



MAKERERE UNIVERSITY

MAKERERE UNIVERSITY BUSINESS SCHOOL

SOCIAL MEDIA MARKETING IN NBS GROUP OF COMPANIES-JINJA

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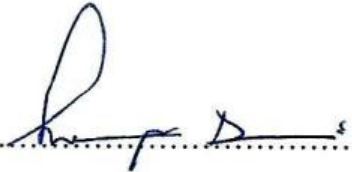
**A DISSERTATION SUBMITTED TO MAKERERE UNIVERSITY BUSINESS
SCHOOL (FACULTY OF GRADUATE STUDIES AND RESEARCH) IN
PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD
OF MASTER OF BUSINESS ADMINISTRATION
OF MAKERERE UNIVERSITY**

PLAN B

APRIL 2022

DECLARATION

I, David Lwanga declare that this dissertation is my original work and that it has never been published, presented, and or submitted to any institution for any ward.

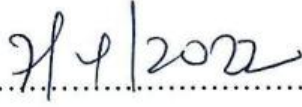
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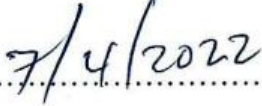
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APPROVAL

This is to certify that this dissertation has been prepared with our guidance as Makerere University supervisors and it is ready for review.

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Supervisor: Dr. Ahmad Walugembe

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Supervisor: Mr. Olyanga Anthony Moni

DEDICATION

This research report is dedicated to my family and friends for their love and support towards my education May the Almighty God bless them. Particularly I thank Dr. Walugembe, Mr. Olyanga Anthony Moni, and Prof. Waswa Balunywa.

ACKNOWLEDGEMENT

I am grateful to the almighty God for enabling me successfully to complete my master's degree in Business Administration at Makerere University.

I am highly indebted to my supervisors, Dr. Ahmad Walugembe and Mr. Olyanga Anthony Moni who tirelessly supervised and guided me at every stage of this research report.

I am equally thankful to all the teaching and non-teaching staff of Makerere University Business school who in one way or the other contributed and helped during my period of study. I would however like to state that any errors remain solely my responsibility.

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IST OF ABBREVIATIONS

CVI	Content Validity Index
IT	Information Technology
MUBS	Makerere University Business School

CHAPTER ONE

1.1 Background of the study

The advancements of the internet have given individuals the opportunity to use social media, from email, Twitter, Facebook, and to interact without the need for physical meetings and hence companies have moved their operational activities across the international borders to develop various business advantages (Abuhashesh, 2014). Globally, online social media is defined as a web-based tool that allows users to interact with each other in some way by sharing information, opinions, knowledge and interests online shaping human interactions in varied ways (Ford and Ravansari, 2017). Due to its reliability, consistence and instantaneous features, social media opens a wide place for business such as online marketing. Social media marketing has made it possible for companies to reach targeted consumers easily, effectively and instantly (Rubathee and Yazdanifard, 2013).

Across the globe by Jan 2019, 3.26 billion people were using social media on mobile devices, with a growth of 297 million new users representing a year-on-year increase of more than 10% and there were 3.48 billion social media users as of October 2019, with the worldwide total growing by 288 million (9%) since this time last year (Kemp, 2019). Different industries are adopting social media marketing at different rates. While many businesses have started using social media marketing in their efforts to reach more customers, many have not yet positioned it as their top priority. According to Neti (2011), businesses allocate 6% of their marketing budgets to social media and expect that allotment to increase to 10% during the first year and 18% in the next five years.

In Africa, of the Fortune 100 companies, 65% have active Twitter accounts, 54 percent have Facebook fan pages, 50% have YouTube video channels and 33% have corporate blogs and

Firms have increasingly practiced social media for various marketing activities such as branding, market research, customer relationship management, service provision, and sales promotion alongside various studies that are putting forward evidence of the positive implications of deploying social media in marketing strategies (Adeleye and Afolabi, 2016). Companies invest in social media to foster relationships and interact with customers (Adeleye and Afolabi, 2016).

In Uganda, online content marketing of companies has been in the top 3 marketing strategies for the last 3 years accounting for 20.8% of companies and 48.5% social media marketing (eMarketer, 2017). The internet has witnessed a sustained increase in adoption rates in eastern Uganda, with penetration rate currently marked at 9.8% and more than 3 million active users in the region. Many organizations are still oblivious to what has been termed the ‘digital divide’, a situation in which many parts of the population do not have access to basic computing tools, such as desktops and Internet access, let alone more sophisticated social networking tools (eMarketer, 2017).

NBS group of companies Jinja practices social media marketing since the year 2009 as a way of creating awareness of the radio programs, maintaining relationship with listeners and stakeholders, and as a sales and marketing strategy. As of Jan 2019, NBS radio had over 23,000 Facebook followers which accounts to 30% of the Listeners in Busoga sub-region and 11,500 post engagements which is below the industrial average of 8million listeners and followers (Ipsos, 2019). Even though the company has invested in social media marketing activities, many parts of the Busoga sub-region where the company is located and most followers are still have limited access to basic computing tools and social networking tools (Ipsos, 2018). The study was therefore intended to examine the practices of social media marketing, challenges and the strategies to improve social media marketing in NBS group of companies Jinja.

