

**DIGITAL MARKETING STRATEGIES AND PERFORMANCE OF TOP 100 MEDIUM
SIZED COMPANIES IN NAIROBI CITY COUNTY, KENYA**

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DECLARATION

It is my declaration that all of the items in this project are from my own work, and none of them have been utilized to award any degree at any university. Therefore, no one should use the contents without permission from either the author or the University.

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DEDICATION

To my family, who were very much motivated with on my studies.

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ABBREVIATIONS AND ACRONYMS

COVID	Corona Virus Disease
PPC	Pay-Per-Click
SEM	Search Engine Marketing
ICT	Information Communication and Technology
KPMG	Klynveld Peat Marwick Goerdeler
MSME	Micro, Small and Medium Enterprise
NACOSTI	National Commission for Science, Technology, Innovation
SEO	Search Engine Optimization
SMEs	Small and Medium Enterprises
SPSS	Statistical Package Social Sciences
GDP	Gross Domestic Product
GOK	Government of Kenya
CEO	Chief Executive Officer

OPERATIONAL DEFINITION OF TERMS

Digital advertising	A situation whereby the internet and other forms of electronic communication are being used to promote brands and communicate with potential clients. The measures of the variable included; cost per click, conversion rate and average order value
Digital marketing strategy	A strategy that specifies how the company will achieve its marketing objectives through online channels such as search and social media. The strategies adopted included; search engine marketing, digital advertising, viral marketing and social media marketing
Performance	Refers to the comparison between what an organization has achieved in relation the set objectives. Performance focused on turn over range of the top 100 Medium sized companies
Search engine marketing	Paid adverts that appear on the pages of the search engine results intended for marketing an enterprise. The variable was measured in terms of pay per click, search engine optimization and paid search advertising.
Social media marketing	A type of online marketing that makes use of social networking sites as a marketing strategy. The variable was measured in terms of reach metric, impressions and

mentions

Viral marketing

A way in which a product or service is marketed through consumer dissemination of the message obtained from the advertiser to other websites

Top 100 Medium sized company

A corporation that outperforms its counterparts in terms of sales growth, profit growth, returns to shareholders, and cash generation/liquidity while not listed on a stock exchange

Medium sized company

A corporation that has employed 50 to 99 employees and has an annual turnover below one billion Kenya shillings.

ABSTRACT

The value and importance of medium-sized businesses in a knowledge-based economy has long been recognized. Medium-sized businesses, on the other hand, face enormous difficulties and dangers in order to thrive in a competitive climate. For many of such aforementioned businesses, digital marketing is unfamiliar territory, and because technology is continuously improving, previous techniques must be updated to fit the current market. As a result, medium-sized businesses confront numerous obstacles when it comes to online marketing. This study therefore, investigated the effects of digital marketing strategies on performance of top 100 medium sized companies in Nairobi City, Kenya. The specific objectives were to establish the effect of search engine marketing, digital advertising, viral marketing and social media marketing on performance of top 100 medium sized companies in Nairobi City County, Kenya. The study would be useful to the management of top 100 medium sized companies in Kenya in establishing how digital marketing strategies influence their performance and the national government and policy makers in formulating policies geared to effective implementation of digital marketing strategies on performance of medium sized companies sector. The study was guided by balance score card model, technology acceptance model and marketing equities theory. Descriptive research design was employed. The population consisted of marketing managers of these medium size enterprises within Nairobi City County, Kenya as observed by an annual survey done by KPMG together with the nation media group year 2020. A census of 100 companies was done. The collection of data was done using questionnaires that was in a structured form. Since the study population comprises of 100 respondents, 10 respondents, marketing managers of the medium sized companies, were involved in the pilot study to ensure in case any errors or items have been left are identified and solved. Content validity was used since it has the capability of measuring the level at which a collection of a number of items is representative of what the instrument is intended to achieve. The study assessed the instruments reliability using Cronbach's alpha coefficient. In regard to this, the study achieved a coefficient at 0.785. Analysis of the qualitative data was done using content analysis method. Analysis of quantitative was done descriptively by using mean and standard deviation. The determination of the level at which variables link to one another was achieved through inferential analysis involving correlation and regression analysis. Search engine marketing, viral marketing, digital advertising and social media marketing were found to have a significant influence on the performance of Kenya's top 100 medium-sized companies with a combined R^2 value of 0.744. The study concluded that search engine marketing captures the audience's attention at the right time, which means the organization gets content and ads in front of a highly engaged target audience that is actively looking for similar offers, all at a low cost and without having to impose on them. Through messages that spread quickly from person to person, viral marketing generates interest in a brand or product and thus potential sales. Digital advertising allows the organization to save money while also generating more leads and the study also concluded that social media marketing is one of the most cost-effective digital marketing methods for syndicating content and increasing business visibility. The study recommended that the organizations should publish relevant, authoritative content because quality content created specifically for the intended user increases site traffic, which improves the authority and relevance of the organization's site. The organization should have an immediate attention-grabber that stops them in their tracks. The organization should prioritize conversion over leads. a follower persona is necessary for the organization because it provides the focus required to share relevant, useful content and to guide your social media strategy, and the same can be said for goals.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The success of a company's implementation of its business strategies determines its ability to quantify its performance in terms of market penetration, customer retention, profit maximization, product development, client support, and employee motivation (Deusen, Williamson & Babson, 2017). Churchill (2019) observe that digitalization offers companies the agility and flexibility they need to optimize their production and respond effectively to the demands of customers who, in turn, have become informed and connected. It also enables them to adapt quickly to market fluctuations and to preserve and/or acquire their competitive position. Therefore, digital marketing increases the effectiveness and efficiency of traditional marketing, bringing out new business models that will deliver more value to customers and increase company profitability.

Medium-sized companies are very important to many governments because of their significant contribution to the economy and the employment opportunities they offer. The fastest growing Information and Communication Technology (ICT) in the digital age has implications for a variety of life processes, involving the business environmental changes and the manner in which consumers are behaving (Ritz, Wolf & McQuitty, 2019). According to Quaye and Mensah (2019) marketing activities are done extensively making use of digital media, up from product promotion to the selling the product. Digital marketing provides an easy way for the business persons to monitor and effectively address what the potential clients need and desire. Therefore, the persons engaged in promoting the business ought to know the best way of using digital marketing strategies so as to reach the right buyer.

Rohra and Panhwar (2016) observe that a number of developed countries have seen the importance of the medium-sized business industry in supporting their economies. Medium sized companies have played a unique role in development as a source of job creation and income generation. Rohra and Panhwar (2016) further observe that medium sized companies in Pakistan plays a critical role in growing the economy, advancing technology, finding for major enterprises, and supporting economic renewal and social development. According to Sherazi, Iqbal, Asif, Rehman, Shah, (2018) small businesses in Pakistan can use digital marketing in attracting new clients and access existing ones effectively, which has shown to provide significant benefits to medium-sized businesses such as getting market segments, gaining competitiveness and hence better performance.

Medium-sized businesses have also benefited developing countries. In Ghana, for example, the industry employs approximately 70% of the workforce and generates more than half of the country's GDP (Abor & Biekpe, 2017). Despite their significant contributions to economic growth, medium-sized businesses are increasingly facing strong competition from larger businesses as a result of rising technologies, innovation, and the removal of trade barriers. The present scenario presents difficulties for medium-sized businesses to thrive or preserve their market share in locally and globally. Although it can be argued that medium-sized business growth is negatively impacted in the global market, Acker (2018) observes that most businesses in Medium sized companies industry in Africa, and particularly in Ghana, have in the unique way started using strategies to market their business which have qualified them to maintain their growth.

Due to a lack of cash, inadequate company management skills, insufficient marketing efforts, and inferior products or services, the rate of failure in Medium sized companies in Kenya is higher, as evidenced OECD (2012) which observe a 90% of Medium sized companies who fail at when at five years old. Digital marketing tactics, like marketing through social media, websites, SEO and sponsored content are still used by a significant proportion of Kenyan Medium sized companies (Nga'nga', 2015). This is due to Kenya's strong mobile penetration and internet adoption, which has attracted many Kenyans being online and conducting more online shopping, as evidenced by the successfulness of Jumia, Olx, and Kilimall according to Mbugua (2016).

Bordonaba-Juste, Lucia-Palacios and Polo-Redondo (2017) observe that for most firms, digital marketing has been discovered to bring quick, far-reaching, and cost-effective growth. Although a lot of data indicate reflects that the company's size affects digital channel applications, medium-sized businesses are at the bottom of the adoption curve. Large businesses, on the other hand, are more likely to possess resources and capability in leveraging effectively the already present resources meant for the digital channel. According to Vargo and Lusch (2019) most small and medium sized businesses face many problems such as a lack of initial finance, rivalry from established businesses, and the importing of low-cost items from other countries. It is therefore important that they embrace new marketing strategies that will allow them to compete and flourish in today's dynamic and competitive market.

1.1.1 Organizational Performance

An organization's performance is determined in relation to its share of market, returns from its investments and profits it has gained and also in relation to measures that are qualitative and quantitative in nature (Markiewicz, 2015). According to Al-Haddad and Kotnour (2015), performance of a firm constitutes achievement in its objectives by transforming its input to

outputs. As a result, the organization's performance relies heavily on financial as well as the non-financial aspects

Kithinji (2014) observe that performance of the organization is directly linked to marketing performance as for most companies, marketing initiatives time, money, and effort, and it is critical for the marketing department to demonstrate what it has achieved from the bottom line and business strategy. Sales numbers, website visitor numbers, and customer product awareness levels are commonly used to measure these outcomes. It's also critical to assess marketing campaign results, as well as the campaign's effectiveness, the company's market share, corporate client contentment, customer awareness, and what the significance brought by the marketing accomplishments against expenses (Achieng ', 2016).

Because of the importance of organizations focusing on its targeted market so as to satisfy its expectations and other requirements, it is critical to declare that customer satisfaction is the most crucial instrument that customers expect to get if that organization intends to attain its core purpose in achieving higher profits (Guo, Xiao & Tang, 2015). Because of the increasing competition particularly in the business service, client satisfaction has become an essential concern for the management, according to Bodet (2018). As a result, every company must concentrate on the extent to which they satisfy their clients.

Bhatti and Hussain (2015) indicate that the organizational performance measure commonly used is the level of its profits. The profitability of an organization can be determined by the return on the assets, which is a percentage of the income of a business to the overall assets. It is focused on commercial bank income statements that disclose earnings before and after taxes. Similarly, Berger and DB (2017) show that another indicator of bank profitability is the pre-tax profit-to-

equity ratio rather than overall assets, as banks with higher equity levels would often have higher asset returns.

Turnover is an accounting concept that calculates how quickly a business conducts its operations. Most often, turnover is used to understand how quickly a company collects cash from accounts receivable or how fast the company sells its inventory (Rouwenhorst, 2018). Companies can better assess the efficiency of their operations through looking at a range of these ratios, often with the goal of maximizing turnover. In the investment industry, Nugraha, Puspitasari and Amalia (2020) observe that turnover range is the percentage of a portfolio that is sold in a particular month or year. Therefore, Turnover range of medium sized companies is the total sales made by a business in a certain period usually a quarter or financial year. The organizational performance in this study was measured in terms of turnover range.

1.1.2 Digital Marketing Strategy

The utilization of technology in marketing strategies and processes in business through promoting goods, services, information and suggestions using internet, mobile phones, display advert plus other electronic media is referred to as digital marketing (Baines, Fill & Page, 2013). Chaffey and Ellis-Chadwick (2019) observe that because of the advanced connectivity, digital marketing has provided a chance for many-to-many communications to be made possible and through digital marketing strategies goods and services are able to be sold appropriately, significantly, personalized in a meaningful cost. Digital marketing strategies adopted for this will be search engine marketing, digital advertising, viral marketing and social media marketing.

