

**EFFECTS OF SOCIAL MEDIA ADVERTISING ON MARKET
PERFORMANCE OF TELECOMMUNICATION COMPANIES IN UGANDA**

CASE STUDY: AIRTEL UGANDA LIMITED

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2014-B021-10051



UGANDA MARTYRS UNIVERSITY

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UGANDA**

CASE STUDY: AIRTEL UGANDA LIMITED

**A Dissertation Presented To The Faculty Of Business Administration And
Management In Partial Fulfillment Of The Requirements For The Award
Of Bachelors Degree In Business Administration And Management**

Uganda Martyrs University

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DEDICATION

I dedicate this research report to my beloved father, Asiimwe Komu Julius, my mother Kunihira Juliet, and my sisters, Ahuura Flavia and Nganzi Elizabeth and close course mates and friends for nurturing and helping me during the course of my studies.

I dedicate this research to my beloved grandmother, miss Tinkamanyire Flavia Atwooki, and my mother, miss Nalule sarah

I also dedicate this research to my close friends like; Mugalu Moses, Kisakye Reagan, Tumwesigye Marvin and Mawejje Emmanuel mention but a few who gave continuous support and encouragement during the course of studies

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ABSTRACT

The purpose of the study was to establish the effect between social media advertising and market performance of Airtel Uganda Limited in Kampala Uganda”. The objectives of the study included: to determine the effect of Facebook advertising and performance of Airtel Uganda, to establish the effect of twitter advertising and performance of Airtel Uganda and to determine the effect LinkedIn advertising and performance of Airtel Uganda.

The study used case study survey research design. Both quantitative and qualitative approaches were employed. The researcher used a sample size of 52 respondents; both primary and secondary data was used during the study. The Method of data collection was questionnaire and interviewing guides, data was analyzed by use of software research packages like SPSS.

Findings of the study revealed that there was a strong positive relationship between facebook advertising and performance of Airtel Uganda Limited. There was a very strong relationship between twitter advertising and performance of Airtel Uganda Limited. There was also a very strong positive relationship between linkedin advertising and performance of Airtel Uganda Limited. The research concluded social media advertising has a positive relationship with the performance of Airtel Uganda limited.

The study also concluded that Firms more so telecommunication firms should embark on social media advertising as a marketing strategy since it’s more useful in terms of development and profits generation and it recommended that there should be further research about the problem statement.

CHAPTER ONE

GENERAL INTRODUCTION

1.0 Introduction

This chapter covers the background of the study, problem statement, purpose of the study, objectives of the study, research questions, and scope of the study and the significance of the study. The study variables include social media advertising and organisation performance in the telecommunication industry a case study of Airtel (Uganda)

1.1 Background to the study

Social media advertising is a current platform that organizations currently are employing to improve on its market growth. Scott 2010 explained that in the olden days, traditional, non-targeted and directed advertising via newspapers, magazines, radio, television, and direct mail were the only way to communicate with the company audience. These media made targeting specific clientele with individualized and personalized messages very difficult. He further showed that Prior to the several functions, social media may have begun for social engagement, but the commercial value soon became apparent and it has become the marketer's new best friend too. With time social media use become popular and number of social media users has increased more than the population of some of the countries, marketers have had to seriously alter their game plan to take this shift in the media landscape into account. The industry is rewriting its conventional strategies and transforming the basic campaigning structure. Social media once devoid of any commercial content has had such a significant impact on the marketing industry? (Barney 1991).

Social media tools are gaining popularity and are increasingly used in regular operations of many companies, ranging from start-ups and small and medium enterprises to large

corporations (Lee et al, 2008; Osimo, 2008; Andriole, 2010; Bell and Loane, 2010). Despite extensive use of social media, little is known on the specific impact that these tools and technologies have on business process performance (Denyer et al, 2011).

Cheong and Morrison, 2008, observed that the growing popularity of social media compelled the marketers to think about this media along with traditional functional areas of marketing. Social media is based primarily on internet or cellular phone based applications and tools to share information among people. The number of social media user's is more than the population of some of the countries today. Impact of social media on marketing can be judged by comparing marketing prior the social media and marketing and after the introduction of social media and type of technologies used in social media

Marketing scholars often refer to advertising as an elusive concept and economic scholars as a controversial one (Telsler, 1968; Sevin, 1965). Advertising is also defined in different ways. In general, the definitions that exist discuss aspects such as the nature of communication, the presence of personalization and the objective to either persuade or inform. Advertising refers to any communication by a firm or a sponsor to promote the sale of a good. Economic research produced different views on advertising. In fact, the economic research about advertising evolved considerably in the past century and even though there was little consensus among the emerging views, there are few contributions made in the literature since the eighties.

Social media is the latest marketing buzz phrase (phenomena) . Everyone is talking about it and many of us are using it both personally and more than ever, professionally. But what does it mean? How do you launch a social media campaign that will benefit your business? It's evident that while social media is climbing up the agenda, many of us struggle to get to grips with what seems a very fluid phenomenon and to position social media as a strategic marketing tool (Baines et al 2010).