1.2 Problem Statement

Since the onset of the second millennium, there has been a shift from traditional media to social media channels such as Twitter, Facebook, YouTube and Instagram which gives customers to take a more active role as market players (chege, 2017). NBS group of companies Jinja practices social media for various marketing activities such as branding, market research, customer relationship management, and sales promotion (Geopoll, 2019) alongside various studies that are putting forward evidence of the positive implications of deploying social media in marketing strategies (e Marketer, 2017). However, as of Jan 2019, NBS radio had less than 23,000 Facebook followers which accounts to only 2% of the Listeners in Busoga sub-region and 11,312 post engagements (Ipsos, 2019). Even though the company has invested in and practiced social media marketing, the number of online followers of the programs is still low accounting to 2% of the listeners (eMarketer, 2017). Therefore, the study was intended to examine the adoption social media marketing, challenges and the strategies for improving the effectiveness of social media marketing in NBS group of companies.

1.3 Purpose of the study

The purpose of this study was to examine the adoption of social media marketing in NBS group of companies and come up with solution for social media marketing.

1.4 Objectives of the study

- i. To examine the forms of social media marketing in NBS group of Companies Jinja.
- ii. To assess the challenges of social media marketing in NBS group of companies Jinja
- iii. To suggest the strategies for improving social media marketing in NBS group of companies Jinja

1.5 Research Questions

- i. What are the different forms of Social Media marketing used by NBS group-Jinja?
- ii. What are the challenges of social media marketing in NBS group of companies Jinja?
- iii. What are the strategies for improving social media marketing in NBS group of companies?

1.6 Scope of the study

Geographical scope

The study was carried out in NBS group of companies found in Jinja city. This region was selected because very limited related studies had been carried out there.

Content scope

The study was carried out based on the theoretical and empirical literature of social media marketing practices, challenges and strategies in companies.

1.7 Significance of the study

- The study is of help to the policy makers in media industry to come up with better social media marketing techniques in order to improve on their profits.
- The study is helpful the management of NBS group of companies to identify gaps in social media marketing and implement strategies to cover those gaps.
- The study is a reference to future researchers in the field of social media marketing.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter entails the literature of social media marketing in companies, forms of social media marketing, challenges and strategies for improving social media marketing in companies

2.1 Social media marketing in companies

Social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content (Kaplan and Haenlein 2010). Social media is the collective of online communications channels dedicated to community-based input, interaction, content sharing and collaboration (Matthew, 2012). It includes all Internet-based technological applications that provides and enables the creation and exchange of user-generated content, while also facilitating interaction and collaboration between participants (Mario, Cristina and Helena, 2016).

There are a number of social platforms that have facilitated information sharing. For instance, Wikipedia, Facebook, twitter and Instagram.

2.2 The forms of social media marketing.

NBS group of companies Jinja practices different forms of social media practices so as to reach different listeners and clients at different time intervals. In this perceptive the customers are provided with the opportunity to interact with the management of the company and share their opinions regarding various products and services (Castronovo and Huang, 2012). These are in form of;

Wikipedia, this is a free online encyclopaedia, it is one of the most popular platforms and has the facility for users to collaborate on information sharing (Chen,2011). Other platforms with the

ability to generate reviews and ratings, such as Amazon, com, enable customers to review and rate products. In addition, members of these platforms are cooperatively interdependent (Chris,2008). By using social media, consumers can create content and offer valuable advice to others (Füller,2009).

Facebook, This is a social networking site on which members create personal profiles, connect with their friends, comment, share and like each other's statuses, pictures, links and videos (Ellison, Steinfield and Lampe, 2007).Facebook claims to have attracted over 800million active members (as of fall 2011) since starting in 2004 (www.facebook.com). Reviews are one of the key areas that have emerged from social media. Customer reviews are widely available for products and services, generating great value for both consumers and companies (Nambisan 2002). In fact, consumers are actively encouraged by firms to rate and review products and services online (Bronner and de Hoog, 2010). These activities produce electronic word of mouth. This word of mouth, produced through social media, helps consumers in their purchasing decisions (Pan and Chiou, 2011,).

Twitter, this is a social networking platform for microblogging. Allows users to 'tweet' or post a message of a maximum 140 characters, and also 'retweet' others messages (Keen, 2011). It enables firms to communicate with their customers and also allows customers to communicate with each other. Communications between firms and their customers help build brand loyalty beyond traditional methods which concede to the promotion of products and services as well as the setting up of online communities of brand followers (Mario Raposo, 2016).

Instagram, this is a social network centered around photo-sharing. It allows its users to take pictures, add filters and share them on Instagram and other social networks (Keen, 2011). Furthermore, conversations between customers provide firms with new means of increasing brand awareness, brand recognition, and brand recall (Gunelius, 2011).

YouTube, YouTube is a video sharing website where users can share and view videos. YouTube allows users to upload, view, rate, share, add to playlists, report, comment on videos, and subscribe to other users, (Statt and Nick, 2020). It offers a wide variety of user-generated and corporate media videos. Available content includes video clips, TV show clips, music videos, short and documentary films, audio recordings, movie trailers, live streams, and other content such as video blogging, short original videos, and educational videos, (Claburn and Thomas ,2017).

2.3 Challenges of social media marketing

NBS group of companies has experienced different challenges and the social media platform is highly diversified in nature and the marketers have to analyse the impact of each tool. Every social media tool also caters to a different type of consumer market which has differentiated attributes and this comes with different challenges as below;

Technological infrastructure, the company cannot develop a social media marketing plan which does not cater these important factors. The organization also has to develop the technological infrastructure in the facility. The level of investment also has to be based on the long term vision of the corporate entity (Kaplan and Haenlein, 2012). If the company believes that the consumer market is highly dependent on the online community, hence it has to invest adequately. The scale of the organization has an impact of the investment decision. The small

scale companies have access to a limited number of resources and hence cannot invest too heavily in the technological infrastructure.

