

**ONLINE MARKETING STRATEGIES AND MARKET PERFORMANCE OF
REGISTERED TOURS AND TRAVEL AGENCIES IN NAIROBI CITY
COUNTY, KENYA**

KITHINJI ANNSTELLAH GAKII

D86/CTY/38470/2017

**A THESIS SUBMITTED TO THE SCHOOL OF BUSINESS, ECONOMICS AND
TOURISM IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
AWARD OF DEGREE OF DOCTOR OF PHILOSOPHY IN BUSINESS
ADMINISTRATION (MARKETING) OF KENYATTA UNIVERSITY**

JUNE, 2023

DECLARATION

This thesis is my original work and has not been presented for a degree in any other university or for any other award. No part of this thesis should be reproduced without the authority of author or/and Kenyatta University.

Signature  Date 7th June 2023

KITHINJI ANNSTELLAH GAKII

Department of Business Administration

Supervisors

We confirm that this thesis has been carried out by the candidate under our guidance as the university appointed supervisors.

Signature  Date 7/6/2023

DR. SAMUEL MAINA

Department of Business Administration

School of Business, Economics and Tourism Kenyatta University

Signature  Date 7th June 2023

DR. ELISHIBA MURIGI

Department of Business Administration

School of Business, Economics and Tourism Kenyatta University

DEDICATION

This thesis is in memory of my late mother Margret Kanini, my dad Erick Kithinji, for love and financial support, my siblings Victoria Mwendu and Chris Karani providing spiritual support and encouragement throughout the process my best friend Romano Njeru for unwavering support and sage advice and my fellow Ph.D. classmates Hebron, Arunga, Kanini, Ruth, Nina and Ken for helping me through the course.

ACKNOWLEDGMENT

I would like to take this opportunity to express my heartfelt gratitude to God for blessing me with good health and the opportunity to do this work. I would like to express gratitude to my supervisors, Dr. Samuel Maina and Dr. Elishiba Murigi, for their patience and guidance throughout the development of this thesis. Finally, I want to express my profound gratitude to my family members for their encouragement and support throughout the years of my research.

TABLE OF CONTENTS

DECLARATION.....	ii
DEDICATION.....	ii
ACKNOWLEDGMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	xi
LIST OF FIGURES	xiv
ABBREVIATIONS AND ACRONYMS.....	xv
OPERATIONAL DEFINITION OF TERMS.....	xvii
ABSTRACT.....	xix
CHAPTER ONE:INTRODUCTION	1
1.1 Background of the Study.....	1
1.1.1 Market Performance	3
1.1.2 Online Marketing Strategies.....	5
1.1.3 Competitive Advantage	9
1.1.4 Firm Characteristics.....	12
1.1.5 Registered Tours and Travel Agencies in Nairobi city county, Kenya.....	13
1.2 Statement of the Problem	16

1.3 Objectives of the study	19
1.3.1 General Objective	19
1.3.2 Specific Objectives	19
1.4 Research Hypotheses.....	20
1.5 Significance of the Study	21
1.6 Scope of the Study.....	23
1.7 Limitations of the Study	23
1.8 Organization of the Study	24
CHAPTER TWO:LITERATURE REVIEW.....	25
2.1 Introduction	25
2.2 Theoretical Literature Review.....	25
2.2.1 Resource Based View Theory	25
2.2.2 Unified Theory of Acceptance and Use of Technology	28
2.2.3 Innovation Diffusion Theory	29
2.3 Empirical Literature Review	31
2.3.1 Content Marketing and Market Performance	31
2.3.2 Search engine Optimization and Market Performance.....	35
2.3.3 E-mail Marketing and Market Performance.....	36

2.3.4 Online Video Marketing and Market Performance	38
2.3.5 Online Marketing Strategies, Firm Characteristics and Market Performance.....	41
2.3.6 Online Marketing Strategies, Competitive Advantage and Market Performance	43
2.4 Summary of the Literature and Research Gaps.....	45
2.5 Conceptual Framework	54
CHAPTER THREE:RESEARCH METHODOLOGY	57
3.1 Introduction	57
3.2 Research Philosophy	57
3.3 Research Design.....	58
3.4 Empirical Model.....	58
3.4.1 Test for Moderation	60
3.4.2 Test for Mediation	61
3.5 Target Population	63
3.6 Sample Size and Sampling Technique	64
3.7 Data Collection Instrument	66
3.8 Operationalization and Measurement of Variables	67
3.9 Pilot Study	70
3.10 Validity and Reliability Research Instrument	70

3.10.1 Validity Test of the Research Instrument	70
3.10.2 Reliability Test of the Research Instrument	71
3.11 Data Collection Procedure	74
3.12 Data Analysis and Presentation.....	74
3.13 Diagnostic Tests	75
3.13.1 Linearity Test.....	75
3.13.2 Normality Test.....	76
3.13.3 Homoscedasticity Test.....	76
3.13.4 Multi-collinearity Test.....	76
3.14 Ethical Issues.....	77
CHAPTER FOUR:RESEARCH FINDINGS AND DISCUSSIONS	78
4.1 Introduction	78
4.2 Descriptive Statistics	78
4.2.1 Response Rate.....	78
4.3 Background Information	79
4.4 Descriptive statistics on study variables.....	82
4.4.1 Content Marketing.....	82
4.4.2 Search engine Optimization.....	84

4.4.3 E-mail Marketing.....	87
4.4.4 Online Video Marketing.....	88
4.4.5 Competitive Advantage	90
4.4.6 Firm Characteristics.....	93
4.4.7 Market Performance	95
4.5 Diagnostic Tests	99
4.5.1 Linearity Test.....	100
4.5.2 Normality Test.....	102
4.5.3 Homoscedasticity Test.....	103
4.5.4 Multi-collinearity Test.....	104
4.6 Multiple Regression analysis	105
4.7 Hypotheses Testing	107
4.8 Simple Regression analysis.....	112
4.8.1 Regression analysis for content marketing and market performance.....	112
4.8.2 Regression analysis for Search engine optimization and performance	114
4.8.3 Regression analysis for email marketing and performance.....	116
4.8.4 Regression analysis for Online Video Marketing and Performance	117
4.9 Regression analysis for the Moderating and Mediating variables	118

4.9.1 Moderating variable.....	119
4.9.2 Mediating variable.....	122
4.10 Qualitative Data Analysis.....	131
CHAPTER FIVE:SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....	134
5.1 Introduction.....	134
5.2 Summary.....	134
5.3 Conclusion.....	137
5.4 Policy Implication and Recommendations.....	139
5.5 Suggestion for Further Research.....	140
REFERENCES.....	141
APPENDICES.....	157
Appendix I: Letter of introduction.....	157
Appendix II: Research Questionnaire.....	158
Appendix III: List of tours and travel agencies.....	169
Appendix III: Approval of Research Proposal.....	177
Appendix IV: Research Authorization from Graduate School.....	178
Appendix V: Research Permit.....	179

LIST OF TABLES

Table 2.1 Summary of the Literature and Research Gaps	46
Table 3.1: Distribution of Target Population.....	64
Table 3.2: Distribution of Sample.....	65
Table 3.3: Operationalization of the Study Variables.....	68
Table 3.4 Summary of Reliability Test.....	73
Table 4.1 Response Rate.....	78
Table 4.2 Respondents Background Information	80
Table 4.3 Descriptive Statistics Results for Content Marketing.....	83
Table 4.4 Descriptive Statistics Results for Search Engine Optimization.....	85
Table 4.5 Descriptive Statistics Results for E-mail Marketing.....	87
Table 4.6 Descriptive Statistics Results for Online Video Marketing.....	89
Table 4.7 Descriptive Statistics Results for Competitive Advantage	91
Table 4.8 Descriptive Statistics Results for Agency Characteristics	94
Table 4.9 Descriptive Statistics Results for Market Performance	96
Table 4.10 Descriptive Statistics on market share growth and sales volume growth.....	98
Table 4.11 Correlation Matrix for Linearity	101
Table 4.12 Shapiro Wilk Tests of Normality.....	102

Table 4.13 Test of Homogeneity of Variances	103
Table 4.14 VIF Test of Multi-Collinearity Test.....	104
Table 4.15 Empirical Model Summary.....	105
Table 4.16 Analysis of Variance (ANOVA).....	106
Table 4.17 Empirical Model Coefficients.....	107
Table 4.18: Model Summary	112
Table 4.19: ANOVA.....	112
Table 4.20: Regression Coefficient.....	114
Table 4.21: Model Summary	114
Table 4.22: ANOVA.....	115
Table 4.23: Regression Coefficients	115
Table 4.24: Model summary	116
Table 4.25: ANOVA.....	116
Table 4.26: Regression coefficients.....	117
Table 4.27: Model Summary	117
Table 4.28: ANOVA.....	118
Table 4.29: Regression Coefficients	118
Table 4.30 Step One test for Moderating Effect	119

Table 4.31 Step Two Test for Moderating Effect	121
Table 4.32 Step One: Test for Mediating Effect of Competitive advantage	123
Table 4.33 Step Two: Test for Mediating Effect of Competitive Advantage.....	125
Table 4.34 Step Three: Test for Mediating Effect of Competitive Advantage.....	126
Table 4.35 Step Four: Test for Mediating Effect of Competitive Advantage	128
Table 4.36 Summary of the research Hypotheses.....	130

LIST OF FIGURES

Figure 2.1: conceptual framework	55
--	----

ABBREVIATIONS AND ACRONYMS

CCK:	Communication Commission of Kenya
CTL:	Construct Level Theory
EE:	Effort Expectancy
EWOM	Electronic Word of Mouth
GDP:	Gross Domestic Product
ICT:	Information and Communication Technology
IMC:	Integrated Marketing Communication
IT:	Information Technology
KATO:	Kenya Association of Tours Operation
NACOSTI:	National Commission for Science, Technology and Innovation
PC:	Personal Computer
PE:	Performance Expectancy
RBV:	Resource –Based View Theory
ROA:	Return on Asset
ROE:	Return on Equity
SEM:	Structural Equation Modeling
SEO:	Search Engine Optimization

SI:	Social Influence
SMEs:	Small and Medium Enterprises
SPSS:	Statistical Package for Social Sciences
TAM:	Technology Acceptance Model
TOE:	Technology Organization Environmental Framework
TPB:	Theory of Planned Behavior
TRA:	Theory of Reasoned Action
UK:	United Kingdom
UNWTO:	United Nation World Tourism Organization
USA:	United States of America
UTAUT:	Unified Theory of Acceptance and Use of Technology
VRIO:	valuable, rare, inimitable and organized
WTTC:	World Travel and Tourism Council

OPERATIONAL DEFINITION OF TERMS

- Competitive Advantage:** An aspect that deals with a customer's perception of a company's offering within the same industry versus that of its competitors, by providing unique and high-quality services.
- Content Marketing:** This is a marketing strategy that involves creating and sharing valuable, relevant, and consistent content with the goal of attracting and engaging a specific audience.
- Digital Marketing:** This is the marketing of goods and services utilizing digital technologies such as communications that may be sent both on and off the internet.
- E-mail Marketing** This is a marketing strategy that involves communicating with present and potential customers via electronic mail, e-magazines, and newsletters for appropriate feedback.
- Market Performance:** It's a multifaceted process that entails a shared knowledge of marketing success and efficiency, such as sales volume growth, market share growth, and market position

Online Marketing Strategies: The techniques and tactics used to promote products or services online

Search Engine Optimization: It is a form of online marketing that increases visibility and accessibility of an organizations website in search engine results page.

Online Video Marketing: This is an act of stimulating customers by telling a story interactively through the use of online videos.

ABSTRACT

Kenya's Vision 2030 strives to craft the country into middle-income industrialized country by improving access and strengthening economic development of the tourism industry. However, the market shares of tours and travel agencies in Nairobi city county exhibits a downward trend, necessitating adoption of online marketing strategies to enhance their market performance. The study aimed to investigate the effects of online marketing strategies on market performance of the registered tours and travel agencies in Nairobi city county Kenya. The study specifically investigated the effect of content marketing, search engine optimization, e-mail marketing and online video marketing on market performance. It also established the moderating effect of firm characteristics as well as the mediating effect of competitive advantage on the relationship between online marketing strategies and market performance of registered tours and travel agencies in Nairobi city county Kenya. The study was anchored by unified theory of acceptance and use of technology, innovation diffusion theory and resource-based view theory. The study adopted a positivist philosophy. Both descriptive and explanatory research designs were used. The study used stratified random sampling to choose the sample size from the population. A self-administered semi-structured questionnaire was used to collect primary data from a sample of 179 registered tours and travels agencies picked from a population of 324 tours and travel agencies in Nairobi city county, Kenya. The study instrument's validity and reliability were assessed, and the results showed that they were reliable. The data obtained was coded and entered into the Statistical Package for the Social Sciences. Data was analyzed using both descriptive and inferential statistics, such as frequencies, mean, percentages, and standard deviation, and presented using tables, and numerical values. Based on the objectives five hypotheses are formulated and were tested at a 95% confidence level using multiple linear regression. The results of regression analysis established that search engine optimization, email marketing and online video marketing had a positive and significant effect on market performance of the registered tours and travel agencies in Nairobi city county, Kenya. However, content marketing strategies had an insignificant effect on market performance of tours and travel agencies in Nairobi, city county Kenya. As a result, the study concludes that content marketing extends beyond content sharing and distribution to include content creation, and therefore tours and travel agencies should focus more on the key characteristics of content, which ultimately made reference to the purchase process and is open to the potential business outcome. The study recommends that tour operators and travel agencies should integrate all available online marketing strategies to make information more accessible to customers. This includes creating relevant content to enhance market entry, using search engine optimization to improve online visibility, leveraging email marketing to personalize messages and increase market penetration, and using online video marketing to boost performance.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

In recent years, the markets have changed as a result of increased focus on the ever-changing market environment and appreciating cutting-edge marketing (Kotler & Armstrong, 2013). For the effective achievement of market performance, organizations, as well as marketing managers, employ accurate marketing strategies appliances to create awareness in their organization products (Kotler & Armstrong, 2018). The global COVID-19 pandemic has led to changes in the market and has enabled tours and travel agencies the opportunity to access international markets through online marketing.

In the context of online marketing strategies for tours and travel agencies, resource based view (RBV) can be used to analyze the various sorts of support that these strategies provide to the agencies, such as access to new markets, customer data and improved customer engagement. By applying the RBV framework, tours and travel agencies can better understand the resources and capabilities they possess, as well as the ones they need to acquire, in order to develop and implement effective online marketing strategies (Weele, Rijnsoever & Nauta, 2013). Globally, online marketing strategies have become essential aspects for marketing firm's products, services and ideas (Goodrich *et al.*, 2015). Therefore, online marketing strategies have led to an increase on sales revenues, market share growth and profitability at an alarming rate ((Zhang, Ji, Huang & Liu, 2019: Chaffey & Smith, 2018).

Marketing has evolved from offline marketing to online marketing over the years. Offline marketing strategist is a marketing aspect that does not require internet connectivity while online marketing requires live internet connectivity (Schwarzl & Grabowska, 2015). Online marketing has emerged as a new promising area of interest to many practitioners and researches in the field of marketing management due to its provision of unlimited options and possibilities (Shaltoni, 2017). Many companies and institutions around the world have often used online marketing strategies as a means to conquer the adequate competition. However, these strategies have provided no new options that foster competition creating room for new thinking (Lin, 2019).

The tours and travel sector is a dynamic and growing industry, driven by global demand for travel and tourism services. With technological advancements and the expansion of online travel booking platforms, the sector is constantly evolving to meet the changing needs of travelers (Pencarelli, 2020). The drastic changes in the sector of tours and travel agencies business environment has enabled firms and marketing managers use competitive advantage aspect to gain a large market share growth, profitability and position themselves effectively (Kaleka & Morgan, 2017). Repeatedly observing the firm's internal environment, as shown by the frequency of customer consumption of its goods and services, can provide insights into the firm's age and size, which are important factors that should not be overlooked (Efrat, Hughes, Nemkova, Souchon & Sy-Changco, 2018). Marketing is the key aspect that could be used to increase competitive advantage and market share.

The responsibilities of tour operators and travel agencies include selling and arranging transportation, lodging, tours, and trips for tourists (Dogra, 2018). Despite an increase in the number of registered tour and travel agents in Kenya, market share growth has been consistent for several years (Tourism Research Institute, 2020). Globally, Europe is the market leader in international tourism, with the United States and Germany playing key roles in contributing to growth arrivals. However, international tourist growth rates have been 3.5% slower from 2017 to 2019 compared to previous years (ETC, 2019). According to the 2019 travel and tourism report, the number of foreign tourists arriving surpassed 1.4 billion, with the United States accounting for 10% of all arrivals and Germany accounting for 9%. Russia received 7%, the United Kingdom received 5%, and Italy received 4%.

1.1.1 Market Performance

Market performance is an essential measure of an industry's or market's overall health, and it assists investors in making informed decisions about investing in specific firms or sectors. It is also an important measure for businesses to use in determining their performance and competitiveness and making choices regarding future development initiatives (Yang, Chen & Wang, 2015). Market performance is a multifaceted process that entails a shared knowledge of the effectiveness and efficiency of marketing activities including sales volume growth, market share growth, and profit margin (Weber, 2020). Market performance not only reflects an organization's growth but also aids in the navigation of future competitive success (Bieze, 2010).

Market performance refers to how an organization's resources are used to meet marketing objectives. Organizations must assess their market performance and the manner in which marketing aids in the achievement of their objectives. However, because little research has been done on well-designed market performance indicators in tours and travel agencies, this is a source of concern (Bruni *et al.*, 2017). As market performance indicators, market share growth, competitive position, and market penetration were used (Psomas *et al.* 2018).

Grawe, Chen, and Daugherty (2009), on the other hand, used sales volume growth, profit margin, market share growth, and overall competitive position as indices of market performance. Chong *et al.* (2016) discovered that market share growth and current profitability are good indicators of market performance. According to research (Sullivan & Dooley, 2009; Gunday, Ulusoy, Kilic, & Alpan, 2011; Rashid, 2018), the constructs of market performance are market share and sales volume growth.

Non-financial indicators, according to Kinyua (2015), are appropriate measures for gauging performance because they are employed at all levels of an organization. Market share is conceptualized as the customer spending and product sold in the market while sales volume as the aggregate sum of all sales sold in a particular period of time (Salindal, 2018). Due to recent development of marketing, innovation and technology are the key factors that have led to success stories on the increment of market share of a firm in terms of sales volume, market share, and cash flow (Bieze, 2010).

Nonetheless, the tours and travel agencies are still in search for an appropriate measure of market performance (Bruni *et al.*, 2017). On this regard, the introduction to the balanced scorecard by Kaplan and Norton basing the arguments on tourism sector has been less sufficient in support of market performance. However, based on the leading tours and travel agencies studies on market performance, they have designed a market performance measurement system that are useful to organizations under high market dynamism particular the travel and tourism firms.

1.1.2 Online Marketing Strategies

Online marketing strategies are a subset of digital marketing strategies. Online marketing strategies are the techniques and tactics used to promote products or services online. (Schwarzl & Grabowska, 2015). Grubor and Jaksa (2018) contend that online marketing strategies contain activities only on the internet while digital marketing strategies comprises both on and off the internet technologies. Online marketing strategies, on the other hand, are internet-based business platforms that allow various vendors and buyers to instantaneously communicate information about their products, services, and ideas, make online transactions, and take advantage of other value-added marketing services (Chong *et al.*, 2016).

Therefore, online marketing strategies could be used interchangeably to mean internet marketing strategies. Measuring online marketing strategies for some decades has been a major challenge due to a lack of consensus on measurement constructs among different scholars and practitioners (Järvinen *et al.*, 2012). Measures of online marketing strategies

include content marketing, e-mail marketing, and search engine optimization (Schwarzl & Grabowska, 2015). Further, Yang, Qin, Chen and Ji (2019); Burke (2017) conceptualized online marketing strategies as conversational marketing, online video marketing, content marketing, email marketing, and search engine optimization. Consequently, Opreana and Vinerean (2015) indicated conversational marketing, content marketing and e-mail marketing as some of the constructs of online marketing strategies. In addition, Gernsbacher (2014) proposes some of the constructs that are used as online marketing strategies being content marketing, e-mail marketing and search engine optimization. Concurrently, a study conducted by Njau and Karugu, (2014) contends that social media marketing, search engine optimization and e-mail marketing are measures of online marketing strategies.

Content marketing is concerned with persuading an audience to change their minds about a product, service, or idea by utilizing content to raise awareness of it (Wong An Kee & Yazdanifard, 2015). Content marketing, according to the content marketing institute, is a strategic marketing method that focuses on generating and providing valuable, relevant, and consistent content in order to attract and retain a defined audience and drive lucrative customer action. Content marketing and social media marketing are similar in that their goals are similar in that they both focus on storytelling as much as promotional communication (Järvinen & Taiminen, 2016). However, content marketing is an approach employed in social media aspect (Du Preez, 2018). Therefore, the term social media refers to a collection of channels and platforms for delivering and sharing information.

A study on effects of content marketing and sponsorship acceptance in the South Africa Cape Town area conducted by Human, Hirschfelder and Nel (2018) ascertain that content marketing as one of the tools that are used as online marketing strategies concepts. In addition, a study by Gurjar, Kaurav and Thakur (2019) on content marketing techniques and its applicability in the tourism industry ascertain that some of the various media that content marketing could be disseminated to the target audience include valuable and relevance.

Einstein (2018) indicated lead generation, relevance, valuable are some of the concepts of content marketing. Consequently, a study by Wang, Malthouse, Calder and Uzunoglu (2017) states that lead generation, empowerment and clarity are some of the content marketing concepts. Concurrently, (Alamäki *et al.*, 2019; Järvinen and Taiminen, 2016; Gabbianelli & Conti, 2018) ascertain the measures of content marketing being website traffict, band awareness, bookings and lead generation.

Search engine optimization is a system that collects information about a site and enables the webpage appear in top (Yang *et al.*, 2015). Search engine marketing which include both paid and organic search result which is a broader aspect that encompasses search engine optimization (Aswani *et al.*, 2018). Since the number of internet users has increased tremedesly globaly, search engine optimization has turned into a crucial element of internet marketing. The search engine optimization acts as a strategy of increasing sales revenue of the organizations (Jafarzadeh *et al.*, 2015).

Nabout *et al.*, (2012) did a study on the profitability of free based compensation plans for search engine optimization. The findings indicated accessibility, lead conversions and visibility having positive relationship on profitability. Concurrently, a study by Clarke and Jansen, (2017) indicated conversions potentials, visibility and accessibility as metrics of search engine optimization. Further, a study conducted to on hotel attributes performance on electronic word of mouth indicated frequency and favorability as measures of electronic word of mouth (Yen & Tang, 2019). Moreover, lead conversion, visibility and accessibility are variables of search engine optimization (Sharma *et al.*, 2018).

E-mail marketing is an aspect that is used to reach clients directly through the use of electronic mails to raise awareness of their products and the existence of themselves to potential clients (Bawm & Nath, 2014). A study conducted by Reimers, Chao and Gorman (2016) indicated that the perceived usefulness, convenience of use, and enjoyment received from online shopping were all positively influenced by e-mail marketing. E-mail marketing is a special technological appliance that organizations use to communicate with their clients.

Davis (1986) established a technology acceptance model to predict how new technology would be used. Email marketing was an extension of TAM (Reimers, Chao, & Gorman, 2016). Czernik *et al.* (2008) Indicated feedback, ease of use as a measure of email marketing as measures of e-mail marketing. Concurrently, a study by Balakrishnan and Parekh (2015) ascertain ease of use, feedback, customer response and return on

investment as measures of email marketing. El-Gohary and Hatem, (2019) indicated customer response, feedback and ease of use as measures of e-marketing.

Online videos have become essential aspects for marketing products, services and ideas. Globally online video marketing revenues are growing at an alarming rate (Zhang, Ji, Huang & Liu, 2019). A study by Krämer and Böhrs, (2016) contend that social sharing and quality informational as measures of online video marketing. Concurrently Goodrich *et al.*, (2015) content that the length, quality informational content, interactivity and social sharing as measures of video marketing. Further, Geyik *et al.*, (2016) indicated social sharing and quality information has statistical significance influence on performance.

Content marketing, SEO, e-mail marketing, and online video marketing were used in this study, adopted from (Njau & Karugu, 2014; Reimers, Chao, & Gorman, 2016; Human, Hirschfelder, & Ne, 2018) as measures of online marketing strategies. These constructs were operationalized in online marketing strategies in the context of registered tours and travel agencies in Nairobi City County, Kenya.

1.1.3 Competitive Advantage

Customer's view of a company's offering within the same industry versus that of its competitors, by employing value-creating tactics not already employed by their competitors, are the focus of competitive advantage. In the viewpoint of consumers, companies with competitive advantage offerings are perceived as creators of greater values (Kaleka & Morgan, 2017). Competitive advantage is conceptualized in three ways,

focus, cost leadership and differentiation (Porter, 1995). Competitive advantage is an unmeasurable construct that contains all of the underlying properties of the competitive edge concept and distinguishes it from both its sources and the concept of performance. (Sigalas & Pekka-Economou, 2013).

Further, Ansoff (1965), a pioneering strategic thinker who defined competitive advantage as the specific qualities of distinct product markets that provide an enterprise with a significant competitive advantage over its competitors. Furthermore, according to Sigalas and Pekka-Economou (2013), competitive advantage is the use of market opportunities to counter act competitive threats, and that focusing on essential characteristics of individual product markets as a means of gaining a competitive edge. Through excellent offerings and promotion, a differentiation strategy creates entry barriers for possible competitors by creating consumer and brand loyalty (Wen-Cheng, Chien-Hung, & Ying-Chien, 2011).

Individuals need well defined competitive advantage features that they can strategically employ to their online marketing strategies outlook to differentiate themselves with other competitors. Organizations achieve competitive advantage aspect by developing attributes to outperform and outdo their competitors on profit margins, market share, technological advancements, product quality or through its significant resources (Wang, 2014). This has also been argued by proponents of the Resource-Based View (RBV) theory, who viewed resources as a scarce commodity in an organization but specialized as a source of competitive advantage due to their immobility and heterogeneity (Baia *et al.*, 2020).

Due to their historical reliance, causal ambiguity, and social complexity, resources in organizations that are valued, imperfectly imitable, uncommon, and non-substitutable will generate a prolonged competitive advantage (Barney,1991). Kaleka and Morgan (2017) conceptualized competitive advantage as corporate reputation, Unique service and quality services. Concurrently a study by (Efrat, Hughes, Nemkova, Souchon & Sy-Changco, 2018: Gakenia, 2015) considers measures of competitive advantage as the corporate reputation, brand positioning in terms of unique and quality brand and innovation. Additionally, Baia *et al.*, (2020) measured competitive advantage based on reputation, unique products and quality products. This is in line with (Barney, 1991) the collective evaluations of a firm based on evaluation of the financial, sociological, and physical factors assigned to the firm over time are referred to as a company's reputation (González-Rodríguez *et al.*, 2019). The reputation of a company allows it to achieve a competitive edge in the marketplace (Ginesti *et al.*, 2018).