Business performance has three main activities: selection of goals, consolidation of measurement information relevant to an organization's progress against these goals, and interventions made by managers in light of this information with a view to improving future performance against these goals for all this to successful there should be communication and interaction with customers. Although presented here sequentially, typically all three activities will run concurrently, with interventions by managers affecting the choice of goals, the measurement information monitored, and the activities being undertaken by the organization. However business performance is determined I form of sales, market share and profitability.

Social media advertising also has a measurable impact on business process performance (Bughin, 2009, 2011). Birkenshaw and Crainer, 2010, note that the business impact may be due to the impact of social media on management, governance, on knowledge management as observed by De Hertog et al, 2011 and Schneckenberg (2009), on strategic competitiveness and advertising.

Bradley (2011), says that Social media is "an on-line environment established for the purpose of mass collaboration. It is the media for social interaction by adopting highly open and accessible communication techniques. Social media uses web-based and mobile technologies to turn one-way communication into interactive dialogue (Kaplan & Haenlein, 2009). Social media combines user-generated content and Web 2.0 that uses interaction by creating, delivering, sharing and modifying information, and participating different activities such as discussion.

Kaplan and Haenlein, (2009), defines Social media advertising as a group of terms that are used to describe forms of Online advertising that focus on social networking sites. One of the major benefits of advertising on a social networking site (for example, Facebook, Myspace, twitter, Friendster, Bebo, Orkut) is that advertisers can take advantage of the users demographic information and target their advertisements appropriately.

Kaplan and Haenlein, (2009), take a resource based view perspective on organizations to explain the impact of social media on organization performance. The resource-based view states that organizations obtain a set of certain resources (like human resources, Information Technology infrastructure, and social media) that are specific to the firm, rare and not capable of easy imitation by rivals. The particular combination of resources forms the basis for firm competitiveness and performance. A distinction can be made between resources and capabilities.

Barney 1991 noted that while resources serve as basic units of analyses, capabilities are repeatable patterns of action in the use of resources to create, produce, or offer value to a market. Note that resources may be obtained easily, but that it is not easy to develop business-wide capabilities to use the resources to enhance business performance. So, while resources can be imitated easily, capabilities embedded in business practice are not. Following the resource based view he regards social media as resources that are used by an organization in particular combinations with other resources, thus forming the resources with specific functions that enable the development of certain capabilities, processes, and strategies.

The telecommunications industry in Uganda has played a great role in the growth of the economy. The major players in the industry are; MTN Uganda limited, a multi-national communications and network access company and it takes the first position slot in Uganda. It was launched on October 21st 1998 and currently serves over 11,500,000 customers, Airtel Uganda limited which was launched in June 2010, and is currently considered Uganda's most innovative mobile phone operator. The claimed merger between Airtel and Warid extended the company's market share to over 8 million customers making it the second biggest mobile phone operator in Uganda. Africell, Vodafone, and Uganda Telecom, share the remaining number of customers as MTN and Airtel have the most customers with more than 17 million

customers split between them of the 19.5million Ugandans who use telephones throughout the country. (UCC, 2016).

In Uganda social media advertising has hit unimaginable heights, companies, individuals and governments put their products, services and upcoming events on their walls to the users of those social media platforms for interactive and viewing purposes.

1.2 Statement of the problem

Social media advertisements are used not only by individuals, but by groups, organizations, and even large companies (Culnan 2010) to create awareness and persuade customers to buy the products. large numbers of users and the frequency with which users communicate and use social media suggests that social media are a serious platform that organizations and businesses have resorted to use for advertising their products, interactively reaching their customers and informing them about the new services and products they have in stock (Culnan 2010).

However , sales volume, profits levels and market share have considerably increased but are not a desirable level for Airtel. This is a result of ineffective social media advertisement. It is therefore for this reason that study investigated this problem.

Because this new form of advertising is growing at such a rapid pace, it's important to analyze the impact social media advertising on the overall business performance practice as well as how companies are incorporating this new social media into their marketing activities.

Numbers in social media following of accounts of the organization have soared yet their business performance, that is to say, (*capital investment, customer base and finance*) have not significantly been altered despite the large and vigorous endeavors through social media to lure the customer and the public to their products..

1.3 Main objective of the study

To establish the effect of social media advertising on the organization market performance in the telecommunication industry in Uganda.

1.3.1 Specific Objectives

- i. To assess the effect of face book advertising on the performance of Airtel.
- ii. To establish the effect twitter advertisement on the performance of Airtel.
- iii. To establish the effect of linked in on the performance of Airtel.

1.4 Research Questions

- i. What is the effect of face book advertising on the performance of Airtel?
- ii. What are the effects of twitter advertising on the performance of Airtel?
- iii. What the effects are of linked in on the performance of Airtel?

1.5 Scope of the study

1.5.1 Content scope

The study focused on how social media advertising affects the market performance.

1.5.2 Geographical scope

The study was conducted in Kampala Uganda with reference to Airtel Uganda located in Kampala, Wampewo Avenue.

1.5.3 Time scope

The study will take a period of 3 months from early March to late May.

1.6 Significance of the study

This research is important to various stakeholders. Companies can benefit from this research by understanding what social media advertising is and how it can have a positive impact on their brands and their companies as a whole through increased revenue and publicity.

Other scholars can also benefit from the research as it can be used as a future reference point seeing that this is now an area of great interest, it can also pave the way for scholars to discuss and study this issue more.