Search engine marketing, according to Sen (2015), is a strategy used in business marketing by using paid adverts that display on search engine results pages, with its main components of

measurements being keywords, meta-tags, backlinks and content. Search Engine Marketing (SEM) main aim is to enhance brand visibility in search engines by bidding on keywords in Pay-Per-Click (PPC) advertising or by increasing organic visitors through Search Engine Optimization (SEO) by defining a website's meta-tags and quality backlinks and content marketing. Jansen, Zhang and Schultz (2017) observe that search engine marketing is the process of increasing the prominence of a company on search engines at an event whereby users are looking for related information about the company.

According to Chitra and Sasikala (2016) advertisers and buyers have a place to work in digital advertising because of the time and space constraints. Those who are advertising using digital platforms use in-built and advanced features to provide data and organizing consumers based on their needs, therefore it is a fantastic and most suitable diversion medium with a particular ultimate goal in creating brand mindfulness that aids in brand longevity. According to Bala and Verma (2018) digital advertising has the ability to care for a large number of clients while still reaching the target audience, better brand engagement and optimization and marketing managers are able to monitor real-time results, allowing them to fine-tune their marketing effort to achieve desired outcomes.

According to Rouse (2017), viral marketing refers to any method of marketing that inspires websites or users to gain ability in sharing marketing messages with different users or websites in a potential and exponential manner thus increase visibility and the impact of the messages. Successful viral marketing efforts, according to Dobeles, Toleman, and Beverland (2018), include an engagement of messages involving imagination, entertaining, and intrigue, ease of use support and visibility, targeting a credible source, and use a combination of technologies. Because the

usage of new technology, like social media and social network viral marketing, is fast increasing in both the commercial and social sectors, firm marketing managers should be educated on the importance of viral marketing to promote their organization.

Adegbuyi, Akinyele and Akinyele (2015) observe that the use of channels in social media in promoting a firm plus its products is known as social media marketing, and it allows entrepreneurs, small businesses, midsize enterprises, and large enterprises in creating their brand and business. Assimakopoulos, Antoniadis, Kayas and Dvizac (2019) observe that social networking provides a number of chances in gaining a closed and additional valuable customer interactions. Social media has provided a free platform to all advertisers through social network, friends and other connections. Medium sized companies can largely rely on this chance and make their businesses successful thus resulting to improved performance.

1.1.3 Top 100 Medium Sized Companies in Nairobi City County, Kenya

Kenya's top 100 Medium sized companies were launched by KPMG in 2008, 2009 in Uganda and 2010 in Tanzania (Kithinji, 2014). The list focuses mostly on the medium-sized businesses that were had reported a fast growth in the aforementioned countries, which are recognized annually. The qualification is that the enterprise must have earned a turnover ranging from Kshs 70 million to Kshs 1 billion from the audited books for the last three years and these companies must not be financial institution, insurance, law firm, accounting or auditing as indicated by Makori (2014).

These medium sized companies are found in food, small-scale production, textiles, communications, agriculture, beauty and other small businesses; they are an integral part of the Kenyan economy through job creation and economic empowerment. In every years more than a thousand Medium sized companies are formed in Kenya. However, about 40% of these do not

survive for one year, 80% in the period of five years, and 96% within ten years due to a lack of capital, inadequate knowledge, and poor management skills, as well as a lack of company structures and low product and service quality (OECD, 2012).

The enormous increasing number of users of internet all over the world has fueled expansion of digital marketing in Kenya and beyond and most medium sized companies have adopted digital marketing strategies to stay competitive. A research by (Kemp, 2022) reports that there are 21.75 million internet users in Kenya and 11 million of them have access to social media, hence justifying investment into the digital marketing space. Top fifteen companies among the top 100 Medium sized companies, have attributed their growth to digital marketing strategies such as VIVO active wear which started investing in digital marketing in the year 2015 and grew its company value to six million United States Dollars from seventy thousand United States Dollars within 6 years (Ngwa, 2022).

Digital marketing strategy, like social media marketing, SEO, sponsored content, and website marketing, have been adopted by a large number of Kenyan Medium sized companies (Nga'nga', 2015), but still most of them are struggling to compete against established companies such as Jumia and OLX due to the technical aspects of setting up digital campaigns and the capital invested in digital marketing strategies (Mbugua, 2016).

1.2 Statement of the Problem

The Top 100 medium sized companies have thrived by steadily expanding their market position within its industrial scope over time, and this expansion usually translates into shareholder-revenues and an equitably comprehensive financial position (Ndegwa, 2015). A medium sized company is considered to be in a top 100 list among other medium sized company when its audited accounts turnover is within 70 million to 1 billion Kenyan shilling within the previous 3

years consecutively and is not amongst companies in the stock exchange list. In addition, the enterprise should not be a financial institution, insurance, SACCO, law firm, an auditing or accounting firm. However, according to Minama (2016), the top 100 medium-sized companies encounter difficulties in operating, controlling, and enhancing the efficiency of their businesses in order to consistently and on time produce quality goods and services. This is because the implementation of marketing strategies in most businesses necessitates a slew of costly and many owners/managers ignore key critical marketing initiatives due to time-consuming changes to the corporate culture and structure.

A study by Kangethe (2017), found out that 1.56 million licensed medium sized companies and small sized companies in Kenya closed shop between 2012 and 2016, with majority of them citing lack of markets and local competition. These statistics are even more staggering when the list includes unlicensed businesses which shoots up to 7.4 million.

Medium sized companies have to encounter numerous obstacles, including a lack of finance and fierce competition from stronger enterprises, which prohibit them from generating a profit, developing, and remaining in business (McIntire, 2012). Additional marketing actions may assist them overcome these obstacles, but these jobs are costly and time-consuming because they require unique information that these entrepreneurs lack. As a result, their sales volume, customer service, market recognition, marketing, and product and service promotion may all suffer unfavorable consequences.

A study by Wanjiru (2015) assessed the impact of electronic marketing methods on mobile telephony firms' organizational performance in Kenya and found that social network marketing influenced organizational performance to a very great extent this is driven by Kenyan mobile company's use of facebook and twitter. However, the study focused on mobile telephony

companies in Kenya thus presenting a contextual gap. Minama (2016) investigated how marketing strategies was associated with the performance of Kenya's top 100 medium-sized businesses and discovered that marketing strategy is positively associated with performance. However, the study respondents were sampled using simple random sampling method thus presenting a methodological gap. Gatobu (2018) study investigated how digital marketing strategy influenced performance within the Kenya's fashion industry's performance and revealed that the fashion industries' performance was heavily influenced by email marketing. However, the study variable was email marketing which is different from the current study focus thus presenting a theoretical gap. Makau's (2020) study looked into the impact of digital marketing strategy on commercial banks' competitive advantage in Kenya, and discovered that most of the banks had implemented social media marketing, e-mail marketing, and interactive websites, all of which had positively influenced performance. Although these observations were based on the commercial banks they may not be reflective in the Medium sized companies sector thus presenting a contextual gap. Based on the aforementioned studies, the current study aimed at investigating how digital marketing strategies influences performance of Kenya's top 100 medium sized companies.

1.3 Objectives of the Study

This section covers the general and specific study objective:

1.3.1 General Objective

To examine the effects of digital marketing strategies on the performance of Kenya's top 100 medium-sized companies.

1.3.2 Specific Objectives

- i. Assess how search engine marketing influences performance of Kenya's top 100 medium-sized companies.

- ii. Examine the effect of digital advertising on the performance of Kenya's top 100 medium-sized companies.
- iii. Establish the effects of viral marketing on the performance of Kenya's top 100 medium-sized companies.
- iv. Determine the effects of social media marketing on the performance of Kenya's top 100 medium-sized companies.

1.4 Research Question

The following were the questions that the research will seek answers to:

- i. How do search engine marketing affect performance of Kenya's top 100 medium-sized companies?
- ii. What are the effects of digital advertising on the performance of Kenya's top 100 medium-sized companies?
- iii. How does viral marketing have an effect on performance of Kenya's top 100 medium-sized companies?
- iv. At what level do social media marketing affect the performance of Kenya's top 100 medium-sized companies?

1.5 Significance of the Study

The research would be valuable to CEOs of Kenya's top 100 medium-sized companies in establishing how digital marketing strategies influence the way they are performing. Other medium-sized businesses in Kenya would benefit from the study's findings in recognizing the hurdles they face in using digital marketing techniques in improving performance. To national government and policymakers they would be guided in developing policies that are directed toward effective implementation of digital marketing strategies on performance of medium sized companies sector. The study would also provide knowledge on how digital marketing influences

organizational performance and stimulate research in this area by filling a vacuum in the literature.

1.6 Scope of the Study

The study concentrated on Kenya's top 100 medium-sized businesses in 2020. Digital marketing strategies will be evaluated in terms of search engine marketing, digital advertising, viral marketing and social media marketing. The study used a descriptive research design. The respondents were the marketing managers of the top 100 medium sized companies. Purposive method was used in selecting the respondents. The study relied on primary data collected through questionnaires and secondary data regarding the turnover range was collected through the company's Google analytics. Analysis of data was done using descriptive analysis and inferential statistics. Performance of top 100 medium sized companies was measured for the last 3 years (2017 – 2019).

1.7 Limitation of the Study

The research may be hampered due to the respondents' apprehension about disclosing data about their performance. This was handled, however, by promising the respondents that they would be protected in whatever information they give and be kept with the strictest confidentiality. The respondents in the organization had busy schedules at work which could limit the study data collection process. However, a drop and pick technique of the administration of questionnaires was employed. The senior managers could not be comfortable in providing data concerning how they implement their strategies because of the data's sensitivity. To mitigate this, an approval letter from the university was presented as well as the NACOSTI permit so that the respondents can gain confidence in attending to the instrument.

1.8 Organization of the Study

The project constitutes of the following chapters. Chapter one brings out the background, problem, objectives and questions that will guide the study, the value of the research, the scope and factors that may limit the study progress with the proposed mitigations. Chapter two addresses theories and empirical studies in relation to the objectives, summary and identified gaps for each individual study and the conceptual framework. Chapter three discusses the methodology in terms of design, population, sampling and determination of sample size, piloting, procedure on data collection, analysis techniques and ethical concern. Chapter four highlight research findings and discussions and chapter five addresses the summary, conclusions, recommendations and suggestions for further studies.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Evaluation of literature in relation to how digital marketing strategies affect organizational performance is addressed in this chapter and also gives theoretical and empirical literature, summary and gaps and the conceptual framework.

2.2 Theoretical Review

Theoretical literature involves examining theories developed to explain, predict, and comprehend numerous occurrences. A theory is a set of interconnected statements that specify the nature of interactions between variables in an ordered and systematic manner. The current research will be based on the resource based view theory and technology acceptance model.

2.2.1 Balance Score Card Model

The Kaplan and Norton (1996) balance score card model framework for the organizational management connecting strategy with its daily operations. The model gives a comprehensive company's picture on the basis of its goals. The model, according to Kaplan and Norton (1996), is a strong tool for transforming the vision and strategy of a company into a tool that can communicate what the strategy intends to achieve and encourages performance alongside the set goals meant for the strategy. The model is a managerial tool that assists businesses in conveying how they are going to implement their vision and strategy. The balancing score card, according to Malina and Selto (2015), links measures of performance through examining the strategic vision of the company in four angles that include; finance, customers, innovation and learning and internal processes of a business.

