

**UTILISATION OF E-MARKETING TOOLS AND INFLUENCING FORCES  
ON THE PERFORMANCE OF MICRO AND SMALL FASHION  
ENTERPRISES IN NAIROBI COUNTY, KENYA**

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**OCTOBER, 2014**

**DECLARATION**

This thesis is my original work and has not been presented for a degree in any other University or any other award.

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**DEDICATION**

To my family and friends, thank you for the encouragement and support you offered me throughout my study. May Providence grant you favour.

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**ABBREVIATIONS AND ACRONYMS**

<b>Ad</b>	-	Advertisement
<b>ANOVA</b>	-	Analysis of Variance
<b>CRM</b>	-	Customer Relations Management
<b>EAC</b>	-	East African Community
<b>EO</b>	-	Entrepreneurial Orientation
<b>GDP</b>	-	Gross Domestic Product
<b>GIF</b>	-	Graphics Interchange Format
<b>GNP</b>	-	Gross National Product
<b>ICITA</b>	-	International Conference on Information Technology and Applications
<b>ICT</b>	-	Information Communication Technology
<b>ISPs</b>	-	Internet Service Providers
<b>IT</b>	-	Information Technology
<b>MkIs</b>	-	Marketing Information System
<b>MSEs</b>	-	Micro and Small Enterprises
<b>MSMEs</b>	-	Micro, Small and Medium Enterprises
<b>MSN</b>	-	Microsoft Network
<b>PPPs</b>	-	Public Private Partnerships
<b>RoI</b>	-	Return on Investment
<b>SEM</b>	-	Search Engine Marketing
<b>SEO</b>	-	Search Engine Optimisation
<b>SMEs</b>	-	Small and Medium Enterprises
<b>SPSS</b>	-	Statistical Package for Social Sciences

- UAE** - United Arab Emirates
- UNDP** - United Nations Development Programme
- URL** - Uniform Resource Locator
- USD** - United States Dollar

## OPERATIONAL DEFINITION OF TERMS

**Customer conversion:** It is the ability of an MSE to convert a potential customer into a buyer.

**Customer retention:** It is the ability of an MSE to convert a buying customer into a repeat buyer of different fashion items sold by a firm.

**Entrepreneurial orientation (EO):** It is a combination of risk taking, innovation, and proactiveness of a fashion enterprise in using E-Marketing tools.

**E-Marketing:** It is the use of internet and mobile telephony in marketing activities. For this study, E-Marketing tools will include; search engine marketing (SEM), search engine optimization (SEO), online banner marketing, e-Newsletter marketing, email marketing, social media marketing, website marketing and mobile telephony.

**Fashion enterprises:** In this study, fashion enterprises refer to firms that sell fashion products (apparel and accessories), which are couture or secondhand fashion products.

**Micro and Small Enterprises (MSEs):** These are fashion enterprises that employ 1 to 20 employees.

**Online presence:** The visibility of a fashion enterprise on the internet either through website or social media.

**Performance:** An enterprise's performance is measured based on the perception of respondents on the customer conversion, customer retention, net profit and Return on Investment (RoI).

**Profitability:** This referred to a fashion enterprises sales volume and RoI for a given fiscal period.

**Return on Investment (RoI):** This is the profit or loss resulting from an investment in IT and E-Marketing tools.

**Small and Medium Enterprises (SMEs):** These are fashion enterprises that employ 20-50 employees on permanent basis.

**ABSTRACT**

Utilisation of E-Marketing tools has been challenging for fashion enterprises because both scientific research and experiences indicate that there is limited knowledge in this industry. There is also paucity of data on how utilisation of E-Marketing affects the enterprise's performance. The purpose of the study was to investigate the utilisation of E-Marketing tools and influencing forces on the performance of MSEs' in the fashion industry in Nairobi County, Kenya. The objectives of the study were to investigate the utilisation of E-Marketing tools in Fashion MSEs and how entrepreneurial orientation (EO), internal and external forces influenced utilisation of E-Marketing. This study also analyzed the effect of utilisation of E-Marketing tools on the performance of these enterprises. This study used a cross section analytical survey research method. A validated questionnaire was used to collect data from 156 fashion enterprises that had an online presence by December 30<sup>th</sup> 2012. A sample size of 170 enterprises was selected from a population of 226 enterprises. The response rate was 91.7%, represented by 156 fashion enterprises. The respondents were selected by a simple random sampling method. The data was analyzed using SPSS version 19.0. Descriptive statistics was generated and frequency distributions were used to describe the demographics of the respondents, characteristics of the enterprises, utilisation of E-Marketing tools and effects EO, internal and external forces on the MSEs' performance. Regression analysis and one way ANOVA were used to examine the linear relationships between the independent and the dependent variables. The main findings of the study were that mobile telephony and Facebook marketing were the most utilized E-Marketing tools. Online banners and search engine optimization (SEO) were the least popular tools. To test the study hypothesis, the study revealed that, there was a statistically significant relationship between internal forces and performance: return on investment (RoI): (F=6.962, p=0.00, R<sup>2</sup>=0.30) and customer retention rate: (F=2.691, p=0.006, R<sup>2</sup>=0.142). External forces had a statistically significant relationship on performance (RoI: F=6.600, p=0.000, R<sup>2</sup>=0.264), customer conversion (F=2.853, p=0.006, R<sup>2</sup>=0.134) and customer retention rate (F=3.295, p=0.002, R<sup>2</sup>=0.152). EO had a statistically significant relationship on performance: RoI: (F=5.492, p=0.000, R<sup>2</sup>=0.253), and customer retention rate: (F=3.738, p=0.000, R<sup>2</sup>=0.137). There was a statistically significant relationship between utilisation of E-Marketing and performance: RoI (F=2.156, p=0.024, R<sup>2</sup>=0.129), Net profit: (F=2.812, p=0.03, R<sup>2</sup>=0.162), customer conversion (F=3.431, p=0.000, R<sup>2</sup>=0.191) and customer retention rate (F=3.879, p=0.00, R<sup>2</sup>=0.211). The four study hypotheses were therefore rejected. Multiple linear regression analysis was used to examine the relationships between utilisation of E-Marketing tools and the fashion enterprise's performance. The significance of the study was that, it provided new knowledge on utilisation of E-Marketing in Fashion MSEs and insight on utilisation E-Marketing tools and the forces that affected performance in Fashion MSEs in Nairobi County, Kenya. The study recommended that more fashion entrepreneurs should be innovatively use the E-Marketing tools and increase their market share. The study also recommended that, fashion entrepreneurs and marketers should also keep abreast with developments in the e-Business environment, so as to fully benefit from the E-Marketing tools available for their enterprises.

## CHAPTER ONE: INTRODUCTION

### 1.1 Background of the Study

The micro, small and medium sized enterprises (MSMEs) have been identified by scholars as the backbone of the global economy (Wandaka, 2009; Litondo, 2010; Xhafa, 2007). These enterprises have accounted for more than half of the total employment and over 80 percent of employment growth in the past decade (Xhafa, 2007). Grail research (2009) reported that in Europe, MSMEs represent 99% of enterprises in Albania and 70% in Ukraine. In the Philippines, micro and small enterprises (MSEs), accounted for 70% of the labour force. Studies in Brazil noted that MSEs employed a total labour force of 80% in that country (Grail research, 2009).

In Africa, studies in Nigeria revealed that the majority of MSEs were either in the wholesale or retail trade, employing a workforce of 8.97 million workers (Seeraj, 2008). A summary of the urban informal sector climate analysis in Kenya by the World Bank noted that informal employment contributed to approximately 34% of Gross National Product (GNP) in the country. It was also reported that the informal economy was increasing ten times more than that of the formal economy (UNCTAD, 2010). The MSE's sector accounted for 87% of all new jobs, thereby playing a major role in the economic growth of Kenya (Republic of Kenya, 2009).

The increase in the growth rate of MSEs in early 2000s around the world has been attributed to many reasons: the increasing trend in outsourcing by large firms from small firms, the relative stability of the global economy in the 1990s, which also

encouraged entrepreneurial activity and the emergence of new economies around the world (Forsman, 2005).

Grail (2009) reported that the fashion industry formed a significant component for MSEs in many economies and that the global fashion hubs having been in Europe and the USA since 1900. The research also noted that between 2008 and 2012, the Indian fashion industry was expected to grow by 178% and reach USD 189 billion by 2012. Retail spending on clothing or apparel in fashion MSEs was reported to have been about €900 billion worldwide in 2000, while United Kingdom (UK) clothing and footwear sales reached £48.55 billion in 2007 (Renner, Vetter & Scheiding, 2008).

Rogerson (2006) noted that South Africa, United Arab Emirates (UAE), Singapore, India, Russia and Brazil are the new and emerging global fashion markets. According to Rogerson (2006), fashion was a USD 4.3 billion industry, in South Africa, and Johannesburg was proposed to emerging as the fashion capital of Africa. In West Africa, Nigeria's textile, clothing and leather industry represented 3.8% of MSEs operating in that country (Grail, 2009). Other studies have also revealed that textile, apparel and clothing industry in Kenya were major players in the MSE sector, employing both skilled and semi skilled workers (Wandaka 2009; Elung'ata, Mugenda & Mburugu, 2008).

In spite of the significance of MSEs, past statistics have shown that three out of five MSEs failed within the first few months of operation (Republic of Kenya, 2009). It has been reported that in sub-Saharan Africa and Kenya in particular, one of the main

challenges for fashion enterprises is marketing (Mvubu & Thwala, 2008; Elung'ata, 2003; Wanjohi & Mugure, 2008). Elung'ata, et al. (2008) further noted that in Kenya, poor marketing, the lack of customers and stiff competition, are the major challenges facing over 55% of the apparel traders, resulting in low profitability.

Wandaka (2009) noted that in most fashion MSEs, marketing was done by advertising through traditional channels such as, television, radio, word of mouth, posters, billboards etc. Although television is generally acknowledged as the most powerful marketing medium and has the highest household penetration, it has been reported to be very costly for MSEs (Chaffey, 2007). In addition it was reported that, the younger generation is more inclined to using computer technology, therefore posing a marketing challenge to MSEs (Li & Fung, 2011).

The use of computer technology, within marketing information systems (MkISs) has become a key factor in an organization's achievement of competitive advantage (Choi & Morrison, 2006; Anandkumar, 2008). Choi, Xinran and O'leary (2007) noted that in today's knowledge-based society, good information is vital for a company to compete effectively. This information can provide a company with an advantage against its competitors by converting the information into customer value. Information technology infrastructure also helps to speed up retrieval of worldwide industry information thereby, increasing the MSE's competitive advantage, (Renner et al., 2008).

Whereas studies carried out by various researchers have disputed whether the internet levels the playing field for large and small enterprises, it is evident that the internet

brings significant new marketing opportunities (Haig, 2002; Shu-Ching & Jin-Ying, 2007). The internet and mobile phones, otherwise referred to as E-Marketing, have been reported to provide a cheaper platform to reach different market segments faster and at relatively cheaper costs compared to traditional marketing tools (Shu-Ching & Jin-Ying, 2007).

Regarding marketing technology, it has been proposed that the relevant ICT for MSEs in the informal sector in Africa is mobile telephony (Litondo, 2010). Wandaka (2009) noted that entrepreneurs in the fashion industry used the internet to display their products on websites, while mobile telephony was used to interact with customers and receive payments through mobile payment systems such as M-Pesa and Airtel money.

Various forces have been reported to influence the utilisation of E-Marketing tools in MSEs (Sarosa & Zowghi, 2005). These forces have been categorized into: entrepreneurial orientation, internal forces within the enterprise and external forces. It has been reported that only a small number of fashion enterprises are currently using many of the E-Marketing tools available (Chaffey, 2008). In Kenya, there is paucity of research done specifically on utilisation of E-Marketing tools, to determine which of these tools are used by fashion enterprises.

It has been reported that Kenyan MSEs have difficulties in exploiting technology and have regulatory burdens in their business environment (Kenya Economic Report, 2009). In addition, various studies on fashion enterprises in Kenya, have recommended the need for policy formulation and implementation by the government in order to provide suitable infrastructure for the MSEs to thrive (Wandaka, 2009; Elung'ata et al.,

2008). Elung'ata et al. (2008) further observed that, the majority of the fashion MSEs in Kenya faced survival challenges in the market place, due to financial challenges such as limited access to capital for the enterprises.

The advent of E-Marketing has brought in new marketing opportunities that could resolve the marketing challenges faced by fashion MSEs (Chaffey, 2008). Beckinsale and Levy (2004) noted that, the perceived advantages of using E-Marketing include improvement of business and operational effectiveness, as well as the ability to reach out for new markets and business opportunities. Wandaka (2009) also reported that, technological advancement among women entrepreneurs in the fashion industry, had led them to uploading information on their products on their websites, thereby reaching international markets expediently.

Although the foregoing literature revealed that utilisation of E-Marketing tools has resulted in marketing advantages for different enterprises around the world, the utilisation of E-Marketing tools among fashion enterprises in Kenya has not been comprehensively addressed. In addition, there is limited research on the influence of utilisation of E-Marketing tools on the performance of fashion MSEs in Kenya. This study therefore investigated the utilisation of E-Marketing tools and their influence on performance.

## **1.2 Problem Statement**

Fashion MSEs in Kenya have effectively played roles such as providing job opportunities, income distribution through business ventures, rural development,

increase on investments and development of entrepreneurship (Wandaka, 2009; Elung'ata et al., 2008). It has been reported that these MSEs have perceived their business environment as being different and more challenging than that of large firms with more resources. In addition, most MSEs have failed within the first five years, due to different environment pressures with regard to market competitiveness (Domegan, 2008; Basheer, 2010).

In the last two decades, studies on MSEs in the fashion industry proposed what the government role was in developing MSEs in Kenya, (McCormick & Kinyanjui, 2002, Elung'ata et al., 2008). The Kenyan government has launched several initiatives to facilitate and promote the growth of MSEs. These initiatives aimed at creating the institutional and systematic conditions to support upgrading of firm level capabilities, use of ICT, diversification and creation of new firms. Despite the amount of effort spent by the government, there have been reports on marketing challenges faced by fashion MSEs, (Elung'ata et al., 2008; Wandaka, 2009). In addition, the effect of utilisation of E-Marketing tools by fashion MSEs in Kenya has not been studied by scholars.

### **1.3 Purpose of the Study**

The purpose of this study was to investigate the utilisation of E-Marketing tools and influencing forces on the performance of fashion micro and small enterprises (MSEs), in Nairobi County, Kenya.

#### **1.4 Objectives of the Study**

This study sought to:

- i) Determine the E-Marketing tools used by selected fashion enterprises in Nairobi County, Kenya.
- ii) Establish the effect of utilisation of E-Marketing tools on the performance of selected fashion enterprises in Nairobi County, Kenya
- iii) Analyze the internal forces that influenced utilisation of E-Marketing tools and their effect on the performance of selected fashion enterprises in Nairobi County, Kenya.
- iv) Examine the external forces that influenced utilisation of E-Marketing tools and their effect on the performance of selected fashion enterprises in Nairobi County, Kenya.
- v) Analyze the influence of entrepreneurial orientation (EO) on utilisation of E-Marketing tools and their effect on performance of selected fashion enterprises in Nairobi County, Kenya.

#### **1.5 Hypotheses**

The study explored four hypotheses. These were:

- Ho<sub>1</sub> There is no significant relationship between internal forces and performance of MSEs in the fashion industry in Nairobi, Kenya.
- Ho<sub>2</sub> There is no significant relationship between external forces and the performance of MSEs in the fashion industry in Nairobi, Kenya.
- Ho<sub>3</sub> There is no significant relationship between the entrepreneurial orientation of the enterprises and the performance of MSEs in the fashion industry in Nairobi, Kenya.

HO<sub>4</sub> There is no significant relationship between the utilisation of E-Marketing tools and MSEs' performance in the fashion industry in Nairobi, Kenya.

### **1.6 Significance of the Study**

Enterprises in the fashion industry will benefit from this study because they will establish the best E-Marketing tools to implement, as well as understand how to address forces that influence the use of these tools. The findings will also aid fashion enterprises in achieving better performance and expand their market penetration through utilisation of E-Marketing tools.

The Ministry of Industrialization and Enterprise Development and other Government ministries in Kenya will benefit from the findings of this study, because, it will provide information on how enterprises in the fashion industry are utilizing E-Marketing tools. This information will help in facilitating growth of these enterprises, which in turn, will result in the improvement of per capita income for different households, and also contribute to the achievement of Kenya's Vision 2030.

International organizations, such as the United Nations Development Programme (UNDP) who fund MSEs, also will benefit from these findings because they will have relevant information to advise MSEs on the appropriate E-Marketing tools to use in their enterprises. Internet providers such as Google and Yahoo will also benefit from the findings of this study because it will enable them to develop more effective E-Marketing platforms for MSEs in the fashion industry.

This study will also increase the existing literature, on the utilisation of E-Marketing tools in MSEs in the fashion industry and aid other scholars in carrying out research in related fields. Results from this study will also aid in the development of appropriate tools and framework, within which, MSEs in fashion industries can implement E-Marketing tools effectively.

### **1.7 Delimitations of the Study**

The study was carried out in Nairobi County Kenya, because there were many MSEs in the fashion industry with an online presence. The study was also limited to researching on forces influencing utilisation of E-Marketing tools in fashion enterprises. The MSE's performance under study was limited to profitability, in terms of customer attraction and retention, net profit and return on investment (RoI).

### **1.8 Limitations of the Study**

The limitation of this study, lies in the generalisations of the findings being only applicable to MSEs in the fashion industry within Nairobi, beyond which, it should be done with caution. The study was also limited to only those MSEs in the fashion industry that had an online presence on any of the available platforms such as websites and social media. The outcome of this study will be limited only to the data gathered from books and journals about market growth and enhancement and from the primary data, gathered from the results of the questionnaire that was administered by the researcher.

## **1.9 Assumptions of the Study**

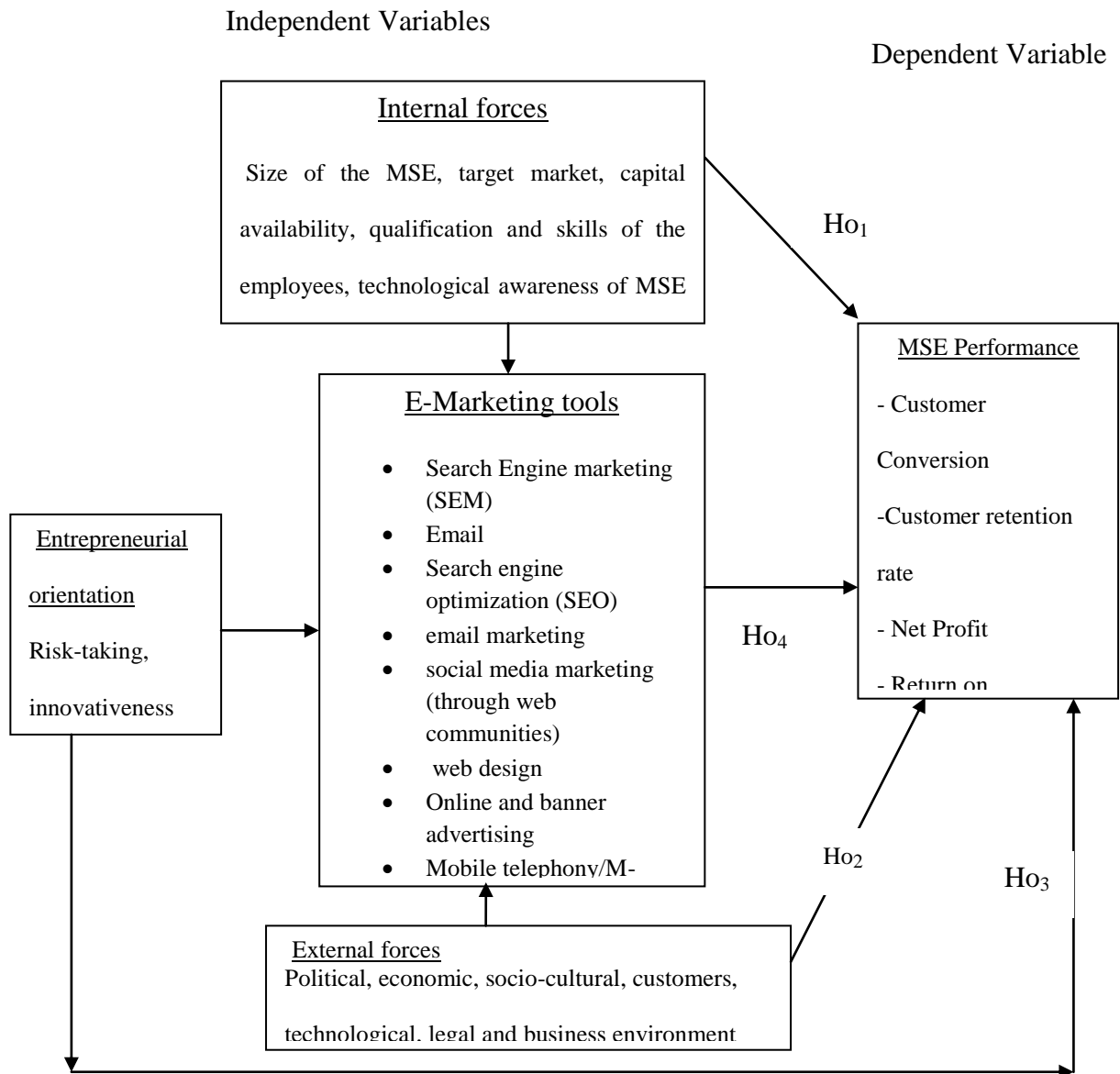
This study assumed that enterprises selling fashion products within Nairobi utilised E-Marketing tools in their firms. Therefore, this study assumed that the performance of these MSEs was influenced by utilisation of E-Marketing. This study further assumed that the firms' internal operations (internal forces), external environment (external forces) and entrepreneurial orientation influenced the utilisation of E-Marketing in the fashion MSEs. In addition, this study assumed that the respondents would willingly give out the relevant information during data collection.

### **1.10 Conceptual Framework**

Booth (2009) used a strategic model approach to explain the factors that contribute to the performance of MSEs. According to this model, there are three strategic factors, which determine business performance: entrepreneurship orientation, organisation structure and external business environment. In an earlier study, a contingency theory by Mintzberg (1980) had proposed a multi-faceted approach in examining the relationship between the internal organization and environment. The theory further claims that the effectiveness of an organizational structure depends on the context attributes such as environment, technology dimension and age of the organization.

Rita, Lages and Lages (2003) studied the relationship between E-Marketing strategy and electronic performance (e-performance). The study proposed a contingency framework of the relationship between E-Marketing strategy and e-performance. This study revealed that the present and past web performance of a firm is influenced by both internal and external forces, but failed to address issues of entrepreneurial orientation of a firm. The summary of these relationships is shown in Figure 1.1.





**Figure 1.2: Conceptual Framework adapted from the Rita et al., (2003)**

The conceptual framework in Figure 1.2 was developed to show how the independent variables (entrepreneurial orientation of MSEs, internal forces and external forces) influenced the utilisation of E-Marketing in the firms studied. Various scholars have reported that, there are many internal forces that influence marketing in MSEs in Kenya and around the world (Wanjohi & Mugure, 2008; Elung'ata, et al., 2008; Wandaka, 2009; Choi et al., 2007). These forces included size of the MSE, target market, capital

availability, technological awareness of MSE owner/marketing manager, qualifications and skills of the employees and fashion products sold in the fashion MSE as shown in the conceptual framework in Figure 1.2. This study investigated the forces that influenced utilisation of E-Marketing tools among the 156 fashion enterprises and their effect on performance.

External forces that affect MSEs have been discussed by researchers in Kenya, (Wandaka, 2009; Elung'ata et al., 2008; Litondo, 2010). These forces have been identified as political, economic, socio-cultural, technological, legal and environmental. This study sought to identify the external forces that influenced that utilisation of E-Marketing tools and their effect on the Fashion MSEs' performance.

It has been proposed that entrepreneurial orientation of MSEs is measured using three constructs: innovativeness, proactiveness and the risk taking ability of an enterprise (Basheer, 2010). These constructs were measured in this study, through likert type questions that were aimed at determining whether the respondent perceived the fashion MSE to having attributes of risk taking, engaging in innovative tools and showing proactiveness in their marketing. The results were analyzed to determine the entrepreneurial orientation of the fashion MSEs and how they influenced the use of E-Marketing tools in the enterprises under investigation.

The focus of the study was to identify various E-Marketing tools used by the MSEs in the fashion industry and their effect on performance. These tools have been identified as SEM, SEO, social media, email, websites online banners and mobile telephony. The

dependent variable measured the MSEs' performance using four constructs: RoI, net profit, customer conversion and customer retention rate. The hypotheses of this study investigated whether there was a significant relationship between the independent variables and the dependent variable as shown in: Ho<sub>1</sub>, Ho<sub>2</sub>, Ho<sub>3</sub> and Ho<sub>4</sub>.

## CHAPTER TWO: LITERATURE REVIEW

### 2.1 MSEs in the Fashion Industry around the World

Scholars have defined MSMEs in different ways for the different countries in Europe and Africa, (Xhafa, 2007; Wandaka, 2009). Despite these different definitions, three parameters have been used either, singly or in combination to define the MSME sector globally. These parameters are: capital investment on plant and machinery, number of workers employed and volume of production or turnover of business, (Xhafa, 2007).

The definitions according to the number of employees, range from 1- 5 employees (including the owner) in a micro enterprise , 6-20 employees for a small enterprise and 20-50 employees in medium enterprise in most African countries (Wandaka, 2009; Xhafa, 2007). In Europe, micro enterprises have been defined as having between 1-9 employees, small enterprises have 10-50 employees and medium enterprises have more than 50 employees (Xhafa, 2007). For purposes of this study, micro enterprises in the fashion industry were defined as enterprises with between 1 to 5 employees while small enterprises as those with between 6 to 20 employees.

MSEs in the fashion industry sell products such as apparel and accessories which are couture/custom made, ready-to-wear/mass production or both. These products are also identified in the high-end market, as soft luxury goods (Fionda & Moore, 2009). In the international scene, popular fashion brands such as Prada, Dolce and Gabbana, Valentino, Yves Saint Laurent, Chloe and Chanel among others have developed through strategic marketing in fashion cities like New York, San Francisco, London and Paris (Doyle & Moore, 2010). This assertion is not congruent to the Kenyan

fashion scenario, since the industry is relatively young. However, there has been an increase in the number of MSEs dealing in fashion products in most urban centers since the 1990s as evidenced by the number of studies in this area (Elung'ata et al., 2008; Wandaka, 2009). Marketing of products and services in the fashion enterprises has therefore become imperative to increase profitability and ensure the survival of these MSEs (Elung'ata et al; 2008).

One of the most popular marketing tools for enterprises is the media. Television, as a medium, is generally viewed as the most powerful advertising tool with the highest household penetration (Kotler & Caslione, 2009). In the last decade, researchers have noted that, the younger generation prefers using computer technology and mobile phones (Li & Fung, 2011; Roberts, 2006). The internet has also been reported to offer a cheaper platform to reach different market segments expediently in a wider geographical region (Chaffey, 2007). The internet has been proposed as a very useful marketing tool because it enables customers to keep track of the most current product trends world-wide, therefore increasing the MSEs' competitive advantage (Renner et al., 2008).

In recent years, the fashion industry has been characterized by considerable changes. Brun, Caridi, Castelli, Miragliotts, Ronchi, Sianesi and Spina (2008) pointed out that consumers have become more selective and more value-oriented. Basheer (2010) reported that the internet had dramatically changed the way in which consumers plan and buy. In China, it was reported that the major internet users were typically trend-conscious, young, relatively wealthy and technology savvy (Li & Fung, 2011). For

these Chinese demography, the internet was a preferred destination for everything from entertainment to information and even socializing, therefore becoming the new medium for multinational brands to communicate with young Chinese consumers. In addition, fashion consumers today, demand for longer opening hours; that are, around the clock every day, making Customer Relations Management (CRM) and new innovative marketing tools critical for the MSE's success (Corbellini & Saviolo, 2009).

Many fashion enterprises in Kenya are MSEs, a sector that is said to account for 87% of all new jobs and 77% of the total number of employees (Republic of Kenya, 2009). Consequently, to become and remain market leaders, fashion MSEs have to move beyond breaking even in their business and use aggressive and sophisticated marketing tools such as E-Marketing to successfully increase profitability.

## **2.2 E-Marketing Tools in Fashion MSEs**

E-Marketing has been used interchangeably, to mean digital marketing, web marketing, online marketing, mobile telephony and internet marketing. Chaffey (2008) defined E-Marketing as the process of achieving marketing objectives, through applying digital technologies. For purposes of this study, E-Marketing tools were defined as the tactics, which an enterprise uses to have an online presence as well as the use of mobile telephony to market products or services.

It has been reported that E-Marketing tools are increasingly becoming important for MSEs to maintain a competitive advantage, as well as increase their market share, (Loveday & Niehaus, 2007). Researchers have proposed that a good E-Marketing

strategy should form the foundation of an enterprise's total online presence, without confining or restricting the firm in the world of digital opportunities (Chaffey, 2008; Costa, 2010). E-Marketing tools include the use of websites, search engine marketing (SEM), online banner marketing, email marketing, mobile telephony/ M-Commerce, microsites and social media marketing.