The public will also benefit from this study as it adds to the body of existing knowledge and the results from this study will reflect their needs.

This study is also beneficial to the researcher as a student of marketing because it gives the researchers experience with the corporate world and helps researcher to understand the market. This study will lead to the award of a degree in Bachelor of Business Administration and management of Uganda Martyrs University.

1.7 Justification of the study

The purpose of the study and its necessity is to establish the effect of social media advertising on the market performance of telecommunication companies in Uganda. The study greatly provides recommendations and ideologies for improving on market performance of telecommunication companies in Uganda based on the findings.

1.8 Conceptual Frame work

Figure 1 showing the conceptual frame work of social media advertising and its impact on performance of companies

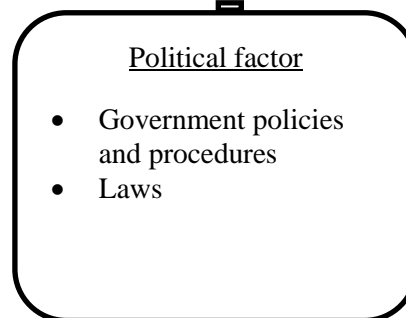
INDEPENDENT VARIABLE



DEPENDENT VARIABLE



MORDERATING VARIABLE



Source: Adopted and modified from Briggs, R. and Stuart, G. (2006).

The conceptual framework describes the relationship between the independent variables and the dependent variable. In this conceptual framework, social media advertising is the independent variable while organizational performance is the dependent variable. The conceptual frame work is modified and developed basing on Briggs, R. and Stuart, G. (2006). In this study, it is assumed that social media advertising has a significant influence on organizational performance. In the conceptual frame work, social media advertising is operationalized into use of internet social sites, use of Televisions and radios and use of newspapers, magazines and tabloids etc. Additionally, organizational performance indicators

considered are increased sales, increased customer base, efficient service delivery and improved profitability. On the other hand, intervening variables considered are government policies and procedures, company policies and procedures and social media regulations

1.9 Conclusion

In conclusion, the performance of business is linked to social media advertising. This is because social media advertising is a valuable technique that delivers huge growth and performance to the Organization in maintaining and strengthening its business and revenue growth through improved performance. Therefore this study continues to analyze the concept of social media advertising and its benefits to businesses, the determinants of market performance and the challenges facing businesses using social media advertising.

CHAPTER TWO

LITERATURE REVIEW

2.0 INTRODUCTION

Chapter two links the study to the existing body of knowledge related to the problem. It reflects on the different themes following a logically laid down objectives of the study.

2.1 Understanding the concept of social media advertising

Social Media advertising:

Companies across variety of industries such as hospitality, travel and tourism, telecom and financial services, life sciences, retail and consumer products, airlines, automobiles, fashion, education and many more are exploring social media to tap opportunities in market research Kaplan and Haenlein (2010). They also look at brand building, product promotion, product development, customer service, collaboration with stakeholders, employee engagement, and recruitment etc. An increasing number of Indian corporations are turning to social media in an attempt to reach out to their customers in the wake of marketing budget cuts. Indian corporations are not new to the virtual world. As of today, top Information Technology firm Wipro is running "Innovation Centers" on social media, while Infosys is using Twitter to address customer concerns. Social media has become a powerful tool for enterprises across the globe.

A (2010) Burson-Marsteller study showed that, —of the Fortune Global 100 companies, 65 percent have active. Twitter accounts, 54 percent have Facebook fan pages, 50 percent have YouTube video channels and 33 percent have corporate blogs.¶ Enterprises that aggressively embrace social media as part of their strategy are more financially successful. Enterprises are using social media in many functional areas of the business and are enjoying numerous

tangible benefits such as increasing brand recognition, sales, search engine optimization (SEO), web traffic, customer satisfaction, and revenue.

In addition, rapid feedback and insight from consumers provide a mechanism for executives to assess consumer opinion and use this information to improve products, customer service and perception. Enterprises have also discovered that they are able to monitor the market, their competition and their customers via social media outlets. This allows engaged enterprises to be on top of any changes that may be needed and to proactively make appropriate adjustments to 4 strategies, products or services. The ability to search for and communicate with potential employees is another area that has seen great enhancement via sites such as LinkedIn and Plaxo. Given its ease of use and measurement and its ability to reach large populations almost instantly, social media is becoming a powerful force in the way businesses reach, attract and engage their customers, employees and other stakeholders.

(Cox, 2010). While the phrase social networking sites' is often used interchangeably with social media, Kaplan and Haenlein (2010) argue that social media is different because it allows participants to unite by generating personal information profiles and inviting friends and colleagues to have access to those profiles. Thus, social media is the environment in which social

Networking takes place and has altered the way in which consumers gather information and make buying decisions.

John & David (2012), noted that Social media is primarily internet or cellular phone based applications and tools to share information among people. It expedites conversation and connection among people. It includes popular networking websites, like face book and twitter to mention but a few; as well as bookmarking sites like Digg or Reditt and uses web page technology.