Porter's generic strategies illustrated that in order to beat other competing companies in an organization, the firm must employ a cost leadership strategy, in which the firm must reduce costs through mass manufacturing and strict cost management of key business processes. Organizations should build distinct products or services based on differentiation elements, or focus on a segment of customers, a product line section, or a market segment to achieve either cost leadership or product differentiation (Porter, 1995).

There should be a competitive advantage in all areas of the organization for online marketing strategies to bring about the desired level of performance. As a result, competitive advantage is a mediating factor in the relationship between online marketing

strategies and market performance in this study. Reviews by different authors show some differences in the constructs used to measure competitive advantage. This study used unique services, quality services and reputation as a measure of competitive advantage (Gakenia, 2015; Efrat, Hughes, Nemkova, Souchon & Sy-Changco, 2018).

1.1.4 Firm Characteristics

Firm characteristics are conceptualized differently by different authors. Firm characteristics are a demographic and managerial variable that refers to a company's internal environment. (Zou & Stan, 1998, Egbunike & Okerekeoti, 2018). Reviews from past literature show different ways in which firm characteristics constructs have been applied. The size of the firm and its age have been utilized as observed firm characteristics concepts. The firm's age is determined by the number of decades which has been around, its size is determined by the number of workers, and the ownership structure is determined by the number of shareholders. (Degryse *et al.*, 2012).

Concurrently, a study by on research and development collaborations in higher education institutions indicated that the firm's age, as measured by the number of years since incorporation, as well as the firm's size, as measured by the number of employees. Past empirical studies by (Kogan & Tian, 2012, Charles *et al.*, 2018) identified firm characteristics constructs being, firm size, liquidity, sales growth, and leverage. Similarly, some of the firm characteristic's constructs included firm size, profitability, sales growth, leverage, liquidity, age of the firm, board structure and composition, assets growth, turnover and growth prospects (Mule, Mukras, & Nzioka, 2015).

Furthermore, according to a study on the effect of company performance on the link between customer relationship management strategies and performance, indicated the size, age and ownership of the firm being measures of firm characteristics (Mwai *et al.*, 2017). Further, Egbunike and Okerekeoti, (2018) found that there is a significant impact between size of the firm and profitability. Ansoff (1965) observed that older businesses have more matured monitoring systems and defined decision-making mechanisms, and they can outperform younger businesses, when it comes to the risk of newness due to factors such as reputation and market knowledge. This is in line with Degryse *et al.*, (2012) who emphasize large enterprises that emphasize large firms have more leverage as opposed to small firms which enables proper performance.

Falk and Svensson, (2020) concluded that larger firms have significance effect on performance and are likely to be considered more when allocating research grants as opposed to young firms. Firms consider size of the firm as an important aspect in shaping firm's internationalization ability (Behmiri *et al.*, 2019). Therefore, the size of the firm and the age of the firm were used in this study as constructs of firm characteristics proposed by (Kogan & Tian, 2012; Mwai *et al.*, 2017).

1.1.5 Registered Tours and Travel Agencies in Nairobi city county, Kenya.

In Kenya, tours and travel agencies fall under the tourism umbrella. Kenya's travel and tourism business provides roughly 8.8% of the country's total GDP, according to the World Travel and Tourism Council's (WTTC) report 2020. The sustainable growth of this tourism sector is replicated by the competitive supply of the tours and travel agencies

(Kitur & Kinyua, 2020). Kenya Association of Tours Operation (KATO) is responsible for controlling all the activities of these tours and travel agencies. KATO has continually registered increase numbers of tours and travel agencies in Kenya, recording substandard levels of turnover annually.

The tours and travel agencies in Kenya have to abide by the strict rules and regulations stipulated by the government and KATO. Tours and travel agencies' responsibilities are selling, making arrangements for transportations, accommodation, tours, and trips for tourists (Dogra, 2018). There are over 400 tours and travel agencies in Kenya, of those, 324 have their head offices in Nairobi while the remaining number spread out to other towns in Kenya, based on different categories (KATO, 2019). The registered tours and travel agencies are grouped into different categories based on the gross annual turnover.

Categories A are tours and travel operators whose annual turnover exceed Ksh. 120 million, Category B gross annual turnover exceed Ksh.120 million but below Ksh. 80 million, Category C gross annual turnover exceed Ksh.40 million but below Ksh. 80 million, Category D gross annual turnover exceed Ksh.10 million but below Ksh. 40 million, Category E gross annual turnover exceed Ksh.10 million, Affiliate for local companies or individual whose benefit from registration with gross annual turnover below Ksh.10 million, Associate category are members that join with less than one year of operation and will less than the gross turnover of the rest of the categories.

Tour and travel agency marketers no longer have complete control over their particular location thanks to online marketing strategies (Alizadeh & Isa, 2014). Travelers with the

help of these online marketing strategies can communicate directly with the tours and travel agencies within their opinion reach without the knowledge and control of marketers (Tussyadiah & Zach, 2013). As a result, the majority of tour and travel agencies throughout the world use online marketing strategies to promote their products and services while also engaging in personal dialogues with their customers (Matikit, Lombard, & Mpinganjira, 2016). The ministry of tourism is responsible for registering tours and travel agencies in Kenya and is a member of the Kenya Federation of tours organization. KATO strives to make better business climate for tours and travel companies in Kenya, as well as promote the services of its members to the general public and safeguard their rights. Tour and travel businesses in African countries, particularly Kenya, have been able to reach their target markets in America and Europe through online marketing strategies to promote their struggling tourism industries (Maswera *et al.*, 2008).

However, Kenyan tour operators and travel firms have struggled to grow their market share of international tourist earnings in comparison to America and Europe. Tours and travel businesses in Africa had a market share of 3% in the world tourism market in 2019, according to the World Tourism Organization (WTO), compared to Middle East (8%), Asia (6%) and Europe (4%). Consequently, in the year 2018 tours and travel agencies in Africa had a market share of 7% compared to Asia (7.2%). As pertains to sub regions North Africa tours and travel agencies recorded 9% market share compared to sub-Saharan Africa tours and travel agencies which were at 0% market share in 2019.

1.2 Statement of the Problem

Kenya's Vision 2030 seeks to craft the country into a top half country that is industrialized with a good living standard for all residents through expanding tourism access and diversifying the business (GoK, 2018). In this regard the government of Kenya has implemented several reforms to enable the proper performance of the tourism industry in terms of market share growth, sales volume growth and market positioning. As a result of the reforms in the government the Kenyan tour operators and travel agencies' performance has barely changed over the last five years (Tourism Research Institute, 2020). Contrary to their expectations, the market position of tours and travel agencies in Kenya continue to display unsatisfactory market performance as envisaged by (De Sausmarez, 2013).

Despite the overall positive image, the market share of tours and travel agencies in Kenya has consistently dwindled (Eva & Ogutu, 2017). According to an ETC report (2019), market growth rates of international tourists in Kenya, have been 3.5 percent slower from 2017 to 2019 compared to previous years. This was further aggregated by onset of covid-19 pandemic in the year 2020, where the growth rate of tours and travel agencies decline by a 65% since travel restrictions were introduced globally (UNWTO, 2020). Equally the sales volume went down in 2020 compared to the year 2019 by a 0.7 percentage (Tourism Research Institute, 2020).

In Kenya, tours and travel firms saw a 65 percent reduction in international arrivals by 2020, with some closing their doors, some merging, and a larger percentage still

struggling owing to the pandemic (WEF, 2019). The struggles to enhance their performance have been evidenced through optimizing online marketing strategies (Jovicic, 2019). However, performance response to online marketing strategies has been irregular and uneven in Kenya. Most tours and travel agencies in Kenya have adopted some contests of online marketing strategies, however, the traditional marketing strategies the word of mouth are still applicable by most of them (Wanjau *et al.*, 2012).

Nasution *et al.* (2020), findings indicated that online marketing has a positive effect on experiential marketing. The study employed a multiple linear regression model and a quota sampling strategy to choose a sample size of 100 small and medium firms. Moreover, a study by Chong, Bian and Zhang (2016) e-marketing services had a significant favorable impact on marketing success. This study used exploratory research design, which is not conclusive in nature but supposed to bring more insight into the problem. Both studies may not be conclusive enough and therefore cannot be generalized mainly because of the relatively small sample size and the research design used.

Additionally, Järvinen and Taiminen (2016) concluded content marketing as significant effect on marketing automating. The study used purposive sampling technique and snowball sampling technique. The studies sample size was selected using purposive and snowball sampling technique which the conclusions cannot be generalized. Liu *et al.*, (2020) the use of the internet to manage customers impacted internet marketing capabilities in a good way. The research was carried out among six hundred and eighteen Taiwanese firms and a sample of one hundred and thirty-two analyzed using structural

equation model. The previous study was conducted on a different contextual scope as compared to the current study.

At the same time, Mutuku, Muathe, and James (2019) investigated the impact of competitive advantage on the link between e-commerce expertise and performance. The findings of the study indicated; e-commerce capacity has a substantial influence on commercial bank performance in Kenya. The study was conducted on financial banks in Kenya which is a different context as compared to current study.

Secondary data was used for analysis of the results, however, primary data should be considered in order to capture current trends in the markets. Moreover, a study by Bruni *et al.*, (2017) inclined on the market performance measurements in travel and tour operators in Italy. The study found out that there is need to bring in appropriate measures of market performance in travel and tours sector in line with the e-retailing sector. The study was conducted in Italy also which is a more developed market therefore it is imperative to test the validity of this study in developing markets such as Kenya.

Opreana and Vinerean (2015) indicated content marketing and e-mail marketing as some of the constructs of online marketing strategies. In addition, Gernsbacher (2014) proposes some of the constructs that are used as online marketing strategies being content marketing, e-mail marketing and search engine optimization. Concurrently, a study conducted by Njau and Karugu, (2014) contends that search engine optimization and e-mail marketing are measures of online marketing strategies. The studies excluded some

of the measures on online marketing strategies as compared to the current study which included all the measures.

According to the literature, internet marketing strategies must be built in such a way that their impact on market performance is adequately captured. The effect of offline and online marketing strategies on market performance is still a developing area of study and further research is required for formulating appropriate measures to partake in these online marketing strategies. Kenya is a popular tourist destination and a hub for many travel agencies but there were few studies done on especially online marketing strategies of the tours and travel companies.

Therefore, there is a need arising to look into the effects of offline and online marketing strategies and market performance on the registered tours and travel agencies in Nairobi City County, Kenya incorporating the moderating aspect of firm characteristics and the mediating role of competitive advantage.

1.3 Objectives of the study

1.3.1 General Objective

To investigate the effect of online marketing strategies on market performance of registered tours and travel agencies in Nairobi city county, Kenya.

1.3.2 Specific Objectives

- i. To determine the effect of content marketing on market performance of registered tours and travel agencies in Nairobi city county, Kenya.

- ii. To assess the effect of search engine optimization on market performance of registered tours and travel agencies in Nairobi city county, Kenya.
- iii. To examine the effect of email marketing on market performance of the registered tours and travel agencies in Nairobi city county, Kenya
- iv. To determine the effect of online video marketing on market performance of registered tours and travel agencies in Nairobi city county, Kenya
- v. To establish the moderating effect of firm characteristics on the relationship between online marketing strategies and market performance of registered tours and travel agencies in Nairobi city county, Kenya.
- vi. To establish the mediating effect of competitive advantage on the relationship between Online marketing strategies and market performance of registered tours and travel agencies in Nairobi city county, Kenya.

1.4 Research Hypotheses

- H₀₁:** Content marketing has no significant effect on market performance of registered tours and travel agencies in Nairobi city county, Kenya.
- H₀₂:** Search engine optimization has no significant effect on market performance of registered tours and travel agencies in Nairobi city county, Kenya.
- H₀₃:** Email marketing has no significant effect on market performance of registered tours and travel agencies in Nairobi city county, Kenya.
- H₀₄:** Online video marketing has no significant effect on market performance of registered tours and travel agencies in Nairobi city county, Kenya.

H₀₅: Firm characteristics have no significant moderating effect on the relationship between online marketing strategies and market performance of registered tours and travel agencies in Nairobi city county, Kenya.

H₀₆: Competitive advantage has no significant mediating effect on the relationship between online marketing strategies and market performance of registered tours and travel agencies in Nairobi city county, Kenya.

1.5 Significance of the Study

The study is useful since it offers information on the tours and travel agencies in Kenya through offering a better understanding of underlying concepts of online marketing strategies and their contributions to market performance in terms of gaining a large market share, increasing numbers in sales volume and positioning of the market. The findings also informed the tours and travel agencies in Kenya on how to deal with the competition of new virtual platforms that need to be updated. The interactions of online marketing strategies, market performance, firm characteristics, and competitive advantage aspects are important in promotion and pricing of tours and travel agencies in Kenya.

Researchers and academics benefit from the findings of this study since it was used as a source of scientific investigations on the literature because of its understanding of the subject matter in terms of how the study variables are related. Furthermore, the study's findings generated research topics for the future, such as notions of online marketing strategies and market performance, which will be of interest to scholars and researchers.

Future researchers who intend to conduct a study linked to a phenomenon in this field are expected to benefit from the research methodologies and tactics used in this study.

Understanding the correlation between online marketing strategies and market performance, decision making on appropriate policies by various government policies, management strategists and policymakers. This is of great importance to the government and the communication authority of Kenya to help them craft policies regarding the content to be featured on the online strategies while marketing products of an organization, fair rules, and regulations of entrepreneurs and organizations that promote and sell their products using online marketing strategies. The general public had an idea of the online marketing strategies platforms and how they can save time and cost among many other aspects and increase market share. The knowledge acquired in this study helps organizations improve and choose an appropriate online marketing strategy to advertise and sell the products.

A body of knowledge is determined on already existing literature to find out how UTAUT theory, innovation diffusion, and resource-based view theory apply to online marketing strategies and market performance of the registered tours and travel agencies in Nairobi city county, Kenya. The study findings provide insights into the importance of online marketing strategies in the travel and tourism industry in Kenya.

The study helps organizations and marketing managers to understand the role of online marketing strategies in creating awareness of their products and services and accessing international markets. The study applies the resource-based view (RBV) to identify and

categorize support delivered by online marketing strategies to tours and travel agencies in their portfolio. This approach provides a useful framework for firms to identify and leverage their unique strengths and resources to achieve a competitive advantage in the market.

1.6 Scope of the Study

The study establish the effect of online marketing strategies affect the market performance of registered tours and travel firms in Nairobi, Kenya. The online marketing strategies encompasses content marketing, search engine optimization, email marketing and online video marketing. Market performance includes market share growth, sales volume growth and market position. The theories that underpin the study included; the unified theory of acceptance and use of technology, the Innovation diffusion theory, and resource-based view theory. The study focused only on the registered tours and travel agencies in Nairobi County, Kenya. The study involved the head of marketing department or the owners of the selected sample size. This was a cross-sectional study and was conducted between June 2021 to August 2021.

1.7 Limitations of the Study

Because of the risk of incrimination from management leaders, the researcher had difficulty obtaining or accessing secret business information from concerned personnel. To overcome these obstacles, the researcher convinced the sampled interviewees that the information collected will be kept private and secure and that no names will be revealed in the final report. This limitation was further alleviated by the adoption of a NACOSTI

research permit. The researcher faced difficulties in locating adequate studies conducted in underdeveloped nations that have relevant data for the Kenyan situation. On the registered tours and travel agencies in Nairobi County, Kenya, the constraint was addressed by research and engagement with key parties. To review the literature, similar empirical studies in other sectors and developed nations were used.

1.8 Organization of the Study

The study encompasses preliminary part and five chapters. The preliminary part includes, page title, declaration, dedication, acknowledgement, abstract, table of content, list of figures, list of tables, abbreviations and acronyms, and definitions of terms. The study's first chapter comprises of background information as well as context for the study's topic. It contains the problem statement as well as the study's objectives, hypothesis, scope, limitations, and significance of the study. The literature evaluation that will guide the study on the topic of online marketing strategies and market performance is covered in Chapter two, which examines the empirical literature as well as the underpinning theories. Chapter three covers the following: research philosophy, research design, variable measures, target population, sample design, data collecting, data validity and reliability, data analysis, and ethical implications. Chapter four cover finding of the study and discussions while chapter five addresses summary, conclusion, contribution of study to knowledge and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This section addresses all of the existing study gaps on the effect of online marketing strategies and market performance as offered by various academics, researchers and publishers. Similarly, theories that underpin the research are also presented in this chapter. The conceptual framework depicted the links between online marketing strategies, market performance, firm characteristics, and competitive advantage.

2.2 Theoretical Literature Review

There is necessity for a complete study to be founded on a theory. Several theories may apply to this study, but appropriate theories were utilized to establish a framework for the research variables. The research was based on three theories the innovation diffusion theory, the resource-based view theory and unified theory of acceptance and use of technology theory.

2.2.1 Resource Based View Theory

Resource Base View Theory emerged during in the early 1950s through the works of Penrose (1959). The RBV is a theory of performance and competitive advantage based on valuable, rarity, inimitable and organized resources of a firm (Baia *et al.*, 2020). Thus, performance in any aspect of an organization is dependent on the resources and capability of the firm that it possesses. RBV proponents believed that it was easier to use existing

resources to exploit external opportunities rather than obtaining new skills/resources for various opportunities. (Seyitoğlu & Ivanov, 2020).

Because organizations need resources to acquire, process, analyze, distribute, and enforce competitive advantage, the theory can be applied to market performance variables. (Hussain *et al.*, 2020). Competitive intelligence units help marketing managers understand how rival firms have developed their own unique capabilities and assets and this will enable them to implement unique bundles resources to create value for customers and outdo competitors. The Resource Based View (RBV), holds that the success of an organization is primarily influenced by its own internal resources, such as assets and competencies (Hameed *et al.*, 2018).

The firm's assets or resources may be both tangible and intangible (Collis, 1994). Competencies, such as skill and expertise, are intangible (Teece *et al.*, 1997). External knowledge on online marketing strategies such as content clarity and visibility, quality services, and Unique services are the resources or assets of tours and travel agencies in the context of the current study. Resources could be classified as being physical, human and organizational. They could be classified as being tangible which comprises both tangible and intangible assets such as image, intangible assets, talents and capacities (Porter, 1980).

Competitive advantage, therefore, can help where and how to find unique resources and capabilities that will enable organizations to compete effectively in different markets. The RBV assumes that are heterogeneous and immobile. While heterogeneity refers to how

firms' skills, capacities, and other man power differ from one another, immobility refers to how resources do not move from one company to another, at least in the short term. Regardless of the RBV being criticized for being too tautological, underdeveloped role of product markets, and limited prescriptive implications (Kellermanns *et al.*, 2016).

Barney and Mackey (2016) applaud it for giving strategists a way to assess potential factors that can be utilized to get an advantage in the market. In this study, attention is paid to critically analyzing if registered tours and travel organizations in Kenya have online marketing resources that satisfy the attributes of the VRIO criteria (valuable, rarity, inimitable and organized). Conventionally, valuable resources have the potential to help tourist organizations increase the value offered to the customers through increased differentiation and/or decreased production costs (Hussin & Buchmann, 2019). Failure to exhibit the criterion of valuable demeans firms' competitive advantage, hence, marketing nonperformance.

The criterion of rarity seeks unravel whether the resources for online marketing that tourist organizations have are rare to enhance their competitive parity. Moreover, competitive advantage is promised to firms whose resources are inimitable due to being costly to imitate or substitute by rivals. Inimitable resource leads to sustained advantage in the marketplace Finally, a company's way to mobilize its internal resources enhance its ability to acquire the advantages of the resources. Hence, tourist firms that have effectively organized their online marketing resources are capable of exploiting their valuable, rare and inimitable resources to sustain their competitive advantage from which performance is actualized

2.2.2 Unified Theory of Acceptance and Use of Technology

The UTAUT theory was formulated by Venkatesh *et al.* (2003). The theory unified different views on user and innovation acceptance. Performance anticipation, requirement, social pressure, and behavioral intention are the four factors of the UTAUT. These categories are predictors of behavior intentions and ultimate etiquettes, and they are regulated by elements such as sex, age, and prior knowledge, and the willingness to utilize them (Venkatesh *et al.*, 2003). Anticipation for performance (PA) one of this theory's constructs is the degree to which the person expects the system will help him or her do better at work; The point of ease of technology use is referred to as effort requirement (ER). The norms by which an individual views how important others (family and friends) consider him or her to be a good candidate for the new system are known as social pressure (SP); Hedonic motivation refers to the pleasure of happiness as a result of employing a technology; Behavioral intension (BI) is the degree to which a person feels that a company and its technical infrastructure are capable of supporting the system; Behavioral intension (BI) is the extent to which someone perceives that an organization and its technological structures are capable of supporting (Venkatesh *et al.*, 2003).

The threat of new entrants and replacements, buyer/supplier bargaining power, and competitive rivalry in the sector are the four elements that make up Porter's five forces model. Development of the theory was brought about by reviews and amalgamation of eight prominent theories and models which included TAM, the motivational model, Innovation diffusion theory, a combined TPB/TAM, models of PC utilization, the theory of planned behavior TPB ,social cognitive theory, theory of reasoned action TRA,

(Venkatesh *et al.*, 2003). A study by Asastani *et al.*, (2019) applied the four aspects of a unified theory of technology acceptance and use to show the factors affecting use of mobile commerce in Indonesia. Therefore, the UTAUT theory is of importance to online marketing strategies in such a way it shows the use and acceptance of virtual platforms and how their performance is of benefit to the organizations (Siswanto *et al.*, 2018). Despite the amalgamation of the eight theories the UTAUT theory did not clearly indicate the process of adoption of technology (Kiwanuka, 2015).

2.2.3 Innovation Diffusion Theory

The theory of innovation diffusion was put into practice by Rogers (1995). The term "diffusion" refers to the process through which inventions spread to their intended consumers throughout time in society. As a result, innovations are technologies, ideas, practices, or items that are foreign to the community and are distributed and shared by members of the society through communication (Rogers, 2009). This theory proposed that perceptions of innovation characteristics, adopter traits, and contextual factors are the three key elements that influence the diffusion and adaptation of innovation. Innovation adoption is not a one-time event, but rather takes place in stages.

Knowledge of the invention, persuasion to accept the adoption, decision to adopt or not adopt the innovation, innovation, and implementation are among these steps (Kiwanuka, 2015). According to Rogers (2009), the desire to adopt a new technology is dependent on its perceived benefits, how compatible it is with existing systems and processes, how complex it is, how easy it is to try it out, and whether the results of adoption are easily

visible. This model is important to this research because it explains how online marketing strategies are adopted. According to Prescott (1977), the internet is a technological innovation. Adoption, according to Roger (2003), occurs in a single unit, which can be an individual or an organization.

The theory highlights how innovation spreads slowly through time and across people, resulting in different types of adopters. This theory suggests several credits of innovation such as relative advantage, compatibility, and complexity which are of importance to show whether the innovation is accepted and to determine at what rate it is accepted.

Gagnon (2010) attributes this adoption distribution to the role of information in the diffusion process, which reduces uncertainty. Relative advantage refers to how much a new idea is thought to be superior than the old one. Economic, social, and other benefits are frequently used to describe relative advantage. Compatibility is the degree to which a potential adopter sees an innovation to be in conformity with their current principles and behaviors. The new method looks to be less risky, more familiar, and simpler to implement when it is compatible with what is already in place.

The complexity of an idea is described as the ability to which it is difficult to comprehend and use. The adoption rate of innovation is low if potential adopters perceive it to be complex (AlGandlji, 2012). Other factors, such as tri-ability and accuracy, which are often connected with individual adoption, (Roger, 2003). Tri-ability reflects the extent to which invention can be exposed to restricted experimentation. This theory can be used to investigate online marketing strategies, and it has the potential to cause significant

changes in work practices as well as reluctance to adjustments (EL-Gohary, 2012; Grandon & Pearson, 2004).

The theory is relevant to content marketing because it helps to explain how and why certain types of content are adopted by different segments of the audience. For instance, early adopters of content marketing may be more receptive to cutting-edge formats like video and interactive content, while late adopters may prefer more traditional formats like blog posts and white papers. Additionally, innovation diffusion theory can help marketers to determine the essential characteristics that affect content marketing, such as the perceived relative advantage of content marketing over other marketing strategies, the complexity of implementing a content marketing strategy, and the compatibility of content marketing with existing marketing practices.

2.3 Empirical Literature Review

Online marketing strategies are virtual platforms that most of the organizations globally are using to market and sell their products, services, and ideas. These online marketing strategies are continuously upgrading due to the technological revolution. There is a consensus from the literature on the measures of online marketing strategies discussed below.

2.3.1 Content Marketing and Market Performance

Since information is exchanged between customers and vendors, the quality of the content on the information provided has an impact on the attractiveness of the information and the interaction between them (Human, Hirschfeld & Nel, 2018; Pažèraitė

& Repovienė, 2016; Rowley, 2008). The concept of using informational content to inform and persuade clients to modify their impressions of a product or brand is known as content marketing (Kee & Yazdanifard, 2015; Wang, Malthouse, Calder, & Uzunoglu, 2017). Basically, content marketing is the process by which you communicate with your customers without selling the product.

Human, Hirschfelder and Nel (2018) conducted a research project to find out how content marketing affects sponsorship favorability of the energy drink in South Africa. Non-probability convenience sampling was applied. Structural equation modeling among adults age 18-35 years of age were used for analysing data. The results indicated that content marketing positively influenced sponsorship favourability. In addition, the study found that all players in the value chain influence the customer's experience of digital content, while also asking the customer to engage in the experience's learning and co-creation. Finally, the study emphasized the possibility of the 'value-in-use' client benefit idea as a foundation for guaranteeing clients are fully involved as key players in the content economy. Järvinen and Taiminen (2016) published a case study on content marketing and marketing automation on selected companies integrating content marketing and marketing automation in North America.

Purposive sampling technique was used, data was gathered both numerically and graphically, and the unit of observation was determined using the snow-ball sampling technique. The study findings indicated that use marketing automation to generate high-quality sales leads through behavioural targeting and content personalisation. The study improves understanding of the organizational processes that support content marketing

and demonstrates how content marketing can be combined with business-to-business selling processes through marketing automation to achieve business benefits.

The studies sample size were selected using convenient , purposive and snowball sampling technique which the conclusions cannot be generalized. The current study applied stratified random sampling technique. Seyyedamiri and Tajrobehkar (2019) researched the effectiveness of social content marketing on high tech companies Tehran IT industries in Iran. The descriptive research method was employed, 384 questionnaires were completed and The data was analyzed using the structural equation modeling equation.

The study found that while social content marketing and online trust impacted the success of the product development procedure, the study discovered that online trust did not play a mediating role in the relationship between social content marketing and the efficacy of the process of product creation in high-tech companies. Fujita, Harrigan, and Souta (2019) conducted a study on strategic content co-creation and student experience in social media. The aim of this research was to learn more about how co-created content can affect relevant and meaningful customer experiences in social media brand communities.