### **2.2.1 Use of Website Marketing in Fashion Enterprises.**

Web strategy is operationalized using four main constructs i.e. the 4Ws: Web-Design, Web-Promotion, Web-Price and Web-CRM (Rita et al., 2003). Wandaka (2009) and Costa (2010) noted that websites offered an opportunity for enterprises to advertise their products, give information and entertainment to potential customers. It was further observed that, profiles of web sites were useful descriptive dimensions of a firm's online presence while web promotion positively affected advertising effectiveness and market penetration by these enterprises (Constantinides, 2006).

Booth (2009) noted that web sites enable companies to set and announce prices with greater precision, since different prices can be tested easily, and customers' responses can be collected instantly. In addition, since it is easy to change prices online, companies can adjust prices in response to even small fluctuations in market conditions, customer demands, or competitors' behavior. Enterprises can also use the click stream data and purchase histories that they collect through the internet to segment customers quickly and offer niche-specific prices or promotions immediately (Rita et al., 2003).

Interactive marketing using websites can be used to establish direct marketing channels between firms and consumers (Chaffey, 2007). Shankar and Edward (2007) reported that, firms can send email messages and offer service packages, especially designed for a potential customer, based on a marketer's assessment of an individual's unique interests. Wandaka (2009) also noted that fashion entrepreneurs in Kenya used websites to reach international markets. Web advertising, has therefore become a significant part of the utilisation of E-Marketing tools in most companies, around the world (Renner et al., 2008; Ming, 2011).

### **2.2.2 Use of Search Engine Marketing (SEM) in Fashion Enterprises**

SEM has been defined as a strategy of building and marketing a website via search engines, with the goal of improving its position in search engine results (Chaffey, 2007). SEM includes both search engine optimization (SEO) and search advertising, or paid search. SEO can be on Yahoo, Google or Microsoft Network (MSN), which is combined with SEM, to help an enterprise to identify market segments, attract customers, generate brand awareness, and build trust by increasing its website's visibility (Chaffey, 2008).

In Kenya, studies have been carried out on digital technology and E-commerce, but these studies did not address the utilisation of SEM in E-Marketing (Litondo, 2010; McCormick & Kinyanjui, 2002; Wandaka, 2009). This study therefore investigated whether SEM was used in E-Marketing by fashion MSEs and how it affected the enterprise's performance.

### **2.2.3 Use of Online Banner Advertising in Fashion Enterprises**

An online banner is an advertisement in the form of a graphic image that runs across a web page or is positioned in a margin or other space reserved for advertisements, usually in graphics interchange format (GIF) images (El-Gohary, 2010). Most advertisements are animated GIFs, since animation has been shown to attract a larger percentage of user clicks and online sales (Li & Fung, 2011).

Although online banner advertising strategy has been reported as being useful in attracting customers and encouraging online sales in developed economies, studies in the fashion industry in Kenya have not focused on the use of online banners in E-Marketing. This study determined whether online banners were used in E-Marketing and their effect on the MSE's performance among the selected fashion enterprises in Nairobi, Kenya.

### **2.2.4 Use of Email Marketing in Fashion Enterprises**

Email marketing is the promotion of products or services via computer-based messages or telecommunication technology (Chaffey, 2007). Email marketing can be done through an electronic magazine (ezine), delivered via a website or an email newsletters, (e-Newsletters), which give regular clients information on products, discounts and new arrivals (Rita et al., 2003). It has been reported that the use of email marketing has been very successful for enterprises in Europe and USA (Booth, 2009; Brodie, Winklhofer, Coviello & Johnston, 2007).

In spite of the significance of email marketing, studies on the fashion industry in Kenya, have not assessed how email marketing affects MSEs' performance (Litondo, 2010; Wandaka 2009). This study sought to fill this gap by exploring the use and effect of email marketing on the performance of selected MSEs in the fashion industry in Nairobi, Kenya.

### **2.2.5 Use of Mobile Telephony/M-commerce in Fashion Enterprises**

Mobile marketing otherwise referred to as mobile telephony or M-commerce, refers to transactions conducted on mobile phones (Litondo, 2010; Wandaka, 2009). Li & Fung (2011) noted that in China, sales revenue generated through purchases made by mobile phones reached 1.67 billion yuan in 2011, an increase from 880 million yuan in 2010.

A World Bank report noted that, while less than 3 percent of Kenyan households owned a telephone in the 1990s, by the end of 2011, 93 percent of Kenyans had mobile phones (World Bank, 2012). In addition, many unbanked Kenyans have also benefited from transaction platforms like MPESA, Airtel, Orange and Yu money transfer services, therefore enhancing payments through mobile money (Litondo, 2010; Wandaka, 2009). With the growing popularity of smart phones, M-commerce is expected to become more popular in the near future (Li & Fung, 2011). Litondo (2010) also proposed that, the relevant E-Marketing tool for MSEs, in the informal sector in Kenya is the mobile phone because of its high penetration among the citizens.

Although all these studies have identified the importance of mobile telephony as an E-Marketing strategy in developing economies, they failed to analyze how this strategy

influenced the fashion MSEs' performance. This study investigated whether mobile telephony was used by the fashion enterprises and its effect on the selected enterprises' performance.

### **2.2.6 Use of Social Media in Fashion Enterprises**

In an age of consumer generated media, social media has a powerful role to play when it comes to marketing an enterprise's brand online (Chaffey, 2007). Social marketing means building a business through social sites, like viral videos, blogs, twitter and Facebook, because this strategy gives the enterprise exposure (Costa, 2010). Social media also aims at maximizing the percentage of web site visitors who complete a desired action (conversion rate) as noted by various scholars (Choi et al., 2007). By maximizing the number of visitors (online traffic) who take a desired action; such as make a purchase, complete a form, etc, a fashion firm can increase its sales and profits (Li & Fung, 2011).

Although social media has been acknowledged as a profitable E-Marketing strategy, there is paucity of studies on the use of social media, among MSEs in the fashion industry in Kenya. The study investigated whether the selected fashion MSEs had taken advantage of this platform to increase the enterprise's performance.

### **2.2.7 Use of Microsite/Online Market Places by Fashion Enterprises**

Loveday and Niehaus (2007) defined a microsite as an online page about an enterprise that is hosted by an e-business vendor such as an internet service provider (ISP). These researchers reported that, ISP providers host microsities for enterprises that do not want

to run and manage their own websites. These ISPs charge the hosted enterprise a fee to administer all updates on such a site. Chaffey (2008) noted that, promotional efforts by e-business vendors create e- solutions tailored to suit different enterprises and many MSEs have resulted in the use of microsites to market their products. In Kenya, such ISPs include OLX, n-Soko, Dealfish and WOWCity, among others. These ISPs provide microsites to MSEs and entrepreneurs who do not want to host individual websites.

Although studies have been carried out on the use of microsites by enterprises, it has been reported that a lot of the MSEs have little knowledge about the potential of microsites and have no way of measuring e-performance using the data collected from their sites, (Kapferer & Bastein, 2009). In Kenya, Wandaka (2009) reported on the use of technology in marketing for fashion MSEs but did not address the use of microsite in marketing. This study sought to fill this gap by investigating the use of microsites and their influence on performance in fashion MSEs in Nairobi County, Kenya.

### **2.3 External Forces Influencing the Use of E-Marketing in Fashion MSEs**

One of the external forces influencing the use of E-Marketing in MSEs has been identified in researches as, the promotional efforts by e-Business vendors (Chaffey, 2008). These vendors create e-solutions tailored to suit different MSEs (Moe & Fader, 2003). Freeman and Low (2007) noted that E-Marketing use in fashion enterprises in Kazakhstan was not large because of a number of factors. These factors included; increased cost of computers due to governmental surcharges, the known bribery and corruption of government, customs, and police officials, making the importation of goods expensive and the absence of any form of reliable postal service.

Shankar and Edward (2007) proposed that, for E-Marketing utilisation to be successful, a country must be e-ready. These scholars defined e-readiness as a country's ability to take advantage of the internet, as an engine of economic growth and human development. Similarly, Renner et al. (2008) described e-readiness as the degree to which a community is prepared, and has the potential, to participate in the networked world.

In Kenya, there are policies and tools for fast tracking ICT in the economy. The most notable are; Information and Communications Technology sector guidelines of 2006; Sessional Paper No. 1 of 2005, National Information Technology ICT strategy for Education and Training of 2006, Economic Recovery Strategy on Wealth and Employment Creation 2003-2007, and the most recent, Kenya's Vision 2030, (Republic of Kenya 2005, Republic of Kenya 2006, Republic of Kenya 2007). It is not clear, however, whether these tools resulted in the use of E-Marketing tools among fashion MSEs in Kenya, and this study sought to address the existing gap.

Economic and trading blocs such as the European Union (EU) and the East African Community (EAC) have made it easier to carry out trade among member countries. Similarly, stiff competition from entrepreneurs from other regions has also necessitated MSEs to adopt more innovative tools to reach the international market (Wandaka, 2009). Although scholars have investigated how technological forces influenced marketing in fashion enterprises, a comprehensive study on utilisation of E-Marketing tools among fashion MSEs in Kenya was evident. The study sought to address this gap.

Consumers play a big role in determining the effectiveness of the marketing tools used by enterprises (Kotler & Caslione, 2009). Li and Fung (2011) noted that 72.5% of the online shoppers in the year 2010 were aged between 19-40 years and rose from 108 million in end of 2009 to 148 million in end of 2010. Basheer (2010) summed up the potential of E-Marketing by stating that the internet had dramatically changed the way in which consumers plan and buy, resulting in a around the clock fashion shopping experience.

Costa (2010) conducted a survey which reported that, some respondents claimed that, since they were unable to try on the clothes, E-Marketing tools discouraged on-line purchases. Potential apparel buyers stated that by using E-Marketing, they were unable to feel the quality, assess fit and evaluate the look, which is possible from shopping at the stores. Li and Fung (2011) also reported that the internet is only regarded as a supplementary tool alongside other sources, which seem to carry more importance as a source of external information.

This finding may suggest the existence of a number of obstacles that make fashion MSEs less inclined to integrate or utilize this technology in their businesses. Such obstacles include; limited knowledge of the potential of technology by the fashion enterprise, perceived security concerns of technology use by consumers, or a lack of clear business tools (Buhalis & O'Conner, 2005). Eggert (2006) however noted that, the intangibility of the fashion products was perceived as a bigger obstacle for online fashion environments.

In Kazakhstan it was noted that, consumers tapped into the fashion world on the internet as a source of ideas, but not a shopping destination (Freeman & Low, 2007). In Kenya, fashion entrepreneurs were reported to using the internet for design ideas as well as upload their products on websites (Wandaka, 2009). These studies pose a challenge as to whether utilisation of E-Marketing tools leads consumers to the purchase of the fashion products or only use the internet to view the products. To address this challenge, the study investigated whether the use of E-Marketing tools resulted in customer conversion and retention, thereby, increasing performance in fashion MSEs in Nairobi county, Kenya.

#### **2.4 Internal Forces Influencing the Use of E-Marketing in Fashion MSEs**

Studies on MSEs in Kenya have reported that, due to their small sizes, MSEs find it difficult to acquire more resources to invest in E-Marketing (Litondo, 2010; Elung'ata et al., 2008). Wandaka (2009) observed that there were limited skills to handle the use of new IT solutions and E-Marketing tools by fashion entrepreneurs. Sarosa and Zowghi (2005) also noted that MSEs faced another problem of dedicating their already limited staff and resources to managing relationships with customers. This factor played an important role in MSE's utilisation of E-Marketing. Basheer (2010) further observed that limited access to training opportunities and internal knowledge to handle the use of new IT solutions and E-Marketing tools, created a challenge for MSEs in acquiring E-Marketing solutions.

In Kenya, Wandaka (2009) recommended that there was need to train fashion entrepreneurs on new marketing tools. It is unclear, however, whether the current fashion enterprises have adequate financial capability, staff, knowledge and skills to use E-Marketing tools in their enterprises. This study therefore investigated internal forces within fashion MSEs that prompted the utilisation of E-Marketing and in essence, how the latter affected the firm's performance.

#### **2.5 Entrepreneurial Orientation and Utilisation of E-Marketing Tools.**

Some scholars have described a firm's entrepreneurial orientation (EO) as a combination of risk taking, innovation and proactiveness of a firm (Kotler & Keller, 2007; Booth, 2009). Although there is a general agreement that EO has an impact on an enterprise's performance, the effect of each EO dimension on utilisation of E-

Marketing in fashion MSEs, remains unclear. This gap justified the need to investigate how EO influences the use of E-Marketing by fashion MSEs and how it influenced performance in fashion MSEs in Kenya.

## **2.6 Influence of E-Marketing Tools on Fashion MSEs' Performance**

A key variable in this study was the measurement of MSEs' performance. Agrawal, Vikas, Arjona and Lemmens (2001), asserted that the basis of long-term profitability in a firm was the longevity of customer value, i.e., the revenue customers generate in their lifetime, less the cost of acquiring, converting, and retaining them as consumers. This assertion is true for any MSE and especially those dealing with fashion items since these goods have high obsolescence.

Chaffey (2008) reported that, E-Marketing tools are based upon the principles that govern the traditional; offline marketing that is the 4 P's (Product - Price - Promotion – Place). This study further noted that, the uniqueness of E-Marketing is that, it allows MSEs to manage both internal and external forces concurrently, to increase profitability.

Mobile telephony is a popular ICT in Kenya and is used by both MSEs and consumers (Litondo, 2010). Entrepreneurs in the fashion industry are able to inform their clients on the available products through messaging services (SMS), and even use the mobile for banking transactions like MPESA, Airtel, Orange and Yu money (Wandaka, 2009). In Kenya, a leading fashion retailer; Deacons, partnered with M-Pesa, to allow its

customers to pay for their shopping through their mobile phones, as well as maintain a web presence.

Also, Doyle and Moore (2010) noted that, despite the growth of e-fashion and E-Marketing, the scientific literature to analyze effect of E-Marketing tools was still limited and therefore, a considerable opportunity to investigate this was vital. This study therefore sought to establish the use of the mobile telephony and its effect on performance among fashion MSEs' studied.

## **2.7 Summary of Literature Review**

The fashion industry has undergone changes in the 21<sup>st</sup> century that have resulted in more selective and more value oriented customers (Brun et.al, 2008). Although television has been a powerful marketing medium, the younger generations have become more inclined to the internet for fashion shopping (Li & Fung, 2011). The internet has provided an opportunity to MSEs in Kenya, to increase market share by allowing them to communicate efficiently locally and globally (Wandaka, 2009). However, after more than fifteen years from the popularization of the internet, studies reveal that the majority of MSEs do not seem to understand E-Marketing (Fisher, 2007; Beckinsale & Levy, 2004; Tetteh & Burn, 2001). As a result, many of such MSEs fail to make the most of marketing opportunities that exist online.

Various forces have been cited that influence E-Marketing utilisation and the overall performance of MSEs. These forces included the firm's entrepreneurial orientation, internal and external forces. These forces influenced the marketing strategy in place, as

well as the firm's performance. It has been reported that for fashion, the lack of feel touch is key concern for online purchase rather than issues of security and privacy (Eggert, 2006). In Kenya, E-Marketing tools have been implemented in various industries but as cited in the literature review, very little research has been carried out to assess the forces that have influenced E-Marketing utilisation in MSEs in the fashion industry and their effect on performance.

It has also been reported that, very few MSEs understand in detail, how E-Marketing information is used to measure their firms' performance, or how success in attracting, converting and retaining customers compared with that of competing enterprises (Brodie et al., 2007). Shankar and Edward (2007) noted that, in today's marketplaces, there is a need for a new externally oriented model, which considers all other forces that affect the E-Marketing process. This new model would help organizations to understand the market. This study therefore sought to address these gaps by analyzing the utilisation of E-Marketing tools and influencing forces on the performance of fashion MSEs in Nairobi county, Kenya.

From the foregoing literature review, it is clear that E-Marketing is an important component in fashion marketing. Doyle and Moore (2010) stated that, despite the growth of e-fashion and E-Marketing, the scientific literature to analyze the use of E-Marketing strategy is still under-represented in developing economies like Kenya. Basheer (2010) also noted that, there was a need for further research to provide significant new insights into the development and implementation of E-Marketing

tools, that will enable MSEs to achieve a competitive advantage, therefore justifying the need for this study.

## **CHAPTER THREE: RESEARCH METHODOLOGY**

### **3.1 Research Design**

This study used a cross-section analytical survey method, to collect data from the respondents. This design was chosen because it allowed collection of quantitative data from the target population in a cost effective way (Mugenda & Mugenda, 2003; Saunders, et al., 2007). In addition, Saunders et al. (2007) also noted that this research design is perceived as authoritative by scholars and allows for both descriptive and inferential statistics to be used in data analysis. This research design therefore enabled the researcher to investigate the relationships between the forces influencing utilisation of E-Marketing tools and their effect on MSE's performance in the fashion industry.

### **3.2 Measurement of Variables**

Operationalisation of each study variable was important because it had implications on the reliability and validity of the results. The independent variables for this study were utilisation of E-Marketing tools, EO, internal and external forces, while, the dependent variable was MSE performance.

#### **3.2.1 Utilisation of E-Marketing Tools**

This independent variable was measured by formulating questions for respondents working in the selected fashion MSEs, on the use SEO, email marketing, social media marketing, websites, microsites, online banner advertising and mobile telephony/M-commerce. The questions were structured to measure the MSEs' use of various E-Marketing tools, in order to identify the most preferred E-Marketing strategy by fashion MSEs in Nairobi county, Kenya.

### **3.2.2 Internal Forces Influencing the Use of E-Marketing Tools in Fashion MSEs**

The measurement of this independent variable was performed by using structured research items, formulated to evaluate internal forces that affect the utilisation of E-Marketing in the 156 fashion enterprises selected for this study. The factors in the internal forces variable were identified as staff qualifications and skills, ease in the use of E-Marketing, staff's attitude towards E-Marketing and technological infrastructure in the fashion enterprises. Other internal forces investigated were, sufficiency of finances to implement E-Marketing in the fashion enterprise, the products sold, the enterprise size and expansion plans. The study also looked at whether E-Marketing helped the enterprises in accomplishing marketing tasks and goals. Each of these forces was evaluated in relation to the utilisation of E-Marketing tools and performance of the selected fashion MSEs in Nairobi County, Kenya.

### **3.2.3 External Forces Influencing the Use of E-Marketing in Tools in Fashion**

#### **MSEs**

This variable was measured by asking respondents the extent to which the economic environment, technological policies, customers and political factors, within the country influenced the use of E-Marketing and performance of fashion MSEs. The factors in the external forces variable that affected utilisation of E-Marketing in these fashion enterprises were identified as competition pressure, fear of losing market share, business environment trends, government influence and protection, customers preference in payment, purchase, customers trust of E-Marketing (security and privacy) and customer technological ability.

### **3.2.4 EO Influence on the Use of E-Marketing Tools in Fashion MSEs**

The measure of this variable was undertaken by formulating likert type of questions on three main constructs. These related to risk-taking, innovativeness and pro-activeness of the fashion MSEs. More questions were formulated to address the influence of EO on the use of E-Marketing tools and performance of the fashion MSEs in Nairobi county, Kenya.

### **3.2.5 Fashion MSE's Performance Indicators**

The performance of MSEs was measured using well structured questions for respondents on constructs of; customer conversion, customer retention, net profit and return on investment (RoI). All these performance factors were attributed to the use of E-Marketing.

## **3.3 Study Area**

The study was carried out in Nairobi county, Kenya. The respondents were selected from those fashion enterprises with an online presence. Nairobi county was selected because it had a well developed infrastructure to facilitate the implementation of E-Marketing tools in fashion MSEs, and it also had the largest number of enterprises online. Nairobi county also serves as a business hub for the East African region and other parts of the sub-Saharan Africa, thereby making the fashion industry very vibrant.

## **3.4 Target Population**

The study targeted the fashion enterprises in Nairobi County dealing in fashion products such as couture apparel, ready-to-wear clothes and accessories. A list of all fashion enterprises in the internet by 30<sup>th</sup> December, 2012 and located in Nairobi

County, Kenya, was downloaded from different uniform resource locators (URLs). The identified fashion MSEs served as the sampling frame for the study. The inclusion criterion was that these fashion enterprises operated within Nairobi County and had an online presence, either on social media, microsities or websites. A total of 226 fashion enterprises were identified from different domain resellers and social media platforms and excluded Google trader, Uzanunua and n-Soko. Table 3.1 summarizes this information.

**Table 3.1: Online Domains and Number of hosted Fashion Enterprises.**

Source: Mocality, Wow City, Facebook, uzanunua and n-Soko domains.

<b>Domain</b>	<b>Domain link</b>	<b>No. of fashion MSEs in Nairobi county</b>
Wow city	<a href="http://ke.wowcity.com/nairobi">http://ke.wowcity.com/nairobi</a>	120
Mocality	<a href="http://www.mocality.co.ke">http://www.mocality.co.ke</a>	71
Social media (Facebook, twitter, linkedIn)	<a href="http://www.Facebook.com">http://www.Facebook.com</a>	35
Google trader	<a href="http://www.google.co.ke/local/trader/s/Clothes%20&amp;%20Fashion/clothes">http://www.google.co.ke/local/trader/s/Clothes%20&amp;%20Fashion/clothes</a>	Lists individual fashion products.
Uzanunua	<a href="http://uzanunua.co.ke">http://uzanunua.co.ke</a>	Lists individual fashion products.
n-Soko	<a href="http://www.n-soko.com">http://www.n-soko.com</a>	Lists individual fashion products
<b>Total (fashion MSEs)</b>		<b>226</b>

### 3.5 Sampling Techniques

The study used a stratified random sampling technique to determine the desired sample size from the target population. These fashion enterprises were stratified according to the internet sites they were located in, within Nairobi county. This sampling technique

was deemed appropriate, because the fashion enterprises were grouped into homogeneous groups dealing in fashion products (Saunders et al., 2007).

This sampling technique also ensured that all the fashion enterprises had an equal chance of being selected into the sample (Mugenda & Mugenda, 2003). The strata used for the study were fashion enterprises on Wow city, Mocality and social media platforms. The respondents were selected from the persons within the fashion enterprises who was directly involved in E-Marketing for the enterprise. The uniform resource locators (URLs) of these enterprises are shown in Appendix G.

### 3.6 Sample Size

Based on a total population of 226 fashion enterprises that had been identified from the leading domains and the social media platforms, a sample size of 170 enterprises was computed using the formulae in Figure 3.1.

$$n = \frac{\left( \frac{P [1-P]}{A^2} + \frac{P [1-P]}{N} \right)}{Z^2}$$

**Fig 3.1: An Equation for Determining Final Sample Size**

Source: Watson, J. (2001)

Where:

n = sample size required; N = number of enterprises in the population

P = estimated variance in population, as a decimal: = (0.5)

A = Precision desired, expressed as a decimal= (0.1 for 10%)

Z = based on confidence level: =1.96 for 95% confidence

R = Estimated Response rate, as a decimal =0.8%

The sample size was calculated as follows;

$$n = \frac{\left( \frac{0.5[1-0.5]}{0.1^2} + \frac{0.5[1-0.5]}{226} \right)}{0.8} = 142.29078$$

The base sample size was increased by 20% to take into consideration potential non-response, (Kothari, 2009).

$$= 142 \times 20\% = \text{approximately } 28.$$

*The final sample size,  $n = 142 + 28 = 170$  enterprises.*

The respondents from the sample were selected by a simple random sampling method using random table numbers.

### 3.7 Research Instruments

The study used mainly primary data, which was collected using a questionnaire that had both structured and unstructured questions. This instrument was chosen because it was easy to administer to enterprises within Nairobi county. It also allowed the respondents to easily answer the questions. A five point likert scale, ranging from 1=Strongly Agree, 2=Agree, 3=Undecided, 4= Disagree, 5= Strongly Disagree, was used for

qualitative data. This five point likert scale was selected because it enabled the researcher to obtain both qualitative and quantitative data, (Mugenda & Mugenda, 2003).

Items in questionnaire were designed to cover general demographic information on the Fashion MSEs. The questionnaire also covered the variables contained in the conceptual framework: utilisation of E-Marketing by these enterprises, the internal and external forces, entrepreneurial orientation of the enterprise and the performance of the fashion enterprise. The respondents were persons within the selected fashion enterprises that were directly involved in E-Marketing.

The questionnaire consisted of a covering letter and five sections that corresponded to the main variables of the study. Part 1 of the questionnaire addressed the fashion enterprise demographics while part 2 of the questionnaire addressed the characteristics of the fashion enterprises. Part 3 addressed the utilisation of E-Marketing tools in the fashion enterprises. The 4<sup>th</sup> & 5<sup>th</sup> parts of the questionnaire looked at the internal and external forces influencing the utilisation of E-Marketing tools. Part 6 of the questionnaire addressed the EO of the fashion enterprises and part 7 dealt with E-Marketing performance indicators.

### **3.8 Pre-testing of Research Instruments**

In the process of developing the instruments and contribute to validity, the questionnaire was reviewed by lecturers in the Fashion Design department of Kenyatta University. To avoid variance in measurement of the variables, the research instruments were pre-

tested on a similar sample, to ensure the specificity and precision of the questionnaire. The sample for pre-testing was selected randomly from 30 enterprises that were not included in the final sample. The main purpose of the pre-test was to check the face validity and content validity of the instrument. The pre-test also estimated the average completion time of the questionnaire. The pre-test revealed that structured items in the research instrument were easier to answer while unstructured items in the questionnaire discouraged the respondents. The research instrument was therefore revised, based on this feedback to minimize the unstructured items so as to eliminate ambiguities and missing data from the respondents.

### **3.9 Validity and Reliability of Research Instruments**

The researcher paid attention to both validity and reliability of the research instruments. Content validity of the questionnaire was established through consultation with 3 marketing managers who had knowledge on E-Marketing tools in MSEs. Content validity was further determined by having discussions with the academic supervisors at the designing and pre-testing stages. This was done to ensure that the questions were relevant to the fashion industry, and minor adjustments in relation to the E-Marketing terminology were made in the research tool as required.

To test the reliability of the instrument, the Cronbach-Alpha was computed. A Cronbach's Alpha of 0.834 which indicated a high level of internal consistency was obtained for the 45 likert scale questions. A Cronbach's Alpha of 0.689 was obtained for the 16 interval and nominal questions in the research instrument. The reliability of the entire research instrument was calculated based on standardized item. A coefficient

of 0.752 for 61 items was obtained, indicating that the reliability of the research instrument was acceptable. These results are summarized in Appendix D.

### **3.10 Data Collection Techniques**

Primary data was collected using a self administered questionnaire. Four research assistants were trained by the researcher to assist in data collection. The training included skills required in data collection and understanding the terminologies used in the research instrument. These assistants were undergraduate students in the Department of Fashion Design and Marketing of Kenyatta University, who were savvy in E-Marketing not in session during the data collection period. To minimize the non response rate, the research assistants assisted the respondents in filling the questionnaire and clarified any unclear items.

A copy of the introductory letter accompanied the questionnaire, clearly explaining the purpose of the research and expected benefit to fashion marketers and academia. The respondents were assured of confidentiality of their information and informed that the findings were purely for research purposes. The researcher regularly crosschecked the data collected regularly for clarity, during the data collection period.

### **3.11 Data Analysis and Presentation**

The data were analyzed using the Statistical Package for Social Sciences (SPSS) version 19.0. The analysis involved various stages such as, editing, coding, tabulation and advanced data analysis techniques. The data were assessed to certify that the minimum data quality standards had been met.

Data coding was done by assigning numbers to answers, so that responses could be grouped into a limited number of categories. This procedure was necessary for open ended questions. Measures of central tendency were used to describe various variables and give an overview of the data. Measures of dispersion such as standard deviation were also used to describe the variables.

### **3.11.1 Multiple Regression Analysis**

Multiple regression analysis was used to examine the relationship between the independent variables (E-Marketing tools, internal forces, external forces and EO) and the dependent variable (MSE performance). The independent variables were re-coded into dichotomous variables so as to be used in multiple regressions (Field, 2005). This was followed by the process of model trimming and generation of histograms, which showed that the residuals were normally distributed. For each set of input factors, a set of output parameters were established using the regression model.

Correlation coefficient test and significant levels were conducted to check the strength of the linear relationships between pairs of variables. The determinant of correlation matrix and residual histograms were generated to provide the information on the multicollinearity among various variables (Malhotra, 2004). A regression model predicting the relationship between the independent variables (utilisation of E-Marketing tools, EO, Internal and External forces) was derived to further explain the influence of the independent variables on the dependent variable (Performance).

The unstandardized coefficients ( $\beta$ ) values, were used in the prediction equation and to interpret the results. A regression model, which was expressed in the general form, shown by the equation 1, used the values of the input (independent variables), and transformed them into the desired output (dependent variables). The model, which was developed using SPSS version 19, was:

$$y_i = \beta_0 + \beta_1 x_{1i} + \dots + \beta_p + \varepsilon_i$$

Where  $y$  is the dependent variable,  $x$  is the independent variable,  $\beta$  is the coefficient,  $\varepsilon_i$  is the error term or residual,  $\beta_0$  is the y-axis intercept. This model was used to predict the influence of various independent variables on the dependent variable, (performance measures). Based on these findings, various interpretations and conclusions were drawn from the study.