According to Feltham and Xie (2017), firms having a strong business fundamentals and a strategic plan in accomplishing their customer objectives have a higher likelihood of leading in that industry. The capacity of translating the strategy of an organization to be operational together with monitoring how it's performing through achievements of its objectives is very important in determining its performance rate. According to Hoque and James (2016), by adopting the model particularly promotes reengineering of the current top managerial styles and diverts from reliance solely on financial measurements to develop strategy. It may be claimed that the scorecard tries to be more marketing-oriented by assuring the existence of a cooperative organizational framework that ensures consumer value.

Because firms utilize balancing score cards in aligning the activities of their business to fit the vision and strategy, the model is important to the research since it is concerned with performance variable. The balance score card assesses an organization's current and future financial and operational performance. Any organization's ability to design and change its strategy in order to achieve its objectives is dependent on its extraordinary and dynamic communication within and outside environment. As a result, management must effectively and efficiently monitor and assess both financial and non-financial aspects of businesses.

2.2.2 Technology Acceptance Model

Davis (1986) created the Technology Acceptance Model, which focuses on forecasting the applicability of an information system. The purpose is estimating how an instrument is applicable and determine what changes should be made to the system to make it more user-friendly. According to this paradigm, a digital information system's adoption is purely based on two elements: saw convenience and appearing usability Davis (1989) characterizes apparent handiness as how much an individual trusts that using a framework increases performance. To

what extent does an individual believe the system's operation is useful is the perceived ease of use is utilized to evaluate a product. In two ways, a person's approach is affected by perceived ease of use: self-effectiveness and instrumentality. Furthermore, an easy-to-use device gives the user the feeling of being in command of the system.

This theory is ideal for this research because digital marketing is a new idea worldwide and keeps evolving very fast; the digital marketing strategies are very simple to be used by persons who are currently tech aware (Minama, 2016). TAM, on the other hand, claims that user perceptions of the practicality and simplicity of use of technology, in this case digital marketing, determine adoption (Davis & Venkatesh, 2000). As a result, the acceptability and effectiveness of digital marketing tactics is determined by their ease of use and the ideas that Medium sized companies have in them, except the continuous utilization of marketing strategies traditionally (Minama, 2016; Davis & Venkatesh, 2000).

This model serves as an example of how several elements, such as advantages and ease, might affect a user's decision to use new technology. Usability demonstrates a user's faith in technology's ability to improve their performance. While convenience demonstrates the degree to which a user thinks using new technology is simple and doesn't take much work. This idea includes making sure that the technology is being used for clear goals and making sure that it is simple to use for those goals so that the user will be more likely to use the technology.

2.2.3 Marketing Equity Theory

Marketing equity theory, developed by Kim and Kom (1981), asserts that social media marketing actions have been shown to have a favorable effect on an organization's success. The theory's creators initially concentrated on the marketing strategies employed by high-end fashion firms to sell their products. They included amusement in a certain industry sector, customer engagement

based on corporate goals, trendiness, personalization of products and services supplied to the target audience for consumption, recommendation, and word of mouth. In terms of brand equity, customer equity, purchase intention, value equity, and equity linkages, their impact on business performance was examined. Finally, Kim and Kom (1981) note that the model offers a thorough understanding of how social media marketing operate. The five marketing techniques are the strategy's pillars.

Tyler (2016) observe that regular client involvement provides the company and its management with a strong opportunity and outlet to directly or indirectly highlight the benefits of its products, as well as resolve any consumer complaints.

The importance of the theory to this research is that it examines how marketing efforts relates with corporate performance. It gives an association between social media marketing methods and better marketing features. As a result, it offers a firm basis for the study into the impact of social media marketing. However, the theory makes the mistake of assuming that the same characteristics of social media marketing apply across contexts, when in reality, different practitioners investigate different aspects of social media marketing.

2.3 Empirical Review

2.3.1 Search Engine Marketing and Performance

Tomasi and Li (2015) study examined the influence of search engine marketing on performance of Medium sized companies: A qualitative perceptive. The study employed a multiple case study methodology to explore the impact of SEM on website and business performances. To gather information about the companies in the case study, the study administered a brief structured survey to twenty-two Medium sized companies that had business relationship with an SEM consulting firm. The survey collected data on the firms and their investment and use of SEM as

well as the impact of such use. The study found that search engines have become an important channel for increasing Medium sized companies global reach as well as competing with larger companies. Therefore, Medium sized companies are enhancing their business visibility through SEM. Therefore, with effective SEM techniques, small companies can appear ahead of large, well-known companies on search results. However, the study presented a methodological gap was a qualitative study that does not supports making conclusion.

Khraim (2015) study investigated the impact of search engine marketing on the performance of companies using online advertisement in Jordan. A questionnaire was distributed personally on 121 companies in Jordan. Factor Analysis provided four dimensions which were used later in Multiple Regression. Those factors were named as; SEM connectivity, SEM competitiveness, SEM experience and SEM techniques. Results show that SEM connectivity was not significant, while the remaining three dimensions were all significant. However, the study made use of non-random sampling technique which does not guarantee representativeness of the accessible population thus presenting a methodological gap.

Hidayanto, Adha, Jiwanggi and Melia (2018) did a study of impact of search engine marketing to internet marketing strategy. The study focused on three publisher websites: the normal website without any SEO installed on it, the customised website with basic SEO configuration and social media plug-in, and the customised website with advanced SEO configuration and social media plug-in. The website log was run and traced for four and seven months. The study found that social media plug-in provides additional benefit to bring traffic, however, the traffic is less significant compared to the one from search engine. The study presented a methodological gap as it used a cross sectional research design.

2.3.2 Digital Advertising and Performance

Nyamamu (2014) study examined the influence of Digital advertising on performance of print media companies in Kenya. The research design employed in this study was a descriptive cross sectional survey design. The target population of this study was all the staff in the advertising department of all the four print media companies in Kenya. The study used an interview guide for data collection. The study used content analysis for data presentation. The study established that digital advertising significantly affected print media revenues given that most people are moving away from the traditional methods of buying printed newspapers to reading news online which generated significant revenues for the print media companies. However, the study was done in print media companies in Kenya presenting a contextual gap.

Ahmed et al. (2019) assessed the effectiveness of online digital media advertising as a strategic tool for building brand sustainability: Evidence from FMCGs and services sectors of Pakistan. The researchers have taken 910 responses through a modified questionnaire and employed quantitative research methods, such as the structural equation modeling, exploratory factor and confirmatory factor analyses. The results of direct impact have demonstrated that all of the channels of digital media advertising have a positive and significant influence on the effectiveness of online digital media that creates brand sustainability for fast moving consumer goods (FMCG) and services sectors of Pakistan. However, the study used a survey design which has challenge in validity and reliability of results thus presenting a methodological gap.

Odero (2019) study evaluated the effectiveness of online advertisement on consumer decision making process: a case of leading online shopping sites in Kenya. The study adopted a descriptive research design and the target population for this study were personnel in management in five online shopping firms based in Nairobi, friends who shop online as well as

my colleagues at work. Stratified sampling technique was also used to select a sample of 92 respondents from the target population and this was done through random sampling. Primary data was collected using questionnaires. The findings showed that digital marketing offer content aligned with the brand and gives consumers reasons to keep engaging with the company. However, the study was a case of leading online shopping sites in Kenya thus presenting a contextual gap..

2.3.3 Viral Marketing and Performance

A study by Lekhanya (2014) examined the impact of viral marketing on corporate brand reputation. The study was conducted in four South African provinces. The sample consisted of 75 companies, selected using a stratified sampling method, with respondents completing a five-point Likert scale questionnaire with the assistance of an interviewer. The results revealed that most work on viral marketing has concentrated on viral marketing campaigns, with little emphasis on the impact of viral marketing on corporate brand reputation. However, the study was conducted in South African and the findings may not be reflective in a Kenyan context.

Ugege and Ezenwa (2019) study examined awareness, utilization and impact of viral marketing on the performance rate and global competitiveness of Medium sized companies in suburban area of Edo State. The study adopted the survey research design. 200 registered Medium sized companies were purposively selected for the study. Data were collected using person to person interview and a structured questionnaire which was developed by the researcher for the purpose of the study. The data collected were analyzed using descriptive statistics. The findings of this study revealed that awareness and utilization of viral marketing is low which implies impact on marketing performance was also very low. However, the study used a survey research design thus presenting a methodological gap.

Daif and Elsayed (2019) study investigated viral marketing impact on tourism and hospitality industry. To achieve this aim, small and medium hotels and travel agencies was investigated using qualitative approach. The results reveal the problems, advantages and disadvantages of tourism and hospitality organizations in applying viral marketing and its impact on tourists' behaviours. Therefore, this paper recommends some points related to using of viral marketing techniques which should be applied by tourism and hospitality organizations. However, the study had a contextual gap as it focused on tourism and hospitality industry.

2.3.4 Social Media Marketing and Performance

Musa, Rahim, Azmi, Shibghatullah and Othman (2016) study examined the influence of social media marketing and online small and medium enterprises performance: Perspective of Malaysian small and medium enterprises. Quantitative research method approach was applied to study three types of correlations: Brand reputation and image and online Medium sized companies performances, customer engagement and online Medium sized companies performances, and customer brand attitudes and online Medium sized companies performances. Findings revealed that all of the independent variables were significant and have moderate relationship to the online Medium sized companies performances. This study provided a transparent idea, which more clears on true important factors of SMM and online Medium sized companies performances. However, the study focused on Malaysian small and medium enterprises in which findings may not be applicable to Medium sized companies in Kenya.

Hasna (2020) study examined the role of social media marketing on business performance: A Survey of Medium sized companies in Arusha City. Data were collected from 90 Medium sized companies in Arusha municipal offering different products and services both within and outside the region. Sample was drawn randomly and data were collected through questionnaires and

analyzed descriptively. Key findings of the study showed that social media marketing largely is used to counter ever-increasing competition, helping business build online presence as well as answering customer’s questions. On the other hand, research data indicate a slight better performance of micro Medium sized companies after commencing using social media for marketing purposes. However, the study presented a methodological gap since cluster sampling was used which is prone to higher sampling error.

Syaifullah, Syaifudin, Sukendar and Junaedi (2021) study Social Media Marketing and Business Performance of Medium sized companies during the COVID-19 Pandemic. This research method uses a quantitative approach and the analytical tool used is Structural Equation Modeling (SEM) based on Partial Least Square. The sampling technique used purposive sampling and the sample in this study was Medium sized companies who use social media for marketing. The number of samples in this study was 254 Medium sized companies. Data collection used online questionnaires. The research findings show that the use of social media marketing is influenced by compatibility, perceived usefulness, and perceived ease-of-use. The results of this study indicate that the use of social media for marketing has a positive effect on the performance of Medium sized companies, especially in increasing sales, customer relationships, productivity, and creativity. However, the study used purposive method in selecting the respondents which could lead to sample bias thus presenting a methodological gap.