In this study, social identity theory was used, and Deductive research approach was used to evaluate the data. The study's findings investigated that the impact of co-creation content on students' social media experiences was good. Both studies used Descriptive statistics which cannot be generalized. A study by Einstein (2018) about content marketing and how it is of impact to the business. The unit of analysis was Taymay.vn

website which is a micro company based in Hanoi, Vietnam. Qualitative data analysis was carried out and interviews was carried out as a data collection method.

The results indicated social networks, online magazines and blogs as the content marketing tools that were mostly used. The finding indicated content marketing had a positive influence on the impacts of businesses. Content marketing was conceptualized as social networks, websites, online magazines and blogs which on this case social networks encompasses all other dimensions. Consequently, Tafesse (2015) conducted a study on content strategies and audience response on the Facebook profiles of five of the most popular vehicle brands in the United Kingdom.

A sample of 191 brand posts was used and Poisson regression models were used for analysis. According to the research, organization post content type has a beneficial impact on likes but not on organizations post shares. A similar study on brand image's mediation effect on the linkages between content marketing content, sales promotion material, and Malaysian automakers' behavioral intentions (Raji, Rashid, & Ishak 2019). This study polled 615 automotive brand consumers, with the results analyzed using AMOS. This study's findings reveal that there are significant positive correlations between online advertising content and purchase intentions. They were carried out on different geographical scope as opposed to the current study. The sample size of 191 in UK does not support the generalization of research finding.

2.3.2 Search engine Optimization and Market Performance

Due to increase used of internet, search engine optimization has become one of the most important areas researched not only in marketing but of computer science, information system and mathematics (Jafarzadeh *et al.*, 2015). To learn more, a study was conducted on the conversion potential and search engine optimization performance from a major united states retailer (Clarke & Jansen, 2017). A longitudinal data analysis was carried out during a 33-month period. Qualitative and quantitative statistics were used to analyze the data. According to the findings, there was a considerable impact on conversion potential and performance on this retailer shop. The study was conducted in a country that has already developed and on one sector, retail.

Barry and Charleton, (2009) conducted a study on effects of search engine optimization and performance among Small and medium-sized businesses in Ireland. The research uses a qualitative research design, purposive sampling technique to get 95 respondents of 625 target population, data was analyzed through descriptive statistics. According to the research results, there is a link between search engine optimization and performance. The study also included that search engine optimization increased visibility on the website among firms. The study's response rate was too small that it did not adhere to the threshold. Purposive sampling technique also is not suitable for testing hypothesis and generalizing of results.

Salminen, (2018) conducted a study on rationale effects of search engine optimization and performance for branded bidding strategy in Qatal. The study was for the purpose of identifying advantages and disadvantages of brand bidding in search engine optimization. Data was collected through semi structured questionnaire on ten industry experts with extensive experience. The results showed that significantly search engine optimization had significance influence on performance of these industrie in Qatal hence impacts choice of branding bidding strategy. This study used the Exploratory research design and went further to test hypothes. The exploratory research design is not conclusive but supposed to give more insign, therefore hypothesis cannot be tested and results cannot be generalized.

2.3.3 E-mail Marketing and Market Performance

Marketing via e-mail basically is directly marketing a commercial message to customers using email (Wu, Li, & Liu, 2018). Which is a significantly cheaper and faster way of reaching out to clients. The popularity of email marketing has led to increasing rates of online customers purchasing as a result of email marketing messages (Bawm & Nath, 2014). Globally a study conducted by Chong, Bian and Zhang (2016) on SMEs' marketing performance and email marketing services in China. The NK model was used in the study which included 178 SMEs. The moderation effect of email-marketing service knowledge complexity and environmental turbulence was captured. For data gathering, an online questionnaire was used targeting managers in different lines of management.

The exploratory factor analysis was used. The research findings indicated that email-marketing services had a strong positive impact on marketing performance.

Consequently, Miquel-Romero and Adame-Sánchez (2013) conducted an empirical study on viral marketing through email. Exploratory approach and descriptive research designs were used for the investigation. The data was analyzed using a multivariate linear regression model. As per the findings, the value that an individual perceives the message to contain determines whether or not an e-mail is opened. This study used an exploratory research design, which meant that neither the hypothesis nor the findings could be extended to other contexts. The nature of exploratory research should not be conclusive.

Sundjaja and Mayangsari (2016) did research to find out the use of email marketing in journal publishing. The primary purpose of the study was to figure out how the Bina Nusantara University's Research and Technology Transfer Office could use email marketing to help develop internet marketing. A qualitative and quantitative method was applied and the case study used for email marketing implementation.

The information was gathered through observation and Google Analytics visitor statistics throughout the execution of email marketing. The findings revealed that email marketing can be used as part of the Binus Business Review's e-marketing strategy, which is overseen by the research and technology transfer division. The study was conducted using a qualitative methodology, which does not allow for inferential statistics.

In addition, In Melbourne, Australia, Reimers, Chao and Gorman (2016), investigated permission email marketing and its impact on strategies of internet marketing. The primary purpose of the study was to demonstrate the impact of email marketing, on the perceived value derived from internet marketing. the technology acceptance model was used with the target population being adult consumers residing in Melbourne, Australia who purchase clothes online. A sample of 338 customers was employed to collect data using an online survey. Confirmatory factor analysis was utilized, and conceptual framework variables tested by Structural equation modeling. The research was conducted on an already developed market as opposed to the current study.

2.3.4 Online Video Marketing and Market Performance

Video marketing is a type of nonverbal communication that relies on the thoughts that are generated in one's mind as a result of media contact (Human, Hirschfelder, & Ne, 2018). It is an online broadcast in real-time that facilitates B2C and B2B communication (Zhang, Qin, Wang, & Luo, 2019). Video marketing is a strategy used by marketers to show real live detailed information about a certain product. Therefore, online video marketing is a form of nonverbal communication that relies on the thoughts that are generated in one's mind throughout a media contact (Chen, Yeh, & Chang, 2018).

Globally, research by Zhang, Qin, Wang and Luo (2019) conducted research into the effectiveness of video marketing and online purchase intention. The construct level theory CLT theory was used for the study which is a social psychology theory that describes the relationship between psychological distance and how far people think. The

study developed seven hypotheses with the inclusion of the mediating and moderating variables. The findings of the study indicated that video marketing influenced online purchase decisions. The study used two theories that did not bring in the aspect of technology and innovation yet one of the constructs was video marketing.

Yang, Qin, Chen, and Ji (2019) conducted an empirical study in China on the influence of brief video content marketing on consumer purchasing intention. The research used a comprehensive model based on TRA. The questionnaire was utilized to gather information, and the information was evaluated using SPSS software. The findings show that consumer purchase intent is influenced by knowledge, interest, and emotional short video content. Concurrently, Luo, Wang, and Han (2013) conducted a case study on a Chinese academic library uses online video marketing. The purpose of the study was to give a case study of a great, award-winning online video marketing effort at a Chinese academic library, and data was gathered through survey questionnaires. The research reveals that video content on genuine campus life contributed to the success of the library's video marketing effort. The above studies were conducted on already developed market and on different industry as opposed to the current study.

Martin (2012) undertook a video marketing study at California State University, Northridge's Oviatt Library to reach out to school faculty. As a result, the study's goal is to talk about other library video collaborations focused at promoting library resources and services in a classroom setting. A survey was utilized to collect data, and it consisted of

10 questions, six of which were closed and four of which were open-ended. A total of 31 people responded to the survey. The findings of the study indicated that collaboration among campus faculty and other departments within the university positively influenced video marketing campaigns. The response rate was too small to generalize the findings.

A study by Fayed, Farrag and Zaki (2017) on using video-sharing networks to promote therapeutic tourism and hotel marketing in Egypt. The primary purpose of the study was to investigate the advantages of using video for tourism promotion in Egypt. An online content analysis of available Videos online and channels, as well as a questionnaire, were used to collect data. The study's findings revealed that Video is a new social media tool in E-marketing, and that it will aid practitioners in depending on the devised strategy for marketing Egyptian therapeutic tourism and hotels via video.

According to the report, more research is needed to establish a conceptual framework employing mixed methods research to widen the roles for which Egyptian marketers can use online networks. This study used exploratory research design which cannot test hypothesis and research finding cannot be generalized. In addition, Wendt, Griesbaum and Kölle (2016) did an empirical analysis on video content on real-world college life, representing what students see on a regular basis. The purpose of this article is to investigate how viral stealth videos on YouTube and product advertising videos affect brand perception.

The paper conceptualized YouTube as one of the components of video marketing. The study conceptualized YouTube being a construct of video marketing which in this case YouTube is a platform.

2.3.5 Online Marketing Strategies, Firm Characteristics and Market Performance

An organization's firm characteristics are a discrete measure of competitive advantage, in that organization displays a unique aspect as compared to that of its competitors. Efrat *et al.*, (2018) found that firm factors such as size and age have a full moderation effect on the relationship between dynamic export capabilities and market performance. Charles *et al.*, (2018) analyzed the influence on the implications of firm characteristics on performance in Nigeria for a period between 2011-2016 on the listed consumer goods companies. The findings revealed that the firm's sales growth, size and leverage had statistically significant effects on profitability.

Efrat, Hughes, Nemkova, Souchon, and Sy-Changco (2018) conducted a study to determine the impact of leveraging dynamic export capabilities for competitive advantage and performance outcomes in China. The study created a framework comprising four trade capabilities: innovativeness, task flexibility, unpredictability, and adaptability to gain a competitive advantage in foreign markets and improve export performance. In accordance with the results of a survey of 213 Chinese trading organizations.

According to the study's findings, task flexibility, unpredictability, and innovativeness are all positively associated to competitive advantage. Moreover, the research found that the impact of task flexibility, innovativeness, and adaptability on competitive advantage

diminishes as competitive intensity increases. The study also confirmed the importance of addressing competitive advantage independently of firm performance. The above study concentrated on exploiting dynamic export, but the present study will focus on online marketing strategies and market performance. In addition, Egbunike and Okerekeoti (2018) conducted a study to investigate the interdependence of macroeconomic factors, firm characteristics, and financial performance of publicly traded Nigerian manufacturing firms. Ex post facto research was used in this study. All manufacturing firms listed on the Nigerian Stock Exchange were included in the population.

The sample was limited to consumer goods companies that were chosen using a non-probability sampling method. The finding confirms the hypotheses using multiple linear regression. The study's findings found that while the interest rate and currency rate had no significant effect on ROA, the rate of inflation and GDP growth rate did. The study also found that liquidity, leverage, and business size were significant firm characteristics. Mwai, Munyoki, Owino and Njihia, (2017) On 225 large-scale manufacturing enterprises in Kenya, researchers looked at the impact of firm characteristics on customer relationship management approaches and performance.

Firm characteristics had a statistically significant moderating effect on the association between customer relationship management and non-financial performance, according to the study. In this study, the size of the firm, its age, were all taken into account. In contrast to the current study, the previous study focused on the manufacturing industry. The study was conducted on manufacturing firms in Kenya which was a different contextual aspect as compared to the current study. In addition, Yabs and Awuor (2016)

on market orientation and performance. The study used 224 fruits exporting firms in Kenya.

Firm characteristics and innovation were adopted as moderating variables. The research discovered a statistically significant link between market orientation and firm performance, which was moderated by firm characteristics and innovation. The study was conducted on a different contextual aspect as compared to the current study.

2.3.6 Online Marketing Strategies, Competitive Advantage and Market Performance

Schwarzl and Grabowska (2015) suggested there is need to include mediating variables and moderation variables in their study. Mutuku, Muathe, and James (2019) emphasize the importance of competitive advantage as a mediating component in the link between e-commerce capabilities and non-financial performance. Concurrently, Salindal (2018), Psomas, Kafetzopoulos and Gotzamani (2018) and Kumar and Sharma (2017) posit that online marketing strategies cannot be effectively implemented without competitive advantage in the organization.

Imam and Zainul (2014) explored the influence of market orientation in learning orientation, innovation, and market performance in 97 small and medium firms in central Java, Indonesia. The results indicated the role of a mediator, competitive advantage on entrepreneurial orientation with market performance. Entrepreneurial orientation significantly had an effect on competitive advantage; competitive advantage significantly affects market performance. The study used explanatory research design, information

gathered through a questionnaire and structural modeling equation was used for data analysis.

This depicts the causal consequences of the variables' relationship. Since this study lacked a moderating variable, the inclusion of external variables such as the firm's age as a moderating variable offers a fresh perspective on the relationship and thus fills a research gap. Du Preez (2018) did a study on 164 small and medium businesses in Indonesia to see how innovation affects firm performance when it's mediated by competitive advantage. Information was analyzed using a questionnaire, which was then analyzed using structural equation modeling. As per the findings, competitive advantage mediated the association between innovation and business performance. The study focused on a different contextual aspect as compared to the current study. In addition, this study used a response rate of 164 small and medium enterprises which as per the recommendations it was a very small sample which cannot be used to generalize the research finding.

Mutuku, Muathe, and James (2019) conducted a study to examine the mediating effect of competitive advantage on the relationship between e-commerce capability and commercial bank performance in Kenya. The study made use of an explanatory research design. 43 commercial banks were used for data analysis, and performance data for the financial year 2016/2017 was extracted. Data for e-commerce capability was gathered from the websites of commercial banks. Descriptive and inferential statistics were used to analyse the data. According to the study's findings, competitiveness partially mediates the relationship between e-commerce capability and commercial bank performance in

Kenya. The study recommended that commercial bank executives consider providing superior value to their customers by implementing e-commerce capabilities. The study was limited to commercial banks and could not clearly show the effect of online marketing strategies, whereas the current study focused on online marketing strategies and market performance, presenting a contextual gap.

2.4 Summary of the Literature and Research Gaps

The summary highlights the research gaps found through the review of the literature. The studies are presented in columns, with the first column containing the author's name and year, the second column containing the study's focus, the third column containing the findings, the fourth column containing research gaps, and the fifth and final column containing the current study's focus. Table 2.1 provides a summary of research gaps.

Table 2.1 Summary of the Literature and Research Gaps

Author/Year	The focus of the Study	Findings	Research Gaps	The focus of the current Study
Human, Hirschfelder & Nel (2018)	South Africa, content marketing has a positive impact on sponsorship acceptance.	content marketing positively influenced sponsorship favourability	For hypothesis testing and generalization, results based on convenience sample techniques are insufficient.	The current study employ simple random sampling technique
Järvinen and Taiminen (2016)	content marketing and marketing automating on selected companies in North America.	content marketing positively influenced marketing automating	Snow ball sampling and purposive sampling techniques which the finding cannot be generalized.	The current study employ simple random sampling technique.
Seyyedamiri & Tajrobehkar (2019)	The impact of social content marketing on high-tech companies in social media Tehran's information technology industries.	The effectiveness of the product development process was influenced by social content marketing and e-trust.	Because the results were based on descriptive statistics, they can't be applied to other scenarios..	The current study use both descriptive and inferential statistics
Fujita, Harrigan, and Souta (2019)	Content co-creation and student experience on social media in a strategic	Co-creation content had a positive effect on student's	Findings based on only qualitative analysis which results	Current study both qualitative and quantitative

	way	experience in social media.	could not be generalized	analysis be applied
Einstein (2018)	Content marketing and how it is of impact to the business Taymay.vn website in Hanoi, Vietnam	Content marketing has positive influence on business	Conceptualization of content marketing included social networks which encapases all other concepts in the study	Current study conceptualizes content marketing as clarity, customer engagement and lead generation
Tafesse (2015)	Content strategies and audience response on top-selling vehicle brands' Facebook groups in the United Kingdom	Brand post content has a strong beneficial effect on brand post likes, but not on brand post shares.	The response rate of 191 in UK was small which does not support generalization of the finding. The study was conducted on manufacturing industry in UK.	The current research was carried out in Kenya on diverse industries.
Raji, Rashid, & Ishak (2019)	Brand image has a mediating influence on the linkages between social media advertising material, sales promotion content, and automobile businesses' behavioral intentions in Malaysia.	Social media advertising content, social media sales promotion material, hedonic brand image, functional brand image, and behavioral intention all have positive and substantial correlations.	The studie were conducted on different geographical/industrial aspect which we cannot consider with the current study	The studie were conducted on different georaphical/industrial aspect which we cannot consider with the current study
	Twitter's use in enterprises as a means of knowledge		The study was conducted on different	

Cripps <i>et al.</i> , (2020)	sharing to encourage innovation and strengthen commercial relationships in five nations which were England, Germany, Sweden, Finland, Norway	Twitter facilitates building a positive business relationship	contextual aspects and markets that have already developed. The response rate of 52 was small which does not support generalization of the finding	The current research was carried out in Kenya on diverse industries.
Barry and Charleton, (2009)	Effects of search engine marketing and performance among SME's in Ireland	Search engine marketing has a positive effect on performance	The response rate of 95 of 625 target population was small which does not support generalization of the finding. purposive sampling technique also is not suitable for testing hypothesis and generalizing of results	The current study used simple random sampling technique.
Salminen, (2018)	Effects of rationale of professional search engine marketing for branded bidding strategy in Qatal	There was positive significant effect on use of search engine marketing on performance hence impact choice on branded bidding strategy.	Exploratory research design is not conclusive but	The current study used simple random sampling and cross-sectional research design

			supported to give more insight, therefore hypothesis cannot be tested and results cannot be generalized.	
Chong, Bian, & Zhang (2016)	In the Chinese market, e-marketing services and e-marketing performance on SMEs	E-marketing services improved e-marketing performance significantly.	The study used exploratory research design which cannot test hypothesis and results cannot be generalized.	Explanatory research design was used in this study
Journal & Mayangsari (2016)	Bina Nusantara University's research and technology transfer office implementation of email marketing as an internet marketing application.	email marketing was applied as a concept of online marketing strategies	The study was conducted on a service industry. Inferential statistics are not possible using a case study approach.	Descriptive and explanatory research design
Miquel-Romero & Adame-Sánchez (2013)	Empirical study of viral marketing via e-mail Permission email	The value that an individual perceives the message to contain determines whether or not an email gets opened. Email marketing has a	The study used exploratory research design which cannot test hypothesis	Simple random sampling technique was used on the current study.

Reimers, Chao & Gorman (2016)	marketing and its influence perceived value derived from internet marketing in Melbourne Australia	significant effect perceived value	The current research will be carried out on an already developed market	The current research was carried out on a developing market
Martin (2012)	Video marketing on library at California states university	Collaborations within the university positively influenced video marketing campaigns	The response rate of 31 was small to generalize the research finding.	The response rate that was used was be enough to generalize research findings.
Luo, Wang, & Han (2013)	Was online video marketing employed in a Chinese university library?	Library video marketing projects were positively influenced by student's everyday activity.	The study was conducted on an already developed market and in a service industry which results cannot be generalized	Kenya is a developing market.
Fayed, Farrag, & Zaki (2017)	In Egypt, video sharing websites are being used to promote therapeutic tourism and hotels.	YouTube had a positive effect on e- marketing in Egypt.	The study used exploratory research design which cannot test hypothesis and research findings cannot be generalized.	Simple random sampling technique
Wendt, Griesbaum, & Kölle (2016)	Empirical paper on video marketing on real campus life	Video contents has significant effect on real campus life	The study conceptualized video marketing as being	Online video marketing was conceptualized as interactivity, social sharing and quality information.

			YouTube which in this case YouTube is a platform of social media.	
Zhang, Qin, Wang, & Luo (2019)	Video marketing and online purchase intension	Video marketing influenced online purchase decisions	The study used construct level theory only which did not bring in the aspect of innovation and technology	This study included other theories such as unified theory of acceptance and innovation diffusion theory.
Mwai, Munyoki, Owino and Njihia, (2017)	In Kenya's large industrial enterprises, the impact of company characteristics on the relationship between customer relationship management methods and performance.	Firm characteristics had a statistically significant moderating effect on the connection between customer relationship management and performance.	The study was conducted on manufacturing firms in Kenya which is a different industry as opposed to the current study.	The current study was conducted in service industry.
Yabs and Awuor (2016)	Kenyan fruit exporting companies' market orientation and performance	There was statistical significance between market orientation and performance	The current research was carried out on Fruits exporting firms in Kenya.	The current research was carried out on the registered tours and travel agencies in Nairobi County, Kenya.
Charles <i>et al.</i> , (2018)	The impact of business characteristics on profitability in Nigeria.	The firm's size, sales growth, and leverage all had an impact on profitability. There was no link between age and	The response rate of 18 was small to generalize the research finding. The study was also	The current study was conducted on an growing market scope.

		financial liquidity.	conducted on a different market as compared to the current study.	
Egbunike & Okerekeoti, (2018)	The link between macroeconomic conditions, firm characteristics, and financial performance of Nigeria's publicly traded manufacturing businesses	The size, debt, and liquidity of the company were all crucial.	The results cannot be generalized based on the sampling technique used.	probability sampling technique was used to generalize the results finding.
Imam and Zainul (2014)	Market orientation's influence on small and medium enterprises in Central Java, Indonesia, in terms of learning, innovation, and market performance.	Mediating role of competitive advantage on entrepreneurial orientation with market performance	This study failed to include any moderating variable. The study was conducted on a different geographical scope	The current study included a moderating variable as firm characteristics

Du Preez (2018)	On small and medium firms in Indonesia, the benefits of innovation on firm performance are mediated via competitive advantage.	Competitive advantage mediated the relationship between innovation and firm performance	The response rate of 164 is too small to generalize the finding.	The response rate that was used was enough to generalize research findings
Mutuku, Muathe & James (2019)	There is a mediating influence on the relationship between e-commerce skills and the performance of Kenyan commercial banks.	The association between e-commerce capacity and commercial bank performance in Kenya is somewhat mediated by competitive advantage.	The study was carried out on banking industry as opposed to the current study. So results cannot be generalized	The current study was conducted on tours and travel agencies.

Source: Author (2021)

2.5 Conceptual Framework

The conceptual framework depicts the relationship between the study's variables, namely content marketing, search engine optimization, e-mail marketing, online video marketing, and market performance. This is a process through which the researcher specifies exactly what particular items mean when used in a study.

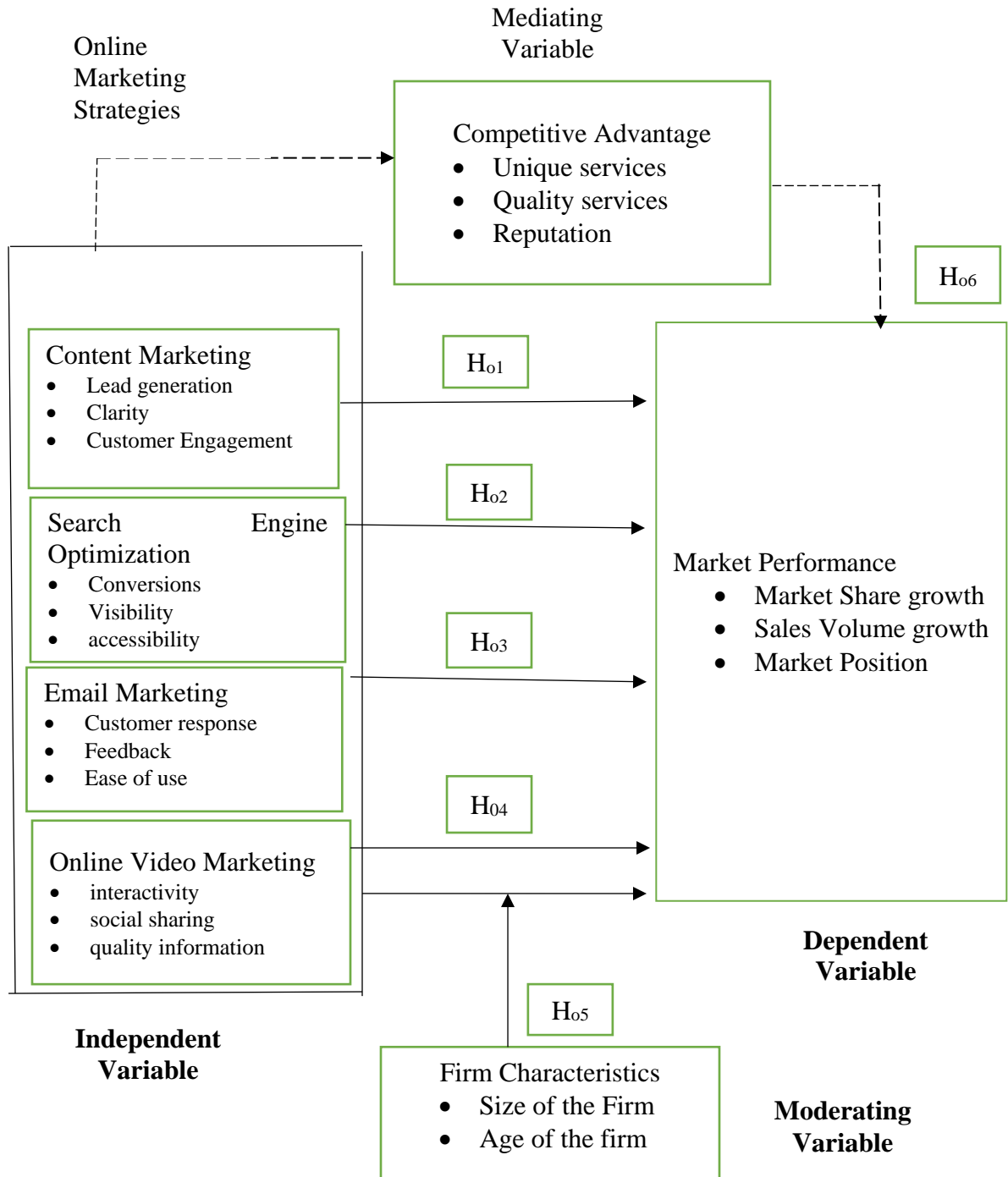


Figure 2.1: conceptual framework

Source: Author (2021)

The independent variable in the conceptual framework was online marketing strategies as measured by content marketing, search engine optimization, email marketing, and online video marketing. The dependent variable was market performance as measured by increases in market share growth, sales volume growth, and market position. Firm characteristics were operationalized as firm size and age, with competitive advantage as the mediating variable measured by unique services, quality products, and reputation.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This section covers the study's research philosophy, research design, population, sample and sampling techniques, data collection instruments, and data analysis. The ethical implications of the study are also discussed.

3.2 Research Philosophy

In general, there are various types of research paradigms: positivism, realism and interpretivism that aid in understanding the study's research issue among many (Mkansi & Acheampong, 2012). This study adopted positivism philosophy as the most suitable philosophy. Positivism promotes a quantitative mindset that assumes there is an objective reality that can be mathematically stated and predicted (Furre, Thomas, & Gousserskala, 2008). When observable social realities are applied and the end product generalized in the form of law, the positivist philosophy is accepted (Saunders, Lewis & Thornhill 2009). Positivism philosophy was adapted in this study because it enables gather direct observations and experiences. The study inclined largely to positivistic view in order to achieve the primary purpose of the inquiry. The study linked online marketing strategies to competitive advantage, firm characteristics and market performance.