### **3.12 Logistical and Ethical Considerations**

A letter of introduction from Kenyatta University seeking respondents' consent was obtained, in order for the respondents to give their informed consent before participation in the study. Permission was sought from the Nation Commission of Science, Technology and Innovation, (NaCoSTI) before data collection. The researcher ensured that confidentiality and anonymity of respondents was maintained.

## **CHAPTER FOUR: FINDINGS AND DISCUSSION**

### **4.1 Introduction**

This chapter deals with the interpretation and explanations of the study with regard to the stated hypotheses and research objectives. The findings and discussions are divided into five sections. Since the response rate of the 170 respondents was at 91.7%, 156 completed questionnaires were used in the analysis.

The first section discusses the demography of the selected 156 fashion enterprises used in this study. The second section addresses the characteristics of the 156 fashion enterprises. The third section addresses the utilisation of E-Marketing tools while the fourth section discusses the forces influencing utilisation of E-Marketing tools in these fashion enterprises. Univariate analysis was computed using measures of central tendency such as mean, median and standard deviation.

The fifth section of this study discussed correlation and regression analysis. Regression measures such as one way ANOVA, significance values (p), beta coefficients and t values were used to explain the relationships between dependent and independent variables. Finally, multivariate analysis using multiple linear regression was performed to explain how the independent variables influenced the dependent variable, (performance), in the 156 fashion enterprises.

### **4.2 Demographic Analysis of Participants**

The research instrument had items that investigated the demography of the respondents in the 156 fashion enterprises, according to their age, gender, working period in the

enterprises, education level, role of the respondents in the fashion enterprises and respondents' involvement in E-Marketing. These findings are summarized in Table 4.1 to Table 4.6.

#### **4.2.1 Age of Respondents in the Fashion Enterprise Studied**

The researcher sought to find out the age of the respondents in the 156 fashion enterprises. This item was important because it would explain if age of the respondents had any relation with the fact that these fashion enterprises had opted to use E-Marketing tools. Table 4.1 summarized the different ages of the respondents.

***Table 4.1 Age Category of Respondents in the Fashion Enterprises***

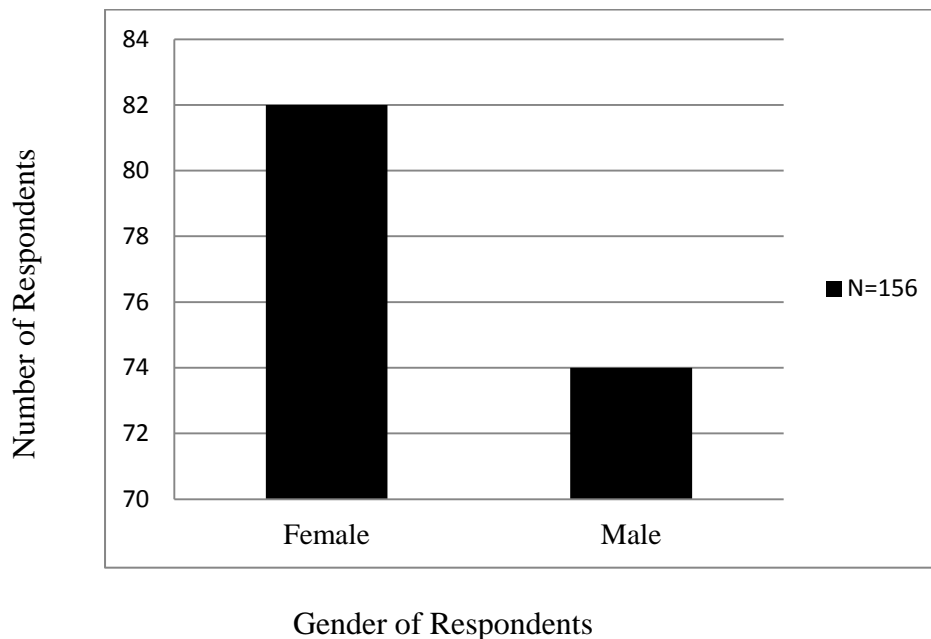
<b>Age Category of Respondents</b>	<b>N=156</b>	<b>Percent</b>
Under 30 years	91	58.3
30-40 years	13	8.3
41-50 years	0	0.00
51-60 years	52	33.4
<b>Total</b>	<b>156</b>	<b>100</b>

The findings represented in Table 4.1 revealed that majority of the respondents, (58.3%) were under the age of 30 years and 33.4% were between ages 51-60 years. Only 8.3% were between ages 30-40 years and no respondent was between 41-50 age bracket. This finding revealed that, the 156 fashion enterprises were owned or employed youthful persons under the age of 30 years old. Very few respondents were between 30-50 age bracket. The youthful ages of the respondents would explain why, these fashion enterprises used E-Marketing tools, because the employees were more technology savvy, (Ming, 2011). However, there was an increase of persons aged

between 51-60 years, which could mean that retired persons also ventured into the fashion business as noted by some scholars, (Elung'ata et al.' 2008).

#### 4.2.2 Gender of the Respondents

The researcher sought to find out the gender of the respondents, to determine which gender predominantly worked in the fashion industry. Figure 4.1 summarized these findings.



**Figure 4.1: Respondents' Gender**

The results in Fig. 4.1 revealed that, majority of the respondents were female, represented by 82 respondents, or 52.6%, while the male were represented by 74 respondents or 47.4%. These findings correspond with related studies in the textile and apparel industry, where majority of the fashion entrepreneurs and traders were female, (Elung'ata et al., 2008; Wandaka, 2009).

### 4.2.3 The Period the Respondents had been in the Fashion Enterprises

The study sought to establish the period the respondents had worked or owned the enterprises. This finding was important because it helped the researcher to infer how long the enterprises had been in operation. Table 4.2 summarized the period in years that the respondents had worked or owned the fashion enterprises.

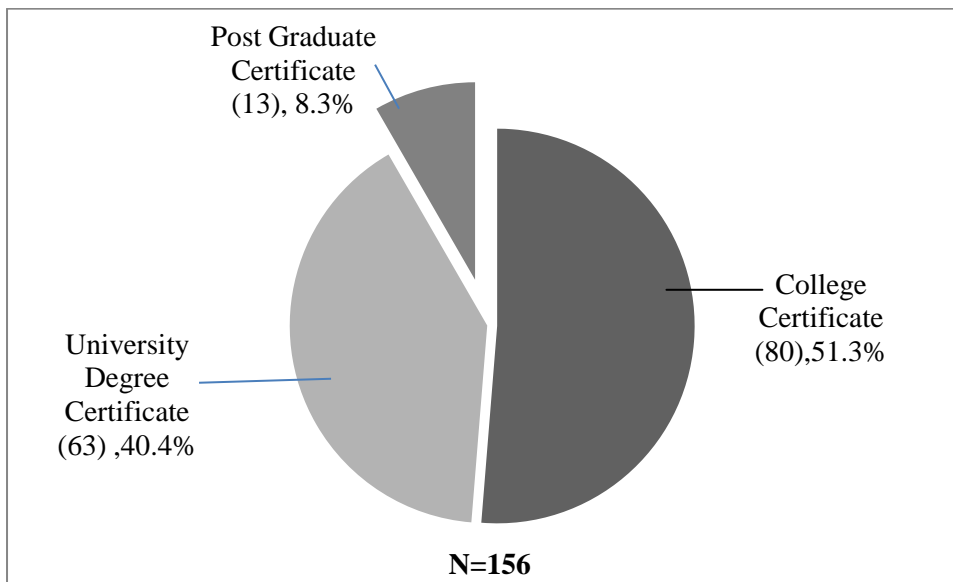
*Table 4.2 Period the Respondents had been in the Fashion Enterprises*

<b>Period respondents had been in the enterprises</b>	<b>N=156</b>	<b>Percent</b>
Under 5 years	140	89.7
5years and above	16	10.3
<b>Total</b>	<b>156</b>	<b>100</b>

The findings in Table 4.2 revealed that majority of the respondents represented by 89.7%, had been in the enterprises for less than 5 years, while only 10.3% had been in the enterprises for 5 years and above. This finding implied that majority of these fashion enterprises did not operate for more than 5 years. This finding corresponds with findings from a related study that revealed that most fashion enterprises do not survive for more than three years, (Elung'ata et al., 2008).

### 4.2.4 Respondents' Education Level

The study sought to find out the level of education of the respondents because the researcher assumed that those fashion enterprises that utilized E-Marketing tools had highly educated owners or employees, who were conversant with these tools. Fig 4.2 summarized the respondents' education levels.



**Figure 4.2 Respondent's Level of Education**

The findings in Fig 4.2 revealed that, majority of the respondents, (51.3%) or 80 respondents, had college level certificate. Less than half of the respondents, represented by (40.4%) or 63 respondents had a university degree certificate and only 8.3% or 13 respondents had post graduate certificate level of education. This finding reveals that the fashion enterprises that had an online presence had highly educated personnel, who were able to keep up with technological advancement, (Li & Fung, 2011).

#### **4.2.5 Respondents' Role in the Fashion Enterprises**

The researcher sought to determine the role the respondents played in the fashion enterprises. This information was important because it helped to determine whether the respondents were aware of the E-Marketing tools used by their fashion enterprises. The findings are summarized in Table 4.3.

**Table 4.3 Respondents' Role in the Fashion Enterprises**

<b>Respondents' Role in the Fashion Enterprises</b>	<b>N=156</b>	<b>Percent</b>
Owner/Co-owners	98	62.8
Employees	58	37.2
<b>Total</b>	<b>156</b>	<b>100</b>

The results in Table 4.3 showed that the respondents who participated in the study were represented by owners/ co-owners (62.8%) and employees (37.2%). The employees included sales persons, marketers, designers, and procurement personnel. This finding reveals that most of the respondents in these fashion enterprises are either owners or co-owners of the business due to their small sizes, (Elung'ata et al., 2008).

#### **4.2.6 Respondents' Involvement in E-Marketing**

The researcher sought to find out whether the respondents were directly involved in the use of E-Marketing tools in their enterprises. Table 4.4 summarized the respondents' involvement in utilisation of E-Marketing in the fashion enterprises.

**Table 4.4 Responses on involvement in E-Marketing in the Fashion Enterprises**

<b>Respondents' Involvement in E-Marketing</b>	<b>N=156</b>	<b>Percent</b>
Yes	139	89.1
No	19	10.9
<b>Total</b>	<b>156</b>	<b>100.00</b>

The findings in Table 4.4 revealed that, majority of the respondents, (89.1%) were directly involved in E-Marketing use in their enterprises while only 10.9% of the respondents were not directly involved in the use of E-Marketing in their enterprises. The high involvement in the use of E-Marketing by the respondents could be attributed to the fact that the respondents were either owners or co-owners of the fashion

enterprise or worked in sales, marketing and procurement. These roles required these respondents to participate actively in E-Marketing of the products in their enterprises.

#### **4.2.7 Categorization of the Fashion Enterprises Studied**

The enterprises were categorized into three main groups. The first category was according to the number of permanent employees in each enterprise, in order to determine whether they were micro, small or medium enterprises. The second categorization was according to the type of products sold in the enterprise. This categorization was necessary to establish whether the fashion retailers exclusively sold one product or a diversified product line. The third categorization was according to the number of branches the 156 fashion enterprises had in Nairobi County or elsewhere. This was important because it would establish whether the enterprises only operated in Nairobi or had expanded to other geographical areas.

##### **4.2.7.1 Number of Employees in the Fashion Enterprises Studied**

The researcher sought to determine how many employees worked in each of the 156 enterprises used in the study because this finding would help to categorize the fashion enterprises into micro, small or medium categories. These findings are summarized in Table 4.5.

**Table 4.5 Number of Permanent Employees in the Fashion Enterprises**

<b>Category of Enterprises</b>	<b>No. of Employees</b>	<b>N=156</b>	<b>Percent</b>
Micro Enterprises	1	37	23.7
	2	52	33.3
	3	29	18.6
	4	22	14.1
	5	3	1.9
	<b>Total</b>	<b>143</b>	<b>91.7</b>
Small Enterprises	6	5	3.2
	7	3	1.9
	8	3	1.9
	15	2	1.3
	<b>Total</b>	<b>13</b>	<b>8.3</b>
<b>Grand Total</b>		<b>156</b>	<b>100</b>

The results presented in Table 4.5 indicated that majority of fashion enterprises represented by 33.3% had 2 employees while 23.7% of the fashion enterprises had only 1 employee. A significant proportion of enterprises, represented by 18.6% had 3 employees, 14.1% had 4 employees, while only 1.9% of the enterprises had 5 employees. These fashion enterprises were categorized as micro enterprises.

Among those enterprises that had more than 5 employees, 3.2% had 6, 1.9% had 7 and 8 employees respectively while only 1.3% had 15 employees, therefore qualifying to be Small enterprises. This finding corresponds with previous studies that have shown that majority of the fashion enterprises in Kenya are MSEs, employing less than 20 people, (Elung'ata et al., 2008; Wandaka, 2009).

#### **4.2.7.2 Types of Fashion Products Sold in the Fashion Enterprises Studied**

The study sought to determine the fashion products sold in each of the fashion enterprises studied, in order to determine whether these fashion enterprises had a

narrow or a broad product line. The main products sold were: new imported clothes, second hand clothes, tailor-made clothes and assorted fashion products such as shoes, handbags and cosmetics. These findings are summarized in Tables 4.6- 4.9.

***Table 4.6 Fashion Enterprises that sold New Imported Clothes in their Product Line***

<b>Category</b>	<b>Variable</b>	<b>N=156</b>	<b>Percent</b>
<b>Enterprises that sold Imported clothes in their product line</b>	New imported clothes	22	14.1
	New imported, second hand & assorted fashion products	13	8.3
	New imported & second hand clothes	8	5.1
	New imported & assorted fashion products	8	5.1
	New imported, tailor-made & assorted fashion products	6	3.8
	New imported, tailor-made, second hand & assorted fashion products	3	1.9
	New imported, tailor-made & second hand clothes	1	0.6
	<b>Total</b>	<b>61</b>	<b>38.9</b>

The results in Table 4.6 revealed that, a cumulative total of 61 enterprises, representing 38.9% of the 156 fashion enterprises studied, sold new imported clothes/products in their product line. Among these enterprises, those that exclusively sold only new imported clothes were 22 enterprises, representing 14.1%. The other fashion enterprises sold a combination of fashion products, inclusive of the new imported clothes, to increase their product line.

*Table 4.7 Fashion Enterprises that sold Secondhand Clothes in their Product Line*

<b>Category</b>	<b>Variable</b>	<b>N=156</b>	<b>Percent</b>
<b>Enterprises that sold secondhand clothes in their product line</b>	Second hand clothes	48	30.8
	Second hand, new imported & assorted fashion products	13	8.3
	Second hand & assorted fashion products	6	3.8
	Second hand, new imported, tailor-made, & assorted fashion products	3	1.9
	Second hand, new imported & tailor-made clothes	1	0.6
	<b>Total</b>	<b>71</b>	<b>45.5</b>

The results in Table 4.7 revealed that, the fashion dealers that sold second hand clothes/products in their product line, represented by 71 enterprises (45.5%) , of the 156 fashion enterprises. A significant number of the fashion enterprises, represented by 48 enterprises or 30.8%, exclusively sold secondhand clothes/products. There were also 13 enterprises or 8.3% that sold a number of products such as: new imported clothes, second hand clothes & assorted fashion products.

The fashion enterprises that sold a combination of secondhand clothes & other fashion products were represented by 6 enterprises or 3.8%. A few fashion enterprises represented by 3 enterprises or 1.9% sold a new imported, tailor-made and second hand clothes. In addition, they also sold other fashion products such as cosmetics, shoes and handbags. Only 1 enterprise representing 0.6% sold second hand clothes, new imported and tailor-made clothes.

This finding corresponds with related studies that reveal that second hand clothes and newly imported ones were mainly sold in the Kenyan apparel market since the liberalization of the textile industry in the 1990s. This is because higher taxes were

imposed on inputs for locally produced apparel, therefore rendering the imported clothes, whether new or secondhand, to become cheaper. Other factors that have contributed to this trend include good workmanship of imported garments and the uniqueness of secondhand garments, (Elung'ata et al., 2008).

**Table 4.8 Fashion Enterprises that sold Tailor-made Clothes in their Product Line**

<b>Category</b>	<b>Variable</b>	<b>N=156</b>	<b>Percent</b>
<b>Enterprise that sold tailor-made clothes/products in their product line</b>	Tailor-made clothes	24	15.4
	Tailor-made clothes & assorted fashion products	7	4.5
	Tailor-made, new imported & assorted fashion products	6	3.8
	Tailor-made, new imported, second hand & assorted fashion products	4	2.5
	<b>Total</b>	<b>41</b>	<b>26.3</b>

The results in Table 4.8 showed that, the fashion enterprises which sold tailor-made clothes in their product lines were represented by 41 enterprises or 26.3% of the 156 fashion enterprises. Some of these enterprises, (24) or 15.4% exclusively sold only tailor made clothes. There were 7 enterprises that sold tailor-made clothes & other fashion products, representing 4.5%, while enterprises that sold tailor-made, new imported and assorted fashion products were represented by 6 enterprises making 3.8% of the 156 enterprises.

The last category of enterprises sold an assortment of fashion products such as jewelry, shoes, hand bags and cosmetics in their product line. Table 4.9 summarized this finding.

**Table 4.9 Fashion Enterprises that sold Assorted Fashion Products in their Product***Line*

<b>Category</b>	<b>Variable</b>	<b>N=156</b>	<b>Percent</b>
<b>Enterprises that sold assorted fashion products in their product line</b>	Assorted fashion products(cosmetics, jewellery, shoes, hand bags)	9	5.8
	Assorted fashion/products, new imported clothes & second hand clothes.	13	8.3
<b>Total</b>		<b>22</b>	<b>14.1</b>

Table 4.9 showed that, only 14.1% of the 156 fashion enterprises studied sold assorted fashion products among other items. Only 5.8% of these enterprises exclusively sold assorted fashion products such as cosmetics, jewellery, handbags, shoes, etc. The enterprises that sold assorted fashion products, new imported clothes & second hand clothes were represented by 13 enterprises that made 8.3%.

#### **4.2.8 Types of Fashion Enterprises**

Table 4.10 summarized the types of business entities. This finding was important because it helped the researcher to categorize the 156 fashion enterprises. These categories were sole proprietorships, partnerships, limited companies and franchises.

**Table 4.10 Type of Fashion Enterprises**

<b>Types of Fashion Enterprises</b>	<b>N=156</b>	<b>Percent</b>
Sole proprietor/ individual owner	84	53.8
Partnership	57	36.5
Limited company	13	8.3
Franchise	2	1.3
<b>Total</b>	<b>156</b>	<b>100</b>

The results shown on Table 4.10 revealed that, out of the 156 fashion enterprises which participated in the study, majority of them, (53.8%) were sole proprietorships while

36.5% were partnerships. Only 8.3% of these enterprises were limited companies while 1.30% were franchises.

#### 4.2.9 Number of Fashion Outlets

The study sought to establish the number of fashion outlets each of the 156 fashion enterprises operated. Although the number of fashion enterprises that participated in the study was 156, the researcher was interested in establishing whether these enterprises had other branches within or outside Nairobi County. This finding was important because it provided information on whether fashion enterprises run one or more outlets under the same business name. Table 4.11 summarized the number of fashion outlets each of the 156 fashion enterprise studied operated within and outside Nairobi County.

*Table 4.11 Number of Fashion Outlets/Shops out of Nairobi County*

<b>No. of outlets out of Nairobi County</b>	<b>N=156</b>	<b>Percent</b>
0	125	80.1
1	29	18.6
4	1	0.6
6	1	0.6
<b>Total</b>	<b>156</b>	<b>100</b>

The findings in Table 4.11 revealed that majority of these enterprises (80.1%) had no outlets/shops in other areas while, 18.6% of the enterprises studied had 1 outlet/shop in another town. Among the enterprises with outlets/shops outside Nairobi, (0.6%) had 4 and 6 outlets each in other towns. This finding revealed that these fashion enterprises had expanded to other towns and countries.

#### 4.2.10 Location of the Fashion Enterprises within Nairobi County

Tables 4.12-4.15 summarized the location of the 156 fashion enterprises and their outlets. This finding was important to the study because it explained where the main outlets of the enterprises under investigation could be found within Nairobi County since some of them had multiple outlets. These fashion enterprises had outlets within the city centre, in the city suburbs, in Nairobi residential areas, online/virtual shops as well as in other towns.

*Table 4.12 Location of the Fashion Enterprise*

<b>Location</b>	<b>N=156</b>	<b>Percent</b>
City Centre	75	48.08
Residential Areas	40	25.64
City suburbs/outskirts	30	19.23
Virtual	11	7.05
<b>Total</b>	<b>156</b>	<b>100</b>

Results in Table 4.12 revealed that the main locations for the 156 fashion enterprises were in the city centre, in the city centre suburbs, in Nairobi residential areas and online/virtual shops. Majority of the 156 fashion enterprises (48.08%) had their main outlet within the city centre.

The results also revealed that 25.64% of these enterprises had their main outlet within Nairobi residential while a total of 23 enterprises or 19.23% had their main outlets in the city suburbs such as Yaya centre, Village Market, Westlands etc. Those fashion enterprises that had online/virtual shops where clients could shop and buy online were represented by 7.05%.

### 4.3 Utilisation of E-Marketing Tools by the Fashion Enterprises

The E-Marketing tools used the Fashion enterprises studied, were categorized into two main groups; mobile telephone and the internet. Mobile telephony was considered as an offline E-Marketing tool while the internet was considered as an online E-Marketing tool. These findings are summarized in Tables 4.16-4.18.

#### 4.3.1 Number of Months the Fashion Enterprises had used Mobile Telephony Marketing

This study investigated the number of months the 156 fashion enterprises had used mobile telephony marketing, in order to determine how long this tool had been used. Table 4.13 summarized the number of months each enterprise had used mobile telephony in marketing.

*Table 4. 13 Number of Months the Fashion Enterprises used Mobile Telephony*

<b>Number of months</b>	<b>N=156</b>	<b>Percent</b>
1-20	104	66.6
21-40	41	26.3
41-60	9	5.8
>60	2	1.3
<b>Total</b>	<b>156</b>	<b>100</b>

Results in Table 4.13 show that the majority of the enterprises (66.6%) had used mobile telephony for 20 months or less to market fashion products in their enterprises, while 26.3% had used the same for 21-40 months. This finding concurs with related studies that revealed that with the growing popularity of smart phones, M-commerce is expected to become more popular in the near future. Li and Fung (2011) and Litondo (2010) proposed that the mobile phone was the tool for MSEs in Kenya

### 4.3.2 Number of Months the Fashion Enterprises used Internet Marketing

The study sought to establish the number of months the fashion enterprises had used the internet, in order to determine how long each of the 156 fashion enterprises had used this tool. Table 4.14 summarized the number of months each of the enterprises had used internet marketing.

*Table 4.14 Number of Months the Fashion Enterprises used Internet Marketing*

<b>Number of Months</b>	<b>N=156</b>	<b>Percent</b>
1-20	131	84.1
21-40	21	13.5
41-60	3	1.8
>60	1	0.6
<b>Total</b>	<b>156</b>	<b>100</b>

The results in Table 4.14 revealed that majority of the enterprises (84.1%) had used the internet in marketing for between 1-20 months, while 13.5% had used it for 21-40 months. Only 0.6% of the fashion enterprises had used internet marketing for over 60 months. This finding implied that the uptake of internet marketing had increased tremendously in the past one year, perhaps due to the government policies on ICT that had been implemented by the Kenya Government.

### 4.3.3 E-Marketing Tools used by Fashion Enterprises

The research instrument had established that the 156 fashion enterprises used the internet to market their products. Various E-Marketing tools were used by these fashion enterprises. This study sought to find out the different E-Marketing tools used in the fashion enterprises. These tools included emails, twitter, online banners, SEM, SEO, websites, online marketing places and newsletters. Tables 4.15- 4.24 summarized the various E-Marketing tools used by the fashion enterprises studied.

#### 4.3.3.1 Fashion Enterprises use of E-Mail in Marketing Activities

This study sought to find out if the 156 fashion enterprises used E-Mail marketing. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed that their fashion enterprise used e-mail in conducting marketing activities. The findings are summarized in Table 4.15.

*Table 4.15 Email Marketing*

<b>Response</b>	<b>N=156</b>	<b>Percent</b>
Agree	64	41.0
Strongly Agree	42	26.9
Neutral	27	17.3
Disagree	23	14.7
<b>Total</b>	<b>156</b>	<b>100</b>

Table 4.15 revealed that, majority of the respondents, represented by 67.9% used email marketing. Of these enterprises, 41% agreed and 26.9% strongly agreed that their enterprises used E-Marketing. Some of the respondents represented by 17.3%, gave a neutral response on whether their enterprises used emails in marketing, implying that the respondents were not sure. Only 14.7% of the respondents indicated that this strategy was not used in their enterprises. This finding on the popularity of email use in marketing corresponds with others of related studies that found out that email gives regular clients information on products, discounts and new arrivals. This leads to customer retention, therefore Email marketing has become a popular E-Marketing tool, (Rita et al., 2003).

#### 4.3.3.2 Fashion Enterprises use of Mobile Telephony Marketing

The study sought to determine whether mobile telephony marketing was used by the 156 fashion enterprises. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed that their

fashion enterprise used mobile telephony in conducting marketing activities. The findings are summarized in Table 4.16.

**Table 4.16 Mobile Telephony Marketing**

<b>Response</b>	<b>N=156</b>	<b>Percent</b>
Agree	77	49.4
Strongly Agree	42	26.9
Neutral	27	17.3
Disagree	8	5.1
Strongly Disagree	2	1.3
<b>Total</b>	<b>156</b>	<b>100.0</b>

Results in Table 4.16 revealed that majority of the enterprises, (76.3%) used mobile telephony in marketing their products. A significant number of these enterprises, (49.4%) agreed that they used mobile telephony in their marketing activities while 26.9% strongly agreed. Only a small percentage, represented by (5.1%), disagreed that they used mobile telephony in marketing. This finding corresponds with that of related studies that have shown that, mobile telephony was the preferred marketing tool for MSEs in sub-Saharan Africa, (Litondo, 2010).

#### **4.3.3.3 Fashion Enterprises use of Facebook in Marketing Activities**

The study sought to find out whether the 156 fashion enterprises used Facebook in Marketing. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed that their fashion enterprise used Facebook in conducting marketing activities. The findings are summarized in Table 4.17.

**Table 4.17 Facebook Marketing**

<b>Response</b>	<b>N=156</b>	<b>Percent</b>
Agree	62	39.7
Strongly Agree	59	37.8
Neutral	27	17.3
Disagree	8	5.1
<b>Total</b>	<b>156</b>	<b>100</b>

Table 4.17 revealed that majority of the enterprises, (77.5%) used Facebook in conducting marketing activities, where 39.7% agreed and 37.8% strongly agreed. Only 5.1% disagreed while 17.3% gave a neutral response, implying that they were unsure that Facebook was used for marketing in their enterprises. This finding corresponds with a related study in which Facebook was found to maximize online traffic and increase an enterprise's opportunity for sales and profits. In addition, Facebook has become a very useful in E-Marketing tool for enterprises that have low marketing budgets, (Li & Fung, 2011).

#### **4.3.3.4 Fashion Enterprises use of Twitter Marketing**

This study sought to find out the use of twitter marketing in the 156 fashion enterprises. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed that their fashion enterprise used twitter in conducting marketing activities. Table 4.18 summarized the use of twitter as E-Marketing strategy.

**Table 4.18 Twitter Marketing**

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Agree	51	32.7
Neutral	40	25.6
Strongly Agree	34	21.8
Disagree	27	17.3
Strongly Disagree	4	2.6
<b>Total</b>	<b>156</b>	<b>100</b>

The findings in Table 4.18 revealed that, majority of the enterprises, (54.5%) used twitter in conducting their marketing activities, where 32.7% agreed and 21.8% strongly agreed respectively. Only 17.3% disagreed that their enterprises did not use twitter in their marketing activities while 29.6% gave a neutral response on the use of twitter marketing in their enterprise. The neutral responses could imply that the respondents were not sure whether twitter was used for marketing in their enterprises.

#### **4.3.3.5 Fashion Enterprises use of Online Banner Marketing**

This study sought to find out if online banner marketing was used in the 156 fashion enterprises studied. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed that their fashion enterprise used online banners in conducting marketing activities. Table 4.19 summarized these findings.

**Table 4.19 Online Banner Marketing**

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Agree	47	30.1
Neutral	40	25.6
Disagree	40	25.6
Strongly Agree	23	14.7
Strongly Disagree	6	3.8
<b>Total</b>	<b>156</b>	<b>100</b>

Table 4.19 revealed that majority of the respondents represented by (44.8%) affirmed that, their enterprises used online banner in conducting of their marketing activities; in which (30.1%) agreed, (14.7%) strongly agreed, and 25.6% of the respondents gave a neutral response. The neutral responses could imply that the respondents were not sure whether online banner marketing was used by their fashion enterprises. The respondents who felt that their enterprises that did not use online banner marketing were represented by 39.4%, where, 25.6% disagreed and 3.8% strongly disagreed.

#### 4. 3.3.6 Fashion Enterprises use of SEM

This study sought to find out whether the 156 fashion enterprises used SEM. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed that their fashion enterprise used SEM in conducting marketing activities. Table 4.20 summarized the use of SEM by fashion enterprises in marketing their products.