The rate of progress of the applications, another issue present in the investment phase is the rate of progress. If the companies invest too heavily in the technological infrastructure, there is a risk that the technology might become obsolete (Kaplan and Haenlein, 2012). The technology develops rapidly and a small scale company cannot spend too much capital in technological development process, which might not provide long term returns.

Managerial implications, Managers of brands that operate brand fan pages face challenges with regards to deciding which characteristics or content to place at brand posts. Not all determinants which are beneficial for enhancing the number of likes do also have an effect on enhancing the number of comments, and vice versa. Enhancing the Number of Likes when managers aim to enhance the number of likes, they can place a highly vivid or a medium interactive brand post characteristics such as a video or a contest (Lisette de Vries and Sonja, 2012). Posting a question (highly interactive) has a negative effect on the number of likes. A question demands an answer, which cannot be given by liking the brand post. Also entertainment has a negative effect on the number of likes. This might be explained by the fact that entertaining brand posts contain content that is unrelated to the brand, while brand fans are interested in the brand (Gensler and Peter S.H. Leeftang, 2012).

Brand posts, there is a challenge of identifying what to post and at what time intervals. The longer a brand post remains at the top of the brand fan page increases the probability that brand fans are exposed to it, which indeed has a positive effect on the number of likes (Gensler and Peter S.H. Leeftang, 2012). Additionally, compared to neutral comments, the share of positive

comments from brand fans are positively related to the number of likes for the brand post in question. The share of positive comments to a brand post enhances the attractiveness of the brand post and raise general interest in a brand post which may in turn lead to an increasing number of likes (Moe and Trusov 2011). Enhancing the Number of Comments Managers who specifically want to enhance the number of comments should post a highly interactive brand post characteristic at the brand post, such as a question. This result is intuitive because answering a question is only possible by placing a comment (Gensler and Peter S.H. Leeflang, 2012).

Data and information Leakage, there is a challenges of individuals hacking into company's accounts so as to access and post fake information. The year 2018 was a turbulent year for social media users. The disclosure of Facebook's user data leak to a political firm Cambridge Analytica, fake news, and data manipulation didn't only shake people's faith but made them wary of trusting the platform. Users today are more careful about sharing their information and rightly so. They now want to be aware of how their data will be used. 60% of people no longer trust social media companies thus the prime challenge for marketers today is to regain customer trust by establishing transparent and honest (Edelman's, 2018).

2.4 Strategies for improving social media marketing

Given the challenges in the industry, NBS group has invested in different avenues so as to help it out compete others so as to become the giant in the media industry.

Technological infrastructure development, the companies in the current business environment have to compete with the other international entities, which are targeting the same consumer markets. Hence the ability of a company to develop a significant presence on the social media sector, can allow it to become more attractive to the consumers (Bruhn, 2012). NBS has tried to

sensitize and offer to lucky winners (customers) in promotions so as to have access to the latest technologies through which they can access the internet. It is due to this reason that the social media websites are attain a massive online traffic. If the company is able to enter this segment, it can provide the consumers with a highly personalized level of support. The consumers would develop a positive image regarding the company (Kaplan and Haenlein, 2012).

Proper Management of brand posts, the social media platform is highly diversified in nature and the marketers have to analyze the impact of each tool and posts. Every social media tool also caters to a different type of consumer market which has differentiated attributes. The level of investment and post also has to be based on the long term vision of the corporate entity (Kaplan and Haenlein, 2012). If the company believes that the consumer market is highly dependent on the online community, hence it has to invest adequately in terms identifying the best ways to reach the communities with the appropriate posts at different time intervals.

Embracing advancements in technology developments, another issue present in the investment phase is the rate of progress. If the companies invest too heavily in the technological infrastructure, there is a risk that the technology might become obsolete. The companies present in the contemporary global business environment also have to focus on the development of technology and its impact on the social media platform (Kaplan and Haenlein, 2012). The advancements in the smart phones industry have ensured that the individuals present in the global community have an unlimited access to the internet sources. Through the mobile phone devices the people can easily reach their social media communities, and interact with the social circle. The companies must have the capability to move with these dynamic changes in the mobile phone industry (Hernandez-Mendez, 2013).

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter entails information on how the research on social media marketing in NBS group of companies-Jinja was designed and conducted. It includes the research design, the sampling procedure, data collection and analysis.

3.1 Research design

The researcher used cross sectional design. Cross-sectional study is a research tool used to capture information based on data gathered for a specific period in time and this is because it helps in studying a variable in which data is collected at once (Sekaran and Bougie, 2013).

3.2 Study Population

The study population was 60 employees of NBS group of companies per company's staff list and 23,000 active followers as per ipsos report, (2019). The employees included on air presenters, news anchors/reporters and the technical department because they have the required online information that will help the researcher. 23000 listeners who are active online followers. The reason for selecting NBS group of companies is that social media marketing has been adopted but still poor (2% of the listeners in Busoga sub region) compared to other companies in the region (Ipsos 2019)

3.3 Sample size

A sample size of 44 employees out of 60 and 379 out of 23000 listeners (respondents) was drawn from a population scientifically using the table for determining sample size developed by Krejcie and Morgan, (1970). The sample size results from the table are 44 out of 60 employees of NBS

group of companies and 379 out of the 23000 listeners who follow the online pages of the questionnaire.