Social Media is nowadays an incredibly huge attraction point for anybody in terms of communication, social networking, information, entertainment and, more and more, in terms of marketing. Social Media advertising is characterized by elements that completely changed marketing communications. People are identifiable, for instance, thanks to the social media profiles; communications, information and content are available instantly; the receiver of information is now active and participates in any type of conversation, which enables interactive relationships; the consumer can choose what kind of information he wants to receive as well as he can respond to it and give his opinion, which gives him consequent control; finally, digital marketing is based on co-creation, meaning that all the content is co-created by the marketer and the consumer, placing the latter as a participant and no more as a recipient

Social media advertising programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. The resulting electronic word of mouth refers to any statement consumers share via the Internet (for example, web sites, social networks, instant messages, news feeds) about an event, product, service, and brand or company Kietzmann, and Canhoto, (2013). When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. This form of advertising results in earned media rather than paid media.

However it should be noted that social media advertising will only come to light as a result of mainstream media such as Televisions, radios, newspapers. It's upon this platform that the customer base is informed about the existence of the social media tools of advertising for example, parents of students will only know Uganda martyrs university having a social media platform of advertising after an interview or a Television commercial hence the invitation to social media advertising.

Socio medial advertising is among the fastest growing components of the internet. Social media are used to communicate and to engage customers. It is becoming an exponentially popular way to advertise as it gives good opportunities for targeting an audience. Social media marketing is, once again, co-created; consumers are able to talk about their experiences, to comment brands, to share videos, documents and so on. Consumers kind of impose their terms, making the brand promotion trickier for companies as they have to give up the monologue and adopt the dialogue in terms of advertising. As John & David (2012), explained that companies must stay up to date and go find new generation of customers on the media they use, hence, the growing importance of social media marketing.

It should be noted that one social media application cannot work alone since businesses use them concurrently to achieve results.

2.2 The effect of facebook media advertising on the performance of Airtel Uganda.

Cox et al (2011) defined Face book – as a social networking service where users create personal profiles, add other users as friends and exchange messages, including automatic notifications when they update their own profile. Additionally, users may join common-interest user groups, organized by common characteristics (for example, workplace).

Social making interactions are used by firms as formidable strategic variables to outstrip the competition and have become an essential means for the firms to improve their performance and to maintain its effectiveness on the market (Batiz-Lazo and Woldesenbet, 2006). This stimulates the interest in studying the relationship between social media interaction firm performance. In a highly turbulent environment, any successful innovations in social media interaction creates a unique competitive position that give firms a competitive advantage and may lead to a superior financial performance (Roberts and Amit, 2003).this is more evident

with Face book where companies post their products and upcoming events and are shared to millions of their customers by just a click.

Despite the undeniable importance of social media advertising in firms' financial performance, the effect of social media interaction financial performance is still misunderstood for two main reasons. It seems that there is a lack of understanding about the drivers of social media interaction and its impact on financial performance of firms. In fact, most of the existing studies adopt a simplistic approach to the social media interaction and performance relationship which does not take into account the antecedents to social media use inside and outside the firm, all of which could influence this relationship (Roberts and Amit, 2003).

In addition, some of the recently undertaken studies have neglected the possibility of reverse causality between innovation and financial performance. However, De Young et al.'s study (2007) is an exception as it took into account the endogeneity of social media interaction and use as a financial performance explaining variable. Furthermore, in spite of an extensive descriptive literature on financial performance, there is a paucity of empirical studies on the effect of social media interaction on financial performance. Most of the existing empirical works have focused on other determinants of financial performance (Frame and White, 2004).

Generally, the fast-changing competitive environment, globalization, dynamic consumer buying behavior, economic changes, regulation and privatization demand that firms are run efficiently and effectively by continuously engaging in customer interactions through all fronts including

Social media interactions and advertising. In Uganda emergence of new technologies, products, processes, markets and competitors places demand on any organization to apply

any skills necessary to remain competitive and achieve competitive advantage. The telecom industry for example has already been depicted as exhibiting little market orientation and fulfilling services with little regard to customer needs as well as including poor services and poor customer care inefficiencies which have contributed to their undesirable financial performance (Parasuman et al., 2001).

In Uganda long lines, transaction errors, queuing, insecurity and network failures have been said to be the most frequent factors discouraging customers from maximum utilization of the telecom services (Smith, 1999). This highly lower customer's perception on the quality of service offered and hence reduces the telecom's credibility hence profitability (Joseph et al., 2003). Still, the perception could be changed with frequent and prompt interaction with the customers on the social platforms.

Schivinski and Dabrowski (2013) investigated consumers' perception of brands as a result of Social media communication using 504 Facebook users. The results of their empirical studies Showed that user-generated social media communication had a positive influence on brand equity and brand attitude. In addition, the analysis indicated that firm-created social media Communication affected only brand attitude. Both brand equity and brand attitude showed a Positive influence on purchase intention. Moreover, measurement invariance was assessed using a multi-group structural modeling equation. This in turn affects the company's performance in terms customer base and sales volume.