3.3 Research Design

The research design is the strategy for gathering and analyzing data to address research questions and achieve study objectives. Arguments for data sourcing, data collection, and data analysis techniques are included (Saunders, Lewis and Thornhill, 2016). According to Saunders, Lewis, and Thornhill (2012), there is no perfect research design and combining two or more designs complements each other, so this study used a mixed method design that included both primary and secondary data. Descriptive research studies seek to describe the characteristics of a specific person or group (Kothari, 2004). Descriptive research has the advantage of observing the subject in an entirely natural and undisturbed setting, as well as allowing respondents to respond at their leisure (Cooper & Schindler, 2003). A design for explanatory research demonstrates the causal relationship between variables (Saunders, Lewis & Thornhill 2012). Explanatory studies attempt to explain why certain associations exist.

3.4 Empirical Model

When undertaking data analysis, different models would be used such as logit and probit model, discriminant analysis and regression analysis (Muathe, 2010). When the dependent variable is binary, discriminant analysis, Logit, and probit models are utilized (Barreda *et al.*, 2017). However, Regression analysis is used when the dependent variable is continuous and confined to the interval (0, 1) and is related to other variables using a regression structure. (Kinyua, 2015).

The researchers used a multiple linear regression model to examine the relationship between dependent and independent variables in the study. The statistical significance of a five-variable connection, namely content marketing, online video marketing, email marketing, search engine optimization and market performance, will be investigated using an empirical model. This is in line with who emphasizes multiple regression models should be used in studies that have a number of independent variables. The empirical model below will be utilized.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon \dots\dots\dots$$

(3.1)

Where:

Y = Market Performance of tours and travel agencies in Nairobi Kenya

X₁ = Content Marketing

X₂ = Search Engine Optimization

X₃ = E-mail Marketing

X₄ = Online Video Marketing

β₁– β₄ = Coefficients of the independent variables X₁, X₂, X₃, and X₄ respectively

β₀ = Constant

ε = the error term

However, the Harmonic Mean was used in the computation of this index to obtain a composite index of each variable used in the study. The Harmonic Mean, defined by Gupta (2008), is based on the averaged reciprocals of numbers and is defined as the reciprocal of the arithmetic mean of the reciprocals of the individual observations. The formulas for calculating the various Variable Indices are shown below.

$$C_i = \sum_{i=1}^N \left(\left(\frac{\frac{n}{n}}{\sum_{i=1}^n \frac{1}{x_i}} \right) w_i \right)$$

3.4.1 Test for Moderation

Firm characteristics parameters (firm age, size) have a moderating effect on the association between online marketing strategies and market performance in tours and travel firms was tested by regression equation recommended by (Baron & Kenny, 1986). Firm characteristics as a moderator, is impossible to measure as a composite index so each variable was measured separately. The model is indicated in equation 3.2 and 3.3.

$$MP = \beta_0 + \beta_1 OMS + \beta_2 FC + \varepsilon \dots\dots\dots (3.2)$$

$$MP = \beta_0 + \beta_1 OMS + \beta_2 FC + \beta_3 OMS * FC + \varepsilon \dots\dots\dots (3.3)$$

Where;

MP = market performance

OMS = Composite index of Online Marketing Strategies

FC = Firm Characteristics mean Scores

Bo = Constant

$\beta_1 - \beta_3$ = Regression Coefficients

ε = the error term

OMS*FC = Interaction term between Composite for Independent variables and Moderating Variable

3.4.2 Test for Mediation

The statistical mediation of competitive advantage on the relationship between online marketing strategies and market performance of registered tours and travel companies will be evaluated in this study using Baron and Kenny's (1986) four-step casual path analysis. In a case of online marketing strategies and market performance of the registered tours and travel companies in Nairobi City County, Kenya. Mediated by competitive advantage, the paths between the two sets of variables would be zero. If the path is significantly different from zero, partial mediation exists. The diagram of the mediation path is shown in figure 3.2 below. Therefore, the mediation effect will be tested using the four-step approach by using regression analysis and the significance of the coefficient will be examined at each step.

Step 1: In a regression, the independent variable predicts the dependent variable.

$$MP = \beta_0 + \beta_1 OMS + \varepsilon \dots\dots\dots (3.4)$$

Step 2: The independent variable is predicted by a regression with mediating variable.

$$CA = \beta_0 + \beta_1 OMS + \varepsilon \dots\dots\dots (3.5)$$

Step 3: The dependent variable is predicted by a regression with the mediating variable.

$$MP = \beta_0 + \beta_1 CA + \varepsilon \dots\dots\dots (3.6)$$

Step 4: The dependent variable is predicted by a regression with both the independent and mediating variables.

$$MP = \beta_0 + \beta_1 OMS + \beta_2 CA + \varepsilon \dots\dots\dots (3.7)$$

Where;

MP= Market performance

OMS= Online marketing strategies

CA= Competitive advantage

Bo = Constant

β_1 and β_2 = Regression Coefficients

ε = the error term

The purpose of testing from step 1 to step 3 is to demonstrate the relationship existing among variables and the coefficient is different from zero. If these relationships are not significant, it will be concluded that mediation is unlikely (Baron & Kenny, 1986).

When significant relationships exist in step 1 to step 3 the decision will be made to proceed to step 4. If competitive advantage is not significant when online marketing strategies are controlled there is mediation. Consequently, if online marketing strategies and competitive advantage significantly predict market performance, there is partial mediation.

3.5 Target Population

The target population included all 324 registered tours and travel agencies in Nairobi city county, Kenya. The registered tours and travel agencies are stratified in different categories as; Category A are tours and travel operators whose annual turnover exceed Ksh. 120 Million, Category B gross annual turnover exceed Ksh.80 Million but below Ksh. 120 million, Category C gross annual turnover exceed Ksh.40 Million but below Ksh. 80 million, Category D gross annual turnover exceed Ksh.10 Million but below Ksh. 40 million, Category E gross annual turnover exceed Ksh.10 Million, Affiliate for local companies or individual whose benefit from registration with gross annual turnover below Ksh.10 Million, the associate category includes members who have been in operation for less than one year and have a gross turnover lower than that of the other categories. A well-outlined list of all tours and travel agencies in Nairobi Kenya is included in Table 3.1.

Table 3.1: Distribution of Target Population

	Population	Percent (%)
Category A	33	10.2
Category B	5	1.5
Category C	11	3.4
Category D	40	12.3
Category E	174	53.7
Associates	54	16.7
Affiliate	7	2.2
Grand Total	324	100

Source: KATO (2019)

3.6 Sample Size and Sampling Technique

A sample frame of all registered 324 tours and travel agencies in Nairobi city county, Kenya were used in the investigation under KATO. To choose an individual or element from a population in which the selected individual or group contains an element typical of the complete group, sampling is required (Kothari, 2004). To choose respondents from the population, the study used a simple random sampling approach to select respondents from each category. Simple random sampling is a technique where each member in the population has same chances of being chosen for the purpose of analysis. By using simple random sampling, the study aimed to ensure that the sample was representative of the population and that each respondent had an equal chance of being selected for the study. KATO (Kothari, 2004). The unit of observation was marketing managers or the owners of registered tours and travel firms in Nairobi city county, Kenya.

Yamane's (1967) formula for determining sample size was used to estimate sample size in the study. The sample size is n, the population size is N, and the margin of error is e. In this investigation, the equation was considered to have a 95% confidence level and e = 0.05.

$$n = \frac{N}{1 + N(e)^2}$$

Where n = Sample size

N = Population

e = Level of significance

$$\frac{324}{1+324(0.05)^2} = 179$$

Based on this formula the sample size for the study was 179 from the study population of 324

Table 3.2: Distribution of Sample

	Population (N)	Multiplier	Sample Size
Category A	33	0.552	18
Category B	5	0.552	3
Category C	11	0.552	6
Category D	40	0.552	22
Category E	174	0.552	96
Associates	54	0.552	30
Affiliate	7	0.552	4
	324	0.552	179

Source: Aurthor (2021)

3.7 Data Collection Instrument

For the study, both primary and secondary sources were used for data collection. The secondary data was collected using documented reviews and focused on published sources of KATO and world tourism organization annual report. Using a semi-structured questionnaire, the primary data for both dependent and independent variables was obtained from the marketing managers of the sampled registered tours and travel firms in Nairobi city county, Kenya. Semi-structured questionnaire are important tools for data collection because they facilitate quantitative analysis, the hypothesis testing and drawing of conclusions (Mugenda & Mugenda, 2003). Open-ended questions were used to capture information that will be left out on closed-ended questions.

A data collection tool is an essential tool that requires expertise when developing it (Mugenda & Mugenda, 2003). Due to the pandemic, questionnaires were dropped and picked, as well as the use of the survey monkey tool, to marketing managers and owners of selected tours and travel agencies in Nairobi County, Kenya. The questionnaire used a 5 Monadic scale of 1= strongly disagree, 2= disagree, 3= moderately agree, 4= Agree and 5= Strongly Agree. There was four sections to the questionnaire. The first section included questions on the respondent's general information consisting three questions from question 1-4. Section two consists question 5-12 that explored online marketing strategies components which include content marketing, online video marketing, e-mail marketing and search engine optimization. Section three will collect data on competitive advantage, while section four asked about the firm characteristics while section five about market performance of registered tours and travel agencies in Nairobi city county, Kenya.

3.8 Operationalization and Measurement of Variables

Market performance was the dependent variable of the current study, online marketing strategies being the independent variable. The relationship between online marketing strategies and market performance is mediated by competitive advantage while firm characteristics act as a moderating variable. Table 3.3 shows how variables will be operationalized.

Table 3.3: Operationalization of the Study Variables

Variable	Operationalization	Measure	Question No.
Content Marketing (Independent Variable)	<ul style="list-style-type: none"> • Lead generation • Content clarity 	Five-point rating Linkert scale	Section 2 Question 5-6
Search Engine Optimization (Independent Variable)	<ul style="list-style-type: none"> • Lead conversions • Visibility • Accessibility 	Five-point rating Linkert scale	Section 2 Question 7-8
E-mail Marketing (Independent variable)	<ul style="list-style-type: none"> • Customer response • Feedback • Ease of use 	Five-point rating Linkert scale	Section 2 Question 9-10
Online Video Marketing (Independent Variable)	<ul style="list-style-type: none"> • Interactivity • Sharing on social media • Quality information 	Five-point rating Linkert scale	Section 2 Question 11-12
Firm Characteristics (Moderating Variable)	<ul style="list-style-type: none"> • Size of the firm in terms of personnel count • Age of the firm in term 	Five- point rating Linkert scale	Section 4 Question 15-16

	of the duration the firm has been on operation.		
Competitive advantage (Mediating Variable)	<ul style="list-style-type: none"> • Unique services • Quality services • Reputation 	Five-point rating Linkert scale	Section 3 Question 13-14
Market Performance (Dependent Variable)	<ul style="list-style-type: none"> • Market Share growth • Sales Volume growth • Market position 	Five-point rating Linkert scale	Section 5 Question 17-20

Source: Aurthor (2021)

3.9 Pilot Study

A pilot study was conducted with thirty participants drawn from the sample size. This is in line with Hazzi and Maldaon (2015) who suggested that 10-20% of the actual sample is ideal for pilot study. As a result, 17% of the sample size was utilized by the researcher to obtain 30 participants in the pilot study. The pilot survey participants were not included in the study's final sample. Pilot study is necessary to test the questionnaire's content and face validity.

3.10 Validity and Reliability Research Instrument

A pilot study was done to determine the research instruments' reliability and validity.

3.10.1 Validity Test of the Research Instrument

The term validity relates to whether or not the items accurately measure what they purport to (Brotherton, 2008). To see if the instruments answered the study questions, the researcher employed content validity and construct validity. To establish content validity, adjustments and changes to the research instruments were made, as well as consultations and discussions with the supervisor. Construct validity is another method that was used to assess the validity of research instruments. It refers to the degree to which a measure reflects the theoretical construct it is intended to measure (Smith, 2005). A pilot study was conducted with thirty participants drawn from the sample size. This is in line with Hazzi and Maldaon (2015) who suggested that 10-20% of the actual sample is ideal for pilot study. Therefore, the researcher used 17% of the sample size to obtain 30

participants in the pilot study. The respondents that took part in the pilot survey were not be included in the final sample of the study.

Pilot study is necessary to test the content and face validity of the questionnaire. Mugenda and Mugenda (2003) the proportion to which data gathered using a particular instrument accurately reflects a given set of indicators or content of a particular subject is known as content validity. Expert judgment improves the content validity of an instrument. The application of content validity sufficiently covered the investigative questions that guided the investigation. The questionnaire was used to collect data for the pilot study to ensure that the instruments accurately measured the variables as the final data for the study. The pilot study followed the same procedures as the main study, but only used the factor loading values obtained with SPSS to assess the validity and reliability of the research instrument.

3.10.2 Reliability Test of the Research Instrument

Reliability refers to the degree to which a research instrument generates consistent results after multiple trials (Cooper & Schindler, 2011). The consistency of the research and the extent to which studies can be duplicated are referred to as reliability. To ensure a high level of instrument reliability in this study, the researcher will collect the data himself, with the help of well-trained and motivated research assistants only in a few circumstances. The test-retest method of reliability testing will be used, in which the pilot questionnaires will be given to respondents twice with a one-week interval between each

administration to allow for reliability testing. Three employees from each of the selected companies will be used in a pilot study on reliability.

Cronbach's Alpha (α), an internal consistency statistic that measures the degree to which a set of measurement items can be considered an internal consistency variable, will be used. The internal consistency and homogeneity of the items that make up the scale are measured by reliability. This is consistent with Brotherton's (2008) recommendation that the instrument be administered repeatedly and the correlation between the two sets of results assessed. The questionnaire was used to collect data because a correlation coefficient of more than 0.7 will be judged to show that the instrument is dependable.

Table 3.4 Summary of Reliability Test

Variable	Cronbach Alpha	No. of Items	Remarks
Content marketing	.716	.772	Reliable
Search engine optimization	.855	.882	Reliable
e-mail marketing	.864	.851	Reliable
Online video marketing	.788	.716	Reliable
Firm characteristics	.794	.814	Reliable
Competitive advantage	.933	.934	Reliable
Market performance	.933	.944	Reliable
Overall	.808	.820	Reliable

Source: Survey (2022)

According to the findings in the table above, the following Cronbach alpha values were obtained for the pilot study variables: content marketing.716, search engine optimization.855, e-mail marketing.864, online video marketing.788, firm characteristics.794, competitive advantage.933, and market performance.933. According to these findings, all variables had a Cronbach's alpha coefficient greater than 0.7. A coefficient of 0.7, according to Mugenda (2008), is a suitable threshold indicating acceptable reliability. As a result of these recommendations, the research instrument was determined to be reliable.

Further, the main study's results show that the overall Cronbach's alpha coefficient is 0.820. The content marketing score is 0.772, the search engine optimization score is 0.882, the e-mail marketing score is 0.851, the online video marketing score is 0.716, the

firm characteristics score is 0.814, and the competitive advantage and market performance score is 0.934.

The study discovered that all variables had Cronbach's alpha coefficients greater than 0.7, indicating that the responses were internally consistent.

3.11 Data Collection Procedure

The researcher gathered both primary and secondary data in order to provide an in-depth response to the research questions and objectives and secondary data was obtained from documented reviews and focused on published sources of KATO and world tourism organization annual report. The researcher first met with the marketing managers and owners of selected tours and travel agencies to explain the study's objective and acquired their permission. Then, the two research assistants helped in administering the questionnaires to the selected firms. Due to the pandemic, data was collected using drop and pick, as well as the use of the survey monkey tool an online tool.

3.12 Data Analysis and Presentation

According to Saunders *et al* (2008) Data analysis is a procedure for analysing data that is raw without meaning, which is organized and ordered so that information that is useful is extracted from it. To meet the study's goal, the primary data obtained via questionnaires will be analysed using descriptive and inferential statistics using the Statistical Package for Social Sciences (SPSS) version 22. Measures of central tendency, regression, and measures of variance are all included in descriptive statistics. Pearson's product-moment correlation will be used to establish the kind and intensity (r).

The proportion of variance in market performance explained by the variable, internet marketing strategies which will be measured using adjusted R^2 . Multiple linear regression models will be used to generate a coefficient of constructs of online marketing strategies and their corresponding P- values.

3.13 Diagnostic Tests

This the test of assumption, which is essential when utilizing multiple regression as serious violations biased estimations of associations between variables, over- or even under in regression coefficient precision predictions, as well as untrustworthy confidence intervals and significance tests can all emerge from assumptions (Cohen, Cohen, West, & Aiken, 2003; Chatterjee & Haji, 2012; Williams, Grajales & Kurkiewicz, 2013). A diagnostic test is for testing the assumptions of linearity, reliability of measurements, homoscedasticity and normality (Osborne & Waters, 2002).

3.13.1 Linearity Test

According to Dancey and Reidy (2004), To determine if the relationship between the variables is linear, the study will use Pearson's correlation coefficient. A linear relationship's strength and direction are indicated by the correlation coefficient. A null hypothesis states that increasing one variable causes a decrease in the other, whereas a significant relation indicates that increasing one variable causes an increase in the other (Field, 2009).

3.13.2 Normality Test

In most cases, a graphical and statistical test for normalcy is used. The statistical test includes the Kolmogorov-Smirnov and Shapiro-Wilk tests, which demonstrate how far from normality the data is. This study will use Shapiro Wilk that ranges from zero to one, with a P-value of 0.05 as a significant level to test for normality. The Shapiro-Wilk test can reveal deviations from normality caused by skewness or kurtosis.

3.13.3 Homoscedasticity Test

The assumption of homoscedasticity (homogeneity of variance) is that the dependent variable has equal amounts of variation for an independent variable over a range of values (Hair, Anderson, Tatham & Black, 1998). The one-way ANOVA approach was used to perform the Levene (1960) test for equality of variance, to demonstrate homogeneity of variances, the p-value 0.05 to test for normality, as advised by Hair, *et al.* (1998) and Zikmund (2003).

3.13.4 Multi-collinearity Test

The study will use the Variance Inflation Factor (VIF) to test for multi-collinearity, followed by a look at the tolerance levels. A tolerance value of less than or equal to for all independent and dependent variables, a value of 0.1 implies that there is no multi-collinearity, however a VIF number is larger than or similar to ten (VIF 10) corresponding to an R^2 greater than or equal to 0.90 suggests a multi-collinearity problem (Field, 2009).

3.14 Ethical Issues

The researcher exercised the utmost caution while carrying out the study. At first researcher obtained Kenyatta university graduate school research authorization. Secondly, the researcher obtained permits to carry out research from NACOSTI. Finally, before the responders are given all of the study's conditions, the researchers asked their permission. The names of the respondents were not shown on the questionnaire in order to maintain confidentiality. In addition, no respondent was forced to participate in the research. The study's findings were presented without the researcher's modification or influence.

CHAPTER FOUR

RESEARCH FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter contains an analysis of the data, as well as the results and discussions. The section presents feedback from various statements in the questionnaires, including demographic characteristics and feedback on the statements used to measure the study's key variables. The descriptive analysis used mean and standard deviation, and the results were presented in tables. To test the existing relationships between study variables, correlation and regression analyses were conducted.

4.2 Descriptive Statistics

4.2.1 Response Rate

The researcher administered 179 questionnaires to marketing managers and CEOs of registered tours and travel agencies in Nairobi, Kenya.

Table 4.1 Response Rate

Response Rate	Frequent	Percent (%)
Dully filled questionnaires	120	67%
Unreturned Questionnaires	59	33%
Total	179	100

Source: Survey data, (2022)

According to the findings in Table 4.1, a total of 120 questionnaires were completed and returned, resulting in a response rate of 67 percent. The remaining 59 questionnaires were either unreturned or incompletely completed, and thus were excluded from the analysis. This response rate was deemed adequate based on the 50 percent response threshold established by Babbie (2004) and Mugenda and Mugenda (2003). The study's findings were based on 120 questionnaires collected from registered tour and travel agencies in Nairobi city county.

4.3 Background Information

The demographics characteristics analyzed by this study include gender of the respondents, number of employees in the selected tours and travel agencies, and how long the agencies have been in operations. Table 4.2 show the results of the demographic characteristics.

Table 4.2 Respondents Background Information

		Frequency	Percent
Gender	Female	36	30
	Male	84	70
Total		120	100
How many employees does your agency have	Below 15	2	1.7
	15-30	14	11.7
	31-45	28	23.3
	46-60	32	26.7
	Over 60	44	36.7
	Total	120	100
How long has your firm been on operation	Below 2 years	26	21.7
	Above 2 years to 6 years	28	23.3
	Above 6 years to 10 years	30	25
	Above 10 years to 14 years	16	13.3
	14 and above	20	16.7
	Total	120	100

Source: Survey data, (2022)

According to the findings in Table 4.2, 70% of the respondents were male, while 30% were female. This finding implied that the majority of marketing managers of registered tour and travel firms in Nairobi city county were male, but the study sample also included females, indicating that there was no gender bias in the sample size. The finding also implied that, like in other sectors, males dominated employment opportunities in this sector. The study finding supported the finding of Lichuma (2017) who studied gender equity challenges in workplace in Kenya and Africa and found that women still face myriad of challenges in securing equity at workplaces in Kenya just like the other Africa nations.

The fact that women are underrepresented in marketing manager positions in registered tour and travel firms in Nairobi city county is likely just one example of the larger issue of gender inequality in the workplace in Kenya. The results of the number of employees showed that 36.7 percent had more than 60 employees, followed by 26.7 percent who had 45-60 employees. Those who said they had fewer than 15 employees had the lowest percentage, at 1.7 percent. The findings indicated that the tour and travel firms chosen for this study in Nairobi city county included small agencies.

The majority of these agencies were large enough and had sufficient resources to implement online marketing strategies to improve their performance. While it is true that larger firms may have more resources and manpower to allocate towards implementing online marketing strategies, there are also many small businesses that are able to effectively use digital marketing tools to grow their business. Therefore, it is important to note that the size of a tour and travel firm does not necessarily dictate its ability to implement online marketing strategies.

Other factors, such as the company's budget, marketing expertise, and willingness to adapt to new technologies, can also play a significant role in determining its success in digital marketing. The study further sought to find out how long the agencies had been in operation. The results show that those who indicated less than 2 years were 21.7 percent, while those that indicated 2 to 6 years were 23.3 percent. Above 6 years to 10 years was 25%, above 10 years to 14 years was 13.3%, and finally, 14 and above was 16.7%.

The study findings show that the sample included agencies with varying years of operation, so their stages of adopting online marketing strategies varied, which was critical to this study. Therefore, the varying years of operation and size of the agencies included in the study provide important context for understanding the challenges and opportunities that tour and travel firms in Nairobi city county face in implementing online marketing strategies, and how these may differ based on the agencies' characteristics.

4.4 Descriptive statistics on study variables

This section provides descriptive statistics for each variable within the scope of the study. The results were presented on a scale of 1-5, with a summary of the results using the mean and standard deviations.

4.4.1 Content Marketing

The study's goal was to determine the effects of content marketing of registered tours and travel agencies in Nairobi, Kenya. As a result, respondents were asked to rate their level of agreement on various content marketing questions on a scale of 1-5, where 1=Strongly disagree, 2= Disagree, 3= Moderately agree, 4= Agree and 5= strongly Agree. The questionnaire was designed with items that represented a set of actions intended to improve

Table 4.3 Descriptive Statistics Results for Content Marketing

Descriptions	Mean	Std. Deviation
Online information boosted the agencies customer interactions	3.50	1.378
Clarity in online content has boosted the agency market performance.	3.45	1.222
Our online content information provided has helped the agency in customer engagement	3.30	1.400
The content relevance in our agency online information has enhanced entry into new market	3.20	1.476
Our online content helps in getting feedback	3.12	1.513
The interactivity with agency content online help to judged future lead generation.	2.90	1.585
Aggregate mean score and standard deviation	3.25	1.427

Source: Survey data, (2022)

The findings revealed that, a majority of respondents agree, online information improves agency customer interactions, and clarity in online content improves agency market performance by a mean score of 3.50 and 3.45, respectively, supported by standard deviations of 1.378 and 1.222. Furthermore, the findings show that the online content information provided has helped the agency in customer engagement to a moderate agreement, the content relevance in the agency's online information has enhanced entry into new markets, and the online content helps in getting feedback for the agency by a

mean score of 3.30,3.20,3.12 respectively, supported by a high variation in respondents' opinions indicated by a standard deviation of 1.40,1.476,1.513.

However, the findings revealed that interactivity with agency content online helped to judge future lead generation to a low extent, with a mean score of 2.90 and a standard deviation of 1.585. The aggregate mean score of 3.25 indicated that content marketing was used to a moderate extent by tours and travel agencies in Nairobi city county, Kenya, but there was variation in the respondents' observations as indicated by the standard deviation of 1.427. Human, Seyyedamiri, and Tajrobehkar (2019), Hirschfelder and Nel (2018), and Einstein (2018) all found that content marketing improved performance.

4.4.2 Search engine Optimization

Search engine optimization was determined by assessing, conversions, visibility and accessibility. The descriptive results for search engine optimization are shown in Table 4.4.

Table 4.4 Descriptive Statistics Results for Search Engine Optimization

Descriptions	Mean	Std. Deviation
Our agencies, Facebook comments, shares, reads and likes will be judged on future lead conversions	3.42	1.287
The inconsistency in shares and comments have enhanced market performance of your firm	3.23	1.482
Easy accessibility of our website has raised the number of clientele in the agency	3.23	1.482
Search engine marketing has increased profit margin growth in your agency	3.23	1.482
The agency's website appears on the first page while searching	3.07	1.543
Easy accessibility of our website has raised the number of clientele in the agency	3.03	1.555
Aggregate mean score and standard deviation	3.20	1.47

Source: Survey data, (2022)

Table 4.4 shows that the majority of the respondents agreed that their agencies, Facebook comments, shares, reads, and likes will be judged on future lead conversions, with a mean score of 3.42 and a standard deviation of 1.287. This suggests that respondents believe that their agency's social media activities on Facebook can be used as indicators for future lead conversions. The results indicate that respondents did not feel strongly one

way or the other about whether inconsistent social media activity improved market performance as showed by a mean score of 3.23 and a standard deviation of 1.482.

The results indicate that respondents did not feel strongly one way or the other about whether easy website accessibility led to increased clientele, with a mean score of 3.23 and a standard deviation of 1.482. In addition, the results indicate that respondents did not feel strongly one way or the other about whether search engine marketing was effective in increasing profit margin growth, with a mean score of 3.23 and a standard deviation of 1.482. The study findings show that the majority of respondents did not have a strong opinion about whether the agency's website appearing on the first page of search results was important, with a mean score of 3.07 and a standard deviation of 1.543. Moreover, the study shows that respondents did not feel strongly one way or the other about whether easy website accessibility led to increased clientele, with a mean score of 3.03 and a standard deviation of 1.555.

The aggregate mean score of 3.20 indicated that respondents agreed on the use of search engine optimization to improve the marketing performance of tours and travel agencies. However, there was a wide variation of search engine optimization used, as indicated by a standard deviation of 1.47. In conclusion, the findings of the descriptive statistics indicate that respondents were neutral or uncertain about most of the statements. The only states where the majority of respondents agreed were related to the idea that social media activity on Facebook could be used as an indicator for future lead conversions. According to Barry and Charleton (2009) and Salminen (2018) conclusions, search engine optimization has a positive impact on performance.