**Table 4.20 Search Engine Marketing**

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Agree	47	30.1
Neutral	42	26.9
Disagree	35	22.4
Strongly Agree	29	18.6
Strongly Disagree	3	1.9
<b>Total</b>	<b>156</b>	<b>100</b>

Table 4.20 revealed that majority of the respondents, represented by 48.7% affirmed that they used SEM in conducting their marketing activities, where 30.1% agreed and 18.60% strongly agreed. A significant proportion of the 156 fashion enterprises, represented by 34.3%, did not use SEM, where 22.4% disagreed and 1.9% strongly

disagreed. In addition, a total of 26.9% of the enterprises gave a neutral response. This finding indicated that, the respondents did not seem to be aware of the potential in using this strategy to increase sales in their enterprises.

#### **4.3.3.7 Fashion Enterprises use of E-Newsletter Marketing**

This study sought to find out whether e-Newsletters were used by the 156 fashion enterprises. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed that their fashion enterprise used e-Newsletters in conducting marketing activities. Table 4.21 summarized the use of e-Newsletters in E-Marketing by the investigated enterprises.

***Table 4.21 E-Newsletter Marketing***

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Agree	50	32.1
Neutral	43	27.6
Disagree	37	23.7
Strongly Agree	22	14.1
Strongly Disagree	4	2.6
<b>Total</b>	<b>156</b>	<b>100</b>

Table 4.21 revealed that majority of the enterprises represented by 46.2%, confirmed that their enterprises used e-Newsletters in conducting their marketing activities, where 32.1% agreed and 14.1% strongly agreed. This finding corresponds with related studies indicating that enterprises around the world have used e-Newsletters to inform and promote their products via email, (Rita et al., 2003). The enterprises that did not use e-Newsletters marketing were represented by 26.3%, where 23.7% disagreed and 2.6% strongly disagreed. A significant number of respondents represented by 27.6% gave a

neutral response, implying that they did not seem to be aware of the use of e-Newsletters for marketing in their enterprises.

#### **4.3.3.8 Fashion Enterprises use of Websites in Marketing Activities**

This study sought to find out whether websites were used by the 156 fashion enterprises studied. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed that their fashion enterprise used websites in conducting marketing activities. Table 4.22 summarized the use of websites in marketing activities by the 156 fashion enterprises.

***Table 4.22 Website Marketing***

<b>Response</b>	<b>N=156</b>	<b>Percent</b>
Neutral	51	32.7
Agree	43	27.6
Strongly Agree	36	23.1
Disagree	16	10.3
Strongly Disagree	10	6.4
<b>Total</b>	<b>156</b>	<b>100</b>

Table 4.22 revealed that majority of the respondents represented by (50.1%), confirmed that they used website in conducting their marketing activities, where 27.6% and 23.1% agreed and strongly agreed respectively.

A significant number of enterprises represented by 32.7% were neutral on whether their enterprises used websites in marketing, implying that these enterprises were unsure websites really marketed their fashion enterprises. Only 16.7% acknowledged that their enterprises didn't use websites in conducting their marketing activities, 10.3% disagreed and 6.4% strongly disagreed respectively.

#### 4.3.3.9 Fashion Enterprises use of SEO in Marketing Activities

This study sought to find out whether SEO was used by the 156 fashion enterprises studied. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed that their fashion enterprise used SEO in conducting marketing activities. Table 4.23 summarized the use of SEO in conducting marketing activities in the 156 fashion enterprises.

**Table 4.23 SEO Marketing**

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Disagree	66	42.3
Neutral	33	21.2
Agree	27	17.3
Strongly Agree	16	10.2
Strongly Disagree	3	9.0
<b>Total</b>	<b>156</b>	<b>100</b>

Table 4.23 revealed that, majority of the enterprises, represented by 51.3%, disagreed that they use SEO in conducting their marketing activities, in which 42.3% and 9.0% disagreed and strongly disagreed respectively. In addition, 21.2% of the respondents gave neutral responses, implying that, they were not sure whether SEO was used in their enterprises. A significant number of the 156 fashion enterprises, represented by 27.6% used SEO in E-Marketing, where, 17.3% agreed and 10.3% strongly agreed respectively. This finding shows that there is very low usage of SEO, yet related studies have revealed that SEO helps a business to attract customers, generate brand awareness, and build trust by increasing its website's visibility. SEO also creates a good way of identifying the market segments, (Smith & Chaffey, 2007).

#### 4.3.3.10 Fashion Enterprises use of Microsites in Marketing Activities

Different e-solutions have been designed to suit the needs of fashion enterprises. These solutions include the use of microsites on platforms such as OLX, WowCity, Mocality etc. This study sought to find out whether microsites were used by the 156 fashion enterprises studied. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed that their fashion enterprise used microsites in conducting marketing activities. Table 4.24 summarized the findings on the use of microsites in conducting marketing activities in the 156 fashion enterprises studied.

**Table 4.24 Microsites Marketing**

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
	Frequency	Percent
Agree	66	42.3
Disagree	34	21.8
Neutral	25	16.0
Strongly Agree	21	13.5
Strongly Disagree	10	6.4
<b>Total</b>	<b>156</b>	<b>100</b>

Table 4.24 revealed that, the use of microsites/online market places in marketing seemed to be popular with the enterprises studied, with majority (55.8%), affirming their enterprise used this strategy while 28.2% disagreed. Of those enterprises that used microsites, 42.3% agreed and 13.5% strongly agreed while those that did not use it were represented by 21.8% who disagreed and 6.4% strongly disagreed. Only 16.0% of the respondents gave a neutral response, implying that they were unsure of the use of microsites for marketing purposes for their fashion enterprises.

#### 4.3.4 Most Utilized E-Marketing Tools in the Fashion MSEs

This study sought to determine which E-Marketing tools were mainly used by the 156 fashion enterprises that participated in the study. This finding was important because it revealed the most popular E-Marketing tools. The mean of the responses was computed as shown in Table 4.25.

*Table 4.25 E-Marketing Tools used by Fashion Enterprise*

<b>E-Marketing Strategy</b>	<b>Mean</b>	<b>N=156</b>
Facebook	1.90	156
Mobile telephony	2.04	156
Email	2.20	156
Twitter	2.46	156
Website	2.49	156
Search Engine Marketing	2.59	156
Online Marketing Places	2.65	156
E-Newsletter	2.69	156
Online Banner	2.74	156
Search Engine Optimization	3.22	156

Likert scale: (1-Strongly Agree- 5 strongly Disagree)

From the results in Table 4.25, it was evident that Facebook, mobile telephony, and email were the most preferred E-Marketing tools because their means were 1.90, 2.04 and 2.20 respectively. This implied that most of the respondents strongly agreed or agreed that their fashion MSEs used the three E-Marketing tools. These E-Marketing tools could have been preferred probably because they were easy to operate, accessible and did not require much technical know-how.

This finding corresponds with that of a studies carried out on MSEs that proposed that mobile telephony was the most popular tool among these enterprises, (Litondo, 2010; World Bank, 2012). The less preferred E-Marketing tools such as E-Newsletters,

Online Banner and SEO required advanced technical knowledge in E-Marketing to implement and use effectively in the fashion MSE.

#### **4.4 Internal Forces that influenced the use of E-Marketing in the Fashion Enterprises**

Since all the 156 fashion enterprises which participated in the study used E-Marketing tools, it was important to determine which internal forces led these enterprises into utilizing E-Marketing tools. Tables 4.26-4.34 summarized the internal forces that influenced the use of E-Marketing in these fashion enterprises.

##### **4.4.1 Ease in the use of E-Marketing Tools**

The study sought to find out whether the E- Marketing tools were easy to use thereby encouraging the fashion enterprises to use them. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed that it was easy to use E-Marketing tools in conducting marketing activities. Table 4.26 summarizes responses on whether using E-Marketing tools was easy.

***Table 4.26 Ease in the use of E-Marketing Tools***

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Agree	84	53.8
Neutral	35	22.4
Strongly Agree	28	17.9
Disagree	8	5.1
Strongly Disagree	1	0.6
<b>Total</b>	<b>156</b>	<b>100</b>

The results in Table 4.26 revealed that, majority of the respondents represented by 71.7%, felt that it was easy to use E-Marketing, where, 53.8% agreed and 17.9%

strongly agreed. A few of the respondents, represented by 5.70%, had a contrary opinion: where 5.1% disagreed and 0.6% strongly disagreed that it was easy to use E-Marketing tools. The respondents who gave a neutral response were represented by 22.4% implying that they were not sure whether it was easy to use E-Marketing tools.

#### **4.4.2 Staff Qualifications in the Fashion Enterprises**

This study sought to determine whether the staff qualification and skills had any influence on the use of E-Marketing tools in their enterprises. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed that their fashion enterprise had qualified and skilled marketing staff. Table 4.27 summarized the findings on qualification and skills of the marketing staff in relation to E-Marketing.

***Table 4.27 Qualifications and Skills of the Marketing Staff***

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Agree	47	30.1
Disagree	43	27.6
Neutral	37	23.7
Strongly Agree	28	17.9
Strongly Disagree	1	0.6
<b>Total</b>	<b>156</b>	<b>100.0</b>

Table 4.27 revealed that, majority of the respondents represented by 48.0% affirmed that they had qualified and skilled marketing staff in their enterprises. Of these respondents, 30.1% agreed and 17.9% strongly agreed. Only 28.2% of the respondents did not feel that their fashion enterprises had skilled and qualified staff, where 27.6% disagreed and 0.6% strongly disagreed. A significant number of the respondents,

represented by 23.7% gave a neutral response, implying that the respondents were not sure if the marketing staff were qualified and skilled.

#### 4.4.3 Staff Attitude Towards E-Marketing

The researcher sought to determine whether the staff in the 156 fashion enterprises had a positive attitude towards E-Marketing. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed whether their staff had a positive attitude towards E-Marketing use. The findings are summarized in Table 4.28.

*Table 4.28 Staff Attitude towards E-Marketing*

<b>Response</b>	<b>N=156</b>	<b>Percent</b>
Agree	71	45.5
Strongly Agree	54	34.6
Neutral	30	19.2
Disagree	1	0.6
<b>Total</b>	<b>156</b>	<b>100</b>

Table 4.28 revealed that, the staff's attitude was positive towards E-Marketing, where majority of the respondents, represented by 80.1% felt that, the staff attitude towards E-Marketing was positive, with 45.5% agreeing and 34.6% strongly agreeing. Only 0.6% of the respondents disagreed that their staff's attitude towards E-Marketing was positive. In addition, 19.2% of the respondents gave a neutral response, implying that the respondents were not sure of the staff attitude towards E-Marketing in their enterprises.

#### 4.4.4 Technological Infrastructure in the Fashion Enterprises

The study sought to find out whether the 156 fashion enterprises studied had good technological infrastructure that enabled these enterprises to utilize E-Marketing tools. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed that their fashion enterprise had good technological infrastructure for E-Marketing. Table 4.29 summarized these findings.

*Table 4.29 Technological Infrastructure in the Fashion Enterprises*

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Disagree	50	32.1
Strongly Agree	40	25.6
Neutral	30	19.2
Agree	28	17.9
Strongly Disagree	8	5.1
<b>Total</b>	<b>156</b>	<b>100</b>

The results in Table 4.29 showed that majority of the respondents, represented by 43.5%, felt that they had good technological infrastructure, such as hardware, networks and internet access in their enterprises, where 25.6% and 17.9% strongly agreed and agreed respectively. A significant percentage of the respondents represented by 37.2%, did not feel that they had good technological infrastructure in their fashion enterprises, with 32.1% disagreeing and 5.1% strongly disagreeing. Only 19.2% of the respondents gave a neutral response, implying that they were not sure whether their enterprises had good technological infrastructure.

#### 4.4.5 Sufficiency of Financial Resources for Implementing E-Marketing in the Fashion Enterprises

Financial sufficiency in fashion enterprises is considered important when implementing marketing tools. This study sought to find out whether sufficiency or insufficiency of financial resources affected implementation of E-Marketing tools. Table 4.30 summarized the responses on the sufficiency of financial resources for implementation of E-Marketing in the 156 fashion enterprises studied.

*Table 4.30 Sufficiency of Financial Resources for Implementation of E-Marketing in the Fashion Enterprises Studied.*

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Neutral	50	32.1
Disagree	41	26.3
Agree	34	21.8
Strongly Agree	21	13.5
Strongly Disagree	10	6.4
<b>Total</b>	<b>156</b>	<b>100</b>

Results in Table 4.30 revealed that, majority of the respondents, represented by 35.3%, felt that their enterprises had sufficient financial resources for implementation of E-Marketing, with 21.8% agreeing and 13.5% strongly agreeing. However, 32.1% of the respondents gave a neutral response, implying that they were not sure whether their fashion enterprises had sufficient financial resources to implement E-Marketing. Only 30.7% of the respondents did not feel that their enterprises had sufficient financial resources for implementation of E-Marketing, where 26.3% disagreed and 6.4% strongly disagreed respectively.

#### 4.4.6 Influence of the Type of Products sold in the Fashion Enterprise on the Decision to use E-Marketing

The respondents were asked for their opinion on whether the type of products sold influenced the decision to use E-Marketing in the fashion enterprises studied. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed that the types of products sold by their fashion enterprise influenced the decision to use E-Marketing. Table 4.31 summarized these findings.

**Table 4.31 Influence of Products Type on use of E-Marketing**

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Agree	77	49.4
Neutral	39	25.0
Strongly Agree	25	16.0
Disagree	13	8.3
Strongly Disagree	2	1.3
<b>Total</b>	<b>156</b>	<b>100</b>

Table 4.31 showed that majority of the respondents, represented by 65.4% felt that one of the factors that influenced the decision to use E-Marketing tools in the enterprises was the type of products sold. A total of 49.4% agreed and 16.0% strongly agreed that the type of products sold by their enterprises influenced the use of E-Marketing. A significant number of respondents, represented by 25.0%, gave neutral responses, implying that they were not sure whether the type of products influenced the fashion enterprises' decision to use E-Marketing. Cumulatively, only 9.6% of the respondents did not feel that the type of product sold influenced the fashion enterprise's decision to use E-Marketing tools, where 8.3% disagreed and 1.3% strongly disagreed.

#### 4.4.7 Fashion Enterprises' Intention to Expand Nationally

Another internal force that was investigated was the fashion enterprises' intention to expand nationally. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed that their fashion enterprises implemented E-Marketing because they intended to expand nationally. These findings are summarized in Table 4.32.

**Table 4.32 Fashion Enterprises implemented E-Marketing to Expand Nationally**

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Agree	72	46.2
Strongly Agree	33	21.2
Neutral	25	16.0
Disagree	22	14.1
Strongly Disagree	4	2.6
<b>Total</b>	<b>156</b>	<b>100</b>

The results in Table 4.32 showed that majority of the respondents represented by 67.4%, felt that their enterprises' strategy to expand nationally had influenced their decision to implement E-Marketing. Of these enterprises, 46.2% agreed and 21.2% strongly agreed. On the contrary, 14.1% disagreed and 2.6% strongly disagreed that this was their reason, cumulatively making 35.3% of the respondents. However, 16.0% of the respondents gave a neutral response, implying that these respondents were not sure whether their enterprises' decision to implement E-Marketing was because they were intending to expand nationally.

This finding corresponds with others from related studies that have found out that the internet was popular with MSEs because it offered a cheaper platform to reach different market segments expediently and at relatively cheaper costs. Further to this, E-

Marketing tools were found to provide an opportunity to MSEs attempting to enter new markets, by allowing them to communicate efficiently regionally and globally, concurring with findings from E-Marketing scholars, (Smith & Chaffey, 2007). As a result therefore, many enterprises intending to expand their markets geographically, use E-Marketing to penetrate new regions and create awareness of their products.

#### 4.4.8 Fashion Enterprises using E-Marketing Tools regardless of Size

It was important to investigate whether the fashion enterprise used E-Marketing tools regardless of their size. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed that their fashion enterprise used E-Marketing regardless of the size of their enterprises. The findings are summarized in Table 4.33.

**Table 4.33 Enterprise uses E-Marketing Tools regardless of its Size.**

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Agree	80	51.3
Strongly Agree	42	26.9
Neutral	28	17.9
Disagree	5	3.2
Strongly Disagree	1	0.6
<b>Total</b>	<b>156</b>	<b>100</b>

The results in Table 4.33 revealed that, majority of the respondents represented by 78.2%, felt that their enterprise used E-Marketing Tools regardless of its size. Of these enterprises, 51.3% agreed while 26.9% strongly agreed. This finding implied that, the size of the fashion enterprises seemed to have no bearing on the decision of these enterprises to use of E-Marketing tools. A number of respondents, represented by 17.9%, gave neutral responses, which implied that they were not sure if the size of their

enterprises had any influence on the utilisation of E-Marketing tools. Only 3.8% of the respondents disagreed that their fashion enterprises' used E-Marketing tools regardless of their size.

#### **4.4.9 Utilisation of E- Marketing Tools in Relation to Marketing Goals**

The study sought to find out whether E-Marketing enabled the fashion enterprises to accomplish marketing tasks quickly, therefore increasing sales. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed whether the use of E-Marketing enabled their fashion to accomplish marketing tasks more quickly. This finding was important because it proved the utilisation of E-Marketing tools was profitable to the fashion enterprise. Table 4.34 summarized these findings.

***Table 4.34 Use of E-Marketing by Fashion Enterprises to Accomplish Marketing Goals Quickly***

<b>Response</b>	<b>N=156</b>	<b>Percent</b>
Agree	78	50.0
Strongly Agree	43	27.6
Neutral	27	17.3
Disagree	8	5.1
<b>Total</b>	<b>156</b>	<b>100.0</b>

The results in Table 4.34 revealed that, majority of the respondents represented by 77.6%, acknowledged that E-Marketing tools enabled their enterprise to accomplish their marketing tasks quickly, where 50.0% and 27.6% agreed and strongly agreed respectively. These findings correspond with those of related studies which have reported that, E-Marketing tools are important in accomplishing marketing goals in

organizations. Chaffey, (2008) and Li and Fung, (2011) reported that, the internet provided opportunities for fashion enterprises to increase their sales as one of their marketing goals. Wandaka (2009) also highlighted that websites gave fashion entrepreneurs in Kenya an opportunity to reach international markets and sell their products.

The respondents who disagreed that E-Marketing tools helped their enterprises to accomplish their marketing goals quickly, were represented by only 5.1%, while 17.3% were neutral in their responses. This could mean that the respondents who gave neutral responses, were not sure of whether E-Marketing tools expedited the accomplishment of marketing goals.

#### **4.5 External Forces that Influence Utilisation of E-Marketing Tools in the Fashion Enterprises**

Marketing scholars have reported that an organization does not exist in seclusion and external forces play a big role in influencing the marketing tools implemented in the firm, (Kotler & Caslione, 2009). This study sought to find out whether external forces influenced the use of E-Marketing in the fashion enterprises investigated. The forces that were investigated were grouped into competition related items, technological business environment, government and customer related items. Tables 4.35- 4.40 summarized the external forces that influenced the use of E-Marketing in the investigated fashion enterprises.

#### 4.5.1 Influence of Competitive Pressure on the Utilisation of E-Marketing Tools in the Fashion Enterprises

The fashion industry is very competitive, especially in an oligopoly market where there are many retailers selling similar products. One of the major external forces that affect fashion enterprises is competitive pressure. As a result fashion enterprises are forced to look for more productive marketing tools, (Wandaka, 2009). This study sought to find out if competitive pressure influenced the use of E-Marketing tools in the investigated fashion enterprises.

The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed whether competitive pressure from other fashion enterprises had influenced their decision to use E-Marketing. The findings are summarized in Table 4.35

**Table 4.35 Influence of Competition Pressure in the Utilisation of E-Marketing Tools**

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Strongly Agree	70	44.9
Agree	51	32.7
Neutral	19	12.2
Disagree	16	10.2
<b>Total</b>	<b>156</b>	<b>100.0</b>

The results in Table 4.35 revealed that, majority of the respondents, represented by 77.6%, felt that, competitive pressure was the main reason for the implementation of E-Marketing in the enterprises studied, where, 44.9% strongly agreed, while 32.7% agreed. This finding corresponds to other earlier studies carried out on fashion entrepreneurs in Kenya, which revealed that, due to competitive pressure, fashion

entrepreneurs had implemented the use of websites as an E-Marketing strategy, ( Li & Fung, 2011; Wandaka, 2009).

Only 12.2% of the respondents gave a neutral response, which implied that they were not sure whether competitive pressure had influenced the use of E-Marketing tools in the fashion enterprises studied. A small number of the respondents, represented by 10.3%, did not feel that competitive pressure influenced the implementation of E-Marketing tools in their fashion enterprises. This finding could mean that the fashion enterprises, perhaps utilized E-Marketing tools due to other forces, such as technological forces within their environment.

#### **4.5.2 Utilisation of E-Marketing tools to Retain Market Share**

Market share is closely related to competitive pressure. Every fashion enterprise aims at increasing its market share both locally and internationally. The study sought to find out whether, the fashion enterprises used E-Marketing tools, to retain market share.

The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed whether the use of E-Marketing enabled their fashion to retain market share. The findings are summarized in Table 4.36

***Table 4.36 Utilisation of E-Marketing Tools to Retain Market Share***

<b>Response</b>	<b>N=156</b>	<b>Percent</b>
Agree	75	48.1
Neutral	39	25.0
Strongly Agree	34	21.8
Disagree	8	5.1
<b>Total</b>	<b>156</b>	<b>100.0</b>

The results in Table 4.36 revealed that, majority of the respondents, represented by 79.9%, felt that, their fashion enterprises used E-Marketing tools to retain market share. A significant percentage of the respondents, represented by 25%, gave a neutral response, which could imply that the respondents were not sure if their enterprises used E-Marketing tools to retain their market share. Cumulatively, 26.9% of the respondents disagreed that their enterprise uses E-Marketing to retain market share, which implied that the loss of market share did not influence these enterprises' use of E-Marketing tools.

The results in Table 4.36 correspond to other findings in related studies which found that SMEs are faced with different environment pressures, with regard to market competitiveness, and that e-Business technologies can increase a firm's competitiveness, (Domegan, 2008; Basheer, 2010; Renner et al., 2008). Competitive pressure therefore, forces such enterprises to adopt and use the most efficient marketing techniques to remain profitable. Further to this, the use of E-Marketing has been seen to be important to organization's achievement of competitive advantage and retention of their existing market share, (Choi & Morrison, 2006; Anandkumar, 2008).

#### **4.5.3 Forces Related to the Business Environment and Technological Market**

##### **Trends**

Scholars in developed countries have reported that technological market trends and the business environment influence the use of E-marketing tools in organizations. This study sought to determine whether the business environment supported conducting of E-Marketing by the selected fashion enterprises. Tables 4.37 and 4.38 summarized the

business environment and technological market trends as forces that influence the use of E-Marketing in the 156 fashion enterprises studied.

#### **4.5.3.1 Business Environment supports conducting E-Marketing by the Fashion**

##### **Enterprises Studied**

This study sought to find out whether the business environment supports conducting of E-Marketing. Such a supportive environment would include availability of tools and applications suitable for these fashion enterprises to use E-Marketing. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed whether the business environment supported the use of E-Marketing their fashion enterprises. The findings are summarized in Table 4.37.

***Table 4.37 Business Environment Supports E-Marketing***

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Agree	75	48.1
Neutral	39	25.0
Strongly Agree	36	23.1
Disagree	6	3.8
<b>Total</b>	<b>156</b>	<b>100.0</b>

The results in Table 4.37 revealed that, majority of the respondents, represented by 71.2%, felt that the business environment supported the use of E-Marketing; where 48.1% agreed and 23.1% strongly agreed. The fashion enterprises that gave a neutral response were represented by 25.0 %, implying that the respondents were not sure whether the business environment had any role to play in their enterprises use of E-Marketing tools. Only 3.8% of the respondents disagreed that the business environment influenced the enterprise's use of E-Marketing tools.

This finding corresponds to others in earlier studies on the growth of internet service providers (ISPs) who have developed software applications to suit different client needs. Promotional efforts by e-Business vendors, who create e- solutions tailored to suit different SMEs, increases the use of technological market solutions in these enterprises (Smith & Chaffey, 2008).

#### 4.5.3.2 Utilisation of E-Marketing Tools in Response to Technological Market

##### **Trends**

Technological market trends within a country determine which e-Business solutions are available for organizations, therefore, influencing the use of E-Marketing tools, (Renner et al., 2008).

The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed whether their fashion enterprises used E-Marketing tools in response to technological market trends. Table 4.38 summarized these findings.

***Table 4.38 Utilisation of E-Marketing Tools in Response to Technological Market***

##### ***Trends***

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Agree	69	44.2
Strongly Agree	40	25.6
Neutral	35	22.4
Disagree	10	6.4
Strongly Disagree	2	1.3
<b>Total</b>	<b>156</b>	<b>100.0</b>

The results in Table 4.38 revealed that, majority of the respondents, represented by 69.8%, used E-Marketing in response to technological trends: 44.2% agreed and 25.6% strongly agreed. Only a total of 7.7% of the respondents disagreed, where 6.4%

disagreed and 1.3% strongly disagreed respectively, that their fashion enterprises used E-Marketing, in response to technological trends. It was evident that, fashion MSEs kept track of the most current product trends world-wide resulting in the increase in utilisation of E-Marketing and other innovations, (Renner, et al., 2008).

A significant percentage of the respondents, represented by 22.4% gave a neutral response which implied that they were not sure whether their fashion enterprises used E-Marketing tools in response to technological market trends.

#### **4.5.4 Government influence in the use of E-Marketing in Fashion Enterprises**

This study sought to determine if fashion enterprises used E-Marketing tools due to government protection. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed whether their fashion enterprises used E-Marketing tools because of the protection provided by the government. Table 4.39 summarized these findings.

***Table 4.39 Government Protection influenced the use of E-Marketing in Fashion Enterprises***

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Disagree	67	42.9
Neutral	33	21.2
Agree	26	16.7
Strongly Agree	17	10.9
Strongly Disagree	13	8.3
<b>Total</b>	<b>156</b>	<b>100.0</b>

The results in Table 4.39 revealed that, a significant number of respondents, represented by 51.2%, did not feel that their enterprise use E-Marketing due to Government protection, where 42.9% disagreed and 8.3% strongly disagreed. The

respondents who gave a neutral response were represented by 21.1%, implying that, they were not sure whether government protection had influenced their fashion enterprises in the use of E-Marketing tools. Only 10.9% of the respondents agreed that their enterprises used E-Marketing due to Government protection. This finding revealed that government protection did not play a major role in influencing the fashion enterprises to utilize E-Marketing tools, as noted by scholars in a related study, (Freeman & Low, 2007).

#### **4.5.5 Influence of Customers on the Use of E-Marketing in Fashion Enterprises**

Customers are vital to the success of a business. Li and Fung (2011) noted that the young generation had demands for longer opening hours of the fashion enterprises, as well as convenience in shopping. This study sought to find out the whether the customers influenced the fashion enterprises' decision to use E-Marketing tools.

The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed whether their customers did or didn't like purchasing through the internet. Table 4.40 summarized the findings regarding whether their customers preferred purchasing through the internet.

***Table 4.40 Responses on whether Customers preferred Purchasing through the Internet***

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Agree	65	41.7
Neutral	57	36.5
Strongly Agree	20	12.8
Disagree	12	7.7
Strongly Disagree	2	1.3
<b>Total</b>	<b>156</b>	<b>100.0</b>

Table 4.40 revealed that, a significant number of respondents, represented by 54.5% felt that their customers didn't like purchasing their products through the internet, where, 41.7% and 12.8% agreed and strongly agreed respectively. A significant number of respondents, represented by 36.5%, gave a neutral response, implying that, these respondents were not sure whether their customers did or didn't like to purchase through the internet. These enterprises might not have implemented any tools for internet purchases such as online payment systems. Cumulatively, only 9.0% of the respondents felt that their customers liked purchasing through the internet, where 7.7% disagreed and 1.3% strongly disagreed. This could mean that these enterprises had implemented online payment systems through which their customers could pay for their products.

#### **4.5.6 Customers Loss of Trust in E-Marketing due to Security.**

Security concerns among customers have been cited as a major factor when using E-Marketing tools. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed whether their customers did not trust E-Marketing tools due to security. Table 4.41 summarized the respondents' views on whether security affected their customer's use of E-Marketing.

***Table 4.41 Customers Do not Trust E-Marketing Tools due to Security***

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Agree	59	37.8
Neutral	41	26.3
Strongly Agree	38	24.4
Disagree	15	9.6
Strongly Disagree	3	1.9
<b>Total</b>	<b>156</b>	<b>100.0</b>

Table 4.41 revealed that a significant majority of the respondents, represented by 64.1%, felt that customers didn't trust E-Marketing tools due to security, with 37.8% and 24.4% agreeing and strongly agreeing respectively. This finding corresponds with related studies in China that revealed that majority of their customers used the internet to view the products but did not purchase the fashion products online, (Li & Fung, 2011). Cumulatively, only 10.5 % of the respondents disagreed that their customers did not shop online due to security concerns. A significant percentage of the respondents, represented by 26.3% gave a neutral response, implying that, they were not sure whether customers didn't trust E-Marketing tools due to security concerns.