2.4 Summary of Literature Reviewed and Research Gaps

Table 2.1: Summary of Literature Reviewed and Research Gaps

Name	Title	Observation	Gap	Current focus
Syaifullah <i>et al.</i> (2022)	Influence of social media marketing on	Compatibility and the perceived	The study used purposive	A census method was used for

	Medium Sized Companies performance	usefulness influences utilization of social media marketing	method in selecting the respondents which could lead to sample bias thus presenting a methodological gap	equal representativeness of the respondents
Hasna (2020)	The social media marketing role on performance	Performance of micro Medium sized companies was slightly better after the use of social media aimed at marketing	The study presented a methodological gap since it used cluster sampling that could have led to a sampling error	Census of top 100 medium sized business was done
Ugege and Ezenwa (2019)	Viral marketing and performance	Viral marketing awareness and use are low, implying that its impact on marketing performance is equally poor	The study used a survey research design thus presenting a methodological gap	The study used descriptive research design
Daif and Elsayed (2019)	Viral marketing impact on performance	The findings illustrate the challenges, benefits, and drawbacks that tourism and hospitality firms face when using viral marketing and their impact on tourist behavior	The study had a gap in terms of context since it focused on tourism and hospitality industry	The study focused on performance of top 100 medium sized business

Ahmed <i>et al.</i> (2019)	Online digital media advertising as a strategic tool in building the FMCGs sustainability of brand	All advanced media promoting channels fundamentally affect the adequacy of online computerized media in making brand manageability	The study used a survey design that poses a problem in terms of the results' validity and reliability, thereby presenting a gap in methodology	Adopted of descriptive design was done make sure that the results are valid and reliable
Odero (2019)	The extent to which online advertisement affected the decision process of consumer in Kenya's leading online shopping sites	Digital marketing offer content aligned with the brand and provide clients the basis for the company engagement	The study focused on Kenya's leading online shopping sites thus presenting a contextual gap	The study context was top 100 medium sized business
Hidayanto <i>et al.</i> (2018)	The search engine marketing impact on the internet marketing strategy	Social media plug-in gives an additional benefit in terms of traffic generation; nevertheless, the traffic generated is less important than that generated by search engines	The study presented a methodological gap since the design was in cross sectional research	Employment of design in descriptive research
Musa <i>et al.</i> (2016)	How social media marketing influences the performance of Medium	All of the independent variables were significant and had a moderate link	The study focused on Malaysian Medium sized companies	Study focused on top 100 medium sized Medium

	sized companies in Malaysia	with the success of online Medium sized companies	in which findings might not reflect The Kenya's MEDIUM SIZED COMPANIES sector	sized companies
Khraim (2015)	Search engine marketing and the performance	The outcomes exhibit that though SEM association was not huge, the other three aspects were	The respondents were randomly selected, therefore there could be no assurance that the sample is representative of the available population. thus presenting a methodological gap	A census method was
Tomasi and Li (2015)	Search engine marketing on performance of Medium sized companies	Search engines are now an important conduit for Medium sized companies to grow their worldwide reach	The study presented a methodological gap since it used qualitative data that could not be applicable in arriving at a representative findings	Quantitative study that supports making inferences was used
Nyamamu (2014)	D igital advertising and performance	Digital advertising considerably affected print media benefits on	Research was done in print media companies in Kenya presenting a	The study context was top 100 medium sized business

		the grounds	contextual gap	
Lekhanya (2014)	Viral marketing and corporate brand reputation	Most viral marketing research has focused on viral marketing initiatives, with little attention paid to viral marketing's impact on corporate brand reputation	The study was done in South Africa and the findings may not be reflective in a Kenyan context	The primary data was used to enable collection of the current data

Source: Researcher (2022)

2.5 Conceptual Framework

Conceptual framework gives description of the manner in which variables relate; digital marketing strategies as independent variable and performance of top 100 medium sized companies as dependent variable as described in Figure 2.1

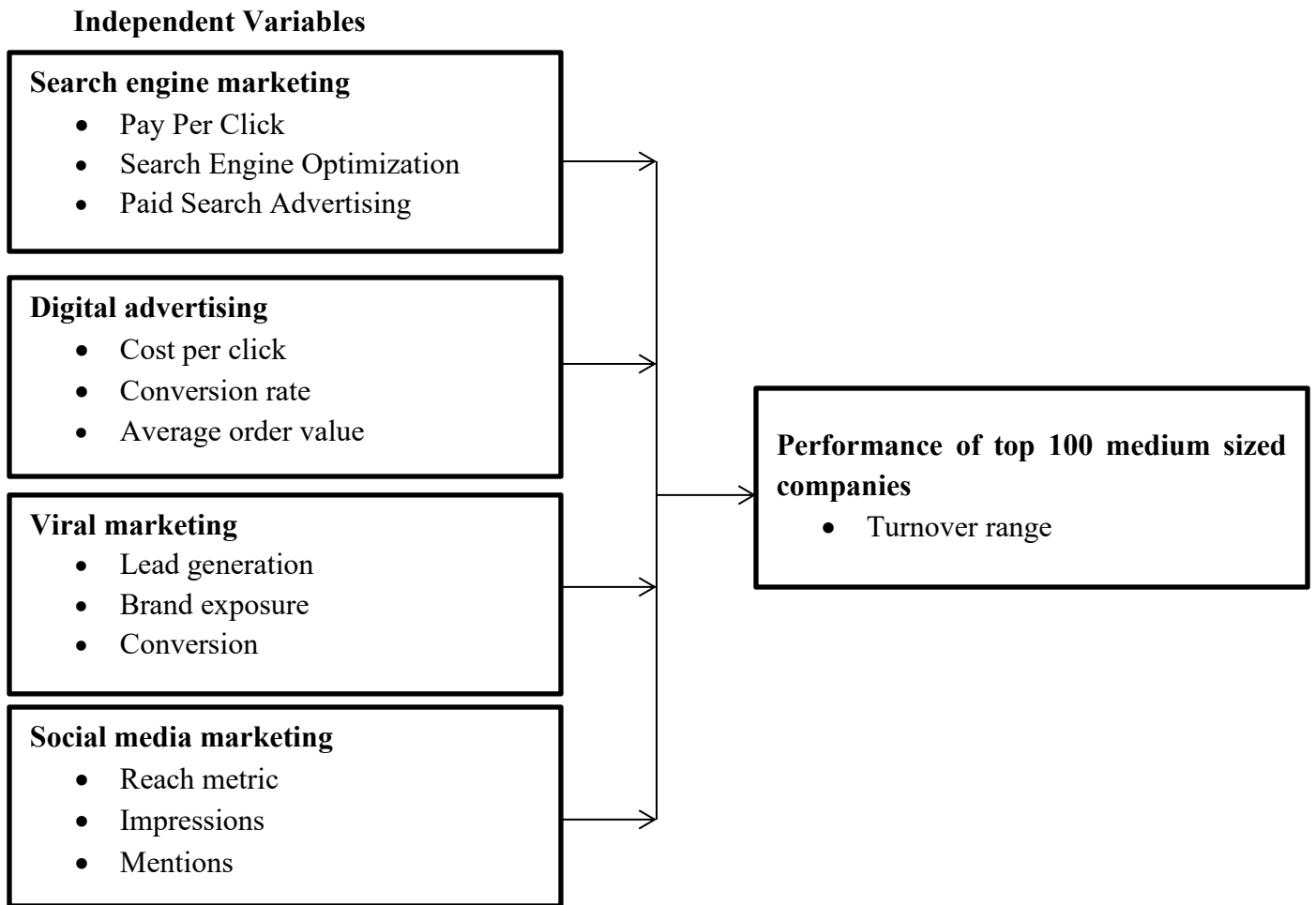


Figure 2.1: Conceptual framework

Source: Researcher(2022)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

Chapter three addresses the study's design, population, sampling and determination of sample size, piloting, methods on collecting data, analysis techniques and ethical issues.

3.2 Research Design

A descriptive research design was the basis for this study. Saunders, Lewis and Thornhill (2011), note that the design is a technique used in obtaining information using either interview or questionnaire from a given sample. Also it is amongst most used non-experimental research design to many disciplines in collecting data in a larger quantity by involving a larger sample size. Therefore, the design is about a survey from the field in which observation of cases is done without changing their set up. In this case, the design guided the researcher to obtain data from the respondents and be analysed as it will be expressed by them. In addition, biasness is minimized by using the design because the researcher is constrained within a certain limit in the manipulation of the variables. This design was more appropriate as it was able to bring out how digital marketing strategies affected performance in Medium sized companies.

3.3 Target Population

Target population was made up of the top 100 medium size enterprises that operate within Nairobi City County, Kenya as presented by the KPMG annual survey together with the nation media group in the year 2020. The respondents were the marketing managers from the top 100 medium sized companies that operate within Nairobi City County, Kenya. The survey identified those medium sized enterprises that had a fast growth through a show case of business superiority and indicated a few of the enterprises that presented a good entrepreneurial story. For the enterprise to be at the Top 100 Mid-Sized Companies in Nairobi City County, Kenya, it's

audited accounts turnover must be within 70 million to 1 billion Kenyan shilling within the previous 3 years consecutively and is not amongst companies in the stock exchange list. In addition, the enterprise should not be a financial institution, insurance, SACCO, law firm, an auditing or accounting firm.

Table 3.1: Target Population

Company	Population
Logistics and Transport	2
Clothing	1
Real Estate	4
Construction	9
Security	4
Marketing & Events	1
Beauty	1
Pharmaceutical	4
Garage	1
Computer	1
Wood And Laminate Flooring	1
Hotel	2
Bakery	1
Electrical	3
Transport	2
Health	3
Fleet Management And Cargo Tracking	1
Manufacturing	5
IT	5
Furniture	3
Tours and Travel	6
Finance	3
Design	2

Automation	3
Freight Forwarding	3
Floriculture	2
Car Rental	1
Supplies	6
Printing	1
Audio Visual Production	1
Agrochemical	2
Education	1
Software Solutions	1
Embroidery	1
Cleaning	1
Auto Spares	1
Dairy	1
Autocare	2
Advertising	2
Floriculture	1
Auto Spare	1
Automotive	1
Furnishing	1
Auctioning	1
Consulting	1
Total	100

3.4 Sampling Design and Sample Size

Sampling enables a researcher to collect and analyse data that is obtained from a smaller number from the population that represents the whole population and ultimately the findings are based on the whole population (Green, 2016). A census of 100 companies was done. This is according to Haque (2010) who observe that the entire population is selected since the population size bearing a certain set of characteristics being studied is manageable.

3.5 Data Collection Instrument

Collection of data was done through a questionnaire that was in a structured form. The structure of the questionnaire was in 6 parts whereby part 1 obtained data on respondent's background, part 2 on search engine marketing variable, part 3 on digital advertising, part 4 on viral marketing, part 5 on social media marketing and part on performance. The responses on each individual item describing the variable were put in likert scale so that they can be able to express effectively their agreement level. Moreover, every variable bore an open question to allow the respondents to give more details concerning it. In addition, secondary data was collected using a review of documents containing available data on statements of finance that had been made available covering a period of 3years from 2017 to 2019.

3.6 Pilot Study

Piloting involves examining a few number of respondents to assess the questionnaire and determine whether there are weaknesses before declaring it fit for the final study (Orodho, 2005). Since the study population comprises of 100 respondents, 10 respondents were sampled which collaborates with Mugenda and Mugenda (2003) who proposes that the sample meant for piloting should be 10% of the population and has to bear similar characteristics. In addition, the aim of the piloting the questionnaires was to ensure in case any errors or items have been left are identified and solved.

3.6.1 Validity of Research Instrument

Validity as Cooper and Schindler (2011) propose refers to the level whereby a study tool has a capability of measuring the study concepts. In this case, content validity was used since it has the capability of measuring the level at which a collection of a number of items is representative of what the instrument is intended to achieve. Content validity as Mugenda and Mugenda (2003) put refer to the magnitude whereby when a study tool is tested would give similar results if the

total population will be measured. In that case, the researcher ensured that the language used in describing the variables is put in clearly and understandable so that the respondents did not face any difficulties when attending to the questionnaires. As Gall, Borg and Gall (2012) note, is that enhancement of the content validity of an instrument is done through involving specialists to judge how valid it is and therefore, the supervisor was requested to assess the validity of the questionnaire.

3.6.2 Reliability of Research Instrument

Reliability involves determining how a questionnaire produces consistent results. This agrees with Ranjit (2015) who note that if an instrument is tested repeatedly and produces related findings therefore that instrument is deemed reliable. Therefore, the study assessed the instruments reliability using Cronbach's alpha coefficient. Similarly, the author also proposes that is the coefficient obtained after testing is above 0.7 or equal then the instrument is highly reliable. In regard to this, the study achieved a coefficient at 0.785 as shown in Table 3.2.