4.4.3 E-mail Marketing

This section presents the results of a questionnaire survey on the use of E-mail marketing by registered tours and travel agencies. To summarize the findings, mean and standard deviation were used, and a scale ranging from 1 to 5 was used, as shown in the table 4.5.

Table 4.5 Descriptive Statistics Results for E-mail Marketing

Descriptions	Mean	Std. Deviation
The agency uses feedback from customers to improve their services.	3.55	1.302
The agency keeps track of the customers and shareholders interest through e-mail marketing	3.43	1.424
The agency has a method for assessing the extent to which goals and objectives of the firm are realized	3.33	1.404
E-marketing has successfully and consistently linked products, brands, and clients	3.17	1.446
Prospective clients' subscription lists for products have grown as a result of e-marketing	3.15	1.499
The agency customers has utilized e-mail marketing to provide feedback	3.10	1.531
Aggregate mean score and standard deviation	3.29	1.434

Source: Survey data, (2022)

Table 4.5 indicate that the majority of the respondents believe that the agency values customer feedback and uses it to improve its services, with a mean score of 3.55 and a standard deviation of 1.302. The results also indicate that respondents neither agreed nor

disagreed whether the agency effectively keeps track of customer and shareholder interests through e-mail marketing, with a mean score of 3.43 and a standard deviation of 1.424. In addition, the results show that respondents neither agreed nor disagreed whether the agency has an effective method for assessing the realization of its goals and objectives, with a mean score of 3.33 and a standard deviation of 1.404. Moreover, the study reveals that respondents neither agreed nor disagreed whether e-marketing was successful in linking products, brands, and clients, with a mean score of 3.17 and a standard deviation of 1.446.

In addition, the findings show that that participants neither agreed nor disagreed whether e-marketing was effective in growing prospective client subscription lists, with a mean score of 3.15 and a standard deviation of 1.499. The results indicate that respondents neither agreed nor disagreed with this statement, with a mean score of 3.10 and a standard deviation of 1.531. The mean aggregate score for e-mail marketing was 3.29, indicating that the majority of respondents agree that e-mail marketing is used by tours and travel agencies, with a standard deviation of 1.434. The findings support Chong, Bian, and Zhang (2016)'s contention that email marketing services had a significant positive impact on marketing performance.

4.4.4 Online Video Marketing

The study's final online marketing strategy was to determine the effect of online video marketing on registered tours and travel agencies in Nairobi city county, Kenya. The results are shown in table 4.6 below.

Table 4.6 Descriptive Statistics Results for Online Video Marketing

Descriptions	Mean	Std. Deviation
Online video marketing reads have improved customer attitude and customer satisfaction enhancing the market performance of your agency	3.43	1.527
The number of unique visitors to our social media page has increased as a result of the quality information provided.	3.23	1.448
The agency online marketing are informative	3.23	1.352
The high quality material in the online videos has boosted the number of clicks on our display ads	3.23	1.352
The social sharing rates of online video marketing have increased the number of viewers on your agency platforms	3.18	1.582
Online video marketing humor information has increased interactivity of the agency target group	3.07	1.51
Aggregate mean score and standard deviation	3.23	1.461

Source: Survey data, (2022)

Based on Table 4.4, the respondents are generally in agreement that online video marketing has a positive effect on customer attitude and satisfaction with a mean of 3.43 with a standard deviation of 1.527. The study also indicate that majority of respondents agreed that providing quality information on their social media pages can attract more unique visitors with a mean of 3.23 with a standard deviation of 1.448. The statement

"the agency online marketing are informative" also has a mean score of 3.23, but with a lower standard deviation of 1.352. This implies that the respondents generally agreed that their agency's online marketing is informative.

Further, the study indicates that the respondents believe that high-quality material in online videos can lead to more clicks on display ads with a mean of 3.23 with a standard deviation of 1.352. The results also show that majority of respondents agree that social sharing rates of online video marketing can increase the number of viewers on their agency's platforms with a mean score of 3.18 and standard deviation of 1.582. Finally, the study results indicate that the respondents agree that humorous information in online video marketing can increase the interactivity of their agency's target group with a mean of 3.07 and standard deviation of 1.51. The aggregate mean score for all the statements is 3.23 with a standard deviation of 1.461. This suggests that the respondents generally agree that online video marketing can have positive effects on their agency's market performance. The findings back up Zhang, Qin, Wang, and Luo's (2019) claim that video marketing influenced online purchase decisions.

4.4.5 Competitive Advantage

The descriptive results on competitive advantage among tours and travel agencies is shown in Table 4.7.

Table 4.7 Descriptive Statistics Results for Competitive Advantage

Descriptions	Mean	Std. Deviation
Employees of this agency adhere to the ethical code of conduct to uphold the corporate culture	3.63	1.384
The agency services are easily identifiable in the markets by customers	3.40	1.35
New entrants spend heavily on building cooperate reputation to overcome competition	3.28	1.513
The agency has unique services that our competitors do not have	3.23	1.516
We maintain a good relationship with our clients to maintain organization reputation to the outside world	3.22	1.49
We have maintained a reliable service to ensure we maintain our brand position at the market level	3.18	1.277
Our agency have their corporate culture that enables better their market performance	3.18	1.472
The firm always seeks to maximize the value to our customers in our services	3.15	1.418
Aggregate mean score and standard deviation	3.28	1.427

Source: Author (2022)

In Table 4.7 the first statement shows that the majority of the respondents agreed that employees of the agency adhere to the ethical code of conduct to uphold the corporate culture, with a mean score of 3.63 and a standard deviation of 1.384. This indicates that the employees' behavior is aligned with the values and principles of the agency. The second statement reveals that the agency services are easily identifiable in the markets by

customers, with a mean score of 3.40 and a standard deviation of 1.35. This implies that the agency has a unique selling proposition that distinguishes it from its competitors, and customers can easily recognize the agency's services. The third statement suggests that new entrants spend heavily on building corporate reputation to overcome competition, with a mean score of 3.28 and a standard deviation of 1.513. This indicates that the competition is intense, and new entrants face a significant challenge in establishing themselves in the market. The fourth statement reveals that the agency has unique services that its competitors do not have, with a mean score of 3.23 and a standard deviation of 1.516. This suggests that the agency has a competitive advantage in providing unique services that differentiate it from its competitors.

The fifth statement indicates that the agency maintains a good relationship with its clients to maintain its organizational reputation to the outside world, with a mean score of 3.22 and a standard deviation of 1.49. This implies that the agency values its relationship with its clients and recognizes the importance of maintaining its reputation. The sixth statement suggests that the agency has maintained a reliable service to ensure it maintains its brand position at the market level, with a mean score of 3.18 and a standard deviation of 1.277. This indicates that the agency is committed to providing a reliable service to its customers to maintain its brand position in the market. The seventh statement reveals that the agency has its corporate culture that enables better market performance, with a mean score of 3.18 and a standard deviation of 1.472. This suggests that the agency has a unique corporate culture that positively impacts its market performance. The eighth statement shows that the firm always seeks to maximize the value to its customers in its

services, with a mean score of 3.15 and a standard deviation of 1.418. This indicates that the agency is customer-focused and strives to provide the best value to its customers. Lastly, Tours and travel agencies in Nairobi city county Kenya used competitive advantage to a large extent, as evidenced by an aggregate means score of 3.28 and a standard deviation of 1.427. The study findings support those of Mutuku, Muathe, and James (2019), who emphasize the importance of non-financial performance as a source of competitive advantage.

4.4.6 Firm Characteristics

The agency characteristics were measured through the size and age of the agency. The descriptive results of agency characteristics are shown in table 4.8.

Table 4.8 Descriptive Statistics Results for Agency Characteristics

Descriptions	Mean	Std. Deviation
Our size has enabled us to exploit the economies of scale and increase our market performance	3.300	1.4
We control a significant size of the market in our industry	3.230	1.352
Employees of this firm adhere to the ethical code of conduct to uphold the corporate culture	3.100	1.331
Our firm has been in existence for a long time	3.050	1.263
Our firm has been growing steadily for the last 10 years	3.050	1.353
In comparison to other companies in the industry, we have a larger market share	2.830	1.398
Aggregate mean score and standard deviation	3.093	1.35

Source: Survey data, (2022)

The results in Table 4.8 indicate that respondents generally agree that their firm's size has enabled them to exploit economies of scale and increase market performance, with a mean score of 3.3 and a standard deviation of 1.4. They also agree that their firm controls a significant size of the market in their industry, with a mean score of 3.23 and a standard deviation of 1.352.

In terms of the firm's longevity, respondents are somewhat neutral. They agree that employees adhere to the ethical code of conduct to uphold the corporate culture, with a mean score of 3.1 and a standard deviation of 1.331. However, the mean score for the statement "Our firm has been in existence for a long time" is 3.05, indicating a more neutral response, with a standard deviation of 1.263. The same applies to the statement "Our firm has been growing steadily for the last 10 years," which also has a mean score of 3.05 and a standard deviation of 1.353. Finally, respondents appear to be less convinced that their firm has a larger market share compared to other companies in the industry, as the statement "In comparison to other companies in the industry, we have a larger market share" has a mean score of 2.83 and a standard deviation of 1.398.

Further, the agency characteristics were adopted by tours and travel agencies in Nairobi city county Kenya, as evidenced by an aggregate mean score of 3.093; however, respondents' opinions varied, as evidenced by an aggregate standard deviation of 1.35. The study findings back up Charles *et al* (2018) claim that the firm's leverage, size, and sales growth all had statistically significant effects on profitability and sales volume growth.

4.4.7 Market Performance

The dependent performance for this study was market performance. The descriptive results for market performance are shown in Table 4.9.

Table 4.9 Descriptive Statistics Results for Market Performance

Descriptions	Mean	Std. Deviation
Our agency has increased its operations to a broader market as compared to previous years	3.48	1.38
Our agency focus is on improving the sales volume without increasing man power over years.	3.48	1.30
The agency financial strengths high compared to previous years	3.23	1.58
The agencies market positioning improvement growth is better compared to the competitors	3.03	1.51
Online marketing strategies have made our profit margins increase	3.03	1.51
Online marketing strategies increases speed of market share growth	3.03	1.51
Aggregate mean score and standard deviation	3.21	1.47

Source: Survey data, (2022)

In Table 4.9 the first two statements suggest that the agency has been expanding its operations and improving sales volume without increasing manpower, which are positive indicators of growth and efficiency with means of 3.48 and 1.38 and standard deviations 3.48 and 1.30 respectively. The third statement suggests that the agency's financial strength has improved compared to previous years with a mean of 3.23 and standard deviation of 1.58, indicating that the agency is financially stable and has good prospects for future growth. The fourth statement suggests that the agency's market positioning has

improved compared to its competitors with a mean of 3.03 and standard deviation of 1.51, which could indicate that the agency has a competitive advantage in the market. The last two statements suggest that online marketing strategies have had a positive impact on the agency's profitability and market share growth with means of 3.03, 1.51 and standard deviations of 3.03, 1.51 respectively.

Lastly, the mean score for this set is 3.21, which suggests that the respondents generally agree that the agency has been successful in expanding its operations, improving its financial strength, and implementing effective online marketing strategies. The standard deviation of 1.47 indicates some variability in the responses, but it is not particularly high. In addition, the respondents were asked to indicate the growth rates for the period 2017-2021 on a scale representing a percentage rate where 1-less than 1%, 2=more than 1% -10%, 3=more than 10% -20%, 4=more than 20% -30%, and 5=more than 30% are shown on 4.10

Table 4.10 Descriptive Statistics on market share growth and sales volume growth

Descriptions	Mean	Std. Deviation
Market share growth		
2017	3.65	1.25
2018	3.79	1.20
2019	3.89	1.08
2020	1.55	1.35
2021	2.24	1.32
Aggregate mean score and standard deviation	3.02	1.24
Sales volume growth		
2017	3.45	1.21
2018	3.53	1.13
2019	3.85	1.16
2020	1.56	1.29
2021	1.52	1.27
Aggregate mean score and standard deviation	2.78	1.21

Additionally, for triangulation purposed primary data was collected on the market share growth and sales volume growth form a period of 2017 to 2021. The market share growth from a period of 2017 to 2019 had a means score of 3.65,3.79, 3.89 respectively indicating there was a constant growth between 10% to 20%. From the year 2020 to 2021

due to the pandemic the share growth declined to between less than 1% to 10% as mean score of 1.55 and 2.24 respectively. the aggregate standard deviation of 1.24 indicated there was a high variation in responses. Additionally, the sales volume growth between 2017 to 2019 was between 10% and 20% indicated by a mean score of 3.45, 3.53, 3.85 respectively. the year 2020 and 2021 the sales volume growth was between less than 1% to 10% indicated by mean score of 1.56 and 1.52 respectively. The aggregate standard deviation of 1.21 indicated the opinion of the respondents varied.

In summary, there was a significant drop in growth rates for both market share and sales volume in 2020 and 2021 compared to the previous years. The mean scores for both variables decreased substantially from 2019 to 2020, and the standard deviation increased. This could be due to the economic impact of the COVID-19 pandemic on the industry and the market.

4.5 Diagnostic Tests

Diagnostics tests are key to ensuring that the results obtained are robust and can be relied upon in predicting the relationship between variables. Data that do not comply to the assumption yields spurious results, in terms of exaggerated coefficient and standard errors hence leading to misleading inferences about the study population and the relationship between the variables. In this study, the following diagnostics tests were conducted; test of normality, test for multicollinearity, test of heteroskedasticity and finally, the test of linearity. The tests were carried out to test the linear regression assumptions.

4.5.1 Linearity Test

The study proposed to adopt linear regression analysis. In this analysis, it is required that linear relationship assumption must be tested since linear regression is only applicable in situations where linearity is assumed. Correlation analysis was therefore conducted to ensure that outcome variable should be linearly related to the predictor variable (Field, 2013).

Table 4.11 Correlation Matrix for Linearity

		CM	OE	EM	OVM	CA	FC	MP
Content Marketing	R	1						
	Sig. (2-tailed)							
Search Engine Optimization	R	.691**	1					
	Sig. (2-tailed)	0.000						
Email Marketing	R	.507**	.649**	1				
	Sig. (2-tailed)	0.000	0.000					
Online Video Marketing	R	.624**	.516**	.435**	1			
	Sig. (2-tailed)	0.000	0.000	0.000				
Competitive Advantage	R	.569**	.525**	.534**	.425**	1		
	Sig. (2-tailed)	0.000	0.000	0.000	0.000			
Firm Characteristics	R	.613**	.537**	.561**	.598**	.511**	1	
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000		
Market Performance	Pearson Correlation	.564**	.631**	.665**	.665**	.653**	.610*	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	0.000	
	N	120	120	120	120	120	120	120

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

Source: Survey data, (2022)

CM=Content Marketing **EO**=Engine Optimization **EM**=Email Marketing, **OVM**=Online Video Marketing, **CA**=Competitive Advantage, **FC**= Firm Characteristics, **MP**= Market Performance

Schober, Boer and Schwarte (2018), defined a correlation of 0.9 to 1 as very strong, 0.7 to 0.89 as strong, 0.4 to 0.69 as moderate, 0.10 to 0.39 as weak, and 0 to 0.1 as negligible. The findings revealed a 0.691 correlation between search engine optimization and content marketing.

4.5.2 Normality Test

The first assumption that was tested was for normality. The assumptions of linear regression modeling require that data must be normally distributed around the mean. The assumption states that for a large enough sample, a normal distribution curve should ensue. The null hypothesis in this test states that; H0: data is not significantly different from normal distribution. The results for normality test are presents in Table 4.12.

Table 4.12 Shapiro Wilk Tests of Normality

Shapiro Wilk Tests of Normality	Statistic	df	Sig.
Content marketing Score	0.875	120	0.120
Engine Optimization Score	0.941	120	0.098
Email Marketing Score	0.971	120	0.067
Online Video Marketing Score	0.831	120	0.077
Competitive Advantage Score	0.971	120	0.193
Firm Characteristics Score	0.904	120	0.109
Market Performance Score	0.907	120	0.106

a Lilliefors Significance Correction

Source: Survey data, (2022)

The results of the Shapiro-Wilk test for normality are shown in the table above, and all variables were insignificant because the p-value was greater than 0.05. As a result, the findings implied that data for relational contracts does not followed the normal distribution assumption.

4.5.3 Homoscedasticity Test

Homogeneity is extent to which the data values for the dependent and independent variables are of one type. Levene’s test was conducted to examine the homogeneity of variance. Significance of $p \leq .05$ indicated that the null hypothesis was incorrect and that the variances were significantly different. This was done to evaluate data prior to parametric inferential statistics like ANOVA. Table 4.13 indicates the results of Levine’s test from the study data set.

Table 4.13 Test of Homogeneity of Variances

Test of Homogeneity of Variances	Levene Statistic	df1	df2	Sig.
Content marketing	0.361	1	118	0.549
Engine Optimization	0.004	1	118	0.949
Email Marketing	7.138	1	118	0.009
Online Video Marketing	0.024	1	118	0.878
Competitive Advantage	0.833	1	118	0.363
Firm Characteristics	0.149	1	118	0.700

Source: Survey data, (2022)

Levene's test examines the null hypothesis that the variance difference is zero. If the test is significant at $p = .05$, then the null hypothesis is incorrect and the variances are significantly different. If this occurs, the assumption of variance homogeneity is not violated. Based on the results from the table, the study concluded that there was

homogeneity of variances because the p-value for all variables was greater than 0.05. This means that the assumption of homoscedasticity is met, and the regression analysis is appropriate.

4.5.4 Multi-collinearity Test

Linear regression modelling requires the absence of multicollinearity among the predictor variables. This is the situation where two or more variables have a high correlation greater than 0.70. High correlation implies that the variables are redundant and including them in the same regression model can lead to biased interpretations. This study relied on variance inflation factors to test for multicollinearity and the results are provided in Table 4.14. The threshold for VIF adopted in this study was above 10, hence variables with VIF value of above 10 were considered to have multicollinearity.

Table 4.14 VIF Test of Multi-Collinearity Test

	Collinearity Statistics	
	Tolerance	VIF
Content marketing Score	0.387	2.586
Engine Optimization Score	0.389	2.571
Email Marketing Score	0.221	4.526
Online Video Marketing Score	0.373	2.68
Competitive Advantage Score	0.221	4.526
Firm Characteristics Score	0.37	2.704

a Dependent Variable: Market Performance Score

Source: Survey data, (2022)

According to the results in Table 4.14 none of the predictor variables had a VIF of above 10. These findings therefore implied that none of the variables were highly correlated

hence, the assumption was achieved and the explanatory variables were perfect to be included in the regression modelling.

4.6 Multiple Regression analysis

The study conducted multiple regression analysis to test whether online marketing strategies drivers significantly predicted the market performance of tour and travel agencies in Nairobi. Moreover, the regression analysis was conducted on moderating and mediating variables.

Table 4.15 Empirical Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755a	0.57	0.555	0.79942

a Predictors: (Constant), Online Video Marketing, Engine Optimization, Content marketing, Email Marketing

Source: Survey data, (2022)

The model yielded the coefficient of determination (Adjusted R-square) of 0.555 which implied that email marketing, search engine optimization, online video marketing and content marketing combined accounted to 55.5% of change in market performance of tour and travel agencies in Nairobi. The remaining 45 percent could be attributed to other factors not considered in the model. The findings implied that the explanatory power of online marketing strategies on market performance of tour and travel agencies was high holding other factors constant.

Table 4.16 Analysis of Variance (ANOVA)

ANOVA	Sum of Squares	Df	Mean Square	F	Sig.
Regression	97.318	4	24.33	38.07	.000b
Residual	73.493	115	0.639		
Total	170.811	119			

a Dependent Variable: Market Performance Score

b Predictors: (Constant), Online Video Marketing Score, Engine Optimization Score, Content marketing Score, Email Marketing Score

Source: Survey data, (2022)

The analysis of variance (ANOVA) of the model yielded a computed f-statistics =38.07 with a corresponding p-value of 0.000 which was statistically significant. The f-statistics computed was greater than critical f-statistics of 2.638 which further confirmed the significance of the regression model fitted. The finding therefore implied that the model had a goodness of fit, hence it could be relied upon to significantly predict the relationship between online marketing strategies drivers and market performance of tour and travel agencies in Nairobi, Kenya.

4.6.1 Regression Coefficients

The results in Table 4.16 show the regression coefficients of the independent variables drivers and market performance of tour and travel agencies. These results were adopted in the test of hypotheses in the following section.

Table 4.17 Empirical Model Coefficients

Coefficients	Unstandardized Coefficients		Standardized Coefficients		
	β	Std. Error	Beta	t	Sig.
(Constant)	0.181	0.266		0.683	0.496
Content marketing	-0.05	0.109	-0.045	-0.46	0.647
Engine Optimization	0.357	0.094	0.338	3.797	0.000
Email Marketing	0.300	0.124	0.253	2.419	0.017
Online Video Marketing	0.384	0.097	0.366	3.951	0.000

a Dependent Variable: Market Performance Score

Source: Survey data, (2022)

The findings show that the empirical model was fitted to become;

$$Y = 0.181 - 0.05X_1 + 0.357X_2 + 0.300X_3 + 0.384X_4 + \epsilon \dots\dots\dots (1)$$

Where:

Y = Market Performance of tours and travel agencies in Nairobi Kenya

X₁ = Content marketing

X₂ = Search Engine Optimization

X₃ = E-mail Marketing

X₄ = Online Video Marketing

ϵ = the error term

4.7 Hypotheses Testing

The study relied on the multivariate regression coefficients results in hypothesis testing.

The hypotheses were tested at 5 percent significance level.

H₀₁: Content marketing has no significant effect on market performance of the registered tours and travel agencies in Nairobi city county, Kenya.

The hypothesis test involved the regression of content marketing (predictor variable) on market performance (dependent variable). The coefficient for content marketing was $\beta = -0.05$ with a p-value of 0.647, which failed to reject the null hypothesis of no significant effect at a 5% significance level. These results suggest that content marketing strategies did not have a significant effect on the market performance of tours and travel agencies in Nairobi, City County Kenya. These findings failed to reject the null hypothesis H₀; Content marketing has no statistically significant effect on market performance of the registered tours and travel agencies in Nairobi city county, Kenya. The study findings failed to support the findings of Human, Hirschfelder and Nel (2018) who conducted a research project to find out how content marketing affects sponsorship favorability of the energy drink in South Africa. The results indicated that content marketing positively influenced sponsorship favourability. Similarly, the study failed to agree with Seyyedamiri and Tajrobehkar (2019) looked into the impact of social content marketing on high tech companies Tehran IT industries in Iran. The analysis indicated that social content marketing and e-trust had an impact on the product development process' effectiveness.

H₀₂: Search engine optimization has no significant effect on market performance of the registered tours and travel agencies in Nairobi city county, Kenya.

The coefficient for search engine optimization was $\beta = 0.357$ with p-value = 0.000 which was statistically significant at 5 percent. These results implied that search engine

optimization had a positive and significant effect on market performance of the registered tours and travel agencies in Nairobi city county, Kenya. The finding further implied use of search engine optimization amongst tours and travel agencies would result in an increase of 0.357 units in their market performance. These findings led to rejection of the second null hypothesis H02; There is no significant effect of search engine optimization on market performance of the registered tours and travel agencies in Nairobi city county, Kenya. Hence, the study finding implied that search engine optimization significantly predicted market performance of the registered tours and travel agencies in Nairobi city county, Kenya.

The study findings concur with the findings of Barry and Charleton, (2009) on effects of search engine optimization and performance among Small and medium-sized enterprises in Ireland found that there is a link between search engine optimization and performance. The study also concluded that search engine optimization increased visibility on the website among firms. Salminen, (2018) also conducted a study on rationale effects of search engine optimization and performance for branded bidding strategy in Qatal and the results showed that significantly search engine optimization had significance influence on performance of these industries in Qatal hence impacts choice of branding bidding strategy.

H₀₃: Email marketing has no significant effect on market performance of the registered tours and travel agencies in Nairobi city county, Kenya.

The hypothesis test involved the regression of Email marketing (predictor variable) on market performance (dependent variable). The coefficient for email marketing was $\beta=0.300$ with p-value =0.000 which was statistically significant at 5 percent. These results suggest that email marketing had a positive and significant effect on the market performance of registered tours and travel agencies in Nairobi city county, Kenya. The finding further implied use of email marketing amongst tours and travel agencies would result in an increase of 0.300 in their market performance scores. These findings led to rejection of the second null hypothesis H03; There is no significant effect of email marketing on market performance of the registered tours and travel agencies in Nairobi city county, Kenya.

The study findings implied that email marketing significantly predicted market performance of the registered tours and travel agencies in Nairobi city county, Kenya. This study finding agreed with those of Chong, Bian and Zhang (2016) who conducted a study on SMEs' marketing performance and email marketing services in China. The NK model was used in the study with a sample of 178 SMEs. The research findings indicated that email-marketing services had a strong positive impact on marketing performance.

H₀₄: Online video marketing has no significant effect on market performance of the registered tours and travel agencies in Nairobi city county, Kenya.

The coefficient for online video marketing strategies was $\beta=0.384$ with p-value =0.000 which was statistically significant at 5 percent. These results implied that online video marketing strategies had a positive and significant effect on market performance of the registered tours and travel agencies in Nairobi city county, Kenya. The finding further

implied use of online video marketing strategies amongst tours and travel agencies would result in an increase of 0.384 units in their market performance. These findings led to rejection of the second null hypothesis H03; There is no significant effect of online video marketing strategies on market performance of the registered tours and travel agencies in Nairobi city county, Kenya. Hence, the study findings implied that online video marketing strategies significantly predicted market performance of the registered tours and travel agencies in Nairobi city county, Kenya.

The study finding supports the findings of Yang, Qin, Chen, and Ji (2019) who also conducted an empirical study in China on the influence of brief video content marketing on consumer purchasing intention. The research used a comprehensive model based on TRA. The questionnaire was utilized to gather information, and the information was evaluated using SPSS software. The findings show that consumer purchase intent is influenced by knowledge, interest, and emotional short video content. Concurrently, Luo, Wang, and Han (2013) conducted a case study on a Chinese academic library uses online video marketing. The research reveals that video content on genuine campus life contributed to the success of the library's video marketing effort. Martin (2012) undertook a video marketing study at California State University, Northridge's Oviatt Library to reach out to school faculty. The findings of the study indicated that collaboration among campus faculty and other departments within the university positively influenced video marketing campaigns.

4.8 Simple Regression analysis

The study performed simple regression analysis for each variable which includes content marketing, search engine optimization, email marketing and online marketing. The results were presented per variable.

4.8.1 Regression analysis for content marketing and market performance

The study performed single regression analysis to test whether content marketing has significant effect on market performance of registered tours and travel agencies in Nairobi city county, Kenya. The regression analysis was performed and the results were presented in the model summary, ANOVA and coefficients tables as shown in Table 4.18, 4.19 and 4.20.