#### **4.5.7 Customers Loss of Trust in E-Marketing due to Privacy**

Scholars have noted that customers do not like using E-Marketing due to privacy especially when purchasing personal products on a ubiquitous platform like the internet, (Li & Fung, 2011). This study sought to find out whether their customers didn't trust E-Marketing due to privacy. The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed whether their customers did or didn't trust use of E-Marketing tools due to privacy issue. Table 4.42 summarized these findings.

***Table 4.42 Customers Do not Trust E-Marketing due to the lack of Privacy***

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Neutral	67	42.9
Agree	44	28.2
Disagree	22	14.1
Strongly Agree	20	12.8
Strongly Disagree	3	1.9
<b>Total</b>	<b>156</b>	<b>100.0</b>

Table 4.42 revealed that, majority of the respondents, represented by 42.9%, gave a neutral response on whether customers didn't trust E-Marketing due to privacy issues. This finding implied that, the respondents were not sure whether the customers didn't trust E-Marketing due to lack of privacy. A significant number of the respondents, (41.0%), felt that consumers didn't trust E-Marketing due to lack of privacy, while on the internet. Only a total of 16.0% of the respondents disagreed that their customers didn't trust E-Marketing due to the lack of privacy.

These findings correspond with others of studies in China where customers used online shopping for identifying the products but not buying online, (Li & Fung, 2011). Costa (2010) also conducted a survey in the USA, where some respondents claimed that since they were unable to try clothes, E-Marketing tools discouraged on-line purchases. Evidently, majority of the customers preferred visiting the fashion enterprises and trying on their garments instead of shopping online.

#### **4.5.8 Majority of Customers can use Technology**

Scholars have reported that the young generation is able to use technology therefore creating a conducive environment for the use of E-Marketing tools, (Li & Fung, 2011). The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed whether majority of their customers were able to use E-Marketing tools. Table 4.43 summarized these findings.

**Table 4.43 Customers' Technological Ability**

<b>Responses</b>	<b>N=156</b>	<b>Percent</b>
Agree	65	41.7
Neutral	34	21.8
Disagree	30	19.2
Strongly Agree	26	16.7
Strongly Disagree	1	0.6
<b>Total</b>	<b>156</b>	<b>100.0</b>

The results in Table 4.43 revealed that, majority of the respondents, represented by 58.4%, felt that most of their customers could use technology, where 41.7% agreed and 16.7% strongly agreed. A significant percentage of the respondents, represented by 21.8%, gave a neutral response, which implied that the respondents were unaware of their customers' technological abilities.

Cumulatively, 19.8% disagreed that their customers were able to use the E-Marketing tools, implying that, their customers were not technology savvy. This finding could mean that such enterprises targeted more mature customers who were not frequent users of E-Marketing tools or such customers were not able to access the internet regularly.

The finding in Table 4.43 corresponds with others from scholars who reported that for E-Marketing tools to be effectively used, the age of the consumers and internet penetration in a country are important, (Li & Fung, 2011; Renner et al., 2008).

## **4.6 Entrepreneurial Orientation of the Enterprises and use of E-Marketing to in Business**

Entrepreneurial orientation (EO) has been reported to influence the use of E-Marketing tools in an enterprise. El-Gohary (2011) proposed three main constructs that are used to measure the entrepreneurial orientation of an enterprise. These constructs are; proactiveness, innovativeness and risk taking ability of an enterprise. Tables 4.44-4.46 summarized the findings on influence of EO in utilisation of E-Marketing tools.

### **4.6.1 EO Constructs that Determine Enterprises' Innovativeness**

The respondents were asked to select responses based on a 5 point likert scale indicating the extent to which they agreed or disagreed whether their enterprises were innovative. This construct was measured by determining whether the fashion enterprises emphasized the utilisation of new technology, encouraged new innovative ideas from their employees and engaged in research and development in E-Marketing developments. Table 4.44 summarized entrepreneurial constructs that determine innovativeness of a firm.

*Table 4.44 Entrepreneurial Constructs to Determine an Enterprise's Innovativeness.*

<b>Constructs</b>	<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Enterprise emphasizes utilizing new technology.	Agree	90	57.7
	Strongly Agree	45	28.8
	Neutral	19	12.2
	Disagree	2	1.3
	<b>Total</b>	<b>156</b>	<b>100.0</b>
Enterprise encourages new ideas from employees.	<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
	Agree	89	57.1
	Strongly Agree	40	25.6
	Neutral	22	14.1
	Disagree	5	3.2
<b>Total</b>	<b>156</b>	<b>100.0</b>	
Enterprise emphasizes on E-Marketing Research & Development	<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
	Agree	57	36.5
	Neutral	51	32.7
	Strongly Agree	39	25.0
	Disagree	9	5.8
<b>Total</b>	<b>156</b>	<b>100.0</b>	

Table 4.44 revealed that majority of the respondents, (86.5%) felt that their enterprises emphasized the utilisation of new technology; (57.7% agreed 28.8% strongly agreed). Some of the fashion enterprises, represented by 12.2%, gave a neutral response, which implied that they were not sure whether their enterprises emphasized the use of new technology. Only 1.3% of the respondents disagreed that their fashion enterprises emphasized on the utilisation of new technology.

Asked whether enterprises encouraged new ideas from employees, majority of the respondents, represented by 82.7%, were of the opinion that this was true in their enterprises, where 57.1% agreed and 25.6% strongly agreed. The respondents who gave

a neutral opinion were 14.1%, implying that they were not sure whether their fashion enterprises encouraged new ideas from employees. Only 3.2% of the respondents disagreed that their enterprises encouraged new ideas from their employees.

The respondents were asked their opinion on whether their enterprises emphasized on research and development on E-Marketing, and majority of the respondents, represented by 61.5%, responded in the affirmative, where 36.5% agreed while 25.0% strongly agreed. A significant percentage, represented by 32.7%, gave a neutral response, which implied that they were not sure whether their enterprises emphasized on research and development on E-Marketing. Only 5.8% of the respondents disagreed that their enterprises emphasized on research and development in E-Marketing.

#### **4.6.2 Entrepreneurial Constructs that Determine Enterprises' Proactiveness**

To measure proactiveness, three main constructs were investigated to ensure that the true measure of proactiveness is attained, El- Gohary (2011). These constructs were; a) whether the fashion enterprises initiated new tools, b) the fashion enterprises were the first to use E-Marketing tools for marketing nationally and, c) whether the fashion enterprises initiated new products nationally. Table 4.45 summarized the constructs that determined the enterprises' proactiveness.

*Table 4.45 Entrepreneurial Constructs that Determine an Enterprise's Proactiveness*

<b>Constructs</b>	<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
<b>Enterprise initiates new tools before their competitors</b>	Agree	78	50.0
	Neutral	33	21.2
	Strongly Agree	31	19.9
	Disagree	14	9.0
	<b>Total</b>	<b>156</b>	<b>100.0</b>
<b>Enterprise is first to use new E-Marketing tools nationally</b>	<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
	Neutral	54	34.6
	Disagree	47	30.1
	Agree	31	19.9
	Strongly Agree	14	9.0
	Strongly Disagree	10	6.4
<b>Total</b>	<b>156</b>	<b>100.0</b>	
<b>Enterprise initiated new products and services nationally</b>	<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
	Neutral	47	30.1
	Disagree	45	28.8
	Agree	41	26.3
	Strongly Agree	16	10.3
	Strongly Disagree	7	4.5
<b>Total</b>	<b>156</b>	<b>100.0</b>	

Table 4.45 revealed that, majority of the respondents, represented by 69.9%, felt that their enterprise initiated new E-Marketing tools before their competitors, where 50% agreed and 19.9% strongly agreed. A significant percentage, represented by 21.2% of the respondents gave a neutral response, which implied that they were not sure if their enterprises initiated new tools before their competitors. Only 9.0% of the respondents disagreed that their enterprise initiated new E-Marketing tools before their competitors.

On whether their enterprises were the first ones to use new E-Marketing tools, majority of the respondents, represented by 36.5%, felt that their enterprises were not the first to use E-Marketing tools. Of these respondents, 30.1% disagreed and 6.4% strongly disagreed. A significant percentage of the respondents, represented by 34.6% gave neutral responses, which implied that they were not sure whether their enterprises were

first to use E-Marketing tools. Cumulatively, 28.9% of the respondents were of the opinion that their enterprises were the first ones to use new E-Marketing tools, where 19.9% agreed and 9% strongly agreed respectively.

Majority of the respondents, represented by, 36.6% cumulatively felt that their enterprises initiated new products and services nationally. A significant number of the respondents, represented by 33.3%, disagreed that they were the first ones to introduce new products and services in the fashion market. The respondents who gave a neutral response on whether their enterprises were the first ones to introduce new products and services in the fashion industry nationally were represented by 30.1%. This implied that they were not sure whether their fashion enterprises were proactive enough to be the first to introduce new products and services nationally.

#### **4.6.3 Entrepreneurial Constructs that Determine Enterprises' Risk Taking**

##### **Orientation**

Table 4.46 summarized the entrepreneurial constructs that determined the enterprises' risk taking orientation. These constructs related to an approach to minimize risk, open mindedness to achieve marketing goals and that the fashion enterprises ensured they calculated risks when investing in unexplored technologies.

**Table 4.46 Entrepreneurial Constructs that Determine an Enterprise's Risk Taking****Ability**

<b>Constructs</b>	<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
Enterprise has a "Wait & See " approach to minimize risk	Agree	64	41.0
	Strongly Agree	44	28.2
	Neutral	30	19.2
	Disagree	16	10.3
	Strongly Disagree	2	1.3
	<b>Total</b>	<b>156</b>	<b>100.0</b>
Enterprise is open minded to achieve marketing goals	<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
	Agree	64	41.0
	Strongly Agree	46	29.5
	Neutral	38	24.4
	Disagree	8	5.1
<b>Total</b>	<b>156</b>	<b>100.0</b>	
Enterprise emphasizes on calculated risk when investing in new technologies	<b>Response</b>	<b>Frequency</b>	<b>Percent</b>
	Neutral	51	32.7
	Agree	48	30.8
	Strongly Agree	40	25.6
	Disagree	17	10.9
<b>Total</b>	<b>156</b>	<b>100.0</b>	

The results in Table 4.46 revealed that, majority of the respondents, represented by 69.2%, felt that their fashion enterprise practiced a "wait & see" position to minimize risk , where 28.2% strongly agreed and 41.0% agreed. Those enterprises that did not feel that their enterprises took a position to minimize risk were represented by 21.6%, where 10.3% and 1.3% disagreed and strongly disagreed respectively. Only 19.2% of the respondents gave a neutral response implying that they were not sure whether their enterprises took this position to minimize risk.

A significant majority of the respondents represented by 70.5% cumulatively acknowledged that their enterprises were open minded and explored new technologies in order to achieve their marketing goals. Of these enterprises, 41% agreed 29.5% strongly agreed. Only 5.1% of the enterprises disagreed, while 24.4% gave a neutral

response implying that they were not aware whether their enterprises were open minded and explored E-Marketing technologies to achieve their marketing goals. The findings also revealed that, majority of the respondents represented by 56.4%, felt that their enterprise invested in unexplored technologies. Of these respondents, 30.8% and 25.6% respectively, agreed and strongly agreed. Only 10.9% of the respondents disagreed while 32.7% of the respondents gave a neutral response, on whether their enterprise invested in unexplored technologies. The latter response implied that these respondents were not sure whether their enterprises invested in unexplored technologies.

It is evident that the enterprises' EO is pertinent in the utilisation of new technologies such as E-Marketing tools (El-Gohary, 2011). The fashion enterprises studied had to be innovative, proactive and had the determination to take the risk of using new E-Marketing tools that could increase their performance in the market place.

#### **4.7 Determining the most Significant Forces Influencing Utilisation of E-Marketing Tools in the Fashion Enterprises Studied**

In summary, various forces that influenced the utilisation of E-Marketing tools in the 156 fashion enterprises studied have been discussed. These forces were EO, internal and external forces. Descriptive analysis of the forces influencing utilisation of E-Marketing tools by the fashion enterprises was computed to determine the most significant factors. Table 4.47 summarized the findings.

**Table 4.47 Forces Influencing Utilisation of E-Marketing Tools in Fashion****Enterprises Studied.**

<b>Significant Forces influencing Utilisation of E-Marketing Tools</b>	<b>Mean</b>	<b>SD</b>	<b>N= 156</b>
Easy to use E-Marketing tools by the enterprise staff	1.56	.614	156
Staff Attitude towards E-Marketing	1.86	.740	156
Enterprises emphasize utilizing new technology	1.86	.667	156
Implemented E-Marketing due to competitive pressure	1.88	.986	156
Enterprises encourage new ideas from employees	1.95	.726	156
Enterprises are open minded to achieve marketing goals	2.05	.864	156
Business environment supports conducting E-Marketing	2.10	.793	156
Enterprises use E-Marketing to avoid losing market share	2.13	.812	156
Enterprises use E-Marketing in response to technological market trends	2.13	.916	156
Enterprises adopt a "wait & see " approach to minimize risk	2.15	.991	156
Enterprises emphasized on E-Marketing R&D	2.19	.881	156
Enterprises initiate new tools before their competitors	2.19	.858	156
Customers don't trust E-Marketing tools due to security	2.27	.999	156
Influence of type of products sold in the enterprise	2.29	.881	156
Enterprises invest in unexplored technologies	2.29	.971	156
Enterprises implemented E-Marketing they intend to expand nationally	2.31	1.039	156
Majority of Customer's can use technology	2.46	1.005	156
Qualified and skilled marketing staff	2.63	1.091	156
Customer's don't trust E-Marketing due to privacy	2.64	.943	156
Good technological infrastructure	2.73	1.292	156
Sufficient financial resources for implementing E-Marketing	2.90	1.129	156
Enterprises initiate new products and before their competitors	2.91	1.068	156
Enterprise is first to use new E-Marketing tools	3.05	1.058	156
Government protection	3.21	1.153	156

(1 =Strongly Agree – 5= Strongly Disagree)

The results in Table 4.47 revealed that the most significant force that influenced utilisation of E-Marketing in the 156 fashion enterprises was the fact that it was easy to use E-Marketing tools, (Mean=1.56). These tools included the internet, computers, mobile phones, tablets among others. This finding corresponds with those of related studies that have suggested that entrepreneurs find it easy to use E-Marketing tools, because they are the preferred tools for the 21<sup>st</sup> century, (Litondo 2010, Li & Fung

2011). The other contributing factor could be as a result of the age and academic levels of the respondents, where majority of them were under 40 years old and all had attained at least a college certificate, hence, were more likely to be technologically savvy.

It was also evident that the other internal forces played a significant role in utilisation of E-Marketing tools in the enterprises studied. Staff attitude towards E-Marketing and the fact that the enterprises were proactive in emphasizing utilisation of new technology, were significant (mean=1.86). Competitive pressure also played a significant role in influencing the fashion enterprises studied to utilize E-Marketing tools. This finding corresponds with others of related studies that have shown that competition and new customer demands for a 24 hour service had made enterprises to use E-Marketing tools in developed economies, (Li & Fung 2011; Costa, 2011).

Government protection was the least influencing force on the utilisation of E-Marketing in the fashion enterprises studied, with a mean of 3.21. The Government needs therefore to implement policies that ensure customers feel secure when using E-Marketing tools. The fact that some of the enterprises studied were the first ones to use E-Marketing tools (mean=3.05) and initiate new products before their competitors (mean=2.91), does not seem to have much influence in the utilisation of E-Marketing tools in the firms.

#### **4.8 E-Marketing Performance Indicators in the Fashion Enterprises**

The study measured E-Marketing performance using parameters proposed by researchers in E-Marketing, (El-Gohary, 2011; Chaffey, 2007) These parameters included, a) RoI which measured the difference between an enterprise's financial investment and the profit made by the enterprise as a result of investing on E-Marketing tools, b) net profit which was measured by subtracting the total sales made from the initial cost of purchasing the products.

Another parameter measured customer traffic, conversion and retention. Customer traffic was important because it measured the opinion of the respondents, on whether E-Marketing led to attracting more customers to their outlets. Customer conversion was a parameter that sought to find out, whether the use of E-Marketing tools influenced the customers to purchase products after being attracted and sold to by the enterprises through the E-Marketing tools. Finally, customer retention was also a good measure, since it determined whether the customers would become repeat buyers of the enterprises' products, (El-Gohary, 2011). Table 4.51 summarized the E-Marketing performances as measured by RoI.

##### **4.8.1 The Role of E-Marketing in Increasing RoI**

The fashion enterprises RoI was an important performance indicator. The respondents selected responses on whether E-Marketing led to an increase in RoI in the fashion enterprises studied. Table 4.48 summarized the findings.

**Table 4.48 RoI as a Performance Indicator**

<b>Performance Indicators</b>	<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
E-Marketing leads to an increase in RoI	Agree	75	48.1
	Strongly Agree	47	30.1
	Neutral	32	20.5
	Disagree	2	1.30
	<b>Total</b>	<b>156</b>	<b>100.0</b>

Table 4.48 revealed that, majority of the respondents (78.2%) felt that, E-Marketing leads to an increase in return on investment (RoI). A significant number of respondents, (20.5%) gave a neutral response, implying that they were not sure if E-Marketing led to an increase in RoI, while only 1.3% of the respondents disagreed that E-Marketing led to an increase in RoI.

#### **4.8.2 The Role of E-Marketing in Increasing Net Profit**

The fashion enterprises net profit was an important performance indicator. The respondents selected responses on whether E-Marketing led to an increase in net profit in the fashion enterprises studied. Table 4.49 summarized these findings.

**Table 4.49 Net profit as a Performance Indicator**

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Agree	69	44.2
Strongly Agree	49	31.4
Neutral	32	20.5
Disagree	5	3.2
Strongly disagree	1	0.60
<b>Total</b>	<b>156</b>	<b>100.0</b>

Table 4.49 revealed that, majority of the respondents, represented by 75.6%, felt that, E-Marketing led to an increase in net profit in their enterprises, while only 3.8% disagreed. A significant number of respondents (20.5%) gave a neutral response which implied that these respondents did not know whether use of E-Marketing led to an

increase in net profit for their firms. This finding corresponds with those of related studies in China, where E-Marketing was viewed as an important tool in achieving marketing goals and it was estimated that online retailing transactions would grow by 75.3% to reach 179.2 billion yuan in 2011, (Li & Fung, 2011).

#### **4.8.3 E-Marketing Performance Indicators measured by Customer Traffic**

This study sought to find out whether E-Marketing led to an increase in the number of customers who visited the fashion enterprises physically or virtually. Table 4.50 summarized E-Marketing performance indicators in terms of customer traffic.

*Table 4.50 Customer Traffic as a Performance Indicator*

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Agree	68	43.6
Strongly Agree	42	26.9
Neutral	35	22.4
Disagree	10	6.4
Strongly Disagree	1	0.6
<b>Total</b>	<b>156</b>	<b>100.0</b>

The results in Table 4.50 showed that, majority of the enterprises, represented by 70.5%, felt that the use of E-Marketing tools led to an increase in customer traffic, where, of 43.6% agreed and 26.9% strongly agreed. This finding corresponds with others in related studies in developed economies, that have proposed that use of E-Marketing tools increases web performance of a firm, (Rita et al., 2003; Chaffey, 2008). The neutral response represented by 22.4% of the respondents implied that they were not sure whether utilisation of E-Marketing tools led to an increase in customer traffic to their enterprises. Only 7% of the respondents cumulatively did not feel that use of E-Marketing tools led to an increase in customer traffic to their enterprises.

#### 4.8.4 The Role of E-Marketing in Increasing Customer Conversion

Another performance indicator used in the study was customer conversion. This referred to the number of customers, who were able to change from shoppers to buyers after interacting with the E-Marketing tools used by a fashion enterprise. Table 4.51 summarized the findings.

*Table 4.51 Customer Conversion as a Performance Indicator*

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Agree	68	43.6
Strongly Agree	56	35.9
Neutral	24	15.4
Disagree	6	3.8
Strongly Disagree	2	1.3
<b>Total</b>	<b>156</b>	<b>100</b>

Table 4.51 revealed that majority of the respondents, represented by 79.5%, felt that E-Marketing led to an increase in customer conversion, where, 43.6% agreed and 35.9% strongly agreed. Only 15.4% of the respondents gave neutral responses, which implied that these respondents were not sure whether E-Marketing led to an increase in customer conversion. A small percentage of the respondents representing 5.1% disagreed, that utilisation of E-Marketing led to an increase in customer conversion. This finding corresponds with others of related studies that have used web performance to determine customer conversion rate and concluded that the use of websites led to higher customer conversion, (Rita et al., 2003).

#### 4.8.5 The Role of E-Marketing in Increasing Customer Retention Rate

Profit making organizations use marketing tools not only to attract new customers but also to retain the old customers and encourage repeat buying from the latter, (Kotler & Caslione, 2009). This study sought to find out if utilisation of E-Marketing led to an increase in customer retention rate by asking the respondents to select opinions the extent to which they agreed or disagreed whether the use of E-Marketing led to an increase in customer retention rate. The findings are summarized in Table 4.52.

*Table 4.52 Customer Retention Rate as a Performance Indicator*

<b>Responses</b>	<b>Frequency</b>	<b>Percent</b>
Agree	89	57.1
Strongly Agree	34	21.8
Neutral	30	19.2
Disagree	3	1.9
<b>Total</b>	<b>156</b>	<b>100.0</b>

The results in Table 4.52 revealed that, majority of the respondents, represented by 78.9%, felt that the use of E-Marketing led to an increase in retention rate. A significant number of respondents, represented by 19.2%, gave a neutral response, which implied that they were not sure whether the use of E-Marketing tools led to an increase in customer retention rate. Only 1.9% disagreed that the use of E-Marketing led to an increase in retention rate.

#### 4.8.6 Determining the Most Significant Performance Indicators

The mean of the four performance indicators discussed in sections 4.8.1-4.8.5 was computed to determine the most significant item. These findings are summarized in Table 4.53.

**Table 4.53 E-Marketing Performance Indicators**

<b>E-Marketing performance indicator</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>N=156</b>
Customer Conversion	1.91	0.88	156
RoI	1.93	0.75	156
Customer Retention Rate	2.01	0.70	156
Net Profit	2.08	1.80	156
Customer traffic	2.10	0.90	156

(1 Strongly Agree-5 Strongly Disagree)

The results in Table 4.53 revealed that, the most significant performance indicator was customer conversion, (mean=1.91). This was the number of customers shopping online, who were converted to customers who bought the products thus, resulting in an increase in the enterprises' profitability. RoI had a mean=1.93, which revealed that it was also a significant indicator of performance in the enterprises studied. A fashion enterprise that invested in the right E-Marketing strategy would therefore attain a higher RoI. Retention rate of the customers was also significant with a mean=2.01, implying that it resulted in customer loyalty and repeat buying of the products sold in the enterprise.

The least significant performance indicator was customer traffic. This could be attributed to the fact most customers only shop online but physically want to fit and feel the fabric or product before purchasing, therefore, they were unlikely to buy online, (Li & Fung, 2011). Correlation and regression analysis was computed to further explain the relationship between the independent variables (Utilisation of E-Marketing tools, EO, internal and external forces) and the dependent variable (performance).

## **4.9 Hypothesis Testing**

Multiple linear regression was used to evaluate the relationships between independent and dependent variables. All the independent variables were entered into the regression equation at the same time while one variable from the composite dependent variable (performance) was used. Multiple R or ( $R^2$ ) measured the strength of the relationship between the set variables in the composite independent variables and the dependent variable. The data was tested to ensure that it met the four assumptions of multiple linear regression.

A correlation less than or equal to 0.20 was characterized as very weak;  $> 0.20$  and less than or equal to 0.40 was weak;  $> 0.40$  and less than or equal to 0.60 is moderate;  $> 0.60$  and less than or equal to 0.80 is strong;  $> 0.80$  is very strong. An F test was used to determine if the relationship could be generalized to the population represented by the sample. A t test was used to evaluate the individual relationship between each independent variable and the dependent variable.

### **4.9.1 Correlation between Internal Forces and Performance**

The first hypothesis investigated the relationship between internal forces and performance of MSEs in the fashion industry studied in Nairobi, Kenya. The composite independent variables/predictors consisted of the following variables: E-Marketing enables enterprise to accomplish marketing tasks quickly, qualified and skilled marketing staff, implemented E-Marketing because enterprise is expanding nationally, easy to use E-Marketing tools, enterprise uses E-Marketing regardless of size, influence of type of products sold in the enterprise, sufficient financial resources

for implementing E-Marketing, staff attitude towards E-Marketing and good technological infrastructure. The dependent variable for this model was performance.

A summary of these findings are presented in Table 4.54.

**Table 4.54 Regression Summary for Internal Forces and Performance**

Dependent Variables	Values		
	F	P	R <sup>2</sup>
RoI	6.962	0.000	0.30
Net Profit	1.773	0.086	0.120
Customer conversion	1.319	0.232	0.075
Customer Retention rate	2.691	0.006	0.142

Results in Table 4.54 showed four models of the linear regression analysis and correlation between internal forces and performance. The linear regression analysis indicated that, internal forces had a significant positive relationship with RoI (F =6.962, p =0.00, R<sup>2</sup>=0.30). The correlation between the RoI and internal forces, (R<sup>2</sup>=0.30) characterized a weak correlation. This meant that the composite independent variable (internal forces) explained 30% of the variation in RoI.

The linear regression analysis model for internal forces and net profit revealed that, internal forces had no statistically significant relationship with net profit (F=1.773, p=0.086, R<sup>2</sup> =0.120). The correlation between the internal forces and the net profit (R<sup>2</sup>=0.120), characterized a very weak correlation. This implied that internal forces explained only 12% of the variation in net profit.

The linear regression analysis model for internal forces and customer conversion revealed that internal forces had no statistically significant relationship with customer conversion rate ( $F=1.319$ ,  $p=0.232$ ,  $R^2=0.075$ ). This implied that internal forces did not statistically affect the variation in the customer conversion. The correlation between the internal forces and the conversion rate ( $R^2=0.075$ ), characterizing a very weak relationship, where internal forces only explained 7.5% of the variation in RoI.

The linear regression analysis model for internal forces and customer retention rate revealed that internal forces had a significant positive relationship, with customer retention rate ( $F=2.691$ ,  $p=0.006$ ,  $R^2=0.142$ ). The correlation between the internal forces and the customer retention rate ( $R^2=0.142$ ), characterized a weak relationship between internal forces and customer retention rate, where internal forces affected only 14.2% variation in customer retention rate.

Based on the findings in Table 4.54, the null hypothesis,  $H_0$ ; *There is no significant relationship between internal forces and performance* was therefore rejected, since there were two significant relationships between internal forces and performance.

Multiple linear regression analysis between internal forces and performance was used to further explain the relationship between internal forces and performance. A coefficient table of correlations was obtained and used to determine individual relationships between constructs in the independent variables and RoI. These findings are summarized in Table 4.55.

**Table 4.55 Summary of Linear Regression Models for Internal Forces and Performance.**

<b>Dependent variable</b>	<b><math>\beta</math> intercept</b>	<b>Std error</b>	<b>Internal variable items</b>	<b>Beta</b>	<b>T</b>	<b>p</b>
RoI	0.349	0.289	Easy to use E-Marketing Tools	0.259	2.733	0.007
			Staff Attitude towards E-Marketing	-0.188	-2.387	0.018
			Qualified and Skilled Marketing Staff	0.163	2.816	0.006
			Good Technological Infrastructure	-0.146	-2.295	0.023
			Sufficient financial Resources	0.188	3.100	0.002
			Type of products sold in the Enterprise	0.216	3.428	0.001
			Utilisation of E-Marketing enabled the fashion enterprises to accomplish marketing tasks quickly	0.180	2.505	0.013
Customer Conversion	1.166	0.394	Enterprise use of E-Marketing regardless of Size	0.201	2.099	0.037
Customer Retention rate	1.3993	0.301	Staff Attitude towards E-Marketing	0.179	2.189	0.030
			Enterprise use of E-Marketing regardless of Size	0.161	2.099	0.037

The results in Table 4.55 indicated that seven variables within the composite independent variable (internal forces), had a significant effect on the dependent variable (RoI). While this model was significant, the relationship between internal forces and RoI, increased directly for items with a positive t value, while the variables with a negative t value showed that there was an inverse relationship between RoI and the independent variables. This meant that while RoI increased, the independent variables decreased in significance. Thus, the results of the first hypothesis indicated that the relationship within this model is positive. This finding implied that the RoI increased as it got easier to use E-Marketing tools.

Customer conversion and retention rate were positively influenced by the enterprises' use of E-Marketing regardless of size: ( $t=2.099$ ,  $p=0.037$  and  $t=0.161$ ,  $p=0.037$ ) respectively. This finding implied that it was imperative for any fashion enterprise to consider implementing and using E-Marketing tools, regardless of its size. In this way, such an enterprise would increase the number of customers and encourage repeat buying from these customers.

Two variables within the composite independent variable (internal forces), were statistically significant as shown in Table 4.60. These two items were, staff attitude towards E-Marketing, ( $t=2.227$   $p=0.028$ ) and enterprises use of E-Marketing regardless of size ( $t=2.126$ ,  $p=0.035$ ). In addition, these two variables had a positive relationship with the customer conversion rate. This implied that, if the staff attitude towards E-Marketing was positive, and the fashion enterprise implemented E-Marketing tools regardless of their size, then the staff would use E-Marketing tools to attract and retain customers in their enterprises.