Table 3.1: Table showing the total population, sample population and sampling procedure

Categorise	of	Study	Sample	Sampling Procedure
Employees		60	44	Simple random
Active	listeners	23,000	379	Simple random
Total		23060	423	

3.4 Sampling techniques

Stratified Simple Random sampling was used to select the respondents from the Strata's (employees and active listeners). This is to ensure that every employee of NBS group of companies has an equal and independent chance of being included in the sample. This helps to remove the possible biases that could arise from the results of the researcher favouring some members of the population (Nueman, 2014).

3.5 Data sources

Primary data sources were used to collect data for the study. Pre-tested self-administered questionnaires will be used to find primary data.

3.6 Data collection instruments

Primary data was collected through administering 2 questionnaires, one for the staff and the other for the listeners. The questionnaires contained close ended questions relating to social media marketing in NBS group of companies. The respondents answered basing on the extent to which they agree or disagree in line with the statements in the questionnaire. The instrument contained closed ended questions which were gauged on a 5-point liker scale which has extremes of 1 (strongly disagree) and 5 (strongly agree). The 5 Likert scale was selected because it's

simple for the interviewer to read out the complete list of scale descriptors and provides a moderate number of choices to the respondents.

Social media marketing was measured based on dimensions of practices of social media marketing, challenges faced and strategies for improving social media marketing. The researcher developed statements that seek to understand the status of the constructs, and it gauged on a 5-point Likert scale of Strongly Disagree (SD) to Strongly Agree (SA) to determine the position of such constructs within NBS group of companies Jinja.

3.7 Reliability and validity of the instrument

3.7.1 Validity

For quality control, a pre-test of the research instruments to establish their validity was done. The instrument was given to respondents to give their opinion on the relevancy of the questions using a 5-point Likert scale of strongly disagree, disagree, not sure , agree and strongly disagree.

3.7.2 Reliability

Reliability of the instrument was tested using Cronbach Alpha coefficient, for quality control, a pre-test of the research instruments to establish their validity will be done. The instruments was given to respondents to give their opinion on the relevancy of the questions using a 5-point Likert scale of strongly disagree, disagree, not sure, agree and strongly disagree. This was done using content validity index (CVI). The content Validity Index and Cronach's alpha values were used to test the reliability of the instrument.

The Cronbach's alpha (α) Coefficients for all the variables will be above 0.7 to indicate that the instruments used to measure the variables was consistent and reliable (Amin, 2005). The researcher will use Cronbach's Alpha coefficient to determine the internal consistency of the

item in the questionnaires. The items in the questionnaire will be given to expert to get their opinions in the field of social media marketing with the help of the supervisors.

Table 3.2: Validity and reliability

Variable	CVIs	Cronbach's	Number
		Alpha	of items
Forms of Social Media Marketing	0.784	0.911	5
Challenges of social media marketing	0.969	0.911	10
Strategies for improving social media marketing	0.775	0.761	5

3.8 Data Processing and Analysis

The data that was collected from the employees and active listeners was merged to form one data set. This was done by first entering data of the employees in a single data set and that of the listeners was also entered in a single data set and it was named differently from that of the employees. In the process of capturing the data, same codes were used in the both data sets to enable data merging. The data was entered into the computer using the statistical package for social sciences (SPSS v.25.0) for analysis. The researcher used the SPSS procedure of data merging to merge the two data sets.

The data was analysed according to research questions. Frequency tabulations were used to describe sample characteristics depending on the objectives of the study.

3.9 Ethical considerations

The researcher got a letter of introduction from MUBS and then went on by seeking consent of all the respondents who were assured of confidentiality of their responses as their names and contacts will not reflect or be mentioned. The participants were informed about the nature and

purpose of the study and that participation were completely voluntary and could be terminated at any time without penalty and the questions were strictly in line with the subject matter.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND INTERPRETATION OF FINDINGS

4.0 Introduction

This chapter covers the data analysis performed, their presentation and interpretation. It begins with forms of social media marketing, challenges of social media marketing, and strategies in improving social media marketing in NBS group of companies Jinja. The data that was collected from the employees and active listeners was merged to form one data set. This was done by first entering data of the employees in a single data set and that of the listeners was also entered in a single data set and it was named differently from that of the employees. In the process of capturing the data, same codes were used in the both data sets to enable data merging. After the researcher used the SPSS procedure of data merging to merge the two data sets

4.1 Response rate

Although the targeted sample size was 423 respondents, only 341 respondents filled and returned the questionnaires, which gave a response rate of 80.3%. The response rate was adequate to provide reliable data and findings since it was above three-fourth (75%) as recommended by Oman (2013).

4.2 Demographic characteristics of respondents

Demographic characteristics captures data on respondents by period of listenership, occupation, gender, age, educational background. Demographic characteristics were important to determine the respondents' ability to participate in the study and provide valid and reliable data. The results are presented as follows:

4.2.1 Distribution by Period of listenership

The period of listenership of the respondents was distributed as indicated in table 4.1

Table 4.1: Period of listenership

<i>Item</i>	<i>Frequency</i>	<i>Percent</i>
Less than 2 years	43	12.6
2-5 years	196	57.5
Above 5 years	102	29.9
Total	341	100.0

Primary data 2020

The results in table indicate that majority of the listeners had spent a period of 2-5years (57.5%). these were followed by those who had spent a period of above 5years (29.9%) and the least being those who had spent a period of less than 2years (12.6%) this implies that though social media marketing has been adopted, it is still poor and that's why the majority fall under the period of 2-5 years and not above that. It is therefore required for effective management of these social media platforms