Social media advertising especially face book has led to loss in workplace productivity "Social not-working". Companies, organizations, and individuals are concerned about the time wasted in managing social network profiles, in some cases; companies have banned Face book from their employees, often using Firewalls (Barney, 1991). Maximum Performance isn't achieved

Keeping up with advertising and marketing trends and strategies. Advertising and marketing has gone through many transformations, especially in the last decade. Our marketing focus has shifted from print media to online media, and we have witnessed the decline of direct mail and cold calling (Pry, 2010, September). Why? Because technology has introduced new tools that make our communication with potential customers more efficient and effective. Social media has risen as a dominant platform for two-way communication and feedback collection. These are only a few of the recent changes marketing has gone through, and every day, we're seeing more and more changes -- new technologies pop up, different strategies are developed, new trends emerge. So how do you stay current?

However it should be noted that social media advertising is being a tool for great manipulation i.e. according to Aljazeera (2017), social media advertising has led increase false news nationally and internationally that is detrimental to governments ,institutions and in more severely in business to tool for fraud cyber-attacks.

2.3 The effect of twitter on the performance of Airtel Uganda

Twitter - a *micro blogging** service enabling its users to send and read publicly visible messages called *tweets*. Tweets are text-based posts of up to 140 characters displayed on the user's profile page. Users may subscribe to other users' tweets.

An increasing number of Indian companies are using social media as an effective business tool with 83% firms in India agreeing that without social media activity, marketing strategies cannot hope to be successful, while globally, 74% companies endorse the view, according to the survey by Regus, a leading office-space solutions provider. The rising awareness among businesses internationally has seen social networking evolve from a 'nice-to-have' to a necessity. Around 66% of Indian companies and 61% of global firms also emphasized the

need for a balance of marketing media, confirming their belief that without a combination of traditional and digital techniques, marketing campaigns would not work.

Advertising through social media forms a small part of a brand's marketing budget. But experts see this pie growing since the Indian social networking audience grew 250% year on year driven mainly by Facebook and Twitter. Lifestyle brands think users of social networking sites their target audience both by income and age. They reach out to increase frequency of sales from loyal consumers while adding new ones.

Parle Agro's new snack food brand Hippo launched a Twitter campaign to track its retail inventory. It asked its followers to Tweet whenever they found Hippo out of stock in any store with a promise to replenish stocks within hours. At zero cost to Parle Agro, the number of people tracking Hippo stocks was equivalent to 45% of its entire sales team. By matching supply with demand, Parle Agro managed to increase Hippo sales by 76% within the first few months of the new campaign.

Social media advertising facilitates customer service functions like answering questions, checking account records tracking orders as well as handling customer complaints (Kotler and Armstrong, 2012). It allows companies to relate with customers in a deeper and more meaningful ways. Rather than relying on one-way, mass media messages only, social media allows for more interactive approaches that build targeted two way customer relationships. The new communication approaches makes companies create deeper customer involvement and a sense of community surrounding a brand- to make the brand a meaningful part of consumers conversations and lives.

In terms of the benefits most businesses cite brand awareness and publicity as the highest return followed by an increase in foot traffic which was followed by finding new business partners, rise in search engine rankings and generating leads (Kotler and Armstrong, 2012).

Social media technology, such as Facebook, and Twitter, has enabled customers to express their feelings regarding a product or service they have purchased. With this feedback, businesses can improve decisions on how to serve clients and create more informed solutions, thus increasing customer loyalty. Locally, Ugandan companies already have a strong presence and existence in the Social

Media sphere. These companies include but are not limited to Airtel Uganda.

Arockiaraj and Baranidharan (2014) found that social media advertisements was a genuine cultural phenomenon and has become the most popular online sector in less than ten years in India. They established that marketers of brands can best use social media to engage with their core customers. The social media creates brand awareness; a constant need for learning and developing new knowledge as well as for measuring and following up. Regarding the different degrees of brand awareness, there exists a clear strategy for how to reach the different stages of brand awareness, from the weakest to the strongest (word-of-mouth).

2.4 The effect of linked in on the performance of Airtel Uganda

Cox et al (2011) defined LinkedIn as a business-related social networking site mainly used for professional networking. Users maintain a list of contact details of people with whom they have some level of relationship, called *connections*. This list of connections can then be used to build up a contact network, follow different companies and find jobs, people and business opportunities.

Use of social media by human resource: Use of social media for recruitment—a social recruiting survey conducted by US based firm by Jobvite shows that social media has become an important tool for recruiting top talent. According to the survey, which asked over 600 HR and recruiting professionals as to how they use social networking in their recruiting process,

73.3% said they currently use social media to recruit candidates. The most commonly used medium is LinkedIn (78%), followed by Facebook (55%), Twitter (45%) and blogs (19%).

Jobvite also found that 46% of respondents were spending more on social recruiting in 2010 than they were in 2009. Social media is being used more intensively for internal communications. A lot of networks like Kinectic Glue, Yammer, and Sales force chatter are fast being adopted by companies so as to increase collaboration at work. This is being considered as a basic hygiene factor at work.

Reference to social media is used as part of the recruitment process by a growing number of firms, particularly to vet potential candidates. According to a US survey of 2,667 HR professionals, 45 per cent check job applicants' social network profiles especially Facebook before hiring while a further 11 per cent intended to do so over the next year (careerbuilder.com 2009). A smaller UK survey found that only 27 per cent of employers did so, although it was a more common practice in media, professional services and finance industries and less common among charities and retailers (Peacock 2008).