This finding was tested by constructing the following linear model:

$$\text{Performance} = y_i = \beta_0 + \beta_1 x_{1i} + \dots + \beta_p x_{pi} + \varepsilon_i$$

where  $y_i = \text{Performance (RoI + Conversion rate + r retention rate)}$

As an example, the model for RoI was tested as follows:

$$\beta_0 = y \text{ intercept}$$

$$\beta_1 x_{1i} = \text{Easy to use E-Marketing tools}$$

$$\beta_1 x_{2i} = \text{Staff attitude towards E-Marketing}$$

$$\beta_1 x_{3i} = \text{qualification and skill of the marketing staff}$$

$\beta_1 x_{4i}$  = good technological infrastructure

$\beta_1 x_{5i}$  = sufficient financial resources

$\beta_1 x_{6i}$  = type of products sold in the enterprise

$\beta_1 x_{7i}$  = Use of E-Marketing enabled the enterprises to accomplish marketing tasks quickly.

$\varepsilon_i$  = value Std error value

A fashion enterprise that measures its performance will need to monitor growth in terms of RoI, customer conversion rate and customer retention rate. Fashion enterprises will increase their RoI if the marketing staff have the right skills and qualification, positive attitude towards E-Marketing and adequate skills to use the E-Marketing tools easily. In addition, the fashion enterprises require good technological infrastructure, (both hardware and software), to implement E-Marketing, while at the same time, have sufficient financial resources allocated for E-Marketing.

The expenses related to E-Marketing include payments for internet connectivity, use of mobile telephone, designing and updating websites, online banners, SEO etc. Finally, fashion enterprises should have the type of goods that appeal to customers in terms of trends, designs, sizes and fit. It was also pertinent for fashion enterprises to use E-Marketing tools for advertising and reaching various market niches, enhancing customer feedback and maintaining customer relations, so as to accomplish marketing tasks quickly.

To increase the number of new customers and those who become repeat buyers of the fashion products from an enterprise, it is imperative that the fashion MSEs use the E-Marketing tools regardless of their size. Each fashion enterprise needs to identify the right E-Marketing strategy that will be cost effective for it. In addition, fashion MSEs need to ensure that their staffs' attitude towards E-Marketing remains positive.

#### 4.9.2 Correlation between External Forces and Performance

The second hypothesis (H0<sub>2</sub>) investigated the relationship between external forces and performance of MSEs in the fashion industry in Nairobi, Kenya. The independent variables or predictors were, Majority of the customers could use technology, customer's didn't trust E-Marketing due to privacy, enterprises' used E-Marketing in response to technological market trends, enterprises used E-Marketing due to government protection, enterprises used E-Marketing to avoid losing market share, enterprises implemented E-Marketing due to competitive pressure, business environment supported conducting E-Marketing, and their customers didn't trust E-Marketing due to security concerns. The dependent variable was Performance.

Four models of the linear regression were computed to determine the relationship between external forces and performance (RoI, Net profit, Customer conversion rate and customer retention rate), as shown in Table 4.56.

**Table 4.56 Regression Summary for External Forces and Performance**

Dependent Variables	Values		
	F	p	R <sup>2</sup>
RoI	6.600	0.000	0.264
Net Profit	1.950	0.057	0.096
Customer conversion	2.853	0.006	0.134
Customer Retention rate	3.295	0.002	0.152

The results from the first model in Table 4.56, of linear regression analysis indicated that, external forces had a significant positive relationship with RoI ( $F=6.600$ ,  $p=0.000$ ,  $R^2=0.264$ ). The correlation between the dependent and independent variables was significant but weak, ( $R^2=0.264$ ) in which external forces explained the 26.4% of the variation in RoI.

The results of the second linear model indicated that, external forces had no statistically significant relationship with net profit ( $F =0.950$ ,  $p=0.057$ ,  $R^2=0.096$ ). The correlation between the external forces and net profit, ( $R^2=0.096$ ), characterized a very weak relationship, in which external forces only explained the 9.6% variation in the net profit.

The results of the third linear regression analysis indicated that, external forces had a significant positive relationship with customer conversion rate ( $F=2.853$ ,  $p=0.006$ ,  $R^2=0.134$ ). The correlation between the external forces and customer conversion rate, ( $R^2=0.134$ ) characterized a very weak relationship since external forces only explained 13.4% variation in customer conversion rate.

Results of the fourth linear regression analysis model indicated that, external forces had a significant positive relationship with customer retention ( $F=3.295$ ,  $p=0.002$ ,  $R^2=0.152$ ). The correlation between the external forces and customer retention rate ( $R^2=0.152$ ), characterized a very weak relationship since external forces only explained 15.2% variation in customer retention. The researcher thus rejected the null hypothesis

(H<sub>02</sub>) and concluded that there was sufficient evidence, at the 5% level of significance, that there was a linear relationship between external forces and performance. These findings are summarized in Table 4.56.

Multiple Regression analysis between external forces and performance was used to further explain the relationship between these two variables. A coefficient table of correlations was computed to determine individual relationships between constructs in the independent variable and dependent variable. These findings are summarized in Table 4.57.

***Table 4.57 Summary of Linear Regression Models for External Forces and Performance***

Dependent variable	$\beta$ intercept	Std error	Internal items			
			Beta	t	p	
ROI	0.937	0.306	Competitive Pressure	0.330	5.006	0.00
			Use of E-Marketing by majority of the customers	0.257	4.790	0.00
Net profit	0.504	0.816	Use of E-Marketing by majority of the customers	0.338	2.357	0.020
Customer Conversion	0.994	0.392	Competitive Pressure	0.272	3.216	0.002
Customer Retention rate	0.837	0308	Business Environment	0.251	3.216	0.002

The results in Table 4.57 revealed that, there were two external variables that significantly influenced RoI. These variables were, the enterprises implemented E-Marketing due to competitive pressure, (t=0.0330, p=0.00), and majority of their customers could use technology, (t=0.257, p=0.020). This finding implied that RoI increased when the fashion enterprises implemented E-Marketing due to competitive pressure. In addition, RoI also increased when majority of the customers could use

technology, thereby benefiting from the E-Marketing tools used by the fashion enterprises.

Only one variable within the composite external forces affected net profit. This variable was that, majority of the customers could use technology, ( $t=2.357$ ,  $p=0.020$ ) and this implied that, they were able to benefit from the E-Marketing tools and increase their purchases. This finding corresponds to other related studies from China, where majority of the customers viewed fashion products online and later visited the fashion stores to purchase the products, (Li & Fung, 2011). Customer Conversion was also a key indicator of performance. Results in Table 4.57 revealed that the only significant variable was that, a fashion enterprise implemented E-Marketing due to competitive pressure: ( $t=3.216$ ,  $p=0.002$ ). This finding implied that competitive pressure played a big role in the type of marketing strategy used by any fashion enterprise, in Nairobi county, Kenya.

The business environment, ( $t=3.216$ ,  $p=0.002$ ), was an important external factor that supported the use of E-Marketing by providing electronic solutions to enhance the use of E-Marketing in the Fashion enterprises studied. These solutions include website design services, money transfer services using the mobile phones, etc. Kenya has made great strides in internet penetration in the East African region and is the leader in use of mobile money transfer services in Africa and around the world, (World Bank, 2012). In Kenya, mobile phones have been identified to be the tool for micro enterprises because of the high penetration rate and convenient money payment services, (Litondo, 2010).

In addition, the internet has been used by fashion entrepreneurs to reach customers internationally, (Wandaka, 2009).

The external forces against performance model, was tested by constructing the following linear model:

$$\text{Performance} = y_i = \beta_0 + \beta_1 x_{1i} + \dots + \beta_p x_{pi} + \varepsilon_i$$

where  $y_i = \text{Performance (RoI + net profit + Conversion rate + retention rate)}$

*As an example, RoI model for was tested as follows:*

$$\beta_0 = y \text{ intercept}$$

$$\beta_1 x_{1i} = \text{Competitive pressure}$$

$$\beta_1 x_{2i} = \text{Use of E-Marketing by majority of the customers}$$

$$\varepsilon_i = \text{value Std error value}$$

A fashion enterprise needs to monitor external forces that could affect performance growth in terms of RoI, net profit, customer conversion rate and customer retention rate. The enterprise will have to monitor competition and utilize the most effective E-Marketing tools to increase its sales since majority of the targeted customers can use technology. This approach will not only increase net profit but will also increase customer conversion. It is also imperative, for fashion enterprises to identify the most appropriate and cost effective E-Marketing tools in the marketplace, since the business environment has e-Business solutions to meet various needs in enterprises.

#### **4.9.3 Correlation between Entrepreneurial Orientation and Performance**

The third hypothesis (H<sub>03</sub>) investigated the relationship between EO of the firms and performance of MSEs in the fashion industry in Nairobi, Kenya. The independent

variables/predictors consisted of: enterprise invested in unexplored technologies, enterprise initiated new products and services before their competitors, enterprise emphasized utilisation of new technology, enterprises were open minded to achieve marketing goals, enterprises used "Wait & See " approach to minimize risk, enterprises encouraged new ideas from employees, enterprises were first to introduce new products and services nationally, enterprise emphasized R&D on E-Marketing and enterprises were first to use new E-Marketing tools nationally.

Four models of the linear regression were computed, to determine the relationship between EO and performance (RoI, Net profit, Customer conversion rate and customer retention rate). These results are summarized in Table 4.58.

***Table 4.58 Regression Summary for EO and Performance***

Dependent Variables	Values		
	F	p	R <sup>2</sup>
RoI	5.492	0.000	0.253
Net Profit	1.412	0.188	0.080
Customer conversion	5.655	0.000	0.258
Customer Retention rate	3.738	0.000	0.137

Table 4.58 revealed that, the results of the first model from the linear regression analysis indicated that, EO had a significant positive relationship with performance, (F=5.492, p=0.00, R<sup>2</sup> = 0.253). The correlation between the independent and dependent (R<sup>2</sup>=0.253), was characterized as weak, since EO only explained 25.3% variation of the RoI. The results of the second model from the linear regression analysis indicated that, EO had no significant relationship with net profit, (F=1.412, p=0.188, R<sup>2</sup>=0.080). The

correlation between EO and net profit was very weak, ( $R^2 = 0.080$ ), where EO only explained 8% of the variation in the net profit.

The results of the third model from linear regression analysis indicated that, EO had a significant positive relationship with customer conversion ( $F = 5.655$ ,  $p = 0.000$ ,  $R^2 = 0.258$ ). The correlation between the EO and customer conversion, ( $R^2 = 0.258$ ), characterized a weak relationship between these two variables, where, EO explained only 25.8% variation in customer conversion.

Results from the fourth model of the linear regression analysis indicated that, EO had a significant positive relationship with customer retention rate ( $F = 3.738$ ,  $p = 0.00$ ,  $R^2 = 0.137$ ). The correlation between the EO and customer retention rate, ( $R^2 = 0.137$ ) characterized a weak relationship between these two variables, where EO only explained 13.7% of the variation in the customer retention rate.

Based on these findings, the researcher rejected the null hypothesis ( $H_0$ ) and concluded that there was sufficient evidence, at the 5% level of significance, that there was a linear relationship between EO and performance.

Multiple Regression analysis between EO and performance was used to further explain the relationship between these two variables. A coefficient table of correlations was computed, to determine individual relationships between constructs in the independent and dependent variables. These results are summarized in Table 4.59.

**Table 4.59 Summary of Linear Regression Models for EO and Performance**

<b>Dependent variable</b>	<b><math>\beta</math> intercept</b>	<b>Std. error</b>	<b>EO constructs</b>	<b>Beta</b>	<b>T</b>	<b>p</b>
RoI	0.964	0.286	Utilization of new technology	0.381	4.209	0.000
			"Wait & See " Approach to minimize risk	-0.123	-2.098	0.038
			Open minded to achieve marketing goals	0.157	2.118	0.036
Net profit	2.132	0.765	encourages new ideas from employees	0.454	2.062	0.041
Customer Conversion rate	1.311	0.337	utilizing new technology	0.358	3.354	0.001
			Emphasizes on E-M R&D	-0.221	-2.512	0.013
			Initiate new E-M tools which competitors respond	0.328	3.503	0.001
			Open minded to achieve marketing goals	-0.239	-2.723	0.007
			Invests in unexplored technologies	0.232	2.898	0.004
Customer Retention rate	1.219	0.280	Initiate new tools which competitors respond	0.271	3.494	0.001
			First to use new EM tools	-0.233	-3.149	0.002
			Initiate new products and competitors respond	0.205	2.913	0.004
			Invests in unexplored technologies	0.146	2.199	0.029

The results in Table 4.59 revealed that there were three EO constructs that had a significant effect on RoI. These constructs were, the fashion enterprises emphasized utilisation of new technology, ( $t=4.209$ ,  $p=0.000$ ), the fashion enterprises practise “wait & see” approach to minimize risk, ( $t=-2.098$ ,  $p=0.038$ ) and the fashion enterprises open mindedness to achieve their marketing goals, ( $t=2.118$ ,  $p=0.036$ ). RoI was therefore affected by the innovativeness of an enterprise, in finding new uses of technology and creatively using technology to increase sales. An example of such innovativeness was the implementation of mobile telephony, as a payment mode for retailers like Deacons stores, which is a leading fashion retailer in Kenya.

The minimization of risk had a negative t value, which implied that if an enterprise minimized risk, ROI increased. This finding implied that the fashion enterprises needed to find ways of minimizing risk, but increasing ROI by carefully calculating each implication of utilizing E-Marketing strategy in the enterprises, especially if it was capital intensive. In addition, fashion enterprise would need to avoid complacency by being open minded enough to achieve their marketing goals by using E-Marketing tools. The balance between minimizing risks and achieving marketing opportunities is necessary, to create a competitive edge for any fashion enterprise. Failure to do so allows competitors would gain larger market shares.

In relation to net profit, the only significant EO construct was that the fashion enterprises encouraged new ideas from all employees, ( $t=2.062$ ,  $p=0.041$ ). This finding revealed that fashion enterprises that encouraged new ideas from their employees, increased innovativeness in the use of E-Marketing tools, thereby increasing the net profit.

Four EO constructs had a significant effect on customer conversion. These were innovativeness, where the fashion enterprise emphasized utilisation of new technology ( $t=3.354$ ,  $p=0.001$ ) and research and development in E-Marketing ( $t=-0.221$ ,  $p=0.013$ ). This implied that, innovativeness, shown by utilizing new technology in marketing increased customer conversion. On the other hand, if an enterprise did not emphasize research and development of E-Marketing, it would decrease customer conversion.

For proactiveness, the significant constructs were that fashion enterprises initiated new E-Marketing tools which competitors respond to, ( $t=3.503$ ,  $p=0.001$ ). In addition, such an enterprise had an EO that allowed for risk taking by being open minded to achieve marketing goals, ( $t=-0.2723$ ,  $p=0.007$ ) and investing in unexplored technologies, ( $t=2.898$ ,  $p=0.004$ ). The negative t value implied that customer conversion decreased as the enterprise became less open minded in achieving marketing goals.

Customer retention rate was affected by the fashion enterprise's proactiveness in initiating new tools that were responded to by competitors, ( $t=3.494$ ,  $p=0.001$ ). In addition, such an enterprise would be proactive enough to become the first to use new E-Marketing tools, ( $t=-3.149$ ,  $p=0.002$ ).

This EO model against performance was tested by constructing the following linear model:

$$\text{Performance} = y_i = \beta_0 + \beta_1 x_{1i} + \dots + \beta_p x_{pi} + \varepsilon_i$$

where  $y_i = \text{Performance (RoI + Conversion rate + r retention rate)}$

*EO model for RoI was tested as follows:*

$$\beta_0 = y \text{ intercept}$$

$$\beta_1 x_{1i} = \text{Utilizing new technology}$$

$$\beta_1 x_{2i} = \text{open mindedness to achieve marketing goals}$$

$$\varepsilon_i = \text{value Std error}$$

A fashion enterprise can therefore increase its RoI by being innovative in utilizing new technology for marketing purposes, while ensuring that risk is minimized to avoid

investing in the wrong technologies. Net profit can be increased by encouraging innovativeness through new marketing ideas from the employees.

Customer conversion rate can be increased by an enterprise being innovative, using the right new technology and researching on developing innovative ways to use E-marketing tools to reach different market niches. In addition, fashion enterprises should be proactive enough to initiate new E-Marketing tools, before their competitors, take calculated risk while practising open mindedness and invest in unexplored E-Marketing tools. It is therefore imperative for such enterprises to emphasize on R&D in E-Marketing, to avoid using wrong tools.

Finally, to enhance customer retention, fashion enterprises will need to become proactive, so as to be the first to use E-Marketing tools as well as initiate new products before their competitors in order to develop a marketing advantage. In addition, the fashion enterprises will need to take calculated risks and invest in unexplored E-Marketing tools in order to increase sales. As an example, the fashion enterprises that took a calculated risk and used social media Facebook in 2005, have reported an increase in sales and high customer retention. These enterprises stated that, their customers were able to view new products online conveniently, give their opinion, order the products or visit the enterprises. This approach ensured that a good CRM existed, where customers were informed of new products, sales, discounts etc to encourage repeat buying and customer retention, (Rita et al., 2003).

#### 4.9.4 Correlation between Utilisation of E-Marketing Tools and Performance

The fourth hypothesis (H0<sub>4</sub>) investigated the relationship between utilisation of E-Marketing Tools and performance of MSEs in the fashion industry in Nairobi, Kenya. The independent variables or predictors: were the use of microsites (Mocality, Wowcity), online banner marketing, mobile telephony, twitter, Facebook, SEM, email marketing, website, e-Newletters and SEO marketing. The dependent variable was performance.

Four models were computed using linear regression analysis and one way ANOVA, to explain the relationships between utilisation of E-Marketing tools and performance. These findings are summarized in Table 4.60.

**Table 4.60 Regression Summary for the Utilisation of E-Marketing Tools and Performance**

Dependent Variables	Values		
	F	p	R <sup>2</sup>
RoI	2.156	0.024	0.129
Net Profit	2.812	0.003	0.162
Customer conversion	3.431	0.000	0.191
Customer Retention rate	3.879	0.000	0.211

The results in Table 4.60 showed the four linear regression analysis models. The results of the first linear regression analysis model indicated that, E-Marketing tools had a significant positive relationship with RoI (F =2.156, p=0.024, R<sup>2</sup>=0.129). The correlation between the utilisation of E-Marketing and performance: (R<sup>2</sup>=0.129), characterized a very weak relationship because utilisation of E-Marketing only explained 12.9% of the variation in performance.

The results of the second linear regression analysis indicated that, utilisation of E-Marketing tools had a significant positive relationship with net profit, ( $F=2.812$ ,  $p=0.003$   $R^2=0.162$ ). The correlation between the net profit and E-Marketing tools, ( $R^2=0.162$ ) characterized as very weak relationship since the utilisation of E-Marketing tools only explained 16.2% variation in the net profit.

The results of the third linear regression analysis indicated that, E-Marketing tools had a significant positive relationship with customer conversion ( $F=3.431$ ,  $p=0.00$ ,  $R^2=0.191$ ). The correlation between the utilisation of E-Marketing tools and customer conversion, ( $R^2=0.191$ ) characterized a weak relationship, since the independent variable only explained 19.1% variation in the dependent variable.

The results of the fourth linear regression analysis indicated that, E-Marketing tools had a significant positive relationship, with customer retention rate ( $F =3.879$ ,  $p=0.00$ ,  $R^2 = 0.211$ ). The correlation between the dependent and independent variables: ( $R^2= 0.211$ ), characterized a weak relationship, where utilisation of E-Marketing tools only explained 21.1% variation in customer retention rate.

The researcher consequently rejected the null hypothesis ( $H_0$ ), and concluded that there was sufficient evidence, at the 5% level of significance, of a linear relationship between utilisation of E-Marketing tools and performance.

Multiple linear regression analysis between utilisation of E-Marketing tools and performance was used to further explain the relationship between these two composite

variables. A coefficient table of correlations was computed to determine individual relationships between variables within the independent and dependent variables. These findings are summarized in Table 4.61.

**Table 4.61 Summary of Linear Regression Models for Utilisation of E-Marketing**

**Tools and Performance**

Dependent variable	$\beta$ intercept	Std error	Internal variable items	Beta	t	p
ROI	1.176	0.280	Website marketing	0.132	2.152	0.033
			mobile telephony	0.416	2.343	0.020
Net profit	0.974	0.318	Online banner marketing	-0.319	-2.265	0.025
			Website marketing	0.415	2.864	0.005
			Search engine marketing	-0.499	-3.315	0.001
			E-Newsletter marketing	0.194	2.478	0.014
Customer conversion	1.076	0.751	Website marketing	0.143	2.038	0.043
			Search engine marketing	-0.146	-2.010	0.046
			Email marketing	0.166	2.822	0.005
Customer retention rate	0.707	0.363	Facebook marketing	0.160	2.509	0.013

The results in Table 4.61 revealed that, only website marketing had an effect on ROI, (t=2.152, p=0.033). Net profit was affected by mobile telephony: (t=2.343, p=0.020) and website marketing, (t=2.864, p=0.005). In addition while online banner marketing and SEO decreased, net profit increased as shown by the negative t value, (t= -2.265, p=0.025) and (t=-3.315, p=0.001) respectively.

Customer conversion was affected by the use of e-Newsletters, (t=2.478, p=0.014) website, (t=2.038, p=0.043) and search engine marketing, (t=-2.010, p=0.046). SEM, however, decreased as customer conversion increased, as shown by the negative t

value. Customer retention rate was affected by the use of email marketing, ( $t=2.822$ ,  $p=0.005$ ) and Facebook marketing, ( $t=2.509$ ,  $p=0.013$ ). These two tools were more interactive and allowed customers to communicate easily with the fashion enterprises, thus resulting in an increase in customer retention rate.

The utilisation of E-Marketing tools model, was tested by constructing the following linear model:

$$\text{Performance} = y_i = \beta_0 + \beta_1 x_{1i} + \dots + \beta_p x_{pi} + \varepsilon_i$$

where  $y_i = \text{Performance (RoI + Conversion rate + r retention rate)}$

*As an example this model for RoI was tested as follows:*

$\beta_0 = y$  intercept

$\beta_1 x_{1i} =$  website marketing

$\varepsilon_i =$  value Std error value

Fashion enterprise would therefore increase their RoI, if websites were constructed and used in marketing online. Net profit will be increased if the enterprise used mobile telephony and website marketing, while the use of online banner marketing and SEM would decrease, as the net profit increased. The latter two tools are therefore useful for advertising for short periods to increase sales and not a permanent E-Marketing strategy for fashion enterprises because, as customers become repeat buyers, they would need to be informed about discounts and new product arrivals in the fashion enterprises.

To increase customer conversion, a fashion enterprise can use e-Newsletter marketing, where information about the fashion enterprise is reported periodically. Other tools to use include, website marketing, to allow the customers to find out more about the fashion enterprises and SEM, to help customers easily locate the fashion enterprises online. However, since SEM decreased as customer retention increased, it can be used as a temporary strategy for new fashion enterprises that need to be located quickly on the virtual marketplace.

Finally, to retain customers, fashion enterprises would need to send informative emails and keep a vibrant and interactive Facebook page, in order to stay in touch with their customers always, thereby building a good CRM, (Rita et al., 2003). Utilisation of E-Marketing tools was therefore seen as profitable to the fashion enterprises studied.

## **CHAPTER FIVE: DISCUSSION**

### **5.1 Demographic Characteristics of the Fashion Enterprises**

The findings in this study revealed that majority of the respondents were under the age of 30 years. In addition, the respondents were highly educated with at least a college certificate. These two attributes implied that the 156 Fashion MSEs with an online presence were able to use E-Marketing tools, because the owners or staff was sufficiently educated and young enough to be technology savvy. Majority of the respondents in the study were female, thereby, corresponding with related findings of studies that revealed that, the textile and apparel entrepreneurs in Kenya are mainly women, (Wandaka, 2009; Elung'ata et al., 2008).

It was also evident that majority of the respondents, represented by 89.7%, had worked in the fashion enterprises for less than five years. This implied that most of the fashion enterprises could have been in operation for not more than five years, further corresponding with findings of other studies that reported that, most MSEs do not stay profitable for more than five years and eventually close down, (Litondo, 2010).

### **5.2 Characteristics of the Fashion Enterprises**

This study revealed that all the fashion enterprises investigated were either Micro, (91.7%), or Small (8.3%). This finding corresponded with others of related studies on fashion entrepreneurs that revealed that most fashion enterprises in Kenya were MSEs, and did not have more than 20 employees, (Litondo 2010; Elung'ata et al., 2008). Majority of the 156 fashion MSEs represented by 48.7%, sold a variety of fashion products. These products included new imported clothes, second hand or tailor made

clothes. In addition, other fashion products sold included handbags, shoes, cosmetics etc. It was evident that, majority of these fashion enterprises representing 45.5%, sold secondhand clothes or a variety of fashion products that included second hand products. It was clear that, the popularity of secondhand clothes dominated Kenyan fashion due to the uniqueness of the products and good finish, as noted by other scholars, (Elung'ata et al. 2008). It was evident that majority of these enterprises representing 48.7% sold more than one product in their product lines to attract a larger customer base, (Kotler & Caslione, 2009).

Majority of the 156 fashion enterprises studied, represented by 80.1%, had other branches or fashion outlets in multiple locations within Nairobi county. These locations were in the city centre, city suburbs, residential areas and virtual shops. Very few of the 156 investigated fashion enterprises, (7.1%) operated virtual shops only but they used their online presence to market their physical locations in and out of Nairobi county. This finding could be attributed to the fact that, most customers wanted to feel and fit the garment, thereby creating the need for the fashion enterprises to have physical locations, (Li & Fung, 2011).

### **5.3 Utilisation of E-Marketing Tools in the Fashion Enterprises**

In terms of E-Marketing tools, this study sought to find out the E-Marketing tools utilized, the most utilized tools and the effect on E-Marketing performance. The E-Marketing tools ranged from mobile telephony, Facebook, website marketing among others. The study also sought to determine which of the E-Marketing tools that were utilized in the fashion enterprises were the most preferred.

It was evident from the analysis that Facebook and mobile telephony were the most utilized E-Marketing tools. This finding corresponds with other studies on MSEs in Kenya that have proposed that the mobile phone is the marketing tool for Kenyan MSEs, due to the high penetration and accessibility of mobile service, (Litondo, 2010). In addition, Facebook as a viral marketing technique is preferred by most youth as a source of information because it is ubiquitous, has high interactivity and is easy to use. As a result, therefore, MSEs in the fashion industry have tapped into these two E-Marketing tools. On the contrary, SEO, online banners and E-Newsletters marketing were least preferred, because these tools required higher skills in computer programming and designing to create an effective marketing campaign.

#### **5.4 Forces Influencing Utilisation of E-Marketing Tools**

This study revealed that various forces influenced the utilisation of E-Marketing tools in the 156 fashion MSEs. These forces were categorized into, internal forces, external forces and entrepreneurial orientation of the fashion enterprises. Internal forces that were very significant to the utilisation of E-Marketing tools in the fashion enterprises included; E-Marketing tools were that were easy to use by owners and staff in fashion enterprises, positive staff attitude towards E-Marketing and the enterprises' emphasis on utilisation of new technology. An external factor that seemed to have a significant importance was competitive pressure that influenced the implementation of E-Marketing in the fashion enterprises. This finding corresponds with other studies on CRM, that have established that fashion customers have become very demanding and

require more creative marketing techniques to attract and encourage purchase, (Li & Fung, 2011).

### **5.5 Forces Influencing Performance of the Fashion Enterprises**

Performance was measured using four indicators which were highlighted by, (El-Gohary 2011; Chaffey, 2007). These were; RoI, net profit, customer conversion rate and customer retention rate. The findings revealed that internal forces had a significant effect on all the performance indicators, except net profit. This implied that E-Marketing could be one of the contributing factors to net profit. However, there were other factors such as consumer preferences and economic environment that had a higher significance on the net profit. The staff qualifications, skills and attitude were important attributes that affected performance. It was also noted that the fashion enterprises needed to use E-Marketing, regardless of their size, to increase customer conversion and retention in their enterprises.

External forces also played a significant role on performance, as shown on Table 4.64. Competitive pressure seemed to affect most of the performance indicators, (ROI, Net Profit and customer conversion). This finding corresponds with others on related studies, that have suggested that stiff competition had impacted on the profitability of fashion MSEs in Kenya, (Elung'ata et al., 2008; Wandaka, 2009). It was also evident that Kenya had technology savvy customers who could use technology, therefore, changing the shopping habits of such customers, (Basheer, 2010; Li & Fung, 2011).

In addition, the business environment was conducive for E-Marketing since many vendors had designed E-Marketing tools to suit the fashion MSEs' needs. This finding corresponds with other findings from scholars, who have proposed that for E-Marketing tools to be used by enterprises, a country had to be e-ready, (Renner et al., 2008). For the fashion MSEs to remain competitive, it has become imperative for them to use new innovative marketing tools as observed by marketing scholars, (Corbellini & Saviolo, 2009; Loveday & Niehaus, 2007).

