ABSTRACT

The study and use of social media as an advertising tool is a recent issue not yet fully understood by many people but that has been embraced by firms to enhance business growth. Traditional advertisement campaigns have been taken over by social media by both small and large firms. It is held in current marketing communication that social media advertising is influential to business. A firm that has embraced social media in advertising is assumed to have a competitive edge over other firms and a positive impact on sales. This research sought to determine effects of using social media like Facebook in advertising. The research study took place at Kenya Airways. The objective of the study was to determine the extent to which Kenya Airways has used Facebook as a mode of advertisement, the impact of using Facebook in advertising in Kenya Airways and improvements that need to be done to make advertisements at Kenya Airways more effective. The researcher used a descriptive survey design to carry out the study. A questionnaire was used to collect data from the respondents and analysis done quantitatively. The population was all the users of Facebook on researcher’s Facebook page, Kenya Airways marketing staff and Airline Travel agents. The sample size used for the Facebook users was 10% of the population. Systematic random sampling was employed to select travel agents (every 5th firm was selected from a list of 150 travel agents). Simple random sampling was used to select marketing staff from a group of 11 to get 5 by picking numbers at random. The researcher issued a questionnaire to Facebook users online and visited a few travel agents in Nairobi to conduct a pilot study. The pilot study was done by selecting 10% of 94 respondents from the Facebook page (10 respondents); and 3 travel agents were selected as well who were then issued with a preliminary questionnaire to test the research instruments for validity and reliability. The instrument was then modified as per the findings. This research concentrated on content validity. The data was analyzed using descriptive statistics and presented in the form of tables, graphs and charts. This information was useful in determining the effects of Facebook in advertising and is therefore beneficial to marketers in coming up with methods of advertising that are cost effective and profitable to the company. Follow up and monitoring of the Facebook page was not well done by the marketing team in Kenya Airways. The study concluded that Facebook use in advertising is an effective tool to access information on products and advertisements. However, more sensitization has to be done so as to get the viewers interested enough to make purchases. Facebook users access information on products and advertisements but do not make purchases. Firms should find ways of giving more information to customers on promotions so as to capture their attention. The findings will be useful to marketers or organizations and act as reference source to scholars in order to understand the importance and effects of social media in advertising.