Table 4.18: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.038a	0.033	0.026	0.798

The regression analysis with only the independent variable (Content marketing) yielded an R-squared of 0.033, indicating that this variable alone explains 3.3% of the variation in market performance score for tour and travel agencies in Nairobi, Kenya.

Table 4.19: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.219	1	5.219	4.70	0.032b
	Residual	155.592	118	1.317		
	Total	160.811	119			

The ANOVA showed that the regression model is statistically significant (F-statistic = 4.70, p-value = 0.032), meaning that the relationship between Content marketing and market performance is statistically significant.

Table 4.20: Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.369	0.539		6.247	0.000
	Content marketing	-0.091	0.042	-2.167	2.765	0.032

The regression coefficient for Content marketing was -0.091, which means that a one-unit increase in Content marketing score is associated with a decrease of 0.091 units in market performance score, holding all other variables constant. However, the coefficient is statistically significant at a significance level of 0.032, suggesting that the relationship between Content marketing and market performance score is not due to chance.

4.8.2 Regression analysis for Search engine optimization and performance

Table 4.21: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.638a	0.407	0.393	0.95159

The model yielded the coefficient of determination (R-square) of 0.407 which implies that Search Engine Optimization accounts for 40.7% of the variation in the market performance score of tour and travel agencies in Nairobi, Kenya. The remaining 59.3% could be attributed to other factors not considered in the model. The findings suggest that Search Engine Optimization has a moderate effect on the market performance score of tour and travel agencies in Nairobi, Kenya.

Table 4.22: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.660	1	66.660	59.082	0.000b
	Residual	97.150	118	0.822		
	Total	163.810	119			

The analysis of variance (ANOVA) of the model yielded a computed f-statistics = 59.082 with a corresponding p-value of 0.000 which was statistically significant. The f-statistics computed was greater than critical f-statistics of 2.64 which further confirms the significance of the regression model fitted. The finding therefore implies that the model has a goodness of fit, and it can be relied upon to significantly predict the relationship between Search Engine Optimization and market performance of tour and travel agencies in Nairobi, Kenya.

Table 4.23: Regression Coefficients

Model		Unstandardized Coefficients		Standardize	t	Sig.
		B	Std. Error	d Coefficients Beta		
1	(Constant)	0.306	0.179		1.714	0.000
	Search Engine Optimization	0.565	0.074	0.638	7.683	0.000

The coefficient for Search Engine Optimization is 0.565, which is statistically significant at $p < 0.05$. This means that a one-unit increase in the Search Engine Optimization score is associated with a 0.565 increase in the market performance score of tour and travel agencies in Nairobi, Kenya, holding other factors constant. The findings show that the empirical model was fitted to become:

$$Y = 0.306 + 0.565X_2 + \varepsilon \dots\dots\dots (1)$$

Where:

Y = Market Performance of tours and travel agencies in Nairobi, Kenya

X₂ = Search Engine Optimization

ε = the error term

4.8.3 Regression analysis for email marketing and performance

Table 4.24: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.225a	0.051	0.044	0.843

The model yielded R-square of 0.051, which indicates that only 5.1% of the variance in the dependent variable (Market Performance Score) can be explained by the independent variable (Email Marketing).

Table 4.25: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.631	1	7.631	5.338	0.022b
	Residual	146.180	118	1.239		
	Total	153.811	119			

The analysis of variance (ANOVA) of the model yielded a computed F-statistic of 5.338 with a corresponding p-value of 0.022 which is statistically significant at the 5% level. This indicates that there is a significant linear relationship between Email Marketing and Market Performance Score.

Table 4.26: Regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.256	0.292		1.714	0.001
	Email Marketing	0.304	0.131	2.310	7.683	0.000

The regression coefficients show that the constant is 1.256 and the coefficient for Email Marketing is 0.304. This indicates that, on average, a one-unit increase in Email Marketing Score is associated with a 0.304 increase in Market Performance Score, holding all other variables constant. The p-value for the coefficient is $p < 0.000$, which is statistically significant at the 5% level, indicating that the relationship between Email Marketing and Market Performance Score is significant.

4.8.4 Regression analysis for Online Video Marketing and Performance

Table 4.27: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.566a	0.321	0.316	0.9637

The results show that the simple linear regression model between Online Video Marketing and Market Performance Score has a moderate positive relationship, with an R-squared value of 0.321. This implies that Online Video Marketing accounts for about 32.1% of the variation in Market Performance Score. The Adjusted R-squared value of 0.316 suggests that the model has a reasonable goodness of fit.

Table 4.28: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.867	1	54.867	54.825	0.000a
	Residual	116.943	118	0.991		
	Total	171.811	119			

The ANOVA results show that the regression model is statistically significant (F=54.825, p=0.000), indicating that Online Video Marketing has a significant relationship with Market Performance Score.

Table 4.29: Regression Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.692	0.071		9.797	0.001
	Online Video Marketing	0.405	0.566	7.401	7.683	0.000

The regression coefficient for Online Video Marketing is 0.405 (p=0.000), indicating that for every unit increase in Online Video Marketing score, the Market Performance Score is expected to increase by 0.405 units, holding all other variables constant. The t-value of 7.401 suggests that this coefficient is statistically significant. The constant coefficient is 0.692 (p=0.000), indicating that when Online Video Marketing score is zero, the Market Performance Score is expected to be 0.692.

4.9 Regression analysis for the Moderating and Mediating variables

The section presents the regression analysis for the moderating and mediating variables.

4.9.1 Moderating variable

The hypothesis of the study to test H₀₅ Firm characteristics have no moderating effect on the relationship between online marketing strategies and market performance of the registered tours and travel agencies in Nairobi city county, Kenya. The study adopted the two-step method as suggested by Baron and Kenny (1986). In the first step, Firm characteristics were used as a predictor variable while in the second step used as a moderating variable.

$$\text{Step 1: } MP = \beta_0 + \beta_1 OMS + \beta_2 FC + \varepsilon$$

Table 4.30 Step One test for Moderating Effect

		β	Std. Error	Beta	t	Sig.
Coefficients	(Constant)	-0.055	0.285		-0.193	0.847
	OMS	0.84	0.124	0.634	6.789	0.000
	Firm Characteristics Score	0.169	0.116	0.136	1.453	0.149
ANOVA		Sum of Squares	df	Mean Square	F	Sig.
	Regression	93.911	2	46.955	71.44	.000b
	Residual	76.9	117	0.657		
	Total	170.811	119			
Model Summary		R	R Square	Adjusted R Square	Std. Error of the Estimate	
		.741a	0.55	0.542	0.81072	

a Dependent Variable: Market Performance

b Predictors: (Constant), Firm Characteristics Score, OMS

Source: Survey data, (2022)

The results show that model fitted had adjusted R-square of 0.542 which implied that the composite of online marketing strategies (independent variable) and firm characteristics (moderating variable) accounted for 54.2% of the variation in market performance of the registered tours and travel agencies in Nairobi city county. The model was statistically significant as shown by f-statistics =406.8, p-value=0.000 which implied the model used to link composite of composite of online marketing strategies (independent variable) and firm characteristics (moderating variable) and market performance of the registered tours and travel agencies in Nairobi city county had a goodness of fit.

The coefficient of online marketing strategies (independent variable), was $\beta=0.84$, p-value=0.000 which was also statistically significant at 5 percent while that of firm characteristics (moderating variable) was=0.169, p-value=0.149 which was statistically insignificant at 5 percent. The findings implied that firm characteristics was not an explanatory variable of market performance of the registered tours and travel agencies in Nairobi city county. The findings further implied that firm characteristics can be used as moderating variable and not an explanatory variables of market performance of the registered tours and travel agencies in Nairobi city county.

In the second step, an interaction variable was computed by calculating the product of online marketing strategies and firm characteristics (OMS*FC).

Step 2: $MP = \beta_0 + \beta_1 OMS + \beta_2 OMS*FC + \varepsilon$

The above regression model was fitted to test whether the interaction significantly affected market performance of the registered tours and travel agencies in Nairobi city county. The results are presented in Table 4.19.

Table 4.31 Step Two Test for Moderating Effect

		β	Std. Error	Beta	t	Sig.
Coefficients	(Constant)	0.404	0.374		1.081	0.282
	OMS	0.705	0.197	0.533	3.588	0.000
	OMS*FC	0.181	0.012	1.221	14.99	0.000
ANOVA		Sum of Squares	df	Mean Square	F	Sig.
	Regression	94.015	2	47.008	71.617	.000b
	Residual	76.796	117	0.656		
	Total	170.811	119			
Model Summary	R	R Square	Adjusted R Square	Std. Error of the Estimate		
	.742a	0.55	0.543	0.81017		

a Dependent Variable: Market Performance Score

b Predictors: (Constant), OMS*FC, OMS

Source: Survey data, (2022)

The coefficient of the product of online marketing strategies and firm characteristics (OMS*FC) was $\beta=0.181$, p-value=0.000 which was also statistically significant at 5 percent. These finding implied that firm characteristics had a significant moderating effect on the relationship between online marketing strategies and market performance of the registered tours and travel agencies in Nairobi city county, Kenya. The study therefore rejected the null H₀₅ Firm characteristics have no significant moderating effect

on the relationship between online marketing strategies and market performance of the registered tours and travel agencies in Nairobi city county, Kenya.

The study findings supported those of Charles *et al.*, (2018) who analyzed the impact on the implications of firm characteristics on profitability in Nigeria for a period between 2011-2016 on the listed consumer goods companies. The findings revealed that the firm's leverage, size and sales growth had statistically significant effects on profitability. Similarly, a study by Egbunike and Okerekeoti, (2018) to look at the relationship between macroeconomic factors, firm characteristics, and financial performance in Nigerian manufacturing companies. The study used a non-probability sampling technique and a multiple-line regression model, and the results showed that the firm's cash flow, size and indebtedness were all essential.

4.9.2 Mediating variable

The study to test the mediating effect of competitive advantage on the relationship between online marketing strategies and market performance of the registered tours and travel agencies in Nairobi city county, Kenya. To test the mediating effect this, the study adopted methodology suggested by Baron and Kenny (1986). The study used the four-models highlighted below;

$$\text{Step one: } MP = \beta_0 + \beta_1 OMS + \varepsilon$$

$$\text{Step Two: } CA = \beta_0 + \beta_1 OMS + \varepsilon$$

$$\text{Step Three: } MP = \beta_0 + \beta_1 CA + \varepsilon$$

$$\text{Step four: } MP = \beta_0 + \beta_1 OMS + \beta_2 CA + \varepsilon$$

Step 1: In a Regression, the Independent Variable Predicts the Dependent Variable.

In the first step, a regression model $MP = \beta_0 + \beta_1 OMS + \varepsilon$ was fitted to test whether a composite of online marketing strategies significantly predicted market performance of the registered tours and travel agencies in Nairobi city county, Kenya. The results are presented in Table 4.20.

Table 4.32 Step One: Test for Mediating Effect of Competitive advantage

		β	Std. Error	Beta	t	Sig.	
Coefficients	(Constant)	0.028	0.28		0.101	0.920	
	OMS	0.974	0.083	0.736	11.809	0.000	
ANOVA		Sum of Squares	df	Mean Square	F	Sig.	
		Regression	92.523	1	92.523	139.456	.000b
		Residual	78.288	118	0.663		
		Total	170.811	119			
Model Summary		R	R Square	Adjusted R Square	Std. Error of the Estimate		
		.736a	0.542	0.538	0.81453		

a Dependent Variable: Market Performance Score

b Predictors: (Constant), OMS

Source: Survey data, (2022)

The results show that model fitted had R-square of 0.542 which implied that the composite of online marketing strategies accounted for 54.2% of the variation in the market performance of the registered tours and travel agencies in Nairobi city county, Kenya. The model was statistically significant as shown by f-statistics =139.456, p-value=0.000 which implied the model had a goodness of fit. The coefficient of online

marketing strategies (OMS) was $\beta=0.974$, $p\text{-value}=0.000$ which was also statistically significant at 5 percent. These finding implied that there existed a significant relationship between online marketing strategies and market performance of tours and travel agencies in Nairobi to be mediated. The first criterion for complete mediation was achieved.

Step 2: The Mediating Variable Is Predicted by A Regression with Independent Variable

In the second step, the $CA = \beta_0 + \beta_1 OMS + \varepsilon$ was fitted to test where competitive advantage (mediating variable) was significantly predicted online marketing strategies (OMS) (independent variable). For complete mediation, significant relationship should exist between competitive advantage (mediating variable) and online marketing strategies (OMS) (independent variable). The results of the model fitted are presented in Table 4.21.

Table 4.33 Step Two: Test for Mediating Effect of Competitive Advantage

		β	Std. Error	Beta	t	Sig.
Coefficients	(Constant)	0.159	0.184		0.867	0.388
	OMS	0.955	0.054	0.851	17.632	0.000
ANOVA		Sum of Squares	df	Mean Square	F	Sig.
	Regression	88.937	1	88.937	310.888	.000b
	Residual	33.757	118	0.286		
	Total	122.693	119			
Model Summary		R	R Square	Adjusted R Square	Std. Error of the Estimate	
		.851a	0.725	0.723	0.53486	

a Dependent Variable: Competitive Advantage Score

b Predictors: (Constant), OMS

Source: Survey data, (2022)

The results show that model fitted had R-square of 0.725 which implied that the online marketing strategies (OMS) (independent variable) accounted for 27.5% of the variation in the competitive advantage (mediating variable). The model was statistically significant as shown by f-statistics =310.888, p-value=0.000 which implied the model used to competitive advantage (mediating variable) and online marketing strategies (OMS) (independent variable) had a goodness of fit. The coefficient of online marketing strategies (OMS) was $\beta=0.955$, p-value=0.000 which was also statistically significant at 5 percent. These finding implied that there existed a significant relationship between competitive advantage (mediating variable) and online marketing strategies (OMS) (independent variable). The second criterion for complete mediation was also achieved.

Step 3: The dependent variable is predicted by a regression with a mediating variable.

In the third step, a regression model $MP = \beta_0 + \beta_1 CA + \varepsilon$ to test whether the competitive advantage (mediating variable) was also a predictor variable of market performance of tours and travel agencies in Nairobi. This model is expected to be insignificant for complete mediation, however, if it turns out significant, then partial mediation exists.

Table 4.34 Step Three: Test for Mediating Effect of Competitive Advantage

	β	Std. Error	Beta	t	Sig.
Coefficients					
(Constant)	0.686	0.283		2.426	0.017
Competitive Advantage Score	0.77	0.082	0.653	9.36	0.000
ANOVA	Sum of Squares	df	Mean Square	F	Sig.
Regression	72.779	1	72.779	87.603	.000b
Residual	98.032	118	0.831		
Total	170.811	119			
Model Summary	R	R Square	Adjusted R Square	Std. Error of the Estimate	
	.653a	0.426	0.421	0.91147	

a Dependent Variable: Market Performance Score

b Predictors: (Constant), Competitive Advantage Score

Source: Survey data, (2022)

The results show that model fitted had R-square of 0.426 which implied that the competitive advantage (mediating variable) accounted for 42.6% of the variation in the market performance of tours and travel agencies in Nairobi. The model was statistically

significant as shown by f-statistics =87.603, p-value=0.000 which implied the model used to link competitive advantage (mediating variable) and market performance of tours and travel agencies in Nairobi had a goodness of fit. The coefficient of competitive advantage was $\beta=0.770$, p-value=0.000 which was also statistically significant at 5 percent. These finding implied that there existed a significant relationship between competitive advantage (mediating variable) and market performance of tours and travel agencies in Nairobi. The third criterion for complete mediation was not achieved, therefore the study proceeded to step four to test for existence of partial mediation.

Step 4: The dependent variable is predicted by a regression with independent variable and mediating variable.

Since, in step three the criterion for complete mediation was not realized, this step was conducted to test for partial mediation. The regression model $MP = \beta_0 + \beta_1 OMS + \beta_2 CA + \varepsilon$ was fitted to determine whether online marketing strategies predicted market performance of tours and travel agencies in Nairobi in presence of the competitive advantage (mediating variable). For partial mediation to exist both coefficient of online marketing strategies (OMS) (independent variable) and competitive advantage (mediating variable) have to be significant.

Table 4.35 Step Four: Test for Mediating Effect of Competitive Advantage

		β	Std. Error	Beta	t	Sig.
Coefficients	(Constant)	0.01	0.281		0.037	0.970
	OMS	0.867	0.158	0.655	5.505	0.000
	Competitive Advantage Score	0.445	0.041	0.525	10.818	0.000
ANOVA		Sum of Squares	df	Mean Square	F	Sig.
	Regression	92.947	2	46.474	69.832	.000b
	Residual	77.864	117	0.666		
	Total	170.811	119			
Model Summary		R	R Square	Adjusted R Square	Std. Error of the Estimate	
		.738a	0.544	0.536	0.81578	

a Dependent Variable: Market Performance Score

b Predictors: (Constant), Competitive Advantage, OMS

Source: Survey data, (2022)

The results show that model fitted had R-square of 0.544 which implied that the composite of online marketing strategies (independent variable) and competitive advantage (mediating variable) accounted for 54.4% of the variation in the performance of academic staff in universities in Kenya. The model was statistically significant as shown by f-statistics =69.832, p-value=0.000 which implied the model used to link composite of composite of online marketing strategies (independent variable), competitive advantage (mediating variable) and market performance of tours and travel agencies in Nairobi had a goodness of fit.

The coefficient of online marketing strategies (independent variable), was $\beta=0.867$, p-value=0.000 which was also statistically significant at 5 percent. The coefficient of competitive advantage (mediating variable) was $\beta=0.445$, p-value=0.000 which was also

statistically significant at 5 percent. These finding implied that there existed a significant relationship between online marketing strategies (independent variable), competitive advantages (mediating variable) and market performance of tours and travel agencies in Nairobi. The fourth criterion for partial mediation was therefore achieved. The study therefore, failed to reject the H₀₆: competitive advantage has no significant mediating effect on the relationship between online marketing strategies and market performance of the registered tours and travel agencies in Nairobi city county, Kenya. The study finding support those of Mutuku, Muathe, and James (2019) who emphasize the importance of competitive advantage as a mediating component in the link between e-commerce capabilities and non-financial performance. Concurrently, Salindal (2018), Psomas, Kafetzopoulos and Gotzamani (2017) and Kumar and Sharma (2017) posit that online marketing strategies cannot be effectively implemented without competitive advantage in the organization.

Table 4.36 Summary of the research Hypotheses

Research Hypotheses	Results	Conclusion
H01: Content marketing has no significant effect on market performance of the registered tours and travel agencies in Nairobi city county, Kenya	$\beta=-0.05$ p-value =0.647	Failed to Reject H ₀₁
H02 Search engine optimization has no significant effect on market performance of the registered tours and travel agencies in Nairobi city county, Kenya	$\beta=0.357$ with p-value =0.000	Reject H ₀₂
H03 Email marketing has no significant effect on market performance of the registered tours and travel agencies in Nairobi city county, Kenya	$\beta=0.300$ with p-value =0.000	Reject H ₀₃
H04 Online video marketing has no significant effect on market performance of the registered tours and travel agencies in Nairobi city county, Kenya	$\beta=0.384$ with p-value =0.000	Reject H ₀₄
H05: Firm characteristics have no significant moderating effect on the relationship between online marketing strategies and market performance of the registered tours and travel agencies in Nairobi city county, Kenya.	$\beta=0.181$, p-value=0.000	Reject H ₀₅
H06: Competitive advantage has no significant mediating effect on the relationship between online marketing strategies and market performance of the registered tours and travel agencies in Nairobi city county, Kenya	$\beta=0.974$, p-value=0.000 $\beta=0.955$, p-value=0.000 $\beta=0.770$, p-value=0.000 $\beta=0.867$, p-value=0.000 $\beta=0.445$, p-value=0.000	Reject H ₀₆

Source: Survey Data, (2022)

4.10 Qualitative Data Analysis

The conceptual content analysis was used to analyze the quality data collected from open-ended questions. The findings of the analysis were organized into themes and inferences, which are presented in the subsections below.

Respondents were asked to share their thoughts on whether or not they use content marketing. In general, respondents believed that content marketing was used fairly by tours and travel agencies. However, the clarity of the content marketing required more attention in order to increase clientele. Much more could be done to improve agency market performance in terms of content relevance. Furthermore, customer engagement in content marketing increased the number of clients.

Respondents were asked to express their opinions on whether the agencies had done enough to improve the website's quality. In general, respondents saw search engine optimization as a strategy for continuously improving the market performance of tours and travel agencies. The agencies with high levels of accessibility on their websites increased customer visibility, resulting in high performance. Furthermore, the visibility of the websites immediately increased the number of clients.

Respondents were asked to share their thoughts on whether the agencies' active email campaigns reached a broad market. According to the respondents, the platform's ease of use allows them to use it on a regular basis, improving their market performance. Furthermore, the active campaigns' deliver rates reached the target customers quickly,

boosting market share growth. The feedback from e-mail marketing has also continuously improved, increasing the company's reach in a larger market.

Respondents were asked to express their thoughts on how to improve online video marketing in order to positively influence the market performance of tours and travel agencies. According to the findings, agencies were able to capture a large market by sharing high-quality video information and interacting with those videos. Furthermore, respondents indicated that the social sharing and interactivity of these online videos influenced the agencies' sales volume growth in a positive way.

Respondents were asked to share their thoughts on how age and size affect tour and travel agency market performance. According to the findings, the agencies with a stronger market position and a larger market share are older. Respondents indicated that the size of the firm causes decision-making delays. Furthermore, respondents indicated that the size and age of the firm have an impact on access to state support and resources.

Respondents were asked to express their thoughts on how competitive advantage affects tour and travel agency market performance. According to the respondents, having unique services, quality services, and a good reputation of the agency allows them to retain customers and thus improve their market performance. All of these strategies will increase the agency's bargaining power over other competitors.

Respondents were asked to comment on any other information about market performance. In general, respondents believed that the pandemic affected market share growth, sales volume growth, and the agency's market position, but that their tenacity

allowed them to outperform previous years. However, because larger firms have more financial strength than smaller firms, profit margin growth is slow. Furthermore, the agency needs to focus more on operational efficiency to increase sales volume growth.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This section presents a synopsis of the findings in the study, a conclusion, the study's contribution to knowledge, and future research ideas are also included in this section. The conclusion was based on the study's specific objectives. This study finding were used to make conclusions and recommendations. The study contribution to knowledge is also discussed in this part, which is based on the study's unique findings.

5.2 Summary

Kenya's Vision 2030 strives to transform the country into an industrialized middle-income country by improving access and strengthening economic development of the tourism industry. However, the market share of tours and travel agencies in Nairobi city county exhibits a downward trend, necessitating adoption of online marketing strategies to enhance visibility. The goal of this research was to investigate the effect of online marketing strategies and market performance of the registered tours and travel agencies in Nairobi city county Kenya. The research specifically sought to determine the effect of content marketing, search engine optimization, e-mail marketing, online video marketing on market performance, it was also established the moderating effect of firm characteristics in addition to the mediating effect of competitive advantage on the relationship between online marketing strategies and market performance of registered tours and travel agencies in Nairobi city county.

The study first specific objective was to determine the effect of content marketing on market performance of the registered tours and travel agencies in Nairobi city county, Kenya. The descriptive analysis findings indicated that only a small number of agencies utilized content marketing to improve their performance. The finding further indicated that majority of the tours and travel agencies in Nairobi city county did not utilize content marketing to improve their market performance. These results implied that content marketing strategies had a negative and insignificant effect on market performance of tur and travel agencies in Nairobi, Kenya.

The study also sought to assess the effect of search engine optimization on market performance of the registered tours and travel agencies in Nairobi city county, Kenya. Search engine optimization was determined by assessing, conversions, visibility and accessibility. The finding of descriptive analysis established that majority of the respondents disagreed with the used of search engine optimization. These results of regression analysis established that search engine optimization had a positive and significant effect on market performance of the registered tours and travel agencies in Nairobi city county, Kenya. The finding further implied use of search engine optimization amongst tours and travel agencies would result in an increase market performance of the registered tours and travel agencies in Nairobi city county, Kenya.

The study further sought to determine the effect of email marketing on market performance of the registered tours and travel agencies in Nairobi city county, Kenya. The descriptive analysis showed that adoption of email marketing among the tour and travel agencies in Nairobi was very low. The results of regression analysis demonstrated

that email marketing had a positive and significant effect on market performance of the registered tours and travel agencies in Nairobi city county, Kenya. The finding further implied use of email marketing amongst tours and travel agencies would result in an increase in market performance of the registered tours and travel agencies in Nairobi city county, Kenya. These findings led to rejection of the second null hypothesis H03; There is no significant effect of email marketing on market performance of the registered tours and travel agencies in Nairobi city county, Kenya.

The also sought to determine the effect of online video marketing strategy on market performance of the registered tours and travel agencies in Nairobi city county, Kenya. The findings implied that tour and travel agencies in Nairobi failed to leverage on advantages and opportunities created through the use of online video marketing and other online marketing strategies to increase their market performance. The research findings further indicate that the level of acceptance of the technologies and innovation among tour and agencies was very low. The results of regression analysis established that online video marketing strategies had a positive and significant effect on market performance of the registered tours and travel agencies in Nairobi city county, Kenya. The finding further implied use of online video marketing strategies amongst tours and travel agencies would result in an increase of 0.384 units in their market performance.

The study further sought to establish the mediating effect of competitive advantage on the relationship between Online marketing strategies and market performance of the registered tours and travel agencies in Nairobi city county, Kenya. The study therefore, failed to reject the H06: competitive advantage has no significant mediating effect on the

relationship between online marketing strategies and market performance of the registered tours and travel agencies in Nairobi city county, Kenya.

The study further sought to analyze the moderating effect of firm characteristics on the relationship between online marketing strategies and market performance of tour and travel agencies in Nairobi County. The findings established that firm characteristics had a significant moderating effect on the relationship between online marketing strategies and market performance of the registered tours and travel agencies in Nairobi city county, Kenya.

5.3 Conclusion

The study's conclusion was that online marketing strategies play a critical role in helping firms in all sectors gain and maintain market share, particularly in terms of reachability, accessibility, and drawing online traffic to their products and services. The study also found that despite the positive impact of online marketing strategies on market performance, their use among tours and travel agencies in Nairobi was very low. Improper utilization of content marketing may have a negative impact on market performance since it goes beyond content creation and distribution to include content sharing.

Search engine optimization on the other hand, is significance since, there is a lot of content online hence it is only through search engine optimization that the right target audience are directed to the firm online presence. Firms that utilize search engine optimization such as firm's website appearing on the first page while searching and easy

online accessibility of the firm's increase traffic which can be converted to customers with the right content. On email marketing, the study concluded that it gives the firm opportunity to customize their message to specific groups of customers, highlighting how their specific needs will be addressed which can increase market penetration and improve market performance.

Based on the relationship between online video marketing and market performance, the study concluded that through online video marketing firms can convey their marketing message through creative videos which can be shared online. These online videos marketing have wide reachability hence increasing the firms market performance.

Further, the study concluded that firm characteristics such as age and size are critical since they provide the firm with stability to adopt strategies such online video marketing strategies to enhance their market performance. Therefore, the study rejected the null hypothesis that firm characteristics have no significant moderating effect on the relationship between online marketing strategies and market performance.