4.2.2 Distribution by Occupation of the respondents

The occupation of respondents was distributed as indicated in table

Table 4.2:Occupation of respondents

<i>Item</i>	<i>Frequency</i>	<i>Percent</i>
Manager	25	7.3
Civil	23	6.7
Social	50	14.7
Self	121	35.5
Business	66	19.4
IT	56	16.4
Total	341	100.0

Primary data, 2020

The results in table 4.2 indicate that majority of the respondents were self-employed (35.5%), these were followed by the business owners (19.4%) and the least group were the civil workers

(6.7%). This implies that active listeners took much in the study compared to any other group since they were the most targeted

4.2.3 Distribution by Gender of the respondents

The gender of respondents was distributed as indicated in table

Table 4.3: Gender of respondents

<i>Item</i>	<i>Frequency</i>	<i>Percent</i>
Male	206	60.4
Female	135	39.6
Total	341	100.0

Primary data, 2020

The results in the table indicate that most respondents were males 60.4% followed by the females 39.6%. This implies that most males are required in this group of companies since the main work involves collecting of data in the field. This means long distances, harsh climate, unfriendly audience among others which work is not suitable for the females.

4.2.4 Distribution by age

The age of respondents was distributed as indicated in table below

Table 4.4: Age of the respondents

<i>Item</i>	<i>Frequency</i>	<i>Percent</i>
Below 25	55	16.1
26-30	121	35.5
31-35	109	32.0
Over 35 years	56	16.4
Total	341	100.0

Primary data, 2020

The results in table indicate that majority of respondents had the age between (26-30) 35.5%. These were followed by those who had (31-35) 32.0%. The least respondents were those below 25years 16.1%. This implies that most respondents were young and energetic people who could

easily carry out much tasks and had no many responsibilities like families among others. So these were in position to carry out the companies requirements adequately.

4.2.5 Distribution by level of education

The level of education was distributed as indicated in table

Table 4.5: Level of education

<i>Item</i>	<i>Frequency</i>	<i>Percent</i>
Certificate	46	13.5
Diploma	156	45.7
Degree	136	39.9
Above one degree	3	0.8
Total	341	100.0

Primary data, 2020

The results in the table indicate that majority of respondents were diploma holders, 45.7% and these were followed by the degree holders, 39.9% and the least group of respondents were those holding above one degree. This implies that the company focuses on lower qualifications since they are the most needed due to the tasks available like going to the field and then very few qualified personnel to be at the command centres and hold specific offices.

4.3 Forms of Social Media Marketing in NBS Group of Companies-Jinja

Research objective one was “to examine the forms of social media marketing in NBS group of Companies Jinja”. The research question was “What are the different forms of Social Media marketing used by NBS group-Jinja?”

“To answer this question, the study sought information on the extent of ***strongly-disagree, disagree, neutral, agree, strongly-agree***. With statements that reflect forms of social media marketing.” The results are presented in table.

Table 4.6: Descriptive analysis on forms of social media marketing

Items	Mean	Std. Deviation
The company has Wikipedia, Facebook, twitter, Instagram pages, and you tube	4.59	0.494
I am aware of the social media pages of the company	4.54	0.500
I follow the social media pages of the company	4.42	0.496
I share pages of the company to friends so as to also follow	4.40	0.491
I like and comment on the social media pages of the company	4.03	0.606
<i>Mean value for descriptive analysis on the forms of social media marketing</i>	4.4	

Source: Primary data, 2020

The respondents were asked to indicate their level of agreement with the statements that captured the different forms of social media marketing. The company has Wikipedia, facebook pages, twitter, instagram and you tube as indicated by a mean value of 4.59. Respondents are also aware of the social media pages of the company as indicated by a mean value of 4.54. Respondents also follow social media pages of the company as indicated by the mean value of 4.42. The respondents also share company pages to rest of the population as indicated by a mean value of 4.40. The respondents also like and comment on social media pages of the company as indicated by a mean value of 4.03. The mean scores in table were all above 4.0, implying that on average, the respondents were in agreement with the statements.

The results in table indicate that NBS group of companies are involved in social media marketing, the respondents agreed with the statements under them as indicated by the mean above 4.0 (Mean=4.3951) for the overall.

4.4 Challenges of social media marketing in NBS group of companies-Jinja

Research objective two was “To assess the challenges of social media marketing in NBS group of companies Jinja”., the study sought information on the extent on ***strongly-disagree, disagree,***

neutral, agree, strongly- agree with statements that reflect challenges of social media marketing.

The results are presented in table

Table 4.7: Descriptive analysis on challenges of social media marketing.

Item	Mean	Std. Deviation
Technological infrastructure		
The followers and listeners lack internet appliances	1.56	0.795
The listeners fail to use the internet gadgets	1.59	0.888
The internet coverage is not strong everywhere	1.84	0.709
Mean value for technological infrastructure	1.66	
Managerial implication		
The content to be posted on pages is first shared by management	4.08	0.272
There is no other fake pages in the names of the company	2.22	1.264
Mean value for managerial implication	3.15	
Brand posts		
The posts are timely and carry meanings always	2.53	1.452
The posts are elaborative and provides feedback to listeners	2.6	1.327
Data and information leakage	2.71	1.481
There is confidentiality of information details of listeners accounts	3.4	1.340
Social media pages are managed by specific individuals	2.82	1.109
Mean value for brand posts	2.81	
Overall mean value for challenges of social media marketing	3.01	

Source: primary data, 2020

The respondents were asked to indicate their level of agreement with the statements that captured the different challenges of social media marketing. The mean scores in table 3.01 were above 2.5, implying that on average, the respondents were in agreement with the statements.