It should also be noted that sites such as LinkedIn are professional networking sites that can be used explicitly for recruitment purposes. There is no legislation that prohibits employers from considering information from an individual's Facebook profile when making a recruitment decision but there are a number of issues with using social networks in this way.

First, there are questions of privacy and the extent to which firms should have an interest in the private lives of their employees. Some Human Resource managers feel such vetting processes are an invasion of privacy and object on principle (Peacock 2008). It is notable that in the US survey noted above, the most common reasons for rejecting candidates were lifestyle rather than employment based, for example postings that included "provocative or

inappropriate” photographs were cited by 53 per cent of HR managers as a reason to turn down an employee (careerbuilder.com 2009).

Secondly, given the amount of information available about candidates on social network sites, employers leave themselves open to charges of discrimination (Lynas 2007). By vetting candidates online, employers are likely to know a range of information about candidates including sexual orientation, ethnicity, religion, marital status, age and political views, making it easier for rejected candidates to claim they have been discriminated against (Lynas 2007, Personnel Today 2010).

It is relatively unusual for cases of discrimination at the point of recruitment to be brought to employment tribunals. The 2008 Survey of Tribunal Applications found that, of all cases brought involving discrimination, eight per cent were brought by claimants during or after a recruitment process. In reality, applicants usually have no information about the other candidates for comparison, and there is no evidence that social networking is necessarily more likely to give them access to this information. This places considerable onus on employers to self-regulate and act responsibly to comply with employment legislation. This in the long run enable the company to sieve out for qualified and morally upright candidates hence better performance of the workforce.

2.5 Summary of the literature review

The literature has highlighted studies most of which do not explicitly address the impact of social media advertising on performance of telecom companies in Uganda. The literature shows that marketing approach has changed from persuading consumers to buy products by bombarding them with numerous advertisements to building relationships and trust through effective two-way communications and creating products that will help to solve customers’

Problems. However, some of today's social media marketing campaigns are still driven by the

Old-fashioned marketing and focus on short-term effect (sales), which is also known as incentive-induced behavior.

The literature also indicated that telecom-customer interactions occur on a daily basis through social media; an indication that customers are turning into social media for service access and inquiries.

Social media is now a tool of interaction and service provision as found by Zeithmal and Bitner

(2003) literature that customer service is the service provided in support of a company's core Product. Social has changed the way people across the globe communicate with one another. However, it is worth noting that social networking has been there right from the beginning of humanity. Telecom companies have embraced social media since the inception of their contact centers and this may move the telecom companies from one level to another in several aspects of performance.

The emerging marketing techniques using social media have enabled both customers and companies to be more effective and productive in receiving and providing service. Through self-service technologies, customers can now serve themselves more effectively reducing telecom company's operational costs that otherwise eat into their revenue. Social media has resulted in the potential for reaching out to customers around the globe in ways not possible when, in the not-so-distant past, services were limited to local provision. The Internet itself knows no boundaries, and therefore information, customer service and transactions can move across countries and across continents, reaching any customer who has access to the Web. Social Media also allows employees of Telecom companies to stay in touch easily to share

information and serve on virtual work teams together, thus allowing employees to work remotely and services to be provided by global workers.

Still, a scarcity of literature in the area of study exists, particularly in the developing states like Uganda. The few that have been conducted in the third world nations have eluded criticism in the Criteria, title, scope; methodology used hence the research gaps in terms of literature.

In conclusion, there has been a general exploration of a clear concept of social media advertising and its benefits to businesses, the determinants of business performance and the challenges facing businesses using social media advertising.. From the above literature, I can conclude that social media advertising has an impact on performance of an organization as confirmed by Hensel, K, &Deis, M., (2010). Hence the relevance of this research proposal.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter represents the methodological aspects that were employed in the study which included; research design, study area, target, accessible and study population; sample size, sampling procedure, reliability and validity of the research instrument, procedure of data collection, analysis and processing, ethical considerations, anticipated study problems and the approaches the researcher used to address them.

3.2 Research Design

The study used a case study research design. The case study research design was used because it gives in-depth understanding of the study variables. According to Mugenda (1999) this design is used when the study is aimed at collecting data from the respondents and saves time to collect the necessary information when the design is used, data was collected using questionnaires and often analyzed using descriptive analysis in survey research, a questionnaire is a basic device in tapping participants attitudes and opinions.

Both quantitative and qualitative approaches were used. closed end questionnaire were used to generate responses from respondents.

3.3 Area of the Study

The study was carried out at Airtel Uganda which is located in Kampala district Central Uganda.

3.4 Population of Study

Kamur (2005) defines a research population as a group of individuals, items objects from which the needed items are taken for measurement, the study population comprised of employees of Airtel Uganda limited. The study population consisted of 60 employees (February pay roll, 2017) who are stationed at the headquarters. The population of study helped in determining the sample size.

3.5.0 Sample Size and Sampling Techniques

3.5.1 Sample Size

According to (Sekeran, 2003) a sample is a subset of a population. It comprises some selected members who are referred to as elements, sample size therefore is the total number of elements selected to represent the study population. The study sample size consisted of 52 employees of Airtel (u) limited.(Krejcie and Morgan, 1970). The sample size helped to get the needed information.

3.5.2 Sampling techniques

Dawson, Catherine (2002) defines a sample as a segment of the population which is selected to represent the all population. The study was conducted by use convenience sampling technique this is because this technique is easy to use and also the nature of work where employees are always in the field.