Finally, the study concluded that online marketing strategies had a significant relationship with both competitive advantage and market performance. Competitive advantage also had a significant relationship with market performance. The study found evidence of partial mediation, indicating that competitive advantage partially mediates the relationship between online marketing strategies and market performance. Therefore, the study highlighted the importance of online marketing strategies and competitive advantage in the success of tours and travel agencies.

5.4 Policy Implication and Recommendations

The study indicated that the use of content marketing was low among the tour and travel agencies in Nairobi therefore, this study recommends that management of these firms through their marketing departments should adopted search engine optimization to make information more accessible, which raises awareness of company, create relevant content which enhances entry of the firm to new market and finally, ensure there is long-term relationship, in the company, is the build-up of its name by using content marketing. The firms should engage professional content creators to ensure that the content created in useful publicizing the company positively to improve market share growth.

In terms of search engine optimization, the study recommends that the two main strategies to be adopted by management of the organization is to ensure that firm's website appears among the top searches and also ensure accessibility of firm's website is easy. Companies such google and Facebook provides analytics which can enable the firms to ensure that the wordings used in online platforms is relevant and commonly used by customers seeking services from the company in this sector. This will ensure increase online traffic which can be converted to customers.

The study recommends that firms that seek to utilize email marketing should integrate email marketing in the marketing strategy and also ensure that they have a prospective clients' subscription lists for their products. Firms must have professional online marketing executive to handle the email marketing, ensure that email responses are prompt and precise marketing message is sent to prospective clients in good time and

consistently. The study further recommends that management of firms in this current operating environment should have a digital marketing strategy full fledged with digital marketing executives that will handle online marketing professionally and consistent to improve on market segment reached through online marketing strategies.

5.5 Suggestion for Further Research

While this study provides valuable insights into the relationship between online marketing strategies and market performance of tour and travel agencies in Nairobi, there is a need for further research to explore the generalizability of these findings to other sectors such as manufacturing, processing, and retailing. By examining how online marketing strategies affect the market performance of firms in these sectors, future studies can provide a more comprehensive understanding of the impact of online marketing on business success. Moreover, as this study only accounted for 57% of the variation in market performance of tour and travel agencies in Nairobi, future research could focus on identifying and exploring other factors that could explain the remaining percentage of market performance. Finally, given that this study only examined the relationship between online marketing strategies and market performance, future research could also investigate the relationship between online marketing strategies and financial performance of firms, which would provide valuable insights for firms seeking to maximize the return on their marketing investments.

REFERENCES

- Alamäki, A., Pesonen, J., & Dirin, A. (2019). Triggering effects of mobile video marketing in nature tourism: Media richness perspective. *Information Processing and Management*, 56(3), 756–770. <https://doi.org/10.1016/j.ipm.2019.01.003>
- Asastani, H. L., Harisno, Kusumawardhana, V. H., & Warnars, H. L. H. S. (2019). Factors Affecting the Usage of Mobile Commerce using Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT). *1st 2018 Indonesian Association for Pattern Recognition International Conference, INAPR 2018 - Proceedings*, 322–328. <https://doi.org/10.1109/INAPR.2018.8627003>
- Sundjaja, A. M., & Mayangsari, S. (2016, November). The adoption of email marketing in journal publishing (case study: Binus Business Review journal). In *2016 International Conference on Information Management and Technology (ICIMTech)* (pp. 97-101). IEEE.
- Hazzi, O., & Maldaon, I. (2015). A pilot study: Vital methodological issues. *Business: Theory and Practice*, 16(1), 53-62.
- Psomas, E., Kafetzopoulos, D., & Gotzamani, K. (2018). Determinants of company innovation and market performance. *The TQM Journal*.
- Nasution, M. I., Prayogi, M. A., Siregar, L. H., & Suryani, Y. (2020, April). Environment of Internet Marketing and Experiential Marketing in Indonesia Context: Small and

- Medium Enterprises (SMEs) Purchase Intentions. In *IOP Conference Series: Earth and Environmental Science* (Vol. 469, No. 1, p. 012010). IOP Publishing.
- Smith, G. T. (2005). On construct validity: issues of method and measurement. *Psychological assessment*, *17*(4), 396.
- Mutuku, M. K., Muathe, S., & James, R. (2019). Mediating effect of competitive advantage on the relationship between e-commerce capability and performance: Empirical evidence from commercial banks in Kenya. *European Journal of Business and Management*, *11*(17), 48-57.
- Aswani, R., Kar, A. K., Ilavarasan, P. V., & Dwivedi, Y. K. (2018). Search engine marketing is not all gold: Insights from Twitter and SEOClerks. *International Journal of Information Management*, *38*(1), 107–116.
<https://doi.org/10.1016/j.ijinfomgt.2017.07.005>
- Baia, E., Ferreira, J. J., & Rodrigues, R. (2020). Value and rareness of resources and capabilities as sources of competitive advantage and superior performance. *Knowledge Management Research and Practice*, *18*(3), 249–262.
<https://doi.org/10.1080/14778238.2019.1599308>
- Balakrishnan, R., & Parekh, R. (2015). Learning to predict subject-line opens for large-scale email marketing. *Proceedings - 2014 IEEE International Conference on Big Data*, *IEEE Big Data 2014*, 579–584.
<https://doi.org/10.1109/BigData.2014.7004277>
- Barney, J. (1991). Firm Resources ad Sustained Competitive Advantege. In *Journal of*

Management (Vol. 17, Issue 1, pp. 99–120).

- Baron, R. M., & Kenny, D. A. (1986). The Moderator-Mediator Variable Distinction in Social Psychological Research. Conceptual, Strategic, and Statistical Considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Barreda, A. A., Kageyama, Y., Singh, D., & Zubieta, S. (2017). Hospitality Bankruptcy in United States of America: A Multiple Discriminant Analysis-Logit Model Comparison. *Journal of Quality Assurance in Hospitality and Tourism*, 18(1), 86–106. <https://doi.org/10.1080/1528008X.2016.1169471>
- Barry, C., & Charleton, D. (2009). In search of search engine marketing strategy amongst SME's in Ireland. *Communications in Computer and Information Science*, 48(May), 113–124. https://doi.org/10.1007/978-3-642-05197-5_8
- Bawm, Z., & Nath, R. P. D. (2014). A conceptual model for effective email marketing. *2014 17th International Conference on Computer and Information Technology, ICCIT 2014*, 250–256. <https://doi.org/10.1109/ICCITechn.2014.7073103>
- Behmiri, N., Rebelo, J., Gouveia, S., & António, P. (2019). Firm characteristics and export performance in Portuguese wine firms. *International Journal of Wine Business Research*, 31(3), 419–440. <https://doi.org/10.1108/IJWBR-07-2018-0032>

- Bieze, M. (2010). *Assessing the Marketing Performance of Online Retailers: A case study*. *Public version*. 1–139.
https://essay.utwente.nl/60066/1/MSc_Michel_Bieze.pdf
- Bruni, A., Cassia, F., & Magno, F. (2017). Marketing performance measurement in hotels, travel agencies and tour operators: a study of current practices. *Current Issues in Tourism*, 20(4), 339–345. <https://doi.org/10.1080/13683500.2014.982521>
- Chaffey, D., & Smith, P. (2018). Digital marketing plan. In *Digital Marketing Excellence*. <https://doi.org/10.4324/9781315640341-10>
- Charles, D., Ahmed, M., & Joshua, O. (2018). Effect of Firm Characteristics on Profitability of Listed Consumer Goods Companies in Nigeria. *Journal of Accounting, Finance and Auditing Studies*, 4(2), 14–31.
- Chong, W. K., Bian, D., & Zhang, N. (2016). E-marketing services and e-marketing performance: the roles of innovation, knowledge complexity and environmental turbulence in influencing the relationship. *Journal of Marketing Management*, 32(1–2), 149–178. <https://doi.org/10.1080/0267257X.2015.1102758>
- Clarke, & Jansen. (2017). Conversion potential: a metric for evaluating search engine advertising performance. *Journal of Research in Interactive Marketing*, 11(2), 142–159. <https://doi.org/10.1108/JRIM-07-2016-0073>

- Cripps, H., Singh, A., Mejtoft, T., & Salo, J. (2020). The use of Twitter for innovation in business markets. *Marketing Intelligence and Planning*.
<https://doi.org/10.1108/MIP-06-2019-0349>
- Czernik, T., Fuchs, M., & Hopken, W. (2008). Test market Studies for Email Marketing: An Alpine Hotel Case Study. *4th Int. Conference: An Enterprise Odyssey: ...*, 2002, 1414–1426. <http://hkr.diva-portal.org/smash/record.jsf?pid=diva2:228268>
- De Sausmarez, N. (2013). Challenges to Kenyan tourism since 2008: crisis management from the Kenyan tour operator perspective. *Current Issues in Tourism*, 16(7–8), 792–809. <https://doi.org/10.1080/13683500.2013.785488>
- Degryse, H., de Goeij, P., & Kappert, P. (2012). The impact of firm and industry characteristics on small firms' capital structure. *Small Business Economics*, 38(4), 431–447. <https://doi.org/10.1007/s11187-010-9281-8>
- Dogra, J. (2018). Strategic Management in Tourism, 3rd Edition - Edited by Luiz Moutinho and Alfonso Vargas-Sánchez (2018) Published by CABI, Boston, Massachusetts ISBN: 9781786390240 (Paperback), 378 pp. *Enlightening Tourism. a Pathmaking Journal*, 8(2), 158. <https://doi.org/10.33776/et.v8i2.3592>
- Du Preez, H. (2018). Constructing the fundamental principles of taxation through triangulation. *ATA Journal of Legal Tax Research*, 16(2), 25–45. <https://doi.org/10.2308/jltr-52190>
- Efrat, K., Hughes, P., Nemkova, E., Souchon, A. L., & Sy-Changco, J. (2018). Leveraging of Dynamic export capabilities for competitive advantage and

- performance consequences: Evidence from China. *Journal of Business Research*, 84(November 2016), 114–124. <https://doi.org/10.1016/j.jbusres.2017.11.018>
- Egbunike, C., & Okerekeoti, C. (2018). Macroeconomic factors, firm characteristics and financial performance: A study of Selected quoted Manufacturing Firms in Nigeria. *Asian Journal of Accounting Research*, 3(2), 142–168. <https://doi.org/10.1108/ajar-09-2018-0029>
- Einstein, M. (2018). Content Marketing: *Black Ops Advertising*, 114–145. <https://doi.org/10.2307/j.ctv62hdmb.7>
- El-Gohary, & Hatem, S. (2019). *market performance of small business E-Marketing and Small Business Enterprises Definitions and a Review of the Literature*. 0–61.
- ETC. (2019). European tourism - Trends & Prospects. In *European Travel Commission (ETC)* (Issue 2). [https://doi.org/10.1016/0160-7383\(80\)90054-7](https://doi.org/10.1016/0160-7383(80)90054-7)
- Eva, K., & Ogutu, M. (2017). *Strategies Adopted by Tour Firms In Kenya to Deal with Challenges Faced in the Tourism Industry*. (Issue July). University of Nairobi.
- Falk, M. T., & Svensson, R. (2020). Evaluation Criteria Versus Firm Characteristics as determinat of Public R&D Funding. *Science and Public Policy*, 1–11. <https://doi.org/10.1093/scipol/scaa032>
- Field, A. (2013). Introducing the Linear Model What is Correlational Research? The linear model with several predictors. *Discovering Statistics*, 1–15.
- Gabbianelli, L., & Conti, E. (2018). Content Marketing Tools and Metrics in Consulting

Firms: Preliminary Results. *International Journal of Economic Behavior*, 8(1), 81–99.

Gakenia, N. J. (2015). *Organizational Resources and Performance of*.

Gernsbacher, M. A. (2014). Internet-Based Communication. *Discourse Processes*.
<https://doi.org/10.1080/0163853X.2014.916174>

Geyik, S. C., Faleev, S., Shen, J., O'Donnell, S., & Kolay, S. (2016). Joint optimization of multiple performance metrics in online video advertising. *Proceedings of the ACM SIGKDD International Conference on Knowledge Discovery and Data Mining, 13-17-Aug*, 471–480. <https://doi.org/10.1145/2939672.2939724>

Ginesti, G., Caldarelli, A., & Zampella, A. (2018). Exploring the Impact of Intellectual Capital on Company Reputation and Performance. *Journal of Intellectual Capital*, 34(1), 1–22.

González-Rodríguez, M. R., Martín-Samper, R. C., Köseoglu, M. A., & Okumus, F. (2019). Hotels' corporate social responsibility practices, organizational culture, firm reputation, and performance. *Journal of Sustainable Tourism*, 27(3), 398–419. <https://doi.org/10.1080/09669582.2019.1585441>

Goodrich, K., Schiller, S. Z., & Galletta, D. (2015). Consumer reactions to intrusiveness of online-video advertisements do length, informativeness, and humor help (or hinder) marketing outcomes? *Journal of Advertising Research*, 55(1). <https://doi.org/10.2501/JAR-55-1-037-050>

- Goulart, Weber, P. R. B. (2020). *Market Performance in the High-Tech Market: A Systematic Review of International Business*. January.
- Grubor, A., & Jaksa, O. (2018). Internet Marketing as a Business Necessity. *Interdisciplinary Description of Complex Systems*.
<https://doi.org/10.7906/indecs.16.2.6>
- Gurjar, P., Kaurav, R. P. S., & Thakur, K. S. (2019). Content Marketing: Concepts and Its Relevance in the Tourism Industry. *SSRN Electronic Journal*, 289–297.
<https://doi.org/10.2139/ssrn.3307713>
- Hameed, W., Basheer, M. F., Iqbal, J., Anwar, A., & Ahmad, H. K. (2018). Determinants of Firm's open innovation performance and the role of R & D department: an empirical evidence from Malaysian SME's. In *Journal of Global Entrepreneurship Research* (Vol. 8, Issue 1). <https://doi.org/10.1186/s40497-018-0112-8>
- Human, G., Hirschfelder, B., & Nel, J. (2018). The effect of content marketing on sponsorship favorability. *International Journal of Emerging Markets*.
<https://doi.org/10.1108/IJoEM-06-2017-0215>
- Hussain, I., Mu, S., Mohiuddin, M., Danish, Q., & Sair, S. A. (2020). Effects of sustainable brand equity and marketing innovation on market performance in hospitality industry: Mediating effects of sustainable competitive advantage. *Sustainability (Switzerland)*, 12(7), 1–19. <https://doi.org/10.3390/su12072939>
- Hussin, N. Z. I., & Buchmann, A. (2019). Understanding tourism development policies in

- Malaysia. *Journal of Policy Research in Tourism, Leisure and Events*, 11(2), 333–353. <https://doi.org/10.1080/19407963.2018.1516091>
- Imam, S., & Zainul, A. (2014). The Effect of Market Orientation and Entrepreneurial Orientation toward Learning Orientation, Innovation, Competitive Advantages and Marketing Performance. *European Journal of Business and Management(Online)*, 6(21), 2222–2839.
- Jafarzadeh, Aurum, D'Ambra, & Ghapanchi. (2015). A Systematic Review on Search Engine Advertising. *Pacific Asia Journal of the Association for Information Systems*, 7(3), 1–32. <https://doi.org/10.17705/1pais.07301>
- Järvinen, J. ., Tollinen, A. ., Karjaluoto, H. ., & Jayawardhena, C. (2012). Digital and Social Media Marketing Usage in B2B Industrial Section. *Marketing Management Journal*.
- Järvinen, J., & Taiminen, H. (2016). Harnessing marketing automation for B2B content marketing. *Industrial Marketing Management*, 54, 164–175. <https://doi.org/10.1016/j.indmarman.2015.07.002>
- Jovicic, D. Z. (2019). From the traditional understanding of tourism destination to the smart tourism destination. *Current Issues in Tourism*, 22(3), 276–282. <https://doi.org/10.1080/13683500.2017.1313203>
- Kaleka, A., & Morgan, N. A. (2017). Which competitive advantage (s)? Competitive advantage-market performance relationships in international markets. *Journal of International Marketing*, 25(4), 25–49. <https://doi.org/10.1509/jim.16.0058>

- Kinyua, M. and K. (2015). *Relationship Between Knowledge Management and Performance of Commercial Banks in Kenya By Godfrey Muigai Kinyua: Bed (Egerton), Mba (Uon) a Thesis Submitted To the School of Business in Partial Fulfilment of the Requirements for the Award of the Degree of.* [https://ir-library.ku.ac.ke/bitstream/handle/123456789/17807/Full text Thesis.pdf?sequence=3&isAllowed=y](https://ir-library.ku.ac.ke/bitstream/handle/123456789/17807/Full%20Thesis.pdf?sequence=3&isAllowed=y)
- Kitur, T., & Kinyua, G. (2020). An Empirical Analysis of the Relationship Between Resource Fluidity and Firm Performance: A Perspective of Tours and Travel Companies in Kenya. *International Journal of Innovative Research and Advanced Studies (IJIRAS)*, 7(11), 13–21. <https://doi.org/10.1201/b15418-7>
- Kiwanuka, A. (2015). Acceptance Process: The Missing Link between UTAUT and Diffusion of Innovation Theory. *American Journal of Information Systems*, 3(2), 40–44. <https://doi.org/10.12691/ajis-3-2-3>
- Kotler, P., & Armstrong, G. (2013). Principles of Marketing 15. In *World Wide Web Internet And Web Information Systems*. <https://doi.org/10.2307/1250103>
- Kotler, P., & Armstrong, G. (2018). Kotler & Armstrong, Principles of Marketing | Pearson. In *Pearson*.
- Krämer, A., & Böhrs, S. (2016). How Do Consumers Evaluate Explainer Videos? An Empirical Study on the Effectiveness and Efficiency of Different Explainer Video Formats. *Journal of Education and Learning*, 6(1), 254.

<https://doi.org/10.5539/jel.v6n1p254>

Lin, M. T. Y. (2019). Effects of experiential marketing on experience value and customer satisfaction in ecotourism. *Ekoloji*, 28(107), 3151–3156.

Liu, Zhang, & Ghauri. (2020). The influence of internet marketing capabilities on international market performance. *International Marketing Review*, 37(3), 447–469.
<https://doi.org/10.1108/IMR-04-2018-0146>

Mahmutović, A. (2014). Effects of high cooling rates on the improvement of continuous steel casting microstructure. *Metalurgija*.

Maswera, T., Dawson, R., & Edwards, J. (2008). E-commerce adoption of travel and tourism organisations in South Africa, Kenya, Zimbabwe and Uganda. *Telematics and Informatics*, 25(3), 187–200. <https://doi.org/10.1016/j.tele.2006.11.001>

Miquel-Romero, M. J., & Adame-Sánchez, C. (2013). Viral marketing through e-mail: The link company-consumer. *Management Decision*, 51(10), 1970–1982.
<https://doi.org/10.1108/MD-08-2012-0592>

Mkansi, M., & Acheampong, E. A. (2012). Research philosophy debates and classifications: Students' dilemma. *Electronic Journal of Business Research Methods*, 10(2), 132–140.

Mugenda, O., & Mugenda, A. G. (2003). Research Methods – Quantitative & Qualitative Approaches. *African Centre for Technology Studies, Nairobi, Kenya*.

- Mwai, L. K., Munyoki, J. M., Owino, J. O., & Njihia, J. M. (2017). Influence of firm characteristics on the relationship between customer relationship management practices and performance of large-scale manufacturing firms in Kenya. *European Journal of Business and Management*, 9(27), 26–35.
- Nabout, N., Skiera, B., Stepanchuk, T., & Gerstmeier, E. (2012). An analysis of the profitability of fee-based compensation plans for search engine marketing. *International Journal of Research in Marketing*, 29(1), 68–80. <https://doi.org/10.1016/j.ijresmar.2011.07.002>
- Njau, J. N., & Karugu, W. (2014). Influence of E-Marketing on the Performance of Small and Medium Enterprises in Kenya : Survey of Small and Medium Enterprises in the Manufacturing Industry in Kenya. *International Journal of Business & Law Research*, 2(1), 62–70.
- Opreana, A., & Vinerean, S. (2015). A New Development in Online Marketing Introducing Digital Inbound Marketing. *Expert Journal of Marketing*, 3(2), 35–50.
- Penrose, E. (1959). *The Theory of the Growth of the Firm*. Oxford Univeversity Press.
- Porter, M. E. (1995). Technology and Competitive Advantage. In *Journal of Business Strategy*. <https://doi.org/10.1108/eb039075>
- Salminen, J. (2018). *To use branded keywords or not ? Rationale of professional search-engine marketers for brand bidding strategy I of Economics*. May.
- Saunders, M., Lewis, P., & Thornhill, A. (2008). Research Methods for Students. In *Research methods for business students*. <https://doi.org/10.1007/s13398-014-0173->

7.2

- Schober, P., Boer, C., & Schwarte, L. (2018). Correlation coefficients: Appropriate use and interpretation. *Anesthesia and Analgesia*, *126*(5), 1763–1768. <https://doi.org/10.1213/ANE.0000000000002864>
- Schwarzl, S., & Grabowska, M. (2015). Online marketing strategies: The future is here. *Journal of International Studies*, *8*(2), 187–196. <https://doi.org/10.14254/2071-8330.2015/8-2/16>
- Seyitoğlu, F., & Ivanov, S. (2020). A conceptual study of the strategic role of gastronomy in tourism destinations. *International Journal of Gastronomy and Food Science*, *21*, 100230. <https://doi.org/10.1016/j.ijgfs.2020.100230>
- Shaltoni, A. M. (2017). From websites to social media: exploring the adoption of internet marketing in emerging industrial markets. *Journal of Business and Industrial Marketing*, *32*(7), 1009–1019. <https://doi.org/10.1108/JBIM-06-2016-0122>
- Sharma, D., Gupta, A., Mateen, A., & Pratap, S. (2018). Making sense of the changing face of Google's search engine results page: an advertiser's perspective. *Journal of Information, Communication and Ethics in Society*, *16*(1), 90–107. <https://doi.org/10.1108/JICES-06-2017-0035>
- Siswanto, T., Shofiati, R., & Hartini, H. (2018). Acceptance and Utilization of Technology (UTAUT) as a Method of Technology Acceptance Model of Mitigation Disaster Website. *IOP Conference Series: Earth and Environmental Science*, *106*(1). <https://doi.org/10.1088/1755-1315/106/1/012011>

- Study, C., Business, B., Journal, R., & Mayangsari, S. (2016). *The Adoption of Email Marketing in Journal Publishing*. November, 97–101.
- Tafesse, W. (2015). Content strategies and audience response on Facebook brand pages. *Marketing Intelligence and Planning*, 33(6), 927–943. <https://doi.org/10.1108/MIP-07-2014-0135>
- Thornhill, Lewis, S. (2012). *Mark Saunders*.
www.pearsoned.co.uk/saunderswww.pearson-books.com
- Tourism Research Institute. (2020). *Tourism Sector Performance Report 2020*.
- UNWTO. (2020). UNWTO World Tourism Barometer and Statistical Annex, October 2020. In *UNWTO World Tourism Barometer* (Vol. 18, Issue 6). <https://doi.org/10.18111/wtobarometereng.2020.18.1.6>
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly: Management Information Systems*. <https://doi.org/10.2307/30036540>
- Wang, W. L., Malthouse, E. C., Calder, B., & Uzunoglu, E. (2017). B2B content marketing for professional services: In-person versus digital contacts. *Industrial Marketing Management*, January, 0–1. <https://doi.org/10.1016/j.indmarman.2017.11.006>

- Wanjau, K., Macharia N, R., & Ayodo Eunice M A. (2012). Factors Affecting Adoption of Electronic Commerce among Small Medium Enterprises in Kenya : Survey of Tour and Travel Firms in Nairobi. *International Journal of Business, Humanities and Technology*, 2(4), 76–91.
- Weele, M., Rijnsoever, F., & Nauta, F. (2013). Take Them by the Hand? Unconsciously Incompetent Entrepreneurs and Incubation Processes. In *Druid Society Conference* (Issue 1, pp. 1–25). http://druid8.sit.aau.dk/acc_papers/7ctf5xb7vesckpxl2tl0f61e1brv.pdf
- WEF. (2019). Travel and Tourism Competitiveness Report 2019 - Reports - World Economic Forum. In *Travel & Tourism Competitiveness Index*. <http://reports.weforum.org/travel-and-tourism-competitiveness-report-2019/country-profiles/#economy=MEX>
- Wendt, L. M., Griesbaum, J., & Kölle, R. (2016). Product advertising and viral stealth marketing in online videos: A description and comparison of comments on YouTube. *Aslib Journal of Information Management*, 68(3), 250–264. <https://doi.org/10.1108/AJIM-11-2015-0174>
- Wong An Kee, A., & Yazdanifard, R. (2015). The Review of Content Marketing as a New Trend in Marketing Practices. *International Journal of Management, Accounting and Economics*.
- Yabs, J. K., & Awuor, E. (2016). *Market Orientation and Performance of Fruit*

Exporting Firms in Kenya : A Theoretical Perspective. 8(9), 23–33.

Yang, Q., Qin, L., Chen, Z., & Ji, S. (2019). *Empirical Study on the Impact of Short Video Content Marketing on Consumer ' s Purchasing Intention based on the Integrated Model of TRA and ELM.* 91(Edmi), 519–524.

Yang, Shi, & Wang. (2015). Search Engine Markeing, Finance Ability and Firm Performance in E-commerce. *Procedia Computer Science*, 55, 1106–1112.

Yen, C.-L., & Tang, C.-H. (2019). The effects of hotel attribute performance on electronic word-of-mouth (eWOM) behaviors. *International Journal of Hospitality Management*, 76(January 2018), 9–18. <https://doi.org/10.1016/j.ijhm.2018.03.006>

Zhang, H., Ji, Y., Huang, W., & Liu, L. (2019). Sitcom-star-based clothing retrieval for video advertising: a deep learning framework. *Neural Computing and Applications*, 31(11), 7361–7380. <https://doi.org/10.1007/s00521-018-3579-x>

APPENDICES

Appendix I: Letter of introduction

Annstellah Gakii

Dear Sir/Madam

REF: DATA COLLECTION REQUEST.

I'm Annstellah Gakii, a doctoral student in the Business Administration department working on a PhD thesis titled "Online Marketing Strategies and Market Performance of Registered Tours and Travel Agencies in Nairobi City County, Kenya.". You have been chosen to participate in this scientific research to achieve this goal; please assist in data input. Your information will only be used for academic purposes, and you will be treated with the utmost confidentiality. A detailed final report will be sent to you upon request.

Yours Sincerely

Annstellah Gakii

Appendix II: Research Questionnaire

Section: 1: General Information

1. Kindly indicate the name of your agency.

.....

2. Kindly indicate your gender.

Male

Female

3. How many employees does your agency have? (Tick as applicable)

Below 15

16-30

31-45

46-60

Over 60

4. How long have you worked in the agency?

Below 2 years

Above 2 years to 6 years

Above 6 years to 10 years

Above 10 years to 14 years

14 and above

SECTION 2: Online Marketing Strategies

The components of online marketing strategies include content marketing, search engine optimization, e-mail marketing and online video marketing. This section will seek to understand, from your perspective, how this is evident within the registered tours and travel agencies in Nairobi city county, Kenya.