The results in table indicate that NBS group of companies are faced with challenges of using social media marketing, the respondents agreed with the statements under them as indicated by the mean above 1.5 (Mean=1.6594) for the technological infrastructure. Managerial implication since on average, the respondents agreed with the statements under them as indicated by the mean above 3.0 (Mean=3.146).

Finally, brand posts since on average, the respondents agreed with the statements under them as indicated by the mean above 2.5 (Mean= 2.806).

4.5 Strategies for improving social media marketing in NBS group of companies

Research objective three was “suggest solutions to the challenges faced in project grant management practices at Infectious Diseases Research Collaboration” The research question was “What are the challenges of social media marketing in NBS group of companies Jinja?” To answer this question, the study sought information on the extent of *strongly-disagree, disagree, neutral, agree, strongly-agree*. With statements that reflect strategies for improving social media marketing. The results are presented in table.

Table 4.8: Strategies for improving social media marketing in NBS group of companies

Item	Mean	Std. Deviation
<i>Strategies for improving social media marketing</i>		
Running promotions to win internet gadgets (phones, pads and	4.49	0.83
Training of listeners and followers on how to use internet gadgets	4.46	0.74
Promotions on winning free internet and airtime for data	4.25	0.82
Customer base is segmented for improving social media	4.19	0.88
Proper management of fan pages is a prerequisite of social mediais	3.86	0.73
<i>Mean value for strategies for improving social media marketing</i>	4.25	

Source: primary data, 2020

The respondents were asked to indicate their level of agreement with the statements that captured the different strategies for improving social media marketing. The mean scores in table 4.8 were above 4.0 implying that on average, the respondents were in agreement with the statements.

The results in table indicate that NBS group of companies are involved in setting up strategies for improving social media marketing, the respondents agreed with the statements under them as indicated by the mean above 4.0 (Mean=4.2483) for the overall. This is evidenced by statements that the respondents were highly in agreement with, running promotions to win internet gadgets

so as to boost social media usage with a mean value of 4.49, training listeners on how to use internet gadgets to improve on social media effectiveness with a mean value of 4.46. Customer base segmentation so as to improve on social media effectiveness with a mean of 4.19 which is also above 4.0.

CHAPTER FIVE

DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter discusses all the findings reported in chapter four based on the research questions and objectives, draws conclusions and suggests recommendations for the findings, limitations of the study and also proposes some areas for further research.

5.1 Discussion

This section presents a discussion of the findings on forms of social media marketing, challenges of social media marketing and suggesting of strategies for improving social media marketing in NBS group of companies.

5.1.1 Forms of social media marketing in NBS group of companies

The study established that, NBS group of companies has several forms of social media marketing such as Wikipedia, Facebook, Twitter, Instagram pages, as well as You tube so as to reach different listeners and clients at different time intervals. In this perceptive the customers are provided with the opportunity to interact with the management of the company and share their opinions regarding various products and services. These forms of social media marketing make it possible for the followers to share every information with their friends as well as liking and commenting on the services which helps the company to know the feedback of their clients hence drawing conclusion on how best they can serve their listeners. In addition, these forms of social media marketing make it possible to update the listeners who follow the social media pages and this helps the population to stay updated on whatever important event in the region and beyond.

The findings are in line with (Chen,2011) who stated that Wikipedia is a free online encyclopaedia, it is one of the most popular platforms and has the facility for users to collaborate on information sharing. Facebook which is a social networking site on which members create personal profiles, connect with their friends, comment, share and like each other's statuses, pictures, links and videos (Ellison, Steinfeld and Lampe, 2007). Twitter which is a social networking platform for microblogging. Allows users to 'tweet' or post a message of a maximum 140 characters, and also 'retweet' others messages (Keen, 2011). It enables firms to communicate with their customers and also allows customers to communicate with each other. Instagram being a social network centered around photo-sharing. It allows its users to take pictures, add filters and share them on Instagram and other social networks (Keen, 2011). Furthermore, conversations between customers provide firms with new means of increasing brand awareness, brand recognition, and brand recall (Gunelius, 2011). YouTube which is a video sharing website where users can share and view videos. YouTube allows users to upload, view, rate, share, add to playlists, report, comment on [videos](#), and [subscribe to other users](#), (Statt and Nick, 2020).

5.1.2 Challenges of social media marketing in NBS group of companies.

The study established that there are a number of challenges of social media marketing in NBS group of companies. Social media platform is highly diversified in nature and the marketers have to analyse the impact of each tool. Every social media tool also caters to a different type of consumer market which has differentiated attributes and this comes with different challenges such as; Shortage/limited access to internet appliances which does not allow rightful use of these social media pages and hence the target information is not fully received. In addition, challenges of failure to use internet gadgets which is mainly due to limited computer skills bring about

barriers in information flow to the customers. Furthermore, the cost of internet/data usage also hinder the company's services to reach to the target population and hence awareness is limited. Challenges with internet coverage in different parts which is partly due to network issues, failures the company's services to reach such parts of the region and hence the population has limited knowledge about NBS group of companies.