Table 3.2: Results of Reliability Test

Variable	Cronbach's Alpha Value	Conclusion
Search engine marketing	0.812	Acceptable
Viral marketing	0.759	Acceptable
Digital advertising	0.817	Acceptable
Social media marketing	0.796	Acceptable
Performance	0.739	Acceptable
Average score	0.785	Acceptable

Source: Pilot Study (2022)

According to Table 3.2, search engine marketing had an alpha value of 0.812, viral marketing (0.759), digital advertising (0.817), social media marketing (0.796) and performance (0.739).

The average score of all the alpha values was 0.785 which indicated that the questionnaire was reliable because all values were higher than 0.7 as recommended by Morse *et al.* (2012).

3.7 Data Collection Procedure

Ethical standards were followed by obtaining a letter from the university approving the project then apply for a NACOSTI permit so that the researcher can use when making an introduction to the respondents so that they can be fully convinced that the study intention is for academics. Kenya's top 100 medium sized companies owners were visited to seek permission to meet the respondents. The administration of questionnaire was through drop and pick technique and then allowed to be with the questionnaires for a two week's period.

3.8 Analysis and Presentation of Data

Analysis of data in qualitative nature was done through assessing the contents given, by categorizing the study in themes as per the specific variables and presented in a narrative form. The secondary data analysis process was carried out quantitatively as per the data obtained from Google Analytics, Alexa Rank that measure Share of Voice and the review of documents containing available data on top 100 medium size enterprises in Nairobi City County, Kenya statements of their finance. Analyses of quantitative was descriptively done and put in means and standard deviations that was generated by the Statistical Package for Social Sciences (SPSS) software and presented in a table and a figure where appropriate. The determination of the level at which variables link to one another was achieved through inferential analysis involving correlation and regression analysis.

The order of the equation is given below:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$$

Y= Performance of top 100 medium sized companies

X_1 = Search engine marketing

X_2 = Digital advertising

X_3 = Viral marketing

X_4 = Social media marketing

$\beta_1, \beta_2, \beta_3$ and β_4 are coefficients

ε is the error term

3.9 Ethical Issues

Ethical standards were guaranteed since the all the recommended documentations were obtained that included an approval letter and a NACOSTI permit to promise the respondents that the study is for academic. Every questionnaire bore an introductory letter showing the intended purpose of the study and the manner in which the respondents were supposed to attend to the questionnaires. Further, none of the respondents were forcefully made to participate in the study and any information regarding their personality was not allowed to be provided.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSION

4.1 Introduction

This chapter presents the findings of data obtained from the field using questionnaires. Analysis of data was done using descriptive analysis and inferential analysis and the results are presented in tables and figures.

4.2 Response Rate

The response rate was analyzed on the basis of the proportion of the questionnaires that were administered to various categories of the respondents and the response rate is presented in Table 4.1.

Table 4.1: Response Rate

Category	Frequency	Percentage
Returned questionnaires	98	98.0%
Unreturned questionnaires	2	2.0%
Total	100	100

Source: Survey Data (2022)

The results as presented in Table 4.1 show that the overall response rate was at 98.0%. Mugenda and Mugenda (2003) contend that a response rate of 50% and above is adequate for analysis. Therefore, the overall response rate at 98.0% was sufficient for making conclusions and generalization from the sample measures.

4.3 Demographic Data

The study sought to establish the demographic data of the respondents based on gender, age, educational status and the length of stay stayed in the medium sized company sector. The findings are presented as follows.

4.3.1 Respondents' Gender

The results of the respondents' gender presentation in the study are presented in Figure 4.1.

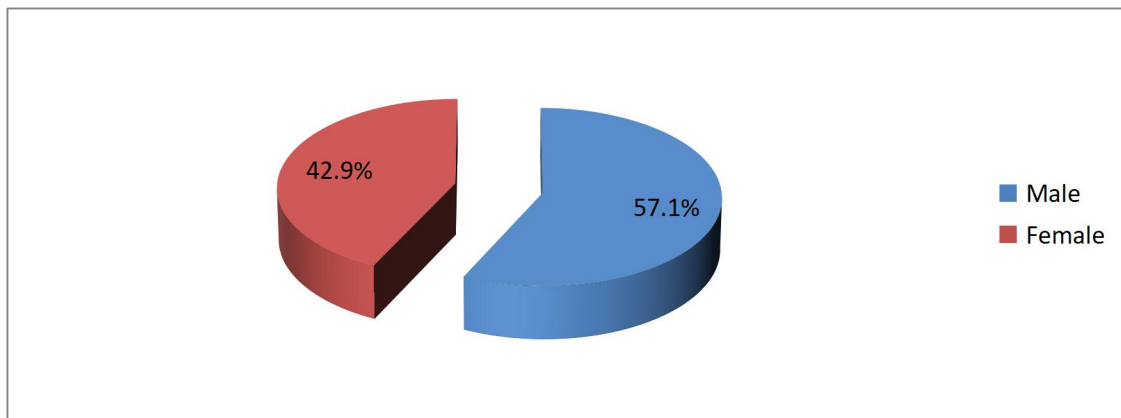


Figure 4.1: Respondents' Gender

Source: Survey Data (2022)

According to the findings in Figure 4.2, majority of the respondents were male as demonstrated by a proportion of 57.1%. On the other hand, female respondents constituted 42.9% of the questionnaires that were received. These results indicate that there was a fair representation of both genders in this research.

4.3.2 Respondents' Age

The results of the respondents' age presentation in the study are presented in Table 4.2.

Table 4.2: Respondents' Age

Years	Frequencies	Percentages
Below 29	5	5.1
30 to 39	23	23.5
40 - 49	44	44.9
50 and more	26	26.5
Total	98	100

Source: Survey Data (2022)

According to the findings in Table 4.2, majority of the respondents were between the ages of 40 and 49 years as demonstrated by 44.9%. On the other extreme, only 5.1% of the respondents were aged below 29 years. These results illustrate that the various age brackets of the MEDIUM SIZED COMPANIES owners who were engaged in the study process.

4.3.3 Respondents' Education Status

The results of the respondents' education status presentation in the study are presented in Figure 4.2.

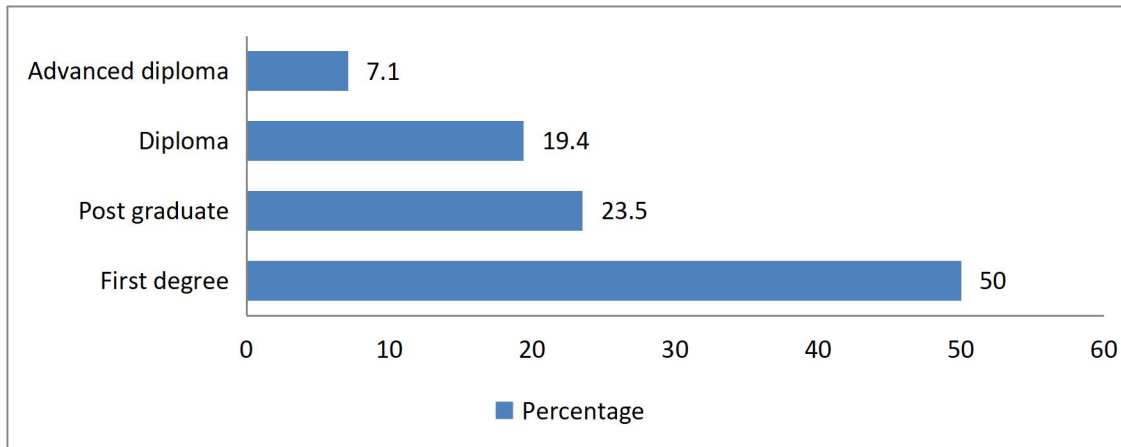


Figure 4.2: Respondents' Education Status

Source: Survey Data (2022)

The results displayed in Figure 4.2 show that majority of the respondents had attained a firsts degree education status as their highest level of education at 50.0% whereas the respondents with advanced diploma as the highest level of education comprised the smallest proportion at 7.1%. In this case, the respondent had the requisite level of literacy to participate in the study and provide the information of interest to the researcher.

4.3.4 Respondents' Length of Stay in Medium Sized Companies Sector

The results of the respondents' length of stay in the MEDIUM SIZED COMPANIES sector presentation in the study are presented in Table 4.3.

Table 4.3: Respondents' Length of Stay in medium sized companies Sector

Years	Frequencies	Percentages
Below 5	3	3.1
5 to 9	31	31.6
10 - 15	44	44.9
More than 15	20	20.4
Total	98	100

Source: Survey Data (2022)

The results as illustrated in Table 4.3 show that majority (44.9%) of the respondents had stayed in the Medium Sized Companies sector for a period ranging from 10 to 15 years, 31.6% between 5 to 9 years, 20.3% for more than 15 years and 3.1% for less than 5 years.

4.4 Results of Descriptive Analysis

The descriptive analysis results were done using mean and standard deviation and presented using tables. Responses were rated as Strongly Agree (SA) = 5, Agree (A) =4, Neutral (N) = 3, Disagree (D) =2, and strongly Disagree (SD) = 1 while M= Mean and std.Dev = Standard Deviation. The results are discussed as follows:

4.4.1 Search Engine Marketing

The study sought to assess how search engine marketing influences performance of Kenya's top 100 medium-sized companies. Table 4.4 presents the findings.

Table 4.4: Search Engine Marketing

Statement	SA	A	N	D	SD	M	Std.Dev
	%	%	%	%	%		
Pay-per-click is effective based on cost because businesses only pay when a user visits their website	41.2	34.1	12.9	8.2	3.5	4.01	0.99
Pay-per-click enables the companies to choose its audience according to demographics like location, language and device	35.3	49.4	4.7	4.7	5.9	4.04	0.96
Search engine optimization enables the companies to bring in more customers through organic search	38.8	55.3	3.5	2.4	0.0	4.31	0.69
Search engine optimization enables company to creates a trustworthy web experience for customers	36.5	49.4	11.8	2.4	0.0	4.20	0.80
Paid search advertising allow the companies to be flexible in making optimizations	45.9	44.7	0.0	5.9	3.5	4.24	0.76
Paid search advertising allows the company to measure results for each ad, each keyword, and even each user	39.5	46.6	6.8	4.7	2.6	4.16	0.84
Aggregate Score	39.6	46.9	6.2	4.9	1.9	4.05	0.95

Source: Survey Data (2022)

The findings in Table 4.4 indicates that the respondents agreed that search engine marketing influences the performance of Kenya's top 100 medium-sized companies (M=4.05, SD=0.95). 39.6% of the respondents strongly agreed, 46.9% agreed, 6.2% neutral, 4.9% disagreed and 1.9% strongly disagreed. This is line with the finding of a study by Tomasi and Li (2015) that evaluated the influence of search engine marketing on Medium Sized Companies performance

and it was observed that search engines are now an important conduit for Medium sized companies to grow their worldwide reach while additionally rivaling bigger organizations.

The respondents agreed that search engine optimization enables the companies to bring in more customers through organic search ($M=4.31$, $SD=0.69$). This statement was strongly agreed by 38.8% of the respondent, 55.3%, 3.5% neutral and 2.4% disagreed. These findings concur with the findings of a study by Khraim (2015) that investigated the impact of search engine marketing on the performance of companies using online advertisement in Jordan and the outcomes exhibit that though SEM association was not huge but the other three aspects were.

The respondents agreed on the statement that Paid search advertising allow the companies to be flexible in making optimizations ($M=4.24$, $SD=0.76$). This was strongly agreed by 45.9% of the respondents, 44.7% agreed, 5.9% disagreed and 3.5% strongly disagreed. These findings concur with the research done by Tomasi and Li (2015) that evaluated the influence of search engine marketing on medium sized companies performance and it was observed that search engines are now an important conduit for Medium sized companies to grow their worldwide reach while additionally rivaling bigger organizations.