5. To what extent do you think content marketing has affected your agency market performance? Please tick whether you agree with the following statements using the scale (1=Strongly disagree, 2= Disagree, 3= moderately agree, 4= Agree and 5= strongly Agree)

Description	1	2	3	4	5
The interactivity with agency content online help to judged future lead generation.					
Clarity in online content has boosted the agency market performance.					
The content relevance in our agency online information has enhanced entry into new market					
Our online content information provided has helped the agency in customer engagement					

Our online content helps in getting feedback					
Online information boosted the agencies customer interactions					

6. In your own opinion kindly provide any other information about your content marketing.

.....

.....

.....

7. To what extent do you think search engine optimization has affected your agency market performance? Kindly tick whether you agree with the following statements using the scale (1=Strongly disagree, 2= Disagree, 3= Moderately agree, 4= Agree and 5= strongly Agree)

Description and characteristics	1	2	3	4	5
Our agency website appears on the first page while searching					
Easy accessibility of our website has raised the number of clientele in the agency					
Our agency Facebook comments, shares, views, reads and					

likes always leads to future conversions					
The inconsistency in shares and comments have enhanced market performance of your agency					
Easy accessibility of our website has raised the number of clientele in the agency					
Search engine marketing has increased profit margin growth in your agency					

8. In your opinion, kindly provide any other information about your search engine optimization.

.....

.....

.....

9. To what extent do you think e-mail marketing has affected your agency market performance? Kindly tick whether you agree with the following statements using the scale (1=Strongly disagree, 2= Disagree, 3= Moderately agree, 4= Agree and 5= strongly Agree)

Description	1	2	3	4	5
The agency customers has utilized e-mail marketing to provide feedback					
The agency uses feedback from customers to improve their services.					
The agency has a method for assessing the extent to which goals and objectives of the firm are realized.					
E-marketing has successfully and consistently linked products, brands, and clients.					
Prospective clients' subscription lists for products have grown as a result of e-marketing.					
The agency keeps track of the customers and shareholders interest through e-mail marketing.					

10. In your opinion, kindly provide any other information about e-mails marketing.

.....
.....
.....

11. To what extent do you think online video marketing has affected your agency market performance? Kindly tick whether you agree with the following statements using the

scale (1=Strongly disagree, 2= Disagree, 3= Moderately agree, 4= Agree and 5= strongly Agree)

Description and characteristics	1	2	3	4	5
The social sharing rates of online video marketing have increased the number of viewers on your agency platforms					
The number of unique visitors to our social media page has increased as a result of the quality information provided.					
Online video marketing humor information has increased interactivity of the agency target group					
The agency online marketing are informative					
The high quality material in the online videos has boosted the number of clicks on our display ads.					

12. In your opinion, kindly provide any other information about video marketing.

.....

.....

.....

SECTION 3: Competitive Advantage

13. To what extent do you think competitive advantage has affected your agency market performance? Kindly tick whether you agree with the following statements using the scale (1=Strongly disagree, 2= Disagree, 3= Moderately agree, 4= Agree and 5= strongly Agree)

Description and characteristics	1	2	3	4	5
The agency always seeks to maximize the value to our customers in our services					
We have maintained a reliable service to ensure we maintain our brand position at the market level					
The agency has unique services that our competitors do not have.					
The agency services are easily identifiable in the markets by customers.					
New entrants spend heavily on building cooperate reputation to overcome competition					
We maintain a good relationship with our clients to maintain our agency reputation to the outside world					
Our agency have their corporate culture that enables better					

their market performance					
Employees of this firm adhere to the ethical code of conduct to uphold the corporate culture					

14. In your opinion, kindly provide any other information about competitive advantage.

.....

.....

.....

SECTION 4: Firm Characteristics

15. How do you rate your firm current firm characteristics as compared to your competitor? Indicate the degree of acceptance from 1-5, where (1=Strongly disagree, 2= Disagree, 3= Moderately agree, 4= Agree and 5= strongly Agree)

Description and characteristics	1	2	3	4	5
In comparison to other companies in the industry, we have a larger market share					
Our agency has been in existence for a long time					
Employees of this agency adhere to the ethical code of conduct to uphold the corporate culture					
Our agency has been growing steadily for the last 10 years					

We control a significant size of the market in our industry					
Our size has enabled us to exploit the economies of scale and increase our market performance					

16. In your opinion, kindly provide any other information about firm characteristics.

.....

.....

.....

SECTION 5: Market Performance

17. How do you rate your firm current market performance as compared to your competitor? Indicate the degree of acceptance from 1-5, where (1=Strongly disagree, 2= Disagree, 3= Moderately agree, 4= Agree and 5= strongly Agree)

Description	1	2	3	4	5
Our agency has increased its operations to a broader market as compared to previous years					
Online marketing strategies have made our profit margins increase					

Online marketing strategies increases speed of market share growth					
The agency financial strengths are higher compared to previous years.					
The agency has increased sales volume without increasing man power over years.					
Online marketing strategies have made our profit margins increase					
The companies market positioning improvement growth is better compared to the competitors					

18. Indicate your agency market share growth for a period of last five years;2017 -2021

in a scale of

1-less than 1%, 2-above 1%-10%, 3-above 10%-20%, 4-above 20%-30%, 5-above 30%

Year	Less than 1%	Above 1%-10%	Above 10%-20%	Above 20%-30%	Above 30%
2017					
2018					
2019					

2020					
2021					

19. Indicate your agency Sales volume growth for a period of last five years;2017 -2021

in a scale of

1-less than 1%, 2-above 1%-10%, 3-above 10%-20%, 4-above 20%-30%, 5-above 30%

Year	Less than 1%	Above 1%-10%	Above 10%-20%	Above 20%-30%	Above 30%
2017					
2018					
2019					
2020					
2021					

20. In your opinion, kindly provide any other information about market performance

.....

Appendix III: List of tours and travel agencies

1. Aardwolf Africa adventure safaris ltd	<i>E</i>
2. Abercrombie & Kent ltd	<i>A</i>
3. Absolute adventures Africa safaris ltd	<i>E</i>
4. Acacia holidays ltd	<i>D</i>
5. Access Africa safaris ltd	<i>E</i>
6. Affable tours & Safaris (E.A)	<i>E</i>
7. Africa calling safaris ltd	<i>ASSOCIATE</i>
8. Africa celebrity tours & travel ltd	<i>ASSOCIATE</i>
9. Africa events & incentives ltd	<i>ASSOCIATE</i>
10. Africa flash mc tours and travel	<i>ASSOCIATE</i>
11. Africa journeys escapes	<i>E</i>
12. Abercrombie & Kent ltd	<i>A</i>
13. Absolute adventures Africa safaris ltd	<i>E</i>
14. Acacia holidays ltd	<i>D</i>
15. Access Africa safaris ltd	<i>E</i>
16. Affable tours & Safaris (E.A)	<i>E</i>
17. Africa calling safaris ltd	<i>ASSOCIATE</i>
18. Africa celebrity tours & travel ltd	<i>ASSOCIATE</i>
19. Africa events & Incentives ltd	<i>ASSOCIATE</i>
20. Africa flash mc tours and travel	<i>ASSOCIATE</i>
21. Africa journeys escapes	<i>E</i>
22. Africa last minute ltd-msa	<i>E</i>
23. Africa safari discovery ltd	<i>ASSOCIATE</i>
24. Africa travel consultants ltd	<i>ASSOCIATE</i>
25. Africa untamed wilderness adventures ltd	<i>E</i>
26. Africa visa travel services ltd	<i>E</i>
27. African dew tours & Travel ltd	<i>E</i>
28. African eden ltd	<i>ASSOCIATE</i>
29. African grand expeditions ltd	<i>E</i>
30. African hartebeest safaris ltd	<i>ASSOCIATE</i>
31. African home adventure ltd	<i>E</i>
32. African horizons travel & Safaris ltd	<i>A</i>
33. African memorable safaris -msa	<i>E</i>
34. African quest safaris ltd	<i>E</i>
35. African sermon safaris	<i>E</i>
36. African springs safaris ltd	<i>ASSOCIATE</i>
37. African touch safaris ltd	<i>E</i>
38. African trotter expeditions	<i>E</i>
39. Afriqueen adventure ltd	<i>D</i>
40. Alfahma tours & Travels	<i>ASSOCIATE</i>
41. Akothee Safaries	<i>A</i>
42. All-time safaris ltd	<i>E</i>
43. Aloha tours & Safaris	<i>E</i>
44. Amazing memories safaris	<i>ASSOCIATE</i>

45. Animal world safaris ltd	<i>E</i>
46. Anste tours & Travel limited	<i>E</i>
47. Apex photos safaris ltd	<i>ASSOCIATE</i>
48. Apollo tours & Travel	<i>D</i>
49. Aramati safaris	<i>E</i>
50. Archers tours & Travel ltd	<i>D</i>
51. As you like it (safaris) ltd	<i>E</i>
52. Asaray tours ltd – msa	<i>E</i>
53. Asili adventure safaris	<i>E</i>
54. Asili kenya ltd	<i>E</i>
55. Aslan adventure tours & Travel ltd	<i>D</i>
56. Australken tours & Travel ltd	<i>E</i>
57. Aventure safaris ltd	<i>ASSOCIATE</i>
58. Avenue car hire & Leasing ltd	<i>E</i>
59. Baboon budget safaris	<i>ASSOCIATE</i>
60. Balloon safaris ltd	<i>A</i>
61. Bcd travel	<i>D</i>
62. Benroso safaris ltd	<i>E</i>
63. Bequem travel ltd	<i>ASSOCIATE</i>
64. Beyond safaris consultants ltd	<i>E</i>
65. Big five tours & Safaris ltd	<i>B</i>
66. Big foot adventures ltd	<i>ASSOCIATE</i>
67. Big safari service ltd	<i>ASSOCIATE</i>
68. Bill winter safaris	<i>D</i>
69. Boma travel services ltd	<i>E</i>
70. Bongo asili cultural travels	<i>E</i>
71. Bonfire Adventures	<i>A</i>
72. Bunson travel service ltd	<i>A</i>
73. Bush and Beyond ltd	<i>A</i>
74. Bush company ltd	<i>E</i>
75. Bushbuck adventures ltd	<i>E</i>
76. Bushtroop tours & Safaris	<i>E</i>
77. Buymore adventures	<i>ASSOCIATE</i>
78. Call of Africa safaris	<i>E</i>
79. Campofrio safaris ltd	<i>E</i>
80. Capture kenya expeditions ltd	<i>ASSOCIATE</i>
81. Catalyst travels ltd	<i>E</i>
82. Centurion travel & Tours ltd	<i>E</i>
83. Chameleon tours	<i>D</i>
84. Charleston travel ltd	<i>A</i>
85. Cheetah tours ltd	<i>E</i>
86. Cheli & Peacock ltd	<i>A</i>
87. Ckc tours & Travel	<i>E</i>
88. Classic safaris	<i>B</i>
89. Concorde car hire & Safaris ltd	<i>D</i>
90. Continental travel group	<i>ASSOCIATE</i>
91. Cosmic safaris ltd	<i>E</i>

92. Craters of Africa safaris	<i>ASSOCIATE</i>
93. Custom safaris	<i>E</i>
94. Culnat Safaris	
95. David tours & Car hire -msa	<i>E</i>
96. Deans travel centre ltd - msa	<i>E</i>
97. Designer tours & Travel	<i>E</i>
98. Destination Africa dmc ltd	<i>C</i>
99. Destination kenya ltd	<i>D</i>
100. Destination mombasa	<i>E</i>
101. Discover kenya safaris ltd	<i>A</i>
102. Diwaka tours & Travel ltd	<i>D</i>
103. Dk grand safaris & Tours ltd	<i>D</i>
104. Domino di doriano	<i>D</i>
105. Dream kenya safaris	<i>E</i>
106. East Africa adventures tours & Safaris	<i>E</i>
107. East African eagle (K) ltd	<i>E</i>
108. East African shuttles & Safaris	<i>E</i>
109. East African wildlife safaris	<i>E</i>
110. Eastern vacations tours ltd	<i>E</i>
111. Easy go safaris ltd	<i>E</i>
112. Eco adventures limited	<i>C</i>
113. Elida tours & Safaris	<i>E</i>
114. Elite travel services ltd	<i>E</i>
115. Enchanting Africa ltd	<i>A</i>
116. Essenia safaris experts ltd	<i>E</i>
117. Exclusive African treasures	<i>AF</i>
118. Expedition kenya safaris	<i>ASSOCIATE</i>
119. Explore safaris by tufayn ltd	<i>E</i>
120. Explorer kenya tours & Travel	<i>E</i>
121. Express travel group	<i>A</i>
122. Hemmingways expeditons	<i>E</i>
123. Eyes on Africa adventure safaris ltd	<i>D</i>
124. Fairways solutions tours & Travel ltd	<i>E</i>
125. Favour tours & Safaris	<i>E</i>
126. Fidex car hire ltd	<i>E</i>
127. Flight & Safaris international ltd	<i>E</i>
128. Flying dove tours & Travel ltd	<i>E</i>
129. Four by four safaris ltd	<i>C</i>
130. Frate tours ltd	<i>D</i>
131. Game viewers adventures limited	<i>D</i>
132. Gametrackers (K) ltd	<i>D</i>
133. Gamewatchers safaris ltd	<i>A</i>
134. Gat safaris	<i>E</i>
135. Global star tours & Safaris	<i>ASSOCIATE</i>
136. Glory car hire tours & safaris ltd	<i>E</i>
137. Go Africa safaris and travel	<i>E</i>
138. Go Africa travel ltd.	<i>E</i>

139.Gofan safaris	<i>E</i>
140.Golden holidays & Travel company	<i>E</i>
141.Good hope travel & Tours ltd	<i>D</i>
142.Grand edition tours	<i>E</i>
143.Grand edition tours & Travel	<i>E</i>
144.Grand voyage travel agency ltd	<i>ASSOCIATE</i>
145.Hallmark travel planners	<i>E</i>
146.Helinas safaris ltd	<i>D</i>
147.Hirola tours & Safaris	<i>D</i>
148.Holiday bazaar ltd	<i>D</i>
149.Holidee in Africa consulting ltd	<i>E</i>
150.Ibis tours and Travel ltd	<i>E</i>
151.Ideal tours & Travel ltd	<i>E</i>
152.Imagine Africa safaris & Adventure ltd	<i>ASSOCIATE</i>
153.Impact adventure travel	<i>E</i>
154.Imperial air services	<i>E</i>
155.Incentive travel ltd	<i>E</i>
156.Inclusive holidays africa	<i>E</i>
157.Incredible kenya adventures tours & Safaris ltd	<i>ASSOCIATE</i>
158.Intoafrika eco-travel ltd	<i>E</i>
159.Jade sea journeys ltd jade sea journeys ltd	<i>D</i>
160.Jambo travel house limited	<i>D</i>
161.Jowamu tours & Safaris	<i>E</i>
162.Jungle beach safaris ltd	<i>E</i>
163.Kairi tours & Safaris	<i>E</i>
164.Karisia limited	<i>E</i>
165.Keigee mountain expeditions	<i>E</i>
166.Kenan travel & tours	<i>E</i>
167.Kenia tours & safaris	<i>D</i>
168.Kenor safaris ltd	<i>E</i>
169.Kent tours & travel ltd	<i>E</i>
170.Kenya beach travel ltd - msa	<i>E</i>
171.Kenya expresso tours & Safaris	<i>ASSOCIATE</i>
172.Kenya tulia safari holiday arcade	<i>ASSOCIATE</i>
173.Kenya utalii college	<i>AFFILIATE</i>
174.Ker & Downey safaris ltd	<i>C</i>
175.Ketty tours travel & Safaris ltd	<i>C</i>
176.Kibo slopes & Safaris ltd	<i>A</i>
177.Kichaka tours & Travel ltd	<i>ASSOCIATE</i>
178.Kimbla mantana (K) ltd	<i>C</i>
179.King simba kenya tours ltd	<i>E</i>
180.Kisima tours & Safaris	<i>E</i>
181.Kosen safaris Africa ltd	<i>ASSOCIATE</i>
182.Kudu travels ltd	<i>E</i>
183.Kuja safaris	<i>E</i>
184.Kuldips touring company -msa	<i>D</i>
185.Leboo safari tours ltd	<i>E</i>

186.Lets go travel	D
187.Liberty Africa safaris	A
188.Linderberg holidays & Safaris	C
189.Location Africa films ltd	E
190.Long ren tours & Travel ltd	E
191.Lowis & Leakey ltd	E
192.Luca safari ltd.	B
193.Magical skies ltd	A
194.Magical spots tours	
195.Maniago safaris ltd	A
196.Mantra booking agencies ltd	E
197.Maga gates safaris ltd	ASSOCIATE
198.Maraways tours & Travel ltd	ASSOCIATE
199.Marble travel	E
200.Maridadi safaris ltd	E
201.Masikio ltd	D
202.MAathews safaris	E
203.Mighty tours and Travel ltd	E
204.Migrants safaris (east africa) ltd	ASSOCIATE
205.Mini cabs and tours co. ltd	A
206.Mlilo community tours & Safaris	ASSOCIATE
207.Mombasa air safari ltd - msa	E
208.Moto garl ltd	E
209.Msafiri Africa travel and Safaris ltd	ASSOCIATE
210.Mtana safaris ltd	E
211.Muthaiga travel ltd	B
212.Nahdy travel & Tours	E
213.Naked wilderness africa	E
214.Napenda Africa safaris	E
215.Nappet tours & Travel ltd	E
216.Natural world kenya safaris	A
217.Nature expeditions africa	C
218.Natures wonderland safaris	E
219.New African territories	AFFILIATE
220.New kenya travel and Tours safaris ltd	E
221.Ngurumah tours & Travel ltd	E
222.Nigel archer safaris ltd	ASSOCIATE
223.Offbeat safaris holdings ltd	ASSOCIATE
224.Old boma ltd	ASSOCIATE
225.On safaris (K) ltd	D
226.Oranje exclusive safaris ltd	ASSOCIATE
227.Origins safaris	A
228.Palbina travel ltd	E
229.Papa musili safaris ltd	E
230.Paws Africa safaris ltd	AFFLIATE
231.Peak east Africa ltd	A
232.Peaks & Safaris africa	E

233.Penfam tours & Travel	<i>E</i>
234.Phoenix safaris (K) ltd	<i>E</i>
235.Pollman’s tours & Safaris ltd - msa	<i>A</i>
236.Presto travel & Tours (K) ltd	<i>ASSOCIATE</i>
237.Prima vera tours & Safaris ltd	<i>E</i>
238.Private safaris (EA) ltd	<i>A</i>
239.Raptim humanitarian travel.	<i>E</i>
240.Raydoll tours & Travel	<i>E</i>
241.Real Africa ltd	<i>C</i>
242.Reny safaris ltd	<i>ASSOCIATE</i>
243.Rhino safaris ltd	<i>A</i>
244.Ricksaw travels (KENYA) ltd	<i>D</i>
245.Right choice tours & safaris	<i>E</i>
246.Riuki cultural centre	<i>AFLIATE</i>
247.Robin hurt safaris ltd	<i>B</i>
248.Rolland tours & Car rental ltd	<i>E</i>
249.Safari mania ltd	<i>E</i>
250.Safari services east Africa ltd	<i>E</i>
251.Safari trails limited	<i>E</i>
252.Safaris unlimited (africa) ltd	<i>D</i>
253.Safe ride tours & Safaris	<i>E</i>
254.Saleva Africa tours ltd	<i>E</i>
255.Savage wilderness safaris	<i>C</i>
256.Savannah adventure ltd	<i>E</i>
257.Sawa sawa Africa ltd	<i>ASSOCIATE</i>
258.Scenic treasures ltd	<i>E</i>
259.Selective safaris	<i>E</i>
260.Sentinel safaris ltd	<i>D</i>
261.Serene east Africa safaris ltd	<i>E</i>
262.Shanzu kenya super safaris	<i>E</i>
263.Sher safari services ltd	<i>AFFLIATE</i>
264.Shian tours & Travel ltd	<i>E</i>
265.Silver Africa tours & Safaris ltd.	<i>C</i>
266.Silverbird adventure tours & Travel ltd	<i>E</i>
267.Silverbird travel plus ltd	<i>E</i>
268.Sir Michaels tours & Safaris ltd	<i>ASSOCIATE</i>
269.Skyview of Africa ltd	<i>E</i>
270.Skywide tours & Travel ltd	<i>ASSOCIATE</i>
271.Soin Africa safaris	<i>E</i>
272.Somak travel ltd	<i>A</i>
273.Southern cross safaris (mombasa)ltd	<i>A</i>
274.Southern cross safaris ltd	<i>A</i>
275.Sparkle adventures safaris ltd	<i>ASSOCIATE</i>
276.Speedbird travel & Safaris ltd	<i>E</i>
277.Speco Africa ltd	<i>ASSOCIATE</i>
278.Sportsmen’s safaris & Tours	<i>E</i>
279.Spot kenya safaris	<i>E</i>

280.Spurwing travel & Tours ltd	<i>E</i>
281.Star travel & Tours ltd	<i>D</i>
282.Steenbok safaris & Car hire	<i>E</i>
283.Sunworld safaris ltd	<i>A</i>
284.Supreme safaris ltd	<i>E</i>
285.Tano safaris ltd	<i>E</i>
286.Tekko tours ltd	<i>E</i>
287.The best of Africa safari company ltd	<i>ASSOCIATE</i>
288.The exclusive portolio ltd	<i>E</i>
289.The premier travel ltd	<i>ASSOCIATE</i>
290.The safari and Conservation co. ltd	<i>A</i>
291.The safari collection ltd	<i>ASSOCIATE</i>
292.The safari company management ltd	<i>ASSOCIATE</i>
293.He scott travel group ltd	<i>E</i>
294.Timeless tours & Travels ltd	<i>E</i>
295.Tobs kenya golf safaris	<i>E</i>
296.Top notch luxury safaris	<i>E</i>
297.Topcats safaris ltd	<i>E</i>
298.Tour Africa safaris	<i>D</i>
299.Tourist maps kenya ltd	<i>AFFILIATE</i>
300.Trails of Africa tours & Safaris	<i>E</i>
301.Transworld safaris (K) ltd.	<i>A</i>
302.Travel 'n style	<i>D</i>
303.Travel affairs ltd	<i>D</i>
304.Travel care ltd	<i>E</i>
305.Travel connections ltd	<i>E</i>
306.Travel creations ltd	<i>D</i>
307.Travel shoppe	<i>D</i>
308.Travel waves ltd	<i>E</i>
309.Travel wild east Africa ltd	<i>E</i>
310.Trevaron travel & Tours ltd	<i>E</i>
311.Tropical ice ltd	<i>D</i>
312.Twiga car hire & Tours ltd	<i>A</i>
313.Ulf ashcan safaris ltd	<i>E</i>
314.Umbato safaris ltd	<i>ASSOCIATE</i>
315.Valentin investment co (msa) ltd	<i>D</i>
316.Vintage africa ltd(Trading as sense of africa)	<i>A</i>
317.Visit Africa ltd	<i>E</i>
318.Watmark safaris ltd.	<i>E</i>
319.Wild destinations ltd	<i>E</i>
320.Wild of choices tours & Travel ltd	<i>E</i>
321.Wild trek safaris ltd	<i>A</i>
322.Wild vision adventures ltd	<i>E</i>
323.Wildebeest travels ltd	<i>E</i>
324.Wildlife safari (K) ltd	<i>A</i>
325.Wildlife sun safaris	<i>E</i>
326.Woni safaris & Travel ltd	<i>E</i>

327. World explorer safaris ltd	<i>E</i>
328. Wt safaris ltd	<i>E</i>
329. Xcellent wildlife paradise – holiday and Safaris	<i>E</i>
330. Zaira tours & Travel co. ltd	<i>E</i>
331. Zakale expeditions ltd	<i>E</i>
332. Zaruma safaris ltd	<i>E</i>
333. Zoar tours and Safaris	<i>D</i>
334. Zoujin Africa safaris ltd	<i>ASSOCIATE</i>

Appendix III: Approval of Research Proposal



**KENYATTA UNIVERSITY
GRADUATE SCHOOL**

E-mail: kubus@yahoo.com
caan_graduate@ku.ac.ke
Website: www.ku.ac.ke

P.O. Box 43844, 00100
NAIROBI, KENYA
Tel. 810901 Ext. 57580

Internal Memo

FROM: Dean, Graduate School

DATE: 31st August, 2021

TO: Ms. Kithinji A. Gakii
C/o Department of Business Administration
KENYATTA UNIVERSITY

REF: DS6/CTY/33470/17

SUBJECT: APPROVAL OF RESEARCH PROPOSAL


This is to inform you that the Graduate School Board at its meeting 25th August, 2021 approved your Ph.D. Research Proposal entitled "Online Marketing Strategies and Market Performance of the Registered Tours and Travel Agencies in Nairobi City County, Kenya".

You may now proceed with your Data collection, subject to clearance with the Director General, National Commission for Science, Technology & Innovation.

As you embark on your data collection, please note that you will be required to submit to Graduate School completed supervision Tracking and Progress Report forms. The Forms are available at the University's Website under Graduate School webpage downloads.

By copy of this letter, the Registrar (Academic) is hereby requested to grant you substantive registration for your Ph.D. studies.

Thank you.


REUBEN MURIUKI
FOR: DEAN, GRADUATE SCHOOL

c.c. Chairman, Department of Business Administration
Registrar (Academic) Att; Mr. Richard Chweya

Supervisors:

1. Dr. Samuel Maina
C/o Department of Business Administration
KENYATTA UNIVERSITY
2. Dr. Elishiba Muegi
C/o Department of Business Administration
KENYATTA UNIVERSITY

EM/cao

Appendix IV: Research Authorization from Graduate School



KENYATTA UNIVERSITY
GRADUATE SCHOOL

E-mail: kubps@yahoo.com
dean-graduate@ku.ac.ke
Website: www.ku.ac.ke

P.O. Box 43844, 00100
NAIROBI, KENYA
Tel. 8710901 Ext. 57530

Our Ref: D86/CTY/38470/17

Date: 31st August, 2021

The Director General,
National Commission for Science, Technology & Innovation,
P.O. Box 30623-00100,
NAIROBI

Dear Sir/Madam,

RE: RESEARCH AUTHORIZATION FORMS. KITHINJI A. GAKII - REG. NO. D86/CTY/38470/17

I write to introduce Ms. Gakii who is a Postgraduate Student of this University. She is registered for a Ph.D. degree programme in the Department of Business Administration in the School of Business.

Ms. Gakii intends to conduct research for Ph.D. thesis entitled, "Online Marketing Strategies and Market Performance of the Registered Tours and Travel Agencies in Nairobi City County, Kenya".

Any assistance given will be highly appreciated.

Yours faithfully,

A handwritten signature in blue ink, appearing to read 'Elishiba Kimani'.

PROF. ELISHIBA KIMANI
DEAN, GRADUATE SCHOOL

RM/cao