The findings are in line with (Kaplan and Haenlein, 2012) who said the company cannot develop a social media marketing plan which does not cater for these important factors. The organization also has to develop the technological infrastructure in the facility. Posting a question (highly interactive) has a negative effect on the number of likes. A question demands an answer, which cannot be given by liking the brand post. Also entertainment has a negative effect on the number of likes. This might be explained by the fact that entertaining brand posts contain content that is unrelated to the brand, while brand fans are interested in the brand (Gensler and Peter S.H. Leeftang, 2012). Furthermore, there is a challenge of individuals hacking into company's accounts so as to access and post fake information. The year 2018 was a turbulent year for social media users. [The disclosure of Facebook's user data leak](#) to a political firm Cambridge Analytica, fake news, and data manipulation didn't only shake people's faith but made them wary of trusting the platform. Users today are more careful about sharing their information and rightly so. They now want to be aware of how their data will be used. *60% of people no longer trust social media companies* thus the prime challenge for marketers today is to regain customer trust by establishing transparent and honest (Edelman's, 2018).

5.1.3 Strategies for improving social media marketing in NBS group of companies

The study identified a number of possible strategies for improving social media marketing in NBS group of companies. The promotions to win internet appliances (phones, pads and laptops) as the most urgent strategy for improving social media marketing brings motivation among customers hence attracting their attention towards the company's services. In addition, Training of listeners and followers on how to use internet gadgets is a strategy that ensures company's customers to be in a good position to be availed as well as access the available services as required since they have the skills to operate the gargets. furthermore, Promotions on winning free internet and airtime for data subscriptions attracts the company's customers to enjoy the services since motivating factors to are already availed by the company itself. This encourages the customers and hence keeps them updated on every event of the company.

The findings are in line with (Bruhn, 2012) who suggests that the companies in the current business environment have to compete with the other international entities, which are targeting the same consumer markets. Hence the ability of a company to develop a significant presence on the social media sector, can allow it to become more attractive to the consumers (Bruhn, 2012). NBS has tried to sensitize and offer to lucky winners (customers) in promotions so as to have access to the latest technologies through which they can access the internet. The companies present in the contemporary global business environment also have to focus on the development of technology and its impact on the social media platform (Kaplan and Haenlein, 2012). The advancements in the smart phones industry have ensured that the individuals present in the global community have an unlimited access to the internet sources. Through the mobile phone devices, the people can easily reach their social media communities, and interact with the social

circle. The companies must have the capability to move with these dynamic changes in the mobile phone industry (Hernandez-Mendez, 2013).

5.2 Conclusion

Based on the study findings, NBS group of companies has several forms of social media marketing. It has Wikipedia, Facebook, Twitter, Instagram pages, as well as YouTube. Therefore, the NBS group of companies has a harmonized forms of social media marketing system. This should be maintained in order to ensure outstanding social media marketing forms.

The group of companies struggles with Shortage/limited access to internet appliances, the challenges of failure to use internet gadgets, the cost of internet/data for usage, the challenges with internet coverage in different parts, as well as content of information to be published online. NBS group of companies should commit to an immediate solution to these challenges as suggested by the respondents.

The possible strategies for improving social media marketing in NBS group of companies are known. Top among them is the promotions to win internet appliances (phones, pads and laptops), training of listeners and followers on how to use internet gadgets, promotions on winning free internet and airtime for data subscriptions, customer base is segmented for information content to be published online

To sum it all up; having well organized forms of social media marketing and good strategies for improving social media marketing results into successful implementation and completion of social media forms. This will also boost the interest of followers and listeners to continue their support in a strengthened manner.

5.3 Recommendations

The study recommends that NBS group of companies maintains proper management of fun pages so as the information posted is authentic.

The study also recommends that NBS group of company's managers train listeners and followers on how to use internet gadgets so as to get the company's services to very target population

It is recommended to be strict and consistent in applying the forms of social media marketing systems in NBS group of companies given that this has a great impact on the budget utilization and reduce the miss utilization of funds at the end of the financial period.

The study further recommends that the company ensures genuine promotions on winning free internet and airtime for data subscription so as the listeners and followers are highly motivated to and in a position of consuming all services of the company.

5.4 Limitations of the study

Response rate was slow as some respondents had fear to disclose some information as they took such information to be confidential for their respective institution. However, the researcher was carefully and tactfully interacted with respondents and managed to get the data of interest for the study.

Limited willingness to respond to questionnaires by respondents because they found it as time consuming. The researcher tried to explain each question to simplify the complexity of the questions in the questionnaire.

5.5 Areas of further research

- i. The study adopted a cross sectional design where data is collected at one point in time and the findings from such studies are always limited to the current period only hence future studies should look at a longitudinal research design where social media marketing forms of NBS group of companies are monitored for a long period of time
- ii. The study was restricted to a quantitative approach using a structured questionnaire to elicit information from the respondents meaning that other features that can be observed were not included in the findings and thus future research should incorporate qualitative factors using for example observations and interview guide.
- iii. The study covered only NBS group of companies Jinja, therefore further studies on the same variables should be conducted throughout all NBS group of companies in the entire country to obtain genuine conclusion about these concepts.
- iv. Risk Management of social media marketing forms.

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APPENDICIES

APPENDIX I: QUESTIONNAIRE FOR LISTENERS

MAKERERE UNIVERSITY BUSINESS SCHOOL

Dear respondent

I am Lwanga David, a student of Makerere University Business School pursuing a Master of Business Administration (MBA). I am collecting data for my dissertation on the topic of “***Social Media Marketing, A case study of NBS Group of Companies Jinja***”. You have been identified as a key person to give accurate data about the study. The study is purely academic and all data provided shall be treated with utmost confidentiality. Kindly spare some 15 to 30 minutes to answer the questions as you provide the valuable information following the directions in the questionnaire. I thank you in advance for accepting to take part in this study.