The respondents agreed on the statement that Search engine optimization enables company to create a trustworthy web experience for customers ($M=4.20$, $SD=0.80$). This was strongly agreed by 36.5% of the respondents, 49.4% agreed, 11.8% neutral and 2.4% disagreed. This finding is supported by the study on search engine marketing impact on the internet marketing strategy that was studied by Hidayanto, Adha, Jiwanggi and Melia (2018) and found that the social media plug-in gives an extra advantage in terms of traffic generation; nevertheless, the traffic generated is less important than that generated by search engines.

4.4.2 Digital Advertising

The study sought to examine the effect of digital advertising on the performance of Kenya's top 100 medium-sized companies. Table 4.5 presents the findings.

Table 4.5: Digital Advertising

Statement	SA	A	N	D	SD	M	Std.Dev
	%	%	%	%	%		
Charge per click enables the company to see what it can achieve within its budget	43.5	47.1	8.2	1.2	0.0	4.33	0.67
Cost per click helps the companies to see the scope of its campaign so that it can set its goals	50.6	42.4	5.9	1.2	0.0	4.42	0.58
Conversion rate enables the company to gather information on customers' nature and what they are trying to achieve	36.5	34.1	11.8	4.7	12.9	3.76	1.24
Conversion rate improves company's brand equity by solving a customer's problem and providing an amazing experience	30.6	31.8	15.3	7.1	15.3	3.55	1.45
By giving the measurements needed to estimate the long-term value of individual customers, average order value assists a company in evaluating its pricing strategy and online marketing activities	68.2	12.9	0.0	18.8	0.0	4.31	0.69
Average order values provide insight into shopper behavior and how much they spend on the company's goods	39.5	46.6	6.8	4.7	2.6	4.16	0.84
Aggregate Score	45.9	33.7	8.2	6.6	5.6	4.07	0.93

Source: Survey Data (2022)

The findings in Table 4.5 indicates that the respondents agreed that digital advertising influences the performance of Kenya's top 100 medium-sized companies (M=4.07, SD=0.93). This was strongly agreed by 45.9% of the respondents, 33.7% agreed, 8.2% neutral, 6.6% disagreed and 5.6% strongly disagreed. This is in line with a survey conducted by Nyamamu (2014) that examined how digital advertising influence performance of Kenyan print media companies and the study discovered that digital advertising considerably had an effect on print media benefits on

the grounds that a great many people are moving away from customary method for purchasing printed papers and on second thought perusing news on the web, which brought about critical income for print media associations.

The respondents strongly agreed on the statement that Cost per click helps the companies to see the scope of its campaign so that it can set its goals ($M=4.42$, $SD=0.58$). This was strongly agreed by 50.6% of the respondents, 42.4% agreed, 5.9% were neutral and 1.2% disagreed. These findings agree with the findings of a study focusing on online digital media advertising in building the sustainability of FMCGs brand and services in Pakistan that was investigated by Ahmed *et al.* (2019) and the immediate effect results show that all advanced media promoting channels fundamentally affect the adequacy of online computerized media in making brand manageability for Pakistan's quick purchaser products (FMCG) and administrations areas.

The mean score of 4.33 indicates that the respondents agreed on the statement that charge per click enables the company to see what it can achieve within its budget ($M=4.33$, $SD=0.67$). This was strongly agreed by 43.5% of the respondents, 47.1% agreed and 1.29% were neutral. This is in line with findings of a research focusing on the extent to which online advertisement affected the decision process of consumer in Kenya's leading online shopping sites that was investigated by Odero (2019) and findings showed that digital marketing provide consumers with reasons to keep connecting with the company by providing material that is connected with the brand.

The respondents agreed on the statement that by giving the measurements needed to estimate the long-term value of individual customers, average order value assists a company in evaluating its pricing strategy and online marketing activities ($M=4.31$, $SD=0.67$). This was strongly agreed by 68.2% of the respondents, 12.9% agreed and 18.8% disagreed. This finding concurs with Nyamamu (2014) study that examined how digital advertising influence performance of Kenyan

print media companies and the study discovered that digital advertising considerably had an effect on print media benefits on the grounds that a great many people are moving away from customary method for purchasing printed papers and on second thought perusing news on the web, which brought about critical income for print media associations.

4.4.3 Viral Marketing

The study sought to find out the effects of viral marketing on the performance of Kenya's top 100 medium-sized companies. Table 4.6 presents the findings.

Table 4.6: Viral Marketing

Statement	SA %	A %	N %	D %	SD %	M	Std.Dev
Lead generation educates and informs customers within the company's defined market regarding their product and its features	56.5	18.8	0.0	18.8	5.9	4.01	0.99
Lead generation allows the company to target specific consumers who add more value to their products and service	29.4	49.4	1.2	20.0	0.0	3.88	1.72
Brand exposure enables the company to keep its brand top of mind with its current and potential audiences	60.0	18.8	0.0	8.2	12.9	4.05	0.95
Brand exposure enables the company to increase customer loyalty	55.3	42.4	0.0	2.4	0.0	4.51	0.49
Conversion enables the company to refines its digital marketing processes	63.5	27.1	0.0	4.7	4.7	4.45	0.55
Conversion allows the company to improve both in quantity and quality of leads	36.5	34.1	11.8	4.7	12.9	3.76	1.24
Aggregate Score	52.9	31.3	0.2	10.8	4.7	4.18	0.82

Source: Survey Data (2022)

The findings in Table 4.6 indicates that the respondents agreed that viral marketing affects the performance of Kenya's top 100 medium-sized companies (M=4.18, SD=0.82). This was strongly agreed by 52.9%, 31.3% agreed, 10.8% disagreed, 4.7% strongly disagreed and 0.2% neutral. This finding is supported by Lekhanya (2014) research that focused on viral marketing

affect the corporate brand reputation within four provinces in South Africa and the findings revealed that most viral marketing research had a focus on viral marketing initiatives, having minimal attention paid to viral marketing's impact on the reputation of the corporate brand.

The respondents strongly agreed on the statement that brand exposure enables the company to increase customer loyalty ($M=4.51$, $SD=0.49$). This was strongly agreed by 55.3%, 42.4% agreed and 2.4% disagreed. This concurs with Ugege and Ezenwa (2019) study that examined how viral marketing was related to the medium sized companies performance in suburban area of Edo State and the findings of this study found that viral marketing awareness and use are low, implying that its impact on marketing performance is equally poor.

The respondents agreed on the statement that conversion enables the company to refine its digital marketing processes ($M=4.45$, $SD=0.55$). This was strongly agreed by 63.5%, 27.1% agreed, 4.7% disagreed and strongly disagreed respectively. This is consistent with a study that examined the extent to which viral marketing impacts the performance of tourism and hospitality industry studied by Daif and Elsayed (2019) and the findings illustrate the challenges, benefits, and drawbacks that tourism and hospitality firms face when using viral marketing and their impact on tourist behavior.

The respondents agreed on the statement that brand exposure enables the company to keep its brand top of mind with its current and potential audiences ($M=4.05$, $SD=0.95$). This was strongly agreed by 60.0%, 18.8% agreed, 8.2% disagreed and 12.9% strongly disagreed. This agrees with the study by Ugege and Ezenwa (2019) that examined how viral marketing was related to the medium sized companies performance in suburban area of Edo State and the findings of this study found that viral marketing awareness and use are low, implying that its impact on marketing performance is equally poor.

4.4.4 Social Media Marketing

The study sought to determine the effects of social media marketing on the performance of Kenya's top 100 medium-sized companies. Table 4.7 presents the findings.

Table 4.7: Social Media Marketing

Statement	SA	A	N	D	SD	M	Std.Dev
	%	%	%	%	%		
Reach metric lets companies to know how far its content reaches in terms of audience	34.1	61.2	0.0	0.0	4.7	4.20	0.80
The reach metric allows the company to quantify the size of its potential audience	45.9	35.3	2.4	2.4	14.1	4.06	0.94
Search media marketing mentions enables the company to reach more customers in a specific market	38.8	28.2	1.2	9.4	22.4	3.52	1.48
Search media marketing often mentions enables the company to know that its content is liked for its quality	55.3	29.4	0.0	4.7	10.6	4.14	0.86
Search media marketing community enables the company to observe the increase or decrease of the number of subscribers because it is directly correlated to the quality of product/service content	30.6	55.3	3.5	2.4	8.2	3.98	1.02
Search media marketing community allows the company to learn more about the profile of its targeted customers in terms of their gender, age or location	29.4	49.4	1.2	20.0	0.0	3.88	1.72
Aggregate Score	38.8	43.5	1.4	4.5	11.8	3.93	1.07

Source: Survey Data (2022)

The findings in Table 4.7 indicates that the respondents agreed that social media marketing affects the performance of Kenya's top 100 medium-sized companies (M=3.93, SD=1.07). This was agreed by 43.5%, 38.8% strongly agreed, 11.8% strongly disagreed, 4.5% disagreed and 1.4% neutral. This is in line with a research by Musa *et al.* (2016) that examined how social media marketing influences the performance of Medium sized companies in Malaysia based on the reputation of the brand, image, client involvement and attitude on medium sized companies

performance and discovered that the variables had a significant moderate link with online Medium sized company's performance.

The respondents agreed on the statement that reach metric lets companies to know how far its content reaches in terms of audience (M=4.20, SD=1.07). This was agreed by 61.2% of the respondents, 34.1% strongly agreed and 4.7% strongly disagreed. These findings agree with the findings of study was conducted by Hasna (2020) that examined the role played by the social media marketing on the Micro Medium sized companies in Arusha City business performance and the key findings of the study showed that social media marketing largely is used to counter ever-increasing competition, helping business build online presence as well as answering customer's questions.

The respondents agreed on the statement that search media marketing often mentions enables the company to know that its content is liked for its quality (M=4.14, SD=0.86). This was strongly agreed by 55.3% of the respondents, 29.4% agreed, 10.6% strongly disagreed and 4.7% disagreed. This is consistent with Syaifullah, Syaifudin, Sukendar and Junaedi (2022) study that investigated how social media marketing influenced the medium sized companies business performance within a period of COVID-19 outbreak and discovered that compatibility, perceived quality, and perceived ease-of-use all influence the employment of social media selling.

The respondents agreed on the statement that the reach metric allows the company to quantify the size of its potential audience (M=4.06, SD=0.94). This was strongly agreed by 45.9% of the respondents, 35.3% agreed, 2.4% were neutral and disagreed respectively and 14.1% strongly disagreed. These findings concur with the findings of Musa *et al.* (2016) study that examined how social media marketing influences the performance of Medium sized companies in Malaysia based on the reputation of the brand, image, client involvement and attitude on medium sized

companies performance and discovered that the variables had a significant moderate link with online Medium sized companies performance.

4.4.5 Performance of top 100 medium sized companies

The study sought to determine the turnover range of the Top 100 Medium sized companies for the last 3 years. Figure 4.3 presents the findings.