The EO of the fashion enterprises was an important force that had a significant effect on performance. The EO constructs that were significant included innovativeness, proactiveness and risk taking ability. It was however necessary for the fashion enterprises to find a balance between risk taking and proactiveness, to avoid losing their market share and ensure a return on investment. Fashion enterprises would therefore need to explore and use new technology, initiate new marketing tools and products, while ensuring that they are strategic in investing in new technologies that have a high RoI.

## **5.6 Influence of E-Marketing Tools on Performance**

Utilisation of E-Marketing tools was an imperative component in this study. The study revealed that websites were important for fashion enterprise, to enable their customers find out more about their products. Mobile telephony, online banners, websites and SEM were important E-Marketing tools that will significantly affect the net profit, (Li & Fung, 2011; Booth, 2009). This was because, mobile telephony would create a safe and convenient mode of payment, while online banners placed on other sites would

give fashion enterprises more online visibility and attract potential customers to their website, (Litondo,2010; Loveday & Niehaus, 2007; Chaffey, 2008).

E-Newsletters were also important in informing potential customers about discounts or new products in the fashion enterprises, while SEM was used by new enterprises to assist customers in locating the fashion enterprises online, (Chaffey, 2007). These E-Marketing tools would lead to an increase in customer conversion. To ensure an increase in the customer retention rate, email and Facebook marketing, were important E-Marketing tools. These two E-Marketing tools will enable a fashion enterprise to maintain an online customer database, as well as provide an interactive platform for the fashion enterprise and the customer, (Choi et al., 2007, Costa, 2010). Facebook marketing was especially suitable because, it is ubiquitous and can be accessed on smart phone with ease. It was noted that mobile phone penetration was very high in Kenya and was estimated to have 28 million mobile phone users by 2012, (Daily Nation, 2013).

## **CHAPTER SIX: SUMMARY, CONCLUSION AND RECOMMENDATIONS**

### **6.1 Summary**

E-Marketing tools are very useful for any MSE in the fashion industry that intends to remain competitive in the market place in the 21<sup>st</sup> Century. Literature on fashion MSEs revealed that, many fashion enterprises face survival challenges due to access of markets and competitive pressure. In addition, the modern customer has become more demanding and technologically savvy. The findings of this study revealed that E-Marketing tools were very useful in marketing. Fashion enterprises therefore, need to determine the most suitable E-Marketing mix, to suit their needs, increase profitability and gain more market share.

### **6.2 Conclusions**

Based on the study findings, the following conclusions were made:

- a. E-Marketing tools were very important to fashion enterprises interested in increasing their profits, since majority of customers were able to use the internet.
- b. Mobile telephony and Facebook marketing were most popular among MSEs, while E-Newsletters, SEO and online banner marketing were the least popular E-Marketing tools.
- c. Marketing staff can increase their enterprises' return on investment, if they have more technical training on how to exploit E-Marketing in their enterprises.
- d. The government has played an important role in creating a suitable E-Marketing environment. However, there is need to increase internet penetration that would enable more customers to shop online.

- e. Fashion enterprises can increase their customers' retention rate by increasing utilisation of E-Marketing. This in turn will promote repeat buying and the enterprise profitability.
- f. Fashion enterprises that are proactive and innovative are more likely to increase their customer attraction and retention.

### **6.3 Recommendations**

Based on the knowledge and insight gained from the findings of this study, the following recommendations were made to fashion entrepreneurs, marketers, academia and researchers.

#### **6.3.1 Recommendations to Fashion Entrepreneurs and Marketers**

In order to enhance the fashion enterprises' performance and sales, the following recommendations were made to the fashion entrepreneurs and marketers:

- a. Fashion enterprises need to be facilitated for more training of their marketing staff on the latest E-Marketing tools, in order to expose them to various E-Marketing tools that will increase profitability.
- b. The fashion entrepreneurs and marketers needed to identify and use suitable E-Marketing tools which would ensure that their customers were able to purchase online, without having mistrust or security concerns. This could have been done by developing and ensuring expedient delivery of products, while guaranteeing security when a client purchases online.
- c. Fashion entrepreneurs and marketers needed capacity building forums to learn new E-Marketing tools that increased profitability.

### **6.3.2 Recommendations to Academicians and Researchers**

This study adds to the existing body of knowledge in this area. However, a comparative study to find out why majority of the fashion enterprises are not utilizing most of the E-Marketing tools needs to be carried out. Future studies on MSEs in other industries as well as in different towns will also give new insight in the utilisation of E-Marketing tools among MSEs.

Although the internet has a wider and faster reach, it can also be underexploited, if the entrepreneurs are not well trained on the propensity of this tool in Marketing. It is therefore important for the Universities through private public partnerships, to offer short business development training for entrepreneurs and marketers, on how to fully benefit from E-Marketing utilisation.

### **6.3.3 Recommendations for Policy Makers and Practice**

The significance of the internet to economic growth is very important. Whereas the Kenyan government has formulated policies on ICT, it is essential to ensure that the internet and technological infrastructure is affordable to MSEs that have a limited financial ability. Government policies that reduce tax on computer related equipment and the internet are imperative, to make internet access more affordable to all Kenyans.

The Kenya government ministries should also speed up the progress of installing fiber optic, in order to increase faster internet connectivity. By creating faster internet, more customers are likely to shop online, thereby, creating more job opportunities for the youth in delivery and courier services, as well as online administrators for the various e-shops. The government needs to put in place better policies on internet security, when

transacting online. A more secure internet will promote an e-commerce culture in the country, and aid in realizing Kenya's vision 2030, for the creation of the Silicon Savannah of Africa.

The government can facilitate Public Private Partnerships, (PPPs), with ISPs, to establish e-platforms, where MSEs can easily display their products electronically. In the last ten years, ISPs like Mocality and Deal Fish, have closed down their sites, leaving many fashion MSEs to source for their own websites. The need for a Kenyan "E-Bay" is important, in assisting MSEs in marketing. This strategy will be in line with the vision of creating a Silicon Valley in Konza City, where ICT will play a key role in trade and business. It is also pertinent that the government introduces training of MSEs employees in the use of ICT as a business enhancement tool.

#### **6.4 Recommendations for Further Research**

The following recommendations were made for future research:

- a. It would be useful to carry out a study on MSEs in the fashion industry, on enterprises that do not utilize E-Marketing tools, in order to understand the challenges they face in the implementation of E-Marketing Tools.
- b. The study population was drawn from fashion enterprises in Nairobi county only, and this might limit the generalization of the results across the country and the rest of the world. Similar studies of fashion enterprises in Africa and other countries are necessary in order to understand the various factors affecting different economies.

- c. It is also necessary to carry out a study, from the consumer point of view, on the utilisation of E-Marketing tools. A comparative analysis between perspectives from the fashion entrepreneurs/staff and consumers would give researchers a better understanding on how utilisation of E-Marketing tools in the fashion enterprises affects performance.

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## **APPENDICES**

### **Appendix A: Questionnaire to Fashion Enterprises**

To the respondent,

In this investigation on the study of the utilisation and effect on performance of E-Marketing tools among enterprises in the fashion industry within Nairobi, your response is vital. Provision of the required information is voluntary and your anonymity as a respondent is assured.

It is hoped that through this study, your enterprise will gain a more in-depth understanding of the various online marketing tools and interactive media that appeal to consumers and which help to maximize on the business opportunities in the digital world.

Thank you.

**Part 1: Demographic Information**

1. Please indicate by ticking your age category

<input type="checkbox"/>	Under 30 yrs	<input type="checkbox"/>	30-40 yrs
<input type="checkbox"/>	41-50 yrs	<input type="checkbox"/>	51-60 yrs
<input type="checkbox"/>	More than 60 yrs	<input type="checkbox"/>	

2. Please indicate by ticking your gender

<input type="checkbox"/>	Male	<input type="checkbox"/>	Female
--------------------------	------	--------------------------	--------

3. What is your role/position in the organization? \_\_\_\_\_

4. For how long have you been working in your organization?

<input type="checkbox"/>	Under 5 years	<input type="checkbox"/>	5-10 years
<input type="checkbox"/>	More than 10 years		_____

5. Are you involved in E-Marketing use?

Yes  No

6. Level of Education:

College certificate  
 University graduate  
 Postgraduate studies

**Part 2: Background data about the Enterprise: - Please tick in the appropriate box or fill in the blank space provided:**

7. What type of goods does your enterprise deal in?

New imported clothes/ fashion products  
 Tailor made clothes /fashion products  
 Second hand clothes/fashion products  
 Other \_\_\_\_\_

8. Where is your enterprise located?

Within the city centre  
 Out of the city centre  
 In Nairobi residential areas

	Online business
	please
	Other:- specify: _____
	_____

9. Indicate the number of employees who work in your enterprise in the following categories:

Casual employees	
Permanent/ full time employees	

10. What is the approximate annual marketing budget of your enterprise as a percentage of the total company budget? \_\_\_\_\_%

11. How long has your enterprise been in business? \_\_\_\_\_

12. Which customers does your enterprise mainly sell to :

	Customers within Nairobi		Customers out of Nairobi
	Customers in other businesses (Business to Business)		_____

13. How many **months** has your enterprise marketed using the following electronic marketing tools?

Mobile phone marketing

Internet marketing

14. How many outlets does your enterprise have?

i. Within Nairobi \_\_\_\_\_

ii. Out of Nairobi \_\_\_\_\_

15. Please tick in the appropriate box to identify the type of enterprise you work in.

Sole proprietor

Partnership

Franchise

Limited company

Other \_\_\_\_\_

**Part 3: This part deals with Internal Factors influencing the use of Electronic marketing in your enterprise. Please tick the appropriate box in each case.**

To what extent do you agree or disagree with the following statements?		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
16.	It is easy to use E-Marketing tools (e.g. the Internet, E-Mail, and Mobile) for conducting business.					
17.	Our staff have a positive attitude towards E-Marketing use.					
18.	The fashion enterprise has qualified and skilled marketing staff.					
19.	The fashion enterprise has good technological infrastructure (e.g. hardware, networks, Internet access) in our enterprise.					
20.	The fashion enterprise has sufficient financial resources for using E-Marketing.					
21.	The fashion enterprise implemented E-Marketing					

	because it would expand nationally					
22.	The size of the fashion enterprise influenced the decision to use E-Marketing.					
23.	The fashion enterprise uses E-Marketing tools regardless of size.					
24.	The types of products that sold by the fashion enterprise, influenced the decision to use E-Marketing.					
25.	Using E-Marketing enables the fashion enterprise to accomplish marketing tasks more quickly.					
26.	It is easy to use E-Marketing tools to achieve marketing goals.					

**Part 4: This section deals with external factors that influence use of Electronic**

**Marketing by your Enterprise. Please tick in the appropriate box.**

Statements on External factors:		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
	To what extent do you agree or disagree with the following statement?					
27.	Competitive pressure is the main reason for implementing of E-Marketing in the fashion enterprise.					
28.	The Business environment supports the use of E-Marketing.					
29.	There is enough government support to provide a good business environment for E-Marketing.					
30.	The fashion enterprise uses E-Marketing to avoid losing our market share to competitors who are already using E-Marketing.					
31.	The fashion enterprise uses E-Marketing as a response to technological market trends.					
32.	The fashion enterprise uses E-Marketing because of the incentives provided by the government.					

33.	The fashion enterprise uses E-Marketing because of the protection provided by the government.					
34.	Customers do not like purchasing through the Internet.					
35.	Customers usually do not trust E-Marketing tools (e.g. the Internet, E-Mail, and Mobile) because of <b>security</b> issues.					
36.	Customers usually do not trust E-Marketing tools (e.g. the Internet, E-Mail, and Mobile) because of <b>privacy</b> issues.					
37.	Majority of the customers are able to utilize technology(E-Marketing tools)					

**Part 5: Questions in this part concern the Entrepreneurial Orientation of the Business and use of E-Marketing to conduct the marketing activities of your enterprise. Please tick the appropriate box**

To what extent do you agree or disagree with the following statements?		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
	<b>Innovativeness</b>					
38.	The fashion enterprise emphasizes on utilising new technology					
39.	The fashion enterprise encourages new ideas from all the employees					
40.	The fashion enterprise emphasizes on research and development in E-Marketing developments.					
	<b>Proactiveness</b>					
41.	The fashion enterprise initiates new E-Marketing tools before their competitors					
42.	The fashion enterprise is first to use new E-Marketing tools nationally					

43.	The fashion enterprise is first to introduce new products and services nationally.					
<b>Risk Taking</b>						
44.	The fashion enterprise practises “ wait and see” position to minimize risk					
45.	The fashion enterprise is open minded to achieve marketing goals.					
46.	The fashion enterprise always invests in unexplored technologies carefully. (calculated risks)					

**Part 6: This part of the questionnaire deals with Electronic Marketing (E-Marketing)**

**Use by the Enterprise:-Please tick the appropriate boxes.**

Statements on E-Marketing use. To what extent do you agree or disagree with the following statements?	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
47. The fashion enterprise uses e-mail in conducting its marketing activities.					
48. The fashion enterprise uses mobile marketing in conducting its marketing activities.					
49. The fashion enterprise depends on the internet in conducting marketing activities.					
50. The fashion enterprise uses <b>Facebook</b> in conducting marketing activities.					
51. The fashion enterprise uses, <b>Twitter</b> in conducting marketing activities					
52. The fashion enterprise uses <b>Online banner</b> marketing.					
53. The fashion enterprise uses <b>search engine marketing (SEM)</b> .					
54. The fashion enterprise uses <b>E- newsletter</b>					

	marketing in conducting marketing activities.					
55.	The fashion enterprise uses our enterprise <b>Website</b> marketing					
56.	The fashion enterprise uses <b>Search Engine optimization (SEO)</b> marketing					
57.	The fashion enterprise uses <b>online market places</b> such as Mocality, Dealfish, WoWcity etc in conducting its marketing activities.					

**Part 7: This part deals with the Enterprise's Electronic Marketing (E-Marketing)**

**Perception on Performance: - Please tick the appropriate box.**

In our enterprise the use of E-Marketing is perceived to have led to <b>increase in:</b>		Strongly agree	Agree	Neutral	Disagree	Strongly disagree
58.	Return on E-Marketing Investments (RoI).					
59.	Net profit.					
60.	Conversion rate (number customers who visit the enterprise online and purchase fashion products).					
61.	Retention rate of customers.					

*To be filled ONLY if you would like to have a copy of the study results summary report.*

Contacts Name: \_\_\_\_\_

Company name: \_\_\_\_\_

Company address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email address: \_\_\_\_\_

If you have any comment or issue you feel particularly important in the context of E-Marketing in Small Business Enterprises, please do use this section of the questionnaire for your comments.

\_\_\_\_\_

—

*Thank You for your participation and cooperation.*

## Appendix B: Introduction Letter

REPUBLIC OF KENYA



### NATIONAL COUNCIL FOR SCIENCE AND TECHNOLOGY

Telephone: 254-020-2213471, 2241349, 254-020-2673550  
 Mobile: 0713 788 787 , 0735 404 245  
 Fax: 254-020-2213215  
 When replying please quote  
 secretary@ncst.go.ke

P.O. Box 30623-00100  
 NAIROBI-KENYA  
 Website: www.ncst.go.ke

Our Ref:

NCST/RCD/13/013/6

Date:

18<sup>th</sup> February, 2013

Jacqueline Kisato  
 Kenyatta University  
 P.O.Box 43844-00100  
 Nairobi.

#### RE: RESEARCH AUTHORIZATION

Following your application dated 25<sup>th</sup> January, 2013 for authority to carry out research on "*Utilization of E-Marketing strategies and influencing contingents on performance of Small and Medium Fashion Enterprises in Nairobi County,*" I am pleased to inform you that you have been authorized to undertake research in **selected Companies in Nairobi County** for a period ending 31<sup>st</sup> January, 2014.

You are advised to report to **the Directors of selected Companies** before embarking on the research project.

On completion of the research, you are expected to submit **two hard copies and one soft copy in pdf** of the research report/thesis to our office.

**DR M.K. RUGUTT, PhD, HSC.**  
**DEPUTY COUNCIL SECRETARY**

Copy to:

The Directors  
 Selected Companies  
 Nairobi County.

Appendix C: Research Permit

PAGE 2 PAGE 3

**Research Permit No. NCST/RCD/13/013/6**

**Date of issue** 18<sup>th</sup> February, 2013

**Fee received** KSH. 2,000


**THIS IS TO CERTIFY THAT:**

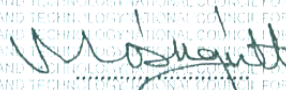
**Prof./Dr./Mr./Mrs./Miss/Institution**  
**Jacqueline Kisato**  
**of (Address) Kenyatta University**  
**P.O.Box 43844-00100, Nairobi,**  
**has been permitted to conduct research in**

<b>Selected Companies</b>	<b>Location</b>
<b>Nairobi</b>	<b>District</b> <b>County</b>

**on the topic: Utilization of E-Marketing strategies**  
**and influencing contingents on performance of**  
**Small and Medium Fashion Enterprises in Nairobi**  
**County,**

**for a period ending: 31<sup>st</sup> January, 2014.**

  
**Applicant's**  
**Signature**

  
**Secretary**  
**National Council for**  
**Science & Technology**

## Appendix D: Correlation and Regression Models

### INTERNAL FORCES: ROI

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.548 <sup>a</sup>	.300	.257	.643

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.891	9	2.877	6.962	.000 <sup>a</sup>
	Residual	60.333	146	.413		
	Total	86.224	155			

### INTERNAL FORCES: NET PROFIT

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.311 <sup>a</sup>	.097	.041	1.759

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.258	9	5.362	1.733	.086 <sup>a</sup>
	Residual	451.659	146	3.094		
	Total	499.917	155			

**INTERNAL FORCES: CONVERSION RATE****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.274 <sup>a</sup>	.075	.018	.875

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.078	9	1.009	1.319	.232 <sup>a</sup>
	Residual	111.665	146	.765		
	Total	120.744	155			

**EXTERNAL FORCES: ROI****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.377 <sup>a</sup>	.142	.089	.668

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.809	9	1.201	2.691	.006 <sup>a</sup>
	Residual	65.165	146	.446		
	Total	75.974	155			

**EXTERNAL FORCES: NET PROFIT****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.310 <sup>a</sup>	.096	.047	1.753

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.961	8	5.995	1.950	.057 <sup>a</sup>
	Residual	451.955	147	3.075		
	Total	499.917	155			

**EXTERNAL FORCES: CONVERSION RATE****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Sig. F Change
1	.367 <sup>a</sup>	.134	.087	.006

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.227	8	2.028	2.853	.006 <sup>a</sup>
	Residual	104.516	147	.711		
	Total	120.744	155			

**EXTERNAL FORCES: RETENTION RATE****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.390 <sup>a</sup>	.152	.106	.662

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.554	8	1.444	3.295	.002 <sup>a</sup>
	Residual	64.421	147	.438		
	Total	75.974	155			

**ENTREPRENEURIAL ORIENTATON: ROI****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.503 <sup>a</sup>	.253	.207	.664

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.808	9	2.423	5.492	.000 <sup>a</sup>
	Residual	64.416	146	.441		
	Total	86.224	155			

**ENTREPRENEURIAL ORIENTATION: NET PROFIT****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.283 <sup>a</sup>	.080	.023	1.775

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.041	9	4.449	1.412	.188 <sup>a</sup>
	Residual	459.875	146	3.150		
	Total	499.917	155			

**ENTREPRENEURIAL ORIENTATION: CONVERSION RATE****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.508 <sup>a</sup>	.258	.213	.783

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.212	9	3.468	5.655	.000 <sup>a</sup>
	Residual	89.532	146	.613		
	Total	120.744	155			

**ENTREPRENEURIAL ORIENTATION: RETENTION RATE****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.433 <sup>a</sup>	.187	.137	.650

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.228	9	1.581	3.738	.000 <sup>a</sup>
	Residual	61.746	146	.423		
	Total	75.974	155			

**E-MARKETING UTILISATION :ROI****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.360 <sup>a</sup>	.129	.069	.719

ANOVA<sup>b</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.163	10	1.116	2.156	.024 <sup>a</sup>
	Residual	75.061	145	.518		
	Total	86.224	155			

**E-MARKETING UTILISATION: NET PROFIT**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.403 <sup>a</sup>	.162	.105	1.699

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	81.202	10	8.120	2.812	.003 <sup>a</sup>
	Residual	418.715	145	2.888		
	Total	499.917	155			

**E-MARKETING UTILISATION: CONVERSION RATE****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.437 <sup>a</sup>	.191	.136	.821

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.106	10	2.311	3.431	.000 <sup>a</sup>
	Residual	97.637	145	.673		
	Total	120.744	155			

**E-MARKETING UTILISATION: RETENTION RATE****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.459 <sup>a</sup>	.211	.157	.643

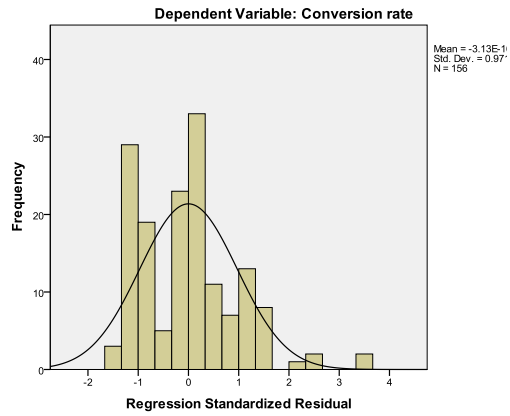
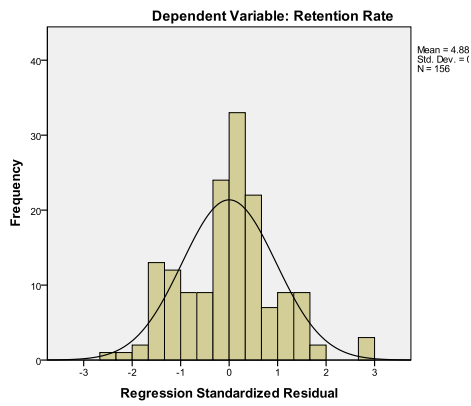
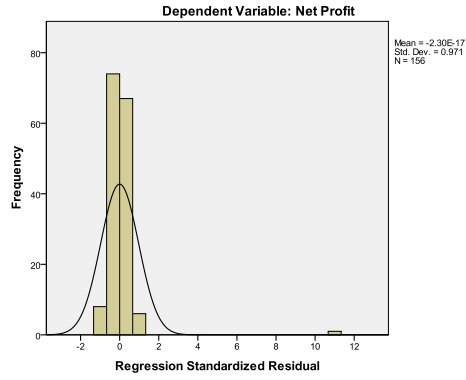
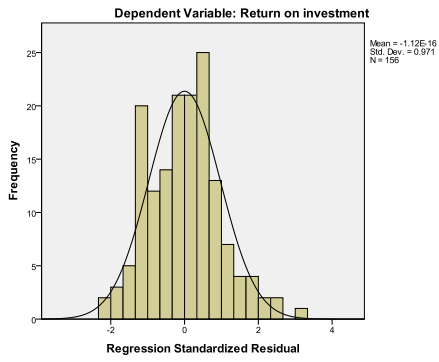
**ANOVA**

b

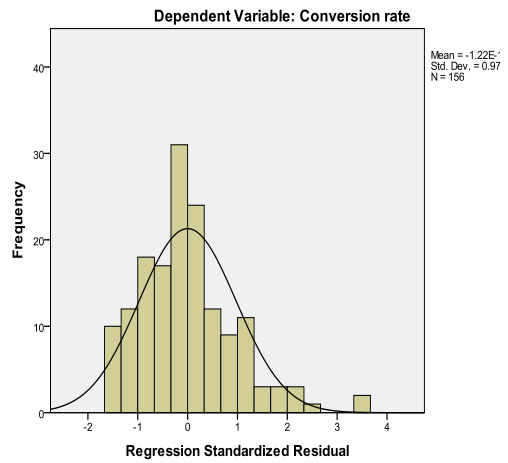
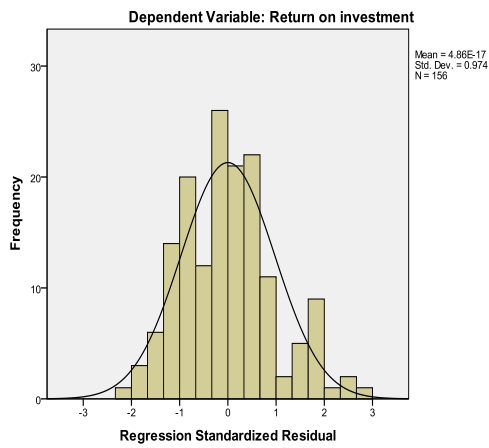
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.036	10	1.604	3.879	.000 <sup>a</sup>
	Residual	59.939	145	.413		
	Total	75.974	155			

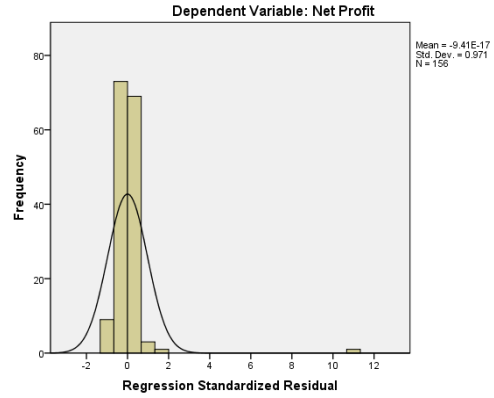
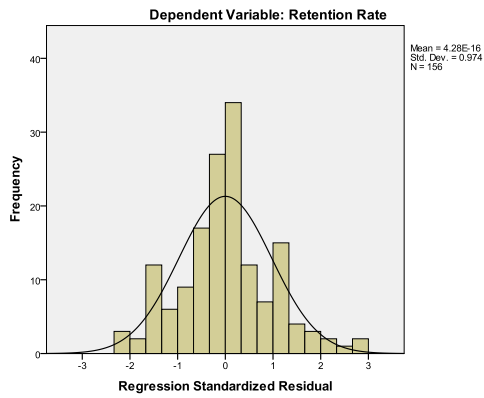
## Appendix E: Regression Histograms

### Histograms on Internal Forces and Performance Indicators

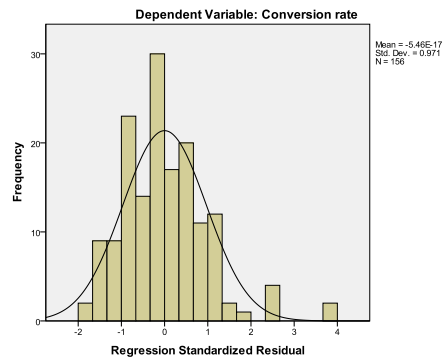
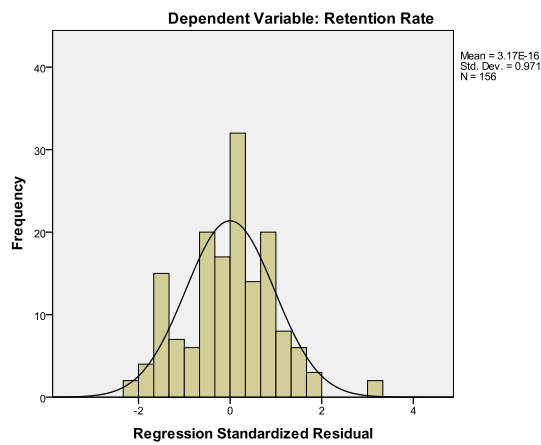
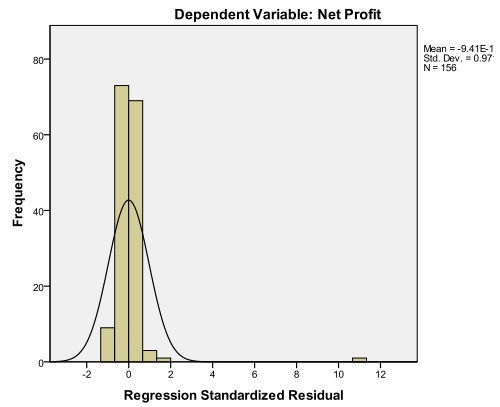
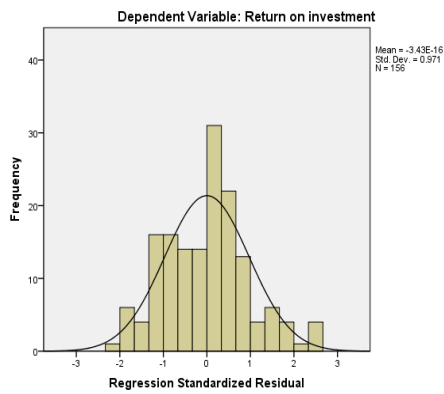