SECTION I:

GENERAL INFORMATION (Please tick accordingly)

A1 Period of listenership

Code	1	2	3	4
Years	Less than 2	2-5	5-10	Above 10 years
Tick				

A2Occupation of the Respondent

Code	1	2	3	4	5	6	7
Job	Manager	Civil	Social	Self	Business	IT	Others
Tick							

A3 Gender of the respondent

Code	1	2
Gender	Male	Female
Tick		

A4Age of the respondent

Code	1	2	3	4
Age group	Below 25	26-30	31-35	Over 35 years
Tick				

A5 Respondent's educational background

Code	1	2	3	4
Academic Qualification	Certificate	Diploma	Bachelors	Others
Tick				

SECTION II:

For the following questions, please tick the number of your choice as indicated in the key

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
1	2	3	4	5

FORMS OF SOCIAL MEDIA MARKETING IN NBS GROUP OF COMPANIES-JINJA

Code	Forms of social media marketing	SD	D	NS	A	SA
FM 1	The company has wikipedia, facebook, twitter ,instagram pages, and					
FM 2	I am aware of the social media pages of the company					
FM3	I follow the social media pages of the company					
FM4	I share pages of the company to friends so as to also follow					
FM5	I like and comment on the social media pages of the company					

SECTION III:**CHALLENGES OF SOCIAL MEDIA MARKETING**

Code	Challenges of social media marketing	SD	D	NS	A	SA
CR1	There is Shortage/limited access to internet appliances in the					
CR2	There is a failure of using internet gadgets by staff					
CR3	The Cost of internet/data for usage is high					
CR4	Limited internet coverage makes social media difficult to					
CR5	There is difficulty in managing content to be published					

SECTION IV:**STRATEGIES FOR IMPROVING SOCIAL MEDIA MARKETING IN NBS GROUP OF COMPANIES**

Code	Strategies for improving social media marketing	SD	D	SN	A	SA
SR1	Run promotions for customers to win internet appliances (phones,					
SR2	Train listeners and followers on how to use internet gadgets					
SR3	Run Promotions for customers to win free internet and airtime for data					
SR4	segment customers for information content to be published online					
SR5	Improve management of fan pages so as information posted is					

Thank you for your precious time

APPENDIX II: QUESTIONNAIRE FOR EMPLOYEES

MAKERERE UNIVERSITY BUSINESS SCHOOL

Dear respondent

I am Lwanga David, a student of Makerere University Business School pursuing a Master of Business Administration (MBA). I am collecting data for my dissertation on the topic of “***Social Media Marketing, A case study of NBS Group of Companies Jinja***”. You have been identified as a key person to give accurate data about the study. The study is purely academic and all data provided shall be treated with utmost confidentiality. Kindly spare some 15 to 30 minutes to answer the questions as you provide the valuable information following the directions in the questionnaire. I thank you in advance for accepting to take part in this study.

SECTION I:

GENERAL INFORMATION (Please tick accordingly)

A1 Period of employment in the company

Code	1	2	3	4
Years	Less than 2	2-5	5-10	Above 10 years
Tick				

A2 Occupation of the Respondent

Code	1	2	3	4	5	6	7
Job	Manager	News editor	News anchor	Marketer	Reporter	IT	Others
Tick							

A3 Gender of the respondent

Code	1	2
Gender	Male	Female
Tick		

A4 Age of the respondent

Code	1	2	3	4
Age group	Below 25	26-30	31-35	Over 35 years
Tick				

A5 Respondent's educational background

Code	1	2	3	4
Academic Qualification	Certificate	Diploma	Bachelors	Others
Tick				

SECTION II:

For the following questions, please tick the number of your choice as indicated in the key

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
1	2	3	4	5

FORMS OF SOCIAL MEDIA MARKETING IN NBS GROUP OF COMPANIES-JINJA

Code	Forms of social media marketing	SD	D	NS	A	SA
FM 1	The company has wikipedia, facebook, twitter ,instagram pages, and					
FM 2	I am aware of the social media pages of the company					
FM3	I follow the social media pages of the company					
FM4	I share pages of the company to friends so as to also follow					
FM5	I like and comment on the social media pages of the company					

SECTION III:**CHALLENGES OF SOCIAL MEDIA MARKETING IN NBS GROUP OF COMPANIES-JINJA**

Code	Challenges of social media marketing	SD	D	NS	A	SA
CR1	Technological infrastructure					
	The followers and listeners lack internet appliances					
	The listeners fail to use the internet gadgets					
	The internet coverage is not strong everywhere					
CR2	Managerial implication					
	The content to be posted on pages is first shared by					
	There is no other fake pages in the names of the company					
CR3	Brand posts					
	The posts are timely and carry meanings always					
	The posts are elaborative and provides feedback to listeners					
CR4	Data and information leakage					
	There is confidentiality of information details of listeners					
	Social media pages are managed by specific individuals					

SECTION IV:

STRATEGIES FOR IMPROVING SOCIAL MEDIA MARKETING IN NBS GROUP- JINJA

Code	Strategies for improving social media marketing	SD	D	SN	A	SA
SR1	Technological infrastructure					
	Run promotions to win internet gadgets (phones, pads and laptops)					
	Train listeners and followers on how to use internet gadgets					
	Run Promotions for winning free internet and airtime for data					
SR2	Managerial implication					
	Customer base is segmented for information content to be published					
	Proper management of fan pages so as information posted is authentic					
SR3	Brand posts					
	The posts have to be timely and carrying content					
	The listeners have to be given feedback on their comments					

Thank you for your precious time