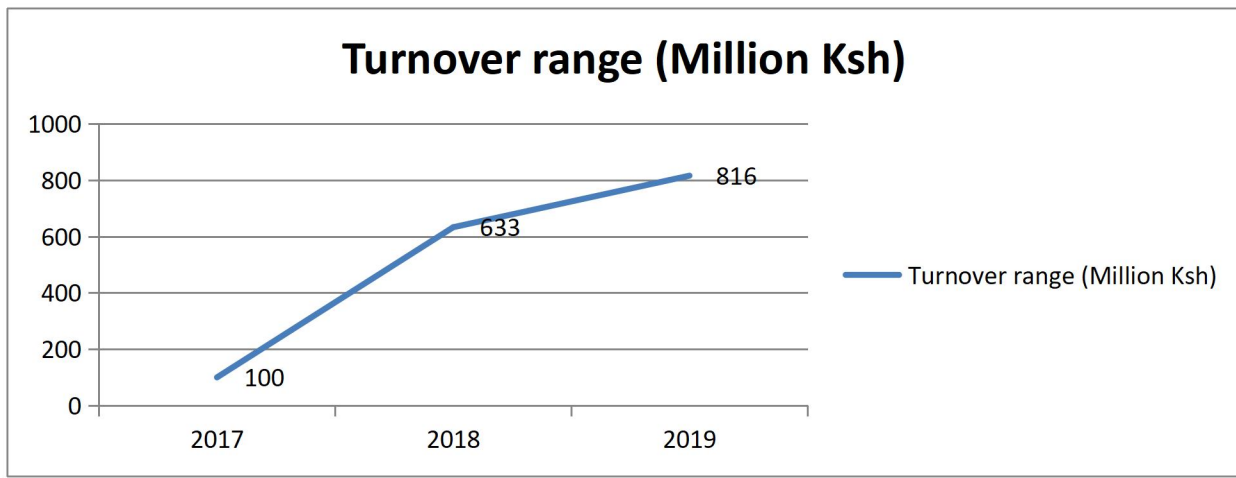


Figure 4.3: Turnover Range of the Top 100 Medium sized companies for the last 3 years

Source: Survey Data (2022)

The results as presented in Figure 4.3 shows that the turnover range of the top 100 Medium sized companies for the year 2017 was at 100 million Kshs, 633 million Kshs in the year 2018 and 816 million Kshs in the year 2019. This shows that the turnover range of the top 100 Medium sized companies kept on increasing year after year.

4.5 Inferential Statistics

Inferential statistics was carried out that involved correlation analysis and regression analysis.

The findings are described as follows:

4.5.1 Correlation Analysis

Correlation analysis was done to quantify the association between the independent and dependent variables.

Table 4.8: Correlation Analysis

		Search engine marketing	Viral marketing	Digital marketing	Social media marketing	Performance of top 100 medium sized companies
Performance of top 100 medium sized companies	Pearson Correlation	.730**	.608**	.865**	.543**	1
	Sig. (2-tailed)	.000	.002	.000	.000	
	N	98	98	98	98	98

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

The results in Table 4.8 show that performance of top 100 medium sized companies had a strong relationship with the Search engine marketing with a Pearson's r value of 0.730. This finding corresponds with Khraim (2015) study that investigated the impact of search engine marketing on the performance of companies using online advertisement in Jordan and the outcomes exhibit that though SEM association was not huge but the other three aspects were.

The Pearson's r for the correlation between performance of top 100 medium sized companies and viral marketing variables is 0.608 and vice versa which is close to 1 with a significant value of 0.00 which is less than 0.05. This shows a strong relationship meaning that viral marketing is strongly correlated with the performance of top 100 medium sized companies. This agrees with the study by Ugege and Ezenwa (2019) that examined how viral marketing was related to the medium sized companies performance in suburban area of Edo State and the findings of this study found that viral marketing awareness and use are low, implying that its impact on marketing performance is equally poor.

Digital marketing had a very strong relationship with the performance of top 100 medium sized companies with a Pearson's r value of 0.865 with a significance value of 0.00. This findings concur with Ahmed *et al.* (2019) study that established that the immediate effect results show that all advanced media promoting channels fundamentally affect the adequacy of online computerized media in making brand manageability for Pakistan's quick purchaser products (FMCG) and administrations areas.

The Pearson's r for the correlation between performance of top 100 medium sized companies and social media marketing variables is 0.543 and vice versa which is close to 1 with a significant value of 0.00 which is less than 0.05. This shows a strong relationship meaning that social media marketing is strongly correlated with the performance of top 100 medium sized companies. The finding agrees with Musa *et al.* (2016) study that examined how social media marketing influences the performance of Medium sized companies in Malaysia based on the reputation of the brand, image, client involvement and attitude on Medium Sized Companies performance and discovered that the variables had a significant moderate link with online Medium sized companies performance.

4.5.2 Regression Analysis

Regression analysis was carried out to show how the variables related to each other. The findings are presented in Table 4.9, 4.10 and 4.11.

Table 4.9: Model Summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.869 ^a	.755	.744	.630	.755	71.578	4	93	.000

a. Predictors: (Constant), Social media marketing, Viral marketing, Search engine marketing, Digital marketing

Source: Research Data (2022)

Table 4.9 shows a model summary that provides information about the regression line’s ability to account for the total variation in the dependent variable. R^2 which is the coefficient of determination, is the statistical measure of how close the data are to the fitted regression line which is 0.755 (75.5%). The adjusted R^2 which is the coefficient of multiple determinations, is the percent of the variance in the dependent explained uniquely or jointly by the independent variables 0.744(74.4%) of the changes in the performance of top 100 medium sized companies variables could be attributed to the measures of digital marketing strategies studied that included; social media marketing, viral marketing, search engine marketing and digital marketing. This means that other variables not studied contribute 0.256(25.6%) of the performance of top 100 medium sized companies.

Table 4.10: Analysis of Variance

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	113.755	4	28.439	71.578	.000 ^b
	Residual	36.950	93	.397		
	Total	150.704	97			

a. Dependent Variable: Performance of top 100 medium sized companies

b. Predictors: (Constant), Social media marketing, Viral marketing, Search engine marketing, Digital marketing

Source: Survey Data (2022)

The results as indicated in Table 4.10 indicates that the significance value of 0.000^b indicates that the regression model was highly significant in predicting how social media marketing, viral marketing, search engine marketing and digital marketing affected the performance of top 100

medium sized companies. The F calculated at 5% level of significance was 71.578 since F calculated is greater than the F critical (value = 28.439), this shows that the overall model was significant.

Table 4.11: Coefficients

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	0.731	0.130		5.623	.000
	Search engine marketing	0.746	0.249	.639	2.996	.000
	Viral marketing	0.644	.120	.157	5.367	.001
	Digital marketing	0.704	.117	.004	6.017	.002
	Social media marketing	0.538	.107	.439	5.028	.000

a. Dependent Variable: Performance of top 100 medium sized companies

Source: Survey Data (2022)

The results in Table 4.11 show that when social media marketing, viral marketing, search engine marketing and digital marketing are held at constant, the performance of top 100 medium sized companies would be at 0.731. The results also show that, when search engine marketing is increased by one unit the performance of top 100 medium sized companies would be increased by a factor of 0.746(74.6%). When viral marketing is increased by one unit the performance of top 100 medium sized companies would be increased by a factor of 0.644(64.4%). When digital marketing is increased by one unit the performance of top 100 medium sized companies would be increased by a factor of 0.704(70.4%) and when social media marketing are increased by one unit the performance of top 100 medium sized companies would be increased by a factor of 0.538(53.8%).

The established regression equation was $Y = 0.731 + 0.746X_1 + 0.644X_2 + 0.704X_3 + 0.538X_4$. Therefore, the performance of top 100 medium sized companies = $0.731 + (0.746X_1 \text{ search engine marketing}) + (0.644X_2 \text{ viral marketing}) + (0.704X_3 \text{ digital marketing}) + (0.538X_4 \text{ social media marketing})$. In addition, Table 4.11, shows that social media marketing, viral marketing, search engine marketing and digital marketing had a positive and significant relationship as indicated by t- values. The relationships ($p < 0.05$) are all significant with search engine marketing ($t=2.996, p < 0.05$), viral marketing ($t= 5.367, p < 0.05$), digital marketing ($t= 6.017, p < 0.05$) and social media marketing ($\beta = 5.028, p < 0.05$).

This finding concur with Jansen, Zhang and Schultz (2017) who observe that search engine marketing is the process of increasing the prominence of a company on search engines at an event whereby users are looking for related information about the company. According to Chitra and Sasikala (2016) advertisers and buyers have a place to work in digital advertising because of the time and space constraints. Successful viral marketing efforts, according to Dobebe, Toleman, and Beverland (2018), include an engagement of messages involving imagination, entertaining, and intrigue, ease of use support and visibility, targeting a credible source, and use a combination of technologies and Adegbuyi, Akinyele and Akinyele (2015) observe that the use of channels in social media in promoting a firm plus its products is known as social media marketing, and it allows entrepreneurs, small businesses, midsize enterprises, and large enterprises in creating their brand and business.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter highlights the summary of the findings, conclusions, recommendations and suggestions of future research.

5.2 Summary

The general purpose of the study was to examine the effects of digital marketing strategies on the performance of Kenya's top 100 medium-sized companies. The specific focus was to assess how search engine marketing, viral marketing, digital advertising and social media marketing influences performance of Kenya's top 100 medium-sized companies. Data was collected using questionnaires. The analysis of data was done using descriptive analysis and inferential statistics. The summary of the findings are presented as below.

The study sought to assess how search engine marketing influences performance of Kenya's top 100 medium-sized companies. Search engine marketing was found to have a significant influence on the performance of Kenya's top 100 medium-sized companies. Search engine optimization enables the companies to bring in more customers through organic search, paid search advertising allow the companies to be flexible in making optimizations and search engine optimization enables company to create a trustworthy web experience for customers.

The study sought to examine the effect of digital advertising on the performance of Kenya's top 100 medium-sized companies. Digital advertising was found to have a significant influence on the performance of Kenya's top 100 medium-sized companies. Cost per click helps the companies to see the scope of its campaign so that it can set its goals, charge per click enables the company to see what it can achieve within its budget and that by giving the measurements

needed to estimate the long-term value of individual customers, average order value assists a company in evaluating its pricing strategy and online marketing activities.

The study sought to find out the effects of viral marketing on the performance of Kenya's top 100 medium-sized companies. Viral marketing was found to have a significant influence on the performance of Kenya's top 100 medium-sized companies. Brand exposure enables the company to increase customer loyalty, conversion enables the company to refine its digital marketing processes and that brand exposure enables the company to keep its brand top of mind with its current and potential audiences.

The study sought to determine the effects of social media marketing on the performance of Kenya's top 100 medium-sized companies. Social media marketing was found to have a significant influence on the performance of Kenya's top 100 medium-sized companies. Reach metric lets companies to know how far its content reaches in terms of audience, search media marketing often mentions enables the company to know that its content is liked for its quality and that the reach metric allows the company to quantify the size of its potential audience.

5.3 Conclusions

The study concluded that search engine marketing captures the audience's attention at the right time, which means the organization gets content and ads in front of a highly engaged target audience that is actively looking for similar offers, all at a low cost and without having to impose on them. Setting up a SEM campaign is quick and simple, and changes can be made on an ad hoc basis, allowing one to tailor the website content, keywords, and spending to the behavior of their target audience.

The study concluded that through messages that spread quickly from person to person, viral marketing generates interest in a brand or product and thus potential sales. The idea is that users

choose whether or not to share the content. In viral marketing, users do a significant portion of the work for the brand, which drastically reduces distribution costs. A viral video on the Internet has the potential to reach a large international audience without requiring a large investment or extra effort. As a result, a small business or even a private individual can go viral.

The study concluded that digital advertising allows the organization to save money while also generating more leads. Digital advertising produces measurable results that can aid in the growth of the organization. Organizations can target ideal customers using digital marketing. The advantages of digital marketing include the ability to reach people at the beginning of the purchasing journey, as well as the ability to make changes as the organization grows.

The study concluded that social media marketing is one of the most cost-effective digital marketing methods for syndicating content and increasing business visibility. As a result, implementing a social media strategy will significantly increase brand recognition because the organization will be engaging with a large number of consumers. Syndicating the content across as many platforms as possible allows these individuals to reach the company organically.