### Histograms on External Forces and Performance Indicators

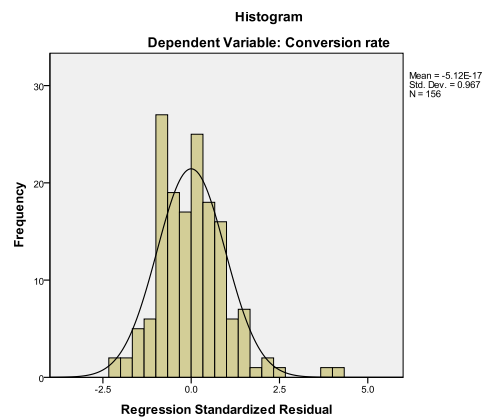
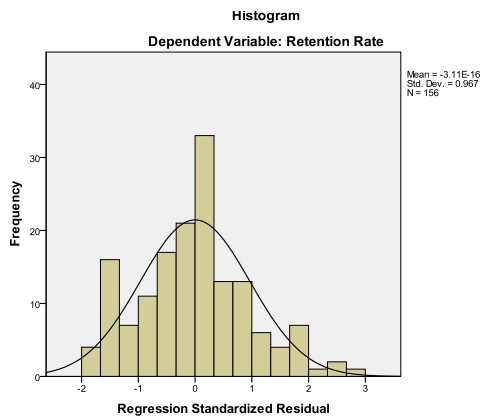
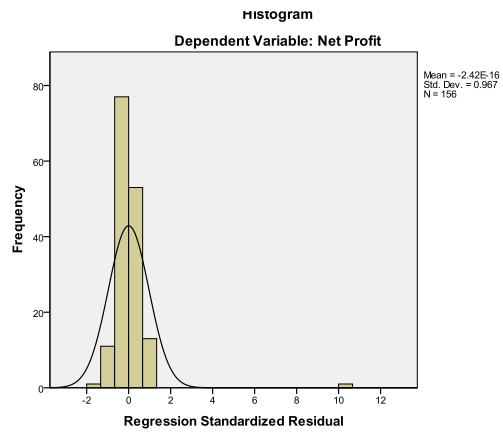
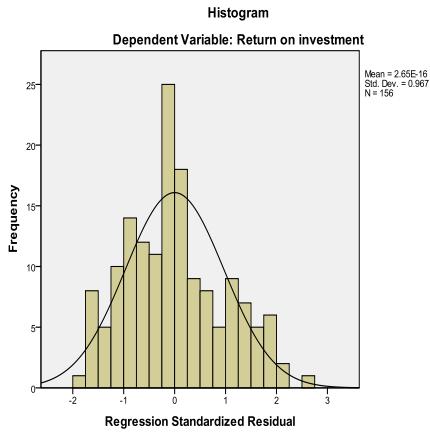




### Histograms on EO and Performance Indicators



## Histograms on E-Marketing Utilisation and Performance Indicators



**APPENDIX F: List of Fashion Enterprises that formed the Population for this Study**

**1.WOWCITY DOMAIN**

1. <http://kangakulture.wowcity.com/>
2. <http://ke.wowcity.com/nairobi/locbus2/11691253714689286967/clothing-shop.htm>
3. <http://ke.wowcity.com/nairobi/locbus2/3348142442601055760/collabor-international.htm>
4. <http://ke.wowcity.com/nairobi/locbus2/7860579739438457091/shaz-collection.htm>
5. <http://ke.wowcity.com/nairobi/locbus2/1427235297072778835/en-karasha-clothing-store.htm>
6. <http://ke.wowcity.com/nairobi/locbus2/1910306483072820628/kings-wear-ltd.htm>
7. <http://ke.wowcity.com/nairobi/locbus2/13047944252288216963/inzovu-fashion-house.htm>
8. <http://ke.wowcity.com/nairobi/locbus2/2532723785510764222/bonk.htm>
9. <http://ke.wowcity.com/nairobi/locbus2/4249546401358738055/tinga-tnga-clothing-ltd.htm>
10. <http://ke.wowcity.com/nairobi/locbus2/10236032543907838621/infin8-designs.htm>
11. <http://ke.wowcity.com/nairobi/locbus2/7918938055614624873/haq-lifestyle-ltd.htm>
12. <http://ke.wowcity.com/nairobi/locbus2/14237404385415238055/the-strand-fashions.htm>
13. <http://ke.wowcity.com/nairobi/locbus2/7932936129139026917/only-you.htm>
14. <http://ke.wowcity.com/nairobi/locbus2/15581945045839286701/kezcollections.htm>
15. <http://ke.wowcity.com/nairobi/locbus2/10403727409771755443/interfina-clothing.htm>
16. <http://ke.wowcity.com/nairobi/locbus2/6797764649175925106/mbuvi-jeans.htm>
17. <http://ke.wowcity.com/nairobi/locbus2/8444420817833772711/hillcrest-clothing-co-ltd.htm>
18. <http://ke.wowcity.com/nairobi/locbus2/14061707532580416202/twiga-clothing.htm>
19. <http://ke.wowcity.com/nairobi/locbus2/719514398325199187/kenya-clothing-factory-ltd.htm>
20. <http://ke.wowcity.com/nairobi/locbus2/16941952597733957086/balala-clothing-store.htm>
21. <http://ke.wowcity.com/nairobi/locbus2/16305703763355217070/munyao-clothing.htm>
22. <http://ke.wowcity.com/nairobi/locbus2/11216602392774427990/sunbeam-camera-clothing-mall.htm>
23. <http://ke.wowcity.com/nairobi/locbus2/582775444368063415/avilas-mens-clothing.htm>
24. <http://ke.wowcity.com/nairobi/locbus2/7424744946799940616/budget-care-men-s-clothing-sto.htm>

25. <http://ke.wowcity.com/nairobi/locbus2/10806847954303218659/simplicity-wears.htm>
26. <http://ke.wowcity.com/nairobi/locbus2/14112126372135147937/black-elegance.htm>
27. <http://ke.wowcity.com/nairobi/locbus2/13039429126804132108/gala-clothing.htm>
28. <http://ke.wowcity.com/nairobi/locbus2/14816864879569125375/jeski-enterprise-clothing-stor.htm>
29. <http://ke.wowcity.com/nairobi/locbus2/7604105197064802996/denic-clothing.htm>
30. <http://ke.wowcity.com/nairobi/locbus2/16994428826468837113/faraniza-clothing-and-material.htm>
31. <http://ke.wowcity.com/nairobi/locbus2/11973810767539839754/katchy-clothing.htm>
32. <http://ke.wowcity.com/nairobi/locbus2/15005796731628850334/maina-clothing-store.htm>
33. <http://ke.wowcity.com/nairobi/locbus2/6279254711124371154/kemco-clothing-factory-co.htm>
34. <http://ke.wowcity.com/nairobi/locbus2/3141798411067975878/franzia-clothing-materials.htm>
35. <http://ke.wowcity.com/nairobi/locbus2/6294849516251545730/njumbi-clothing.htm>
36. <http://ke.wowcity.com/nairobi/locbus2/2699244078178944290/ajit-clothing-factory-ltd.htm>
37. <http://ke.wowcity.com/nairobi/locbus2/460777177179433427/dash-clothing-ltd.htm>
38. <http://ke.wowcity.com/nairobi/locbus2/6785701685381437137/mama-mugo-shop.htm>
39. <http://ke.wowcity.com/nairobi/locbus2/1185817153856185006/wananchi-clothing.htm>
40. <http://ke.wowcity.com/nairobi/locbus2/16896950612740075122/desire-clothing-store.htm>
41. <http://ke.wowcity.com/nairobi/locbus2/11544781297557129944/posh-designs.htm>
42. <http://ke.wowcity.com/nairobi/locbus2/14582827303223190225/pooja-creations.htm>
43. <http://ke.wowcity.com/nairobi/locbus2/48515719421268653/dazzle-clothing.htm>
44. <http://ke.wowcity.com/nairobi/locbus2/1234663175641420740/mubarak-luxurious-clothing.htm>
45. <http://ke.wowcity.com/nairobi/locbus2/8520866859938485556/bobby-esquire-clothing.htm>
46. <http://ke.wowcity.com/nairobi/locbus2/12241043066481334304/frigoodies.htm>
47. <http://ke.wowcity.com/nairobi/locbus2/15662116689477524215/al-nasib-clothing.htm>
48. <http://ke.wowcity.com/nairobi/locbus2/14928811702849151784/dukkan-kaah-ladies-clothing.htm>
49. <http://ke.wowcity.com/nairobi/locbus2/1004772930157019108/fanfan-clothing.htm>

50. <http://ke.wowcity.com/nairobi/locbus2/10553844779061626705/assali-clothing-amp-coMSEtics.htm>
51. <http://ke.wowcity.com/nairobi/locbus2/1763739154870201947/wise-clothing.htm>
52. <http://ke.wowcity.com/nairobi/locbus2/250102770392475664/elika-women-clothing.htm>
53. <http://ke.wowcity.com/nairobi/locbus2/12179943263685491852/danico-clothing-overalls.htm>
54. <http://ke.wowcity.com/nairobi/locbus2/3772523515389316519/marino-fashions-clothing.htm>
55. <http://ke.wowcity.com/nairobi/locbus2/1871179553212957006/instyle-clothing.htm>
56. <http://ke.wowcity.com/nairobi/locbus2/15530223476656871986/dukkan-al-mashruk-clothing.htm>
57. <http://ke.wowcity.com/nairobi/locbus2/12004264463080287950/mr-price.htm>
58. <http://ke.wowcity.com/nairobi/locbus2/7257615310212937745/secrets-clothing.htm>
59. <http://ke.wowcity.com/nairobi/locbus2/17583905256480110232/one-way-clothing.htm>
60. <http://ke.wowcity.com/nairobi/locbus2/13618160635320104861/arri-clothing.htm>
61. <http://ke.wowcity.com/nairobi/locbus2/16438638376668016155/ari-clothing.htm>
62. <http://ke.wowcity.com/nairobi/locbus2/1861679743718613290/trendy-clothline.htm>
63. <http://ke.wowcity.com/nairobi/locbus2/11022388562480465455/thorough-clothing.htm>
64. <http://ke.wowcity.com/nairobi/locbus2/6685222740750244880/gilo-meshjmart-amp-clothing.htm>
65. <http://ke.wowcity.com/nairobi/locbus2/13272490976815973987/esir-clothing.htm>
66. <http://ke.wowcity.com/nairobi/locbus2/4236827099135200032/maqz-designs.htm>
67. <http://ke.wowcity.com/nairobi/locbus2/3673168878847334445/katchy-clothing.htm>
68. <http://ke.wowcity.com/nairobi/locbus2/11301274807054941510/vision-clothing.htm>
69. <http://ke.wowcity.com/nairobi/locbus2/589022969806217310/thika-clothes-mill-ltd.htm>
70. <http://ke.wowcity.com/nairobi/locbus2/17646438180570594582/xxl-clothing-store.htm>
71. <http://ke.wowcity.com/nairobi/locbus2/3426896042348658432/stage-two-clothing.htm>
72. <http://ke.wowcity.com/nairobi/locbus2/10764818975144893693/boot-botiq-kenya.htm>
73. <http://ke.wowcity.com/nairobi/locbus2/17801528342377557553/used-clothing-stall.htm>
74. <http://ke.wowcity.com/nairobi/locbus2/7461817855537761230/topten-wedding-and-clothing-sh.htm>

75. <http://ke.wowcity.com/nairobi/locbus2/5226053337538956060/dk-mburu-clothing.htm>
76. <http://ke.wowcity.com/nairobi/locbus2/3784037416028296424/joywa-clothing.htm>
77. <http://ke.wowcity.com/nairobi/locbus2/9146316622905861443/njooro-clothing-plus.htm>
78. <http://ke.wowcity.com/nairobi/locbus2/8829190777270816139/misans-enterprises-clothes.htm>
79. <http://ke.wowcity.com/nairobi/locbus2/16384061266024357584/anchor-rest-clothes.htm>
80. <http://ke.wowcity.com/nairobi/locbus2/8363395190582158719/shat-ea-clothes.htm>
81. <http://ke.wowcity.com/nairobi/locbus2/14728958193313477451/rahman-clothes.htm>
82. <http://ke.wowcity.com/nairobi/locbus2/8772389049042649128/oak-clothes.htm>
83. <http://ke.wowcity.com/nairobi/locbus2/15753510031251931898/insight-clothes.htm>
84. <http://ke.wowcity.com/nairobi/locbus2/5040875343644394747/flos-collection.htm>
85. <http://ke.wowcity.com/nairobi/locbus2/2976682020277299292/bee-mart.htm>
86. <http://ke.wowcity.com/nairobi/locbus2/18066460991220807937/clothes-vendor.htm>
87. <http://ke.wowcity.com/nairobi/locbus2/4888275708809604148/clothes-vendor.htm>
88. <http://ke.wowcity.com/nairobi/locbus2/15723739784643562110/clothes-stall.htm>
89. <http://ke.wowcity.com/nairobi/locbus2/12540294443208370071/clothes-vendor.htm>
90. <http://ke.wowcity.com/nairobi/locbus2/9783238410363425096/clothes-shop.htm>
91. <http://ke.wowcity.com/nairobi/locbus2/15957180561340891416/clothes-stalls.htm>
92. <http://ke.wowcity.com/nairobi/locbus2/13528448673461255716/clothes-stall.htm>
93. <http://ke.wowcity.com/nairobi/locbus2/5952838652264717861/lechaz-collection.htm>
94. <http://ke.wowcity.com/nairobi/locbus2/18023883933941555038/n3milles-fashions.htm>
95. <http://ke.wowcity.com/nairobi/locbus2/9874885767169075169/toi-market.htm>
96. <http://ke.wowcity.com/nairobi/locbus2/7019471490482815822/baby-shower-gifts.htm>
97. <http://ke.wowcity.com/nairobi/locbus2/17428248066885163018/ring-road-outdoor-market.htm>
98. <http://ke.wowcity.com/nairobi/locbus2/18059536545901638145/ecouture-ltd.htm>
99. <http://ke.wowcity.com/nairobi/locbus2/6981145662062522560/vanza-outfitters.htm>
100. <http://ke.wowcity.com/nairobi/locbus2/5761233882182842711/quanza.htm>
101. <http://ke.wowcity.com/nairobi/locbus2/11420445483618930727/zefar-ltd.htm>
102. <http://ke.wowcity.com/nairobi/locbus2/4687861205581230193/san-riego-outfitters.htm>

103. <http://ke.wowcity.com/nairobi/locbus2/17344097655429009770/vigilante-holdings-ltd.htm>
104. <http://ke.wowcity.com/nairobi/locbus2/17101143340524761845/purity-fashion-zone.htm>
105. <http://ke.wowcity.com/nairobi/locbus2/2953914020118653818/kings-collection.htm>
106. <http://ke.wowcity.com/nairobi/locbus2/5816139600183959860/crown-clothing.htm>
107. <http://ke.wowcity.com/nairobi/locbus2/5244694723174919759/belivers-wear.htm>
108. <http://ke.wowcity.com/nairobi/locbus2/2684301707190904978/designerbits.htm>
109. <http://ke.wowcity.com/nairobi/locbus2/10062115173354014492/kikoy-co-ltd.htm>
110. <http://ke.wowcity.com/nairobi/locbus2/4118518735477438248/african-beauty-ornaments.htm>
111. <http://ke.wowcity.com/nairobi/locbus2/9245614079510199933/afriSAFE-company-ltd.htm>
112. <http://ke.wowcity.com/nairobi/locbus2/13699409342232304578/uchumi-supermarket.htm>
113. <http://ke.wowcity.com/nairobi/locbus2/9587074233612978447/unilever-kenya-ltd.htm>
114. <http://ke.wowcity.com/nairobi/locbus2/9596770216434123516/wilken-telecommunication-solar.htm>
115. <http://ke.wowcity.com/nairobi/locbus2/4532787350329756309/ekowapi-co-ltd.htm>
116. <http://ke.wowcity.com/nairobi/locbus2/5406306991689176704/noorjehan-collections.htm>
117. <http://ke.wowcity.com/nairobi/locbus2/15872947404730555659/nairobi-waldorf-school.htm>
118. <http://ke.wowcity.com/nairobi/locbus2/17199294227084189702/hilton-nairobi-hotel.htm>
119. <http://ke.wowcity.com/nairobi/locbus2/12687235394910765045/easydna-kenya.htm>
120. <http://ke.wowcity.com/nairobi/locbus2/1204700502996600760/david-livingstone-ltd.htm>

## **2. MOCALITY DOMAIN**

1. <http://www.mocality.co.ke/b/Bingi-Fashion-Clothing-Store/03c1ab88-db58-4ba6-8b2b-5c865a3ea0a4>
2. <http://www.mocality.co.ke/b/Mama-Fashion/74b96b82-f168-4753-a695-b16ce99634f6>
3. <http://www.mocality.co.ke/b/Labib-Fashions/bca34e23-f18b-4825-b477-130b5eca27c2>

4. <http://www.mocality.co.ke/b/Almuhidin-Fashions/d4d76aa4-d0cc-4860-9bca-362181bbb8bb>
5. <http://www.mocality.co.ke/b/Mash-Store/07882828-e5be-4587-85c8-e58fa7531d11>
6. <http://www.mocality.co.ke/b/Nile-2-Shop/52da26af-49e7-4dbd-a80a-c9fa7089a2ca>
7. <http://www.mocality.co.ke/b/Swaleh-Yusuf-Shop/6bdd3719-c6c7-46fb-b9c4-72f7febda7f6>
8. <http://www.mocality.co.ke/b/Hasbunah-Allah-Shop/b153da84-5e37-4413-8711-ff98d8580106>
9. <http://www.mocality.co.ke/b/Hasbunah-Allah-Shop/b153da84-5e37-4413-8711-ff98d8580106>
10. <http://www.mocality.co.ke/b/Alhamna-Shop/5a20a245-abb6-4a63-98fd-ff3f9d5e93f9>
11. <http://www.mocality.co.ke/b/Wardheere-Shop/271ad002-1442-4fd0-9d46-7ceccdc751c4>
12. <http://www.mocality.co.ke/b/Masuud-Shop/61c29ebe-f627-42a6-98bf-318d427e5d31>
13. <http://www.mocality.co.ke/b/Faxti-Fashions/8810fc25-4cc9-47d5-92c2-610f75747692>
14. <http://www.mocality.co.ke/b/Faxti-Fashions/8810fc25-4cc9-47d5-92c2-610f75747692>
15. <http://www.mocality.co.ke/b/Ajaab-Fashions/da6af259-f8a9-4eb0-a808-72814dfb7ff9>
16. <http://www.mocality.co.ke/b/Altakwa-Shop/b6886ff3-99ae-44af-823e-f417a4d62a6d>
17. <http://www.mocality.co.ke/b/Amano-Shop/e79235c5-a7d6-45ac-bf75-2020bb8a5146>
18. <http://www.mocality.co.ke/b/House-Of-Fashion/cf83d25d-ee42-4e82-9a91-aa3a560bcbfb>
19. <http://www.mocality.co.ke/b/Sunrise-Shop-64/37e021f7-d1a7-4ae8-b86a-0be7625797d9>
20. <http://www.mocality.co.ke/b/Anne-Dressmaking-Fashion-Design/60df75ec-c174-4fff-b586-c8d655cabe6d>
21. <http://www.mocality.co.ke/b/Mubarak-Shop-B-181/f3182c1b-0987-41d6-ab82-6f0e71ad8798>
22. <http://www.mocality.co.ke/b/Kal-Shop/2b5b8110-fb7e-49ce-a2fd-4960cfcadab63>
23. <http://www.mocality.co.ke/b/Nur-Shop/9b3c48f3-b635-43ff-b9b1-5ff8a4e8fccc>
24. <http://www.mocality.co.ke/b/Kush-Fashions/6291e34c-72e5-4cc4-92cd-506b5ff51566>
25. <http://www.mocality.co.ke/b/Nthelin-Fashions/169227be-0432-4e4b-971c-880a3484ac1f>
26. <http://www.mocality.co.ke/b/Biggie-Mens-Wear/1ab1ccf7-4f6e-4e43-a233-4d9e4fd640b7>
27. <http://www.mocality.co.ke/b/The-Accessory-Store-KE/d5c277bf-0327-439b-bf98-f370520fd330>
28. <http://www.mocality.co.ke/b/Rose-Fashions/318e30fc-863a-4981-bcbd-38ab2bfc3750>
29. <http://www.mocality.co.ke/b/Kushey-Fashions/ae49ed28-63ae-4c81-85e1-c38e3047d3e8>

30. <http://www.mocality.co.ke/b/Wilfran-Fashions-Designs/9f457ede-0053-4631-8fdf-cd68bc06bbc3>
31. <http://www.mocality.co.ke/b/Block-Ten-Family-Fits/fba8389c-bcd6-48bc-ba7d-da0bc5357252>
32. <http://www.mocality.co.ke/b/Genled-Tailors/93295e0f-b21d-4d78-9a7d-841e57ac8cef>
33. <http://www.mocality.co.ke/b/Joda-Fashions/2461c7eb-e5a6-4340-ad12-f612141ca1cb>
34. <http://www.mocality.co.ke/b/Hellen-Fashion/98120ae7-548d-43fe-aa46-c725f9e39d6a>
35. <http://www.mocality.co.ke/b/Y-Fashions/4ed1f097-0889-44e5-8276-3564ebd5a67e>  
<http://www.mocality.co.ke/b/African-Eagle-Outfitters/5435e5e1-0837-4098-a025-59e877bb9b9a>
36. <http://www.mocality.co.ke/b/African-Eagle-Outfitters/5435e5e1-0837-4098-a025-59e877bb9b9a>
37. <http://www.mocality.co.ke/b/Pauline-Fashions/6bcb3169-a230-40b0-8694-e84524e3b369>
38. <http://www.mocality.co.ke/b/Sweet-Sherry-Fashions/3a0cd097-b8a7-4c99-97cf-22e875197765>
39. <http://www.mocality.co.ke/b/Annex-Fashions/9106951a-dd26-44c3-abbb-28ac8a45393c>
40. <http://www.mocality.co.ke/b/Bounty-House-Of-Fashion/e2cff1a2-ab04-4d4a-8e3c-1bf7eb87f2df>
41. <http://www.mocality.co.ke/b/Cyrann-Enterprises-Ltd/1eb1cae6-f999-43ab-8a0b-5fdfb4d7e176>
42. <http://www.mocality.co.ke/b/Diddys/21d3f9ff-0079-4b00-b878-a5ebd3f11c55>
43. <http://www.mocality.co.ke/b/Janes-Botique/4a7a05bc-d95e-4f01-9779-2f5e51a8cb29>
44. <http://www.mocality.co.ke/b/Martha-Fashion-Design/6e60f4fa-3770-426c-9eb6-54139f151dae>
45. <http://www.mocality.co.ke/b/Carol-Fashions/4882fae0-3f8b-4ecc-8858-ddb3412c0ceb>
46. <http://www.mocality.co.ke/b/Raspberry-Fashions/eaf8f930-0a25-4489-93c3-77f9ec46c825>
47. <http://www.mocality.co.ke/b/Helen-Fashions/ddfd84af-4c89-4b15-a907-277b159fa956>
48. <http://www.mocality.co.ke/b/Maryanne-Fashions/b05219fc-bf75-411f-82a3-b1287d9042d1>
49. <http://www.mocality.co.ke/b/Daudi-Fashions/a2160d0c-3d52-4a7d-8078-31887d8fd9f8>
50. <http://www.mocality.co.ke/b/Michelle-Fashions/01c711c0-dfd4-4e72-932f-20567a705084>
51. <http://www.mocality.co.ke/b/Ayany-Boutique/4cffb901-e313-4bea-90e0-0a23c6c5df46>
52. <http://www.mocality.co.ke/b/Amazing-Traders/8b6b4ebc-e0a1-492f-a136-bb3fa740b334>
53. <http://www.mocality.co.ke/b/SASOMA-FASHIONS/8aa4a9fb-7a09-427c-9b7d-e1f1c00dcb5b>

54. <http://www.mocality.co.ke/b/Eac-Fashion-Designers/dcb22393-306b-4630-bc03-2e9c47a07fdd>
55. <http://www.mocality.co.ke/b/New-Look-Fashions/f9ef3c33-fa9a-4e40-a7d7-ad24dc110132>
56. <http://www.mocality.co.ke/b/Young-Brothers-Boutique-Fashions/e361a7b2-8dbd-4bea-9230-a565882c59a4>
57. <http://www.mocality.co.ke/b/Ayuub-Fashion-Beauty-Jewellery-Shop/58d10e53-51c7-497a-b07b-8f6b3c39662e>
58. <http://www.mocality.co.ke/b/Maisybens-Fashion-Center/1d5dfb41-b1b3-4bfb-8f34-76a9236f9c76>
59. <http://www.mocality.co.ke/b/LIJAN-FASHIONS/a770abfe-db0d-436c-8c8e-7cf79938d035>
60. <http://www.mocality.co.ke/b/Delight-Fashions/c8ffbc96-1071-4457-b157-257573a28756>
61. <http://www.mocality.co.ke/b/El-shaddai-Fashions/76d1269b-48d0-4d83-8ef4-3651262e4377>
62. <http://www.mocality.co.ke/b/Angels-Fashion-Center/555c99db-7072-416f-af1e-4b2e43003fa6>
63. <http://www.mocality.co.ke/b/Ding-Dong-Fashion/596e6fce-8efb-47d9-8204-3e80930761d0>
64. <http://www.mocality.co.ke/b/Fridah-Fashion-Wear/17abe25f-44ee-4cac-bbd0-9d75b23faf57>
65. <http://www.mocality.co.ke/b/Jane-Fashion--Curtains-Centre/aa03bd38-70b6-4478-9539-c8ce38e1aa54>
66. <http://www.mocality.co.ke/b/Bikini-Centre/61762321-db6d-4905-9579-f8d04944538a>
67. <http://www.mocality.co.ke/b/Rilaciera-Tailoring-Fashion-Outfit-Shop/8ba36590-fa90-4e28-b438-9a942c54d287>
68. <http://www.mocality.co.ke/b/Centre-Villa-Fashions-EmbRoIdery/2cc4b77d-0852-4b02-8950-97ed6f68a92e>
69. <http://www.mocality.co.ke/b/Amazing-Grace-Beauty-Shop/e84a55cd-f1b6-4669-8cac-d6907c50bbf6>
70. <http://www.mocality.co.ke/b/Spence-Boutique/762fe739-7247-4007-8255-a866e4235335>
71. <http://www.mocality.co.ke/b/Sky-blue-fashion/8ad922f7-13ae-4687-be4b-9787519d4df9>

### **3.FACEBOOK**

1. Vazzi Clothing <http://www.Facebook.com/pages/Vazzi-Clothing/160614740650445>
2. WambuiMukenyi <http://www.Facebook.com/wambui.mukenyi>

3. <http://www.Facebook.com/pages/KENYAN-FASHION-DESIGNER/113574232019002>
4. Kanga Kulture <http://www.kangakulture.com/>
5. Kipusa <http://www.Facebook.com/pages/Kipusa/136297876439497?ref=pb>
6. Enzie Porter <http://www.Facebook.com/TheWayuaCreations>
7. Kung'ara Kenya <http://www.Facebook.com/kungarakenya>
8. Kenyan Fashion Online <http://www.kenyanfashiononline.com>
9. Fashion House Kenya <http://www.Facebook.com/pages/Fashion-House-Kenya/333862973307493>
10. WK Fashion and Art  
[www.wkfashionart.com](http://www.wkfashionart.com)
11. Les Mitrim Collections <http://www.Facebook.com/pages/Les-Mitrim-Collections/189096651108582?ref=pb>
12. Totspot Children's Clothing <http://www.totspot.co.ke/>
13. UrbanKlad <http://www.urbanklad.com/>
14. SimpliPretti Fashions <http://www.Facebook.com/simplipretti?ref=pb>
15. KatchKollections <http://www.katchy-kollections.com>
16. The Accessory Store Ken <http://www.accessorystoreke.tumblr.com/>
17. Maridadi <http://www.maridadi.co.ke/>
18. 2nu Kollexion <http://www.2nu.co.ke/>
19. Collabor International <http://www.collaborinternational.com/>
20. Lulus Must Havs <http://www.Facebook.com/pages/Lulus-Must-Havs/120450821303600>
21. Closet49 <http://www.Facebook.com/Closet49>
22. Best of Fashion <http://www.Facebook.com/pages/Best-of-fashion/240822815985167>
23. Gogo Jewels <http://www.Facebook.com/pages/Gogo-Jewels/135893169755164?ref=pb>
24. Afrovazi [www.afrovazi.co.ke](http://www.afrovazi.co.ke)
25. Diva soles <http://www.Facebook.com/divasoles?ref=pb>
26. Shoes Galore Kenya <http://www.Facebook.com/pages/Shoes-Galore-Kenya/176329795717970?ref=pb>
27. Sanabora Design House <http://www.sanaboradesigns.blogspot.com/>

28. Wide Shoe Collection <http://www.wideshoecollection.com/>
29. RTW Stylz <http://www.rtwstylz.com/>
30. Fab Guru <http://www.Facebook.com/FABGURU?ref=pb>
31. Jewels By Angeline <http://www.Facebook.com/JewelsByAngeline?ref=pb>
32. Hush hush <http://www.hushhush.co.ke>
33. Sandstorm Kenya <http://www.sandstormkenya.com/>
34. Kenya's Clothing Collection <http://kenyasclothingcollection.wordpress.com/>
35. Rift Valley Leather <http://www.riftvalleyleather.com/>
36. Haute Hat Corture <http://www.Facebook.com/pages/Haute-Hat-Corture/123646750983060>
37. AdèleDejak <http://www.adeledejak.com/>
38. Cablanche Boutique [http://www.Facebook.com/Cablanche/app\\_300483139998740](http://www.Facebook.com/Cablanche/app_300483139998740)
39. Fully Accesorize <http://www.Facebook.com/pages/FULLY-ACCESORIZE/123666227660863?ref=pb>
40. Enitan Kenya <http://www.Facebook.com/enitan.kenya?ref=ts>