3.6 Data sources

Primary Data

This is the first hand information collected from the respondents. According to Hox and Boeiji (2005), the primary source of data is defined as data collected to aid in solving a

specific research problem, with the use of the most suitable procedures. The study used a closed end questionnaires and interview guides as the procedures for primary data collection for compiling the information for this research.

Secondary Data

Hox and Boeiji (2005) describe secondary data sources as the data that was initially collected for an entirely different purpose, but can still be used for another research question. The secondary data was collected from online journals, newspapers, portable document files (PDFs) the Airtel Uganda limited website and other certified websites.

3.7 Data collection methods and instruments

The researcher used both primary and secondary sources of data collection for the study. In using primary sources, the researcher used a number of methods namely interviews and questionnaires. Secondary data collection was done by viewing the records of the company, reading internet books, journals, magazines. This helped the researcher to access all the relevant information

3.7.1 Questionnaire

These were the key tools for data collection by the researcher. The researcher administered the questionnaires to save time and reduce on misinterpretation of some questions. The closed ended questionnaires form was advantageous in that it was easy to fill saved time and kept respondents (employees) on subject and relatively objective.

The Likert scale is one of the most widely and successfully used techniques to measure attitudes toward a topic by asking respondents to indicate whether they strongly agree, agree, disagree or strongly disagree with each of series of statements about the topic.

Questionnaires were used because in survey research the basic instrument used is

questionnaire. This instrument can easily tap attitudes and opinions of the respondents and it was easier for the researcher to collect data using a questionnaire within a reasonable time..

3.7.2 Interview Guide

Interviews are open questions often administered to key informants to give them wide latitude to talk about the subject. The researcher conducted oral interviews with administrators. The interviews provided an opportunity for the researcher to interact directly with the respondents.

3.8 Reliability and validity

Validity and reliability of the research instrument were ensured as follows;

Validity refers to the ability of an instrument to measure what it is intended to measure. Validity is concerned with the extent to which an instrument measures what one thinks it is measuring (OSO and Onen, 2005) the instruments were tested for validity to improve the validity of instruments questionnaires examined and assessed by research experts and the supervisor. The statement or questions, which did not portray the meaning, were scraped off and replaced according to their advice.

Reliability

Reliability refers to the ability of the instrument to measure consistently what it is intending to measure. It was also ensured by testing the instruments for reliability values and according to Sekaran 2001 these values for each variable under the study should not be less than 0.6 for the statements in the instruments to be deemed reliable. As a result all the statements under each variable will be subjected to this test and will be proven to be above 0.6.

3.9 Data Analysis and presentation

Data was gathered by use of questionnaire; data was coded, edited, and checked for accuracy. It was also analyzed by use of computer software research packages SPSS version 16. Descriptive analysis was made. Both quantitative and qualitative data was analyzed. Data was presented in form of tables and narration was done.

3.10 Ethical Considerations

All work incorporated in the study was clearly cited both in in-text and end-text, plus a comprehensive reference list was provided in the end. No form of coercion was used to get respondents to participate in the study; however, participation was on voluntary basis. Everything collected from the respondents during the study remained confidential and under no circumstance was the information disclosed to irrelevant parties. A formal letter from the University was sought to be used to proceed with the data collection process. Management gave a go ahead for the study and the end of data collection was official and communicated to the company.

3.11 Limitations of the Study

Funding: the researcher experienced a problem of limited finances with respect to this study. Costs regarding this limitation included transport, printing and photocopying of relevant materials. However, the researcher had to borrow some money from relatives, friends and use it sparingly so as to overcome the cost constraint.

Time: the researcher experienced a time constraint in data collection, analyzing of data and in final presentation of the report. However, the researcher overcame this problem by ensuring that the time element is put into consideration and that all appointments agreed upon with respondents are fully met.

Since research is time bound, the researcher was on pressure and needs to work extra hard to meet the deadline for submission. However, the researcher worked hand in hand with Supervisor and also cooperated with the respondents during data collection to ensure that the report was submitted in time.

3.12 Conclusion

The study was conducted using a a case study design employing both quantitative and qualitative using questionnaires and face to face interviews that enabled the researcher to determine the impact of social media advertising on performance of the organization.

CHAPTER FOUR

DATA ANALYSIS, INTERPRETATION AND PRESENTATION OF THE FINDINGS

4.1.0 INTRODUCTION

In this chapter, the findings from the study are exhibited and the extensive analysis was presented to give a rational understanding of the data collected, in regards to effect of social media advertising on the organizational market performance in the telecommunication industry data presentation in the form of tables, and a rational explanation and analysis of the data was done on each of the questions on the questionnaires. The response rate was 100% because respondents cooperated and were knowledgeable about the study variables.

This section contains the demographical information about the respondents of the primary research in terms of the gender, age, marital status, level of education, knowledge about social media and period of stay at Airtel the demographic information was analyzed as follows:

4.1.1 Gender of The Respondents.

The gender of the respondents for this study was categorized as: male and female. The findings from the research on the gender of respondents were as follows.

Table 1 showing Gender of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	28	53.8	53.8	53.8
Female	24	46.2	46.2	100.0
Total	52	100.0	100.0	

Source: Primary Data, 2017.

