customization of products and services influences customer acquisition and that pricing helps in customer acquisition ($\chi^2=59.63$; $p<0.05$).

Customer Retention

Data was analyzed to investigate respondents' view of customer retention approaches employed. The finding is presented in Table 4.3.

Table 4. 3: Customer Retention

Statement	N	SD	D	N	A	SA	χ^2	P-value
The whole process of inquiring and getting information is enjoyable	71	8.5%	4.2%	0.0%	62.0%	25.4%	58.86	0.000
The Facebook is effective in providing the customer service	71	4.2%	0.0%	22.5%	64.8%	8.5%	65.17	0.000
Every information provided is reliable	71	0.0%	4.2%	18.3%	53.5%	23.9%	36.67	0.000
The service is efficiently provided by Facebook	71	1.4%	16.9%	18.3%	39.4%	23.9%	26.68	0.000

Key:SD=Strongly Disagree; D=Disagree; N=Neutral; SA=Strongly Agree; A=Agree; and%=Percentages

It was observed from the finding that 87.4% significantly ($\chi^2=58.86$; $p<0.05$) agreed that the whole process of inquiring and getting information is enjoyable while 12.6% disagreed with the statement. Moreover, 77.4% %

significantly ($\chi^2=36.67$; $p<0.05$) agreed that every information provided is reliable. Correspondingly, 63.3% significantly ($\chi^2=26.68$; $p<0.05$) reported that the service is efficiently provided by social media. On the other hand, 26.7% of respondents significantly ($\chi^2=65.17$; $p<0.05$) disagreed that social media is effective in providing the customer service. This implies that that ineffective social media may affect negatively sales performance. In this study,

Chi-Square goodness of fit test was used to find out how the observed value of a given phenomenon was significantly different from the expected value. It is noted that if the p-value is less than the significance level (0.05), null hypothesis is rejected. In this case, the p value=0.000 is less than 0.05 leading to a major conclusion that there were significant difference in how respondents agreed and or disagreed concerning a statement

Sales Performance

Analysis was computed to examine respondents' Sales Performance in their enterprises. The finding is as presented in Table 4.4.

Table 4. 14: Sales Performance

Statement	SD	D	N	A	SA	χ^2	P-value
It enables the firm to customize promotion to target a specific group	0.0%	4.2%	14.1%	56.3%	25.4%	43.54	0.000
Facebook is more efficient, cost-effective than other marketing outreach.	1.4%	2.8%	19.7%	47.9%	28.2%	52.73	0.000
Facebook builds relationships with new and existing clients.	1.4%	2.8%	28.2%	46.5%	21.1%	50.06	0.000
Facebook has provided useful audience and market insights of products and services.	1.4%	1.4%	5.6%	63.4%	28.2%	101.04	0.000
Facebook has led to quick response of inquiries and technical support.	0.0%	2.8%	9.9%	59.2%	28.2%	53.90	0.000
Facebook has led to increases exposure and brand awareness.	1.4%	5.6%	25.4%	40.8%	26.8%	37.67	0.000
Has market share been affected in the first year since the introduction/expansion of Facebook.	4.2%	2.8%	29.6%	36.6%	26.8%	34.00	0.000
Facebook is cheap compared to other traditional channels hence the firms less budget	1.4%	2.8%	16.9%	47.9%	31.0%	54.99	0.000
Sensitization of prices and offers of products offered through Facebook pages has led to increase in customer size	2.8%	0.0%	32.4%	45.1%	19.7%	27.76	0.000
Facebook has increased the frequency of transactions per customer.	1.4%	1.4%	31.0%	56.3%	9.9%	79.35	0.000
Facebook engagements has increased the average transaction size.	2.8%	0.0%	19.7%	62.0%	15.5%	56.16	0.000
Facebook has led to increase the number of customers accessing services/products.	2.8%	0.0%	4.2%	78.9%	14.1%	112.04	0.000
Facebook advertisements persuade clients that leads to increased sales.	1.4%	2.8%	14.1%	31.0%	50.7%	61.75	0.000
The profitability of the business been affected since the introduction/expansion of Facebook	19.7%	12.7%	19.7%	40.8%	7.0%	23.30	0.000

Key:SD=Strongly Disagree, D=Disagree, N=Neutral, SA=Strongly Agree,A=Agree and%=Percentages

The finding revealed that 81.7 % of respondents significantly ($\chi^2=43.54$; $p<0.05$) acknowledged that

Facebook enables the firm to customize promotion to target a specific group. This view was supported by 76.1% who

significantly ($\chi^2=52.73$; $p<0.05$) admitted Facebook is more efficient, cost-effective than other marketing outreach. This finding is in line with Berthon et al (2012) who aver that social media offer the benefits of customers and employees sharing experiences, companies being more networked and being able to absorb and employ better experienced employees. This translates to increased performance and service delivery, enabling efficient achievement of corporate goals and objectives

It was noted that 67.6 % of the respondents significantly ($\chi^2=50.06$; $p<0.05$) agreed that Facebook builds relationships with new and existing clients while 91.6% significantly ($\chi^2=101.04$; $p<0.05$) supporting that it has provided useful audience and market insights of products and services. Moreover, 78.9% of the respondents significantly ($\chi^2=54.99$; $p<0.05$) agreed that Facebook is cheap compared to other traditional channels hence the firms less budget.

Conversely, further analysis revealed that 35.2% of the respondents significantly ($\chi^2=27.76$; $p<0.05$) disagreed that sensitization of prices and offers of products offered through social media has led to increase in customer size. This view was supported by 32.8% who significantly ($\chi^2=79.35$; $p<0.05$) disagreed that Facebook has increased the frequency of transactions per customer.

On the other hand, 81.7% of respondents significantly ($\chi^2=61.75$; $p<0.05$) agreed that advertisements made through Facebook pages persuades clients that leads to increased sales while only 18.3 disagreeing with the statement. Correspondingly, 77.5% significantly ($\chi^2=56.16$; $p<0.05$) agreed that Facebook engagements have increased the average transaction size. In conclusion, up to 93 % of respondents significantly ($\chi^2=112.04$; $p<0.05$) agree that Facebook has led to increase in the number of customers accessing services/products. This implies that a positive increase in the number of customers accessing services has a multiplier effect in sales performance. In this study, Chi-Square goodness of fit test was used to find out how the observed value of a given phenomenon was significantly different from the expected value. It is noted that if the p-value is less than the significance level (0.05), null hypothesis is rejected.

V. CONCLUSION & RECOMMENDATION

Customer acquisition is an important element in building customer relationship. The findings clearly demonstrated by majority of the respondents who agreed that targeting profitable customers makes customer acquisition easy. Regarding customer retention, it was observed from the finding that majority of the sampled organization agreed that the whole process of inquiring and retention of customers was easy and enjoyable since all the information were available whenever required. Further Facebook offer the benefits to customers and employees by sharing experiences, companies being more networked and being able to absorb and employ better experienced employees. This translates to increased performance and service delivery, enabling efficient achievement of corporate goals and objectives The paper recommends that online marketing strategies should be

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