5.4 Recommendations for Policy and Practices

The study recommended that the organizations should publish relevant, authoritative content because quality content created specifically for the intended user increases site traffic, which improves the authority and relevance of the organization's site. On a regular basis, audit the content and make updates as needed. It is critical for the organization to review and update metadata as the site evolves. Increase the text's authority and credibility by including relevant links. Always use alt tags, or alternative text descriptions, to describe the organization's image and video media. These allow search engines to find the page, which is especially important for those who use text-only browsers or screen readers.

Every second a consumer spends on the web, whether on a computer or a mobile device, they are surrounded by a plethora of content. As a result, the study suggested that the organization should have an immediate attention-grabber that stops them in their tracks. Viral marketing works best when it is designed to encourage audience interaction and easy sharing. Some of the most successful viral marketing campaigns also allow the audience to comment, create their own content, or otherwise participate. Consumers are heavily influenced by their emotions. Your viewers are more likely to engage when you create viral marketing content that elicits a strong emotional response.

The study recommended that the organization should prioritize conversion over leads. In today's market, this entails sifting through data to determine where potential customers spend their time and then targeting them with relevant content. Marketers must conduct due diligence and research to ensure that their investment will pay off in the long run. Marketers must ensure that a single customer has a consistent, integrated buying experience regardless of platform or channel.

The study recommended that a follower persona is necessary for the organization because it provides the focus required to share relevant, useful content and to guide your social media strategy, and the same can be said for goals. The organization must demonstrate to prospective customers why they will benefit more from purchasing their product or service rather than that of their competitor. Have a conversation with the buyers, retweet them, like and comment on their posts, and ask them directly to interact with the content.

5.5 Suggestions for Further Study

The current study focused on the effects of digital marketing strategies on the performance of Kenya's top 100 medium-sized companies. The digital marketing strategies adopted included; search engine marketing, viral marketing, digital advertising and social media marketing.

Therefore, the study suggests that further studies should be done that focus on other strategies in digital marketing that have not been studied. In addition, the study suggests that other studies can be done that focus on a different context apart from the top 100 Medium sized companies in Kenya.

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APPENDICES

Appendix I: Introductory Letter

Dear Sir/Madam

Re: Academic Research

Am Joseph Muragu Ndung'u a Kenyatta University's master's student currently researching on: 'digital marketing strategies and the performance of top 100 medium sized companies in Kenya' which is a requirement to be awarded a Master of Business Administration degree in marketing.

Because of the need to complete this study through collecting data concerning the study purpose, you are one of those selected few to assist in answering the questionnaire. The information you provide will be treated confidentially.

Kindly accept my appreciation in advance.

Kind Regards,

J.N

Joseph Muragu Ndung'u

D53/OL/CTY/27527/2019

Appendix II: Questionnaire

The research is only for academics and therefore, I do place my kind request to you to give honest and precise answers to the questions. Remember that all the answers that you shall give will confidentially kept. Don't give any details that might reveal your identity but just put a tick against your preferred option to the spaces given.

Section A: Demographic Data

1. Gender? Male Female
2. Age (years) bracket?
 >29 30 to 39
 40 to 49 50 and more
3. Your educational status
 Diploma Advanced Diploma
 First Degree Post graduate
4. How long (years) have you stayed in the MEDIUM SIZED COMPANY sector:
 Below 5 5 to 9
 10 to 15 More than 15

Section B: Search Engine Marketing (SEM)

The statements below relate to how search engine marketing influence the performance of Kenya's top 100 medium sized companies.

Use: 5 as Agree strongly, 4 as Agree, 3 as Neutral, 2 as Disagree, 1 as Disagree Strongly.

		1	2	3	4	5
SEM1	Pay-per-click is effective based on cost because					

	businesses only pay when a user visits their website,					
SEM2	Pay-per-click enables the companies to choose its audience according to demographics like location, language and device					
SEM3	Search engine optimization enables the companies to brings in more customers through organic search					
SEM4	Search engine optimization enables company to creates a trustworthy web experience for customers					
SEM5	Paid search advertising allow the companies to be flexible in making optimizations					
SEM6	Paid search advertising allows the company to measure results for each ad, each keyword, and even each user.					

5. According to your opinion, state how search engine marketing affects the performance of Kenya's top 100 medium sized companies?

Section C: Digital Advertising (DA)

The below statements concerns how digital advertising influence performance of Kenya's top 100 medium sized companies.

		1	2	3	4	5
DA1	Charge per click enables the company to see what it can achieve within its budget					
DA2	Cost per click helps the companies to see the scope of its campaign so that it can set its goals					
DA3	Conversion rate enables the company to gather information on customers' nature and what they are trying to achieve.					
DA4	Conversion rate improves company's brand equity by solving a customer's problem and providing an amazing experience					

DA5	By giving the measurements needed to estimate the long-term value of individual customers, average order value assists a company in evaluating its pricing strategy and online marketing activities.					
DA6	Average order values provide insight into shopper behavior and how much they spend on the company's goods.					

6. According to your opinion, state how digital advertising affects the performance of Kenya's top 100 medium sized companies?

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Section D: Viral Marketing (VM)

The below statements concerns how viral marketing influence performance of Kenya's top 100 medium sized companies.

		1	2	3	4	5
VM1	Lead generation educates and informs customers within the company's defined market regarding their product and its features					
VM2	Lead generation allows the company to target specific consumers who add more value to their products and service.					
VM3	Brand exposure enables the company to keep its brand top of mind with its current and potential audiences					
VM4	Brand exposure enables the company to increase customer loyalty					
VM5	Conversion enables the company to refines its digital marketing processes					
VM6	Conversion allows the company to improve both in quantity and quality of leads					

7. According to your opinion, state how viral marketing affects the performance of the Kenya's top 100 medium sized companies?

Section E: Social Media Marketing (SMM)

The statements below relate to how Social Media marketing influence performance of Kenya's top 100 medium sized companies.

		1	2	3	4	5
SMM1	Reach metric lets companies to know how far its content reaches in terms of audience.					
SMM2	The reach metric allows the company to quantify the size of its potential audience					
SMM3	Search media marketing mentions enables the company to reach more customers in a specific market					
SMM4	Search media marketing often mentions enables the company to know that its content is liked for its quality.					
SMM5	Search media marketing community enables the company to observe the increase or decrease of the number of subscribers because it is directly correlated to the quality of product/service content.					
SMM6	Search media marketing community allows the company to learn more about the profile of its targeted customers in terms of their gender, age or location.					

8. According to your opinion, state the way in which social media marketing has an effect on Kenya's top 100 medium sized companies performance?

Section F: Performance of Kenya's top 100 medium sized companies

Kindly indicate your turnover range for the last 3 years.

	2017	2018	2019
Turnover range (Millions Kshs.)			

Appendix III: List of Top 100 Medium Sized Companies

1. GENERAL CARGO SERVICES LTD
2. VIVO ACTIVE WEAR
3. DIAMOND PROPERTY MERCHANTS LTD
4. MANDHIR CONSTRUCTION LTD
5. TRUEBLAQ LIMITED
6. NYWELE CREATIVES
7. SYNER MEDICA (KENYA) LTD
8. ORANGE PHARMA LTD
9. QUESTWORKS LIMITED
10. HAJI MOTORS LTD
11. SOFTWARE TECHNOLOGIES LIMITED
12. FLOOR DÉCOR KENYA LTD
13. GRACEFUL RESTAURANT
14. FAYAZ BAKERS LIMITED
15. NATIONWIDE ELECTRICAL INDUSTRIES LTD
16. BABS SECURITY SERVICES LTD
17. RURAL DISTRIBUTORS LIMITED
18. EXECUTIVE HEALTHCARE SOLUTION LIMITED
19. ECO STEEL AFRICA LIMITED
20. I SPY AFRICA LIMITED
21. USERNAME INVESTMENT LIMITED
22. RSA KENYA LIMITED
23. BLUEKEY SEIDOR (K) LTD
24. VICTORIA COURTS TRADING LIMITED
25. POLYPHASE SYSTEMS LIMITED
26. BELLA SAFARIS LIMITED
27. EXON INVESTMENTS LIMITED
28. OCTAGON PENSION SERVICES LTD
29. PRAFULCHANDRA & BROTHERS LTD
30. ISOLUTIONS ASSOCIATES LTD
31. DESIGN PARTNERSHIP LIMITED
32. MACHINES TECHNOLOGIES (2006) LIMITED
33. POLUCON SERVICES (K) LIMITED
34. PATHCARE KENYA LIMITED
35. HOTEL WATERBUCK LTD
36. BILASHAKA FLOWERS LIMITED
37. NATURAL WORLD KENYA SAFARIS LTD
38. RUP PHARM LTD
39. CHEQUERED FLAG LTD

40. UNIQUE OFFERS LIMITED
41. MYSPACE PROPERTIES (KENYA) LIMITED
42. KOMAL CONSTRUCTION CO. LIMITED
43. METCO LIMITED
44. UFANISI FREIGHTERS (K) LTD
45. ELITE OFFSET LIMITED
46. GOODMAN AGENCY LIMITED
47. MOJO PRODUCTIONS LIMITED
48. YOGI CORP (EA) LTD
49. NOVEL TECHNOLOGIES E.A. LTD
50. NORTH STAR COOLING SYSTEM LTD
51. PREMIER INDUSTRIES LTD
52. ELIDA TOURS & SAFARIS LTD
53. UNITED (EA) WAREHOUSES LIMITED
54. RILEY FALCON SECURITY SERVICES LTD
55. THE SCOTT TRAVEL GROUP LIMITED
56. PARSHVA LTD
57. NOVA INDUSTRIES LIMITED
58. ZIMELE ASSET MANAGEMENT
59. TANDU ALARMS SYSTEMS LTD
60. ECONOMIC INDUSTRIES LTD
61. THE MAKINI SCHOOL LIMITED
62. SIMBA TECHNOLOGY LTD
63. TIKOO A CO. LTD
64. MIC GLOBAL RISKS INSURANCE BROKERS LTD
65. SUPER-BROOM SERVICES LIMITED
66. EXPRESS COMPANY LTD
67. REAL AUTO SPARES LTD
68. MAGNUM ENGINEERING & GENERAL LTD
69. VALLEY HOSPITAL LTD
70. PALMHOUSE DAIRIES LTD
71. JAMII AUTOCARE
72. TDF GROUP LIMITED
73. R WORLD ENTERPRISE LTD
74. POWER GOVERNORS LIMITED
75. SIDEWAYS TOURS & CAR HIRE
76. DE RUITER EAST AFRICA LTD
77. BAGDA'S AUTO SPARE LTD
78. BELVA DIGITAL LIMITED
79. BIMAS KENYA LIMITED

80. VARSANI BRAKELININGS LTD
81. KAESER COMPRESSORS LTD
82. DIGITAL CITY LTD
83. COAST FARMCARE AGROVET LTD
84. AGOMA GROUP LIMITED
85. OFFICE DYNAMICS LIMITED
86. CITROLAM CONTRACTORS LIMITED
87. MASTER FABRICATORS LTD
88. TRAVEL CARE LIMITED
89. CLASSIC MOULDINGS LTD
90. FARMAL GENERAL MERCHANTS LTD
91. INDEX MODERN LIVING
92. EUROCON TILES PRODUCTS LTD
93. NEWLINE LIMITED
94. LEKHA TRADING COMPANY LTD
95. IDEAL MANUFACTURING COMPANY LIMITED
96. MAROO POLYMERS LTD
97. EAST AFRICA TEA TRADE ASSOCIATION
98. COASTAL IMAGE TECHNOLOGIES LIMITED
99. COMPUTER PRIDE LIMITED
100. VISCAR INDUSTRIAL CAPACITY LIMITED