The study revealed that the majority of respondents were male representing 53.8% and 46.2% representing female. This implies that there are more male employed by the company and the nature of job requires male.

4.1.2 Age of Respondents

The age of the respondents for this study was categorized as below.

TABLE 2: Showing age of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid below 25	4	7.7	7.7	7.7
25-30 years	9	17.3	17.3	25.0
31-35 years	12	23.1	23.1	48.1
36-40 years	11	21.2	21.2	69.2
41-45 years	8	15.4	15.4	84.6
46 above	8	15.4	15.4	100.0
Total	52	100.0	100.0	

Source: Primary Data, 2017.

The study revealed that 23.1% of respondents were aged between 31-35 years, 21.2% of respondents were aged between 36-40 years, 17.3% of respondents were aged between 25-30 years, 15.4% of respondents were aged between 41-45 years and 46above and 7.7% of respondents were also aged below 25 years. This implies that Airtel Company mostly hires youthful employees who are eager to work, and can deliver high work ethic and handle customers well.

4.1.3 Marital Status

This research classified the marital status of the respondents in terms of; single, married, widowed and divorced.

Table 3 showing marital status of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Single	17	32.7	32.7	32.7
Married	23	44.2	44.2	76.9
Widowed	8	15.4	15.4	92.3
Divorced	4	7.7	7.7	100.0
Total	52	100.0	100.0	

Source: Primary Data, 2017

The study also thought to establish the marital status of respondents and it found that majority of the respondents were married 44.2%, 32.7% of respondents were single, 15.4% of the respondents were widowed and 7.7% of the respondents were divorced. This implies that the company mostly employees responsible people who are able to interact with the customers of Airtel.

4.1.4 Education Level

Respondents had to choose from the following options PHD, Masters, Degree, Diploma, Certificate, A-level and O-level to show the level of education they fall in, and the data collected is presented in the tables below.

Table 4: Showing Level of Education of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid PHD	3	5.8	5.8	5.8
Masters	11	21.2	21.2	26.9
Degree	17	32.7	32.7	59.6
Diploma	11	21.2	21.2	80.8
Certificate	6	11.5	11.5	92.3
A-level	3	5.8	5.8	98.1
O- level	1	1.9	1.9	100.0
Total	52	100.0	100.0	

Source: Primary Data, 2017

Table 8 shows the level of education of the employees and the study found that 32.7% of respondents were bachelor's degree holders, 21.2% of respondents were holding masters, 11 21.2% of respondents were diploma holders, 11.5% of respondents were certificate holder, 5.8% of respondents were PHD holder, 5.8% of respondents were A-level leavers and 1.9%

of respondent was O-level leaver. This implies that Airtel company recruits educated employees that have contributed to its market performance.

4.1.5 Knowledge about the application of Social Media

The respondents were asked whether they have knowledge about the use of social media and they were give two choices which included the following Yes and No

Table 5: showing Knowledge about application of social media

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	43	82.7	82.7	82.7
No	9	17.3	17.3	100.0
Total	52	100.0	100.0	

Source: Primary Data, 2017

The study found that majority of the respondents had knowledge about the application of social media 82.7% of respondents were knowledgeable and 17.3% of respondents were not knowledgeable about the applicability of social media this implies that Airtel company mostly employees people with knowledge about social media.

4.1.6 Duration of Working with Airtel

The table below contains the information on the period that the employees have spent with Airtel. The respondents gave the amount of years they have spent worked with Airtel by

indicating one the options given on the questionnaire among; less than one year, 1 – 3 years, 4– 6 years, 7-9 years and 10 and above years.

Table 6: showing Number of Years Worked with Airtel.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid below 1	2	3.8	3.8	3.8
1-3	15	28.8	28.8	32.7
4-6	19	36.5	36.5	69.2
7-9	14	26.9	26.9	96.2
10 above	2	3.8	3.8	100.0
Total	52	100.0	100.0	

Source: Primary Data, 2017

The study also sought to establish the number of years the respondents have worked with Airtel and it found that 36.5% of respondent had spent 4-6 years with Airtel, 28.8% of respondents had spent 1-3 years, 26.9% of respondents had spent with Airtel between 7-9 years, 3.8% of respondents were below 1 year and 3.8% of respondents had worked with Airtel for 10 years and above this meant that Airtel company Uganda limited treat its employees in a good way.

4.2 Facebook advertising and market performance

Table 7 showing effect of facebook and advertising on the market performance of Airtel the respondents were requested to respond to a number of statements regarding facebook on performance of market by indicating their agreement using five-point Likert scale.

Table 7 showing presents values that may affect Market performance using facebook

item	SD	D	N	A	SA
Our company market performance is determined through the use of Facebook by the number of the followers on our company facebook page.	3(5.8%)	5(9.6%)	8(15.4%)	20(38.5%)	16(30.8%)
Customer complaints have reduced due to the information provided on our company Facebook page.	2(3.8%)	3(5.8%)	4(7.7%)	31(59.6%)	12(23.1%)
Facebook advertisement has led to increase in the profits of our company.	2(3.8%)	1(1.9%)	2(3.8%)	24(46.2%)	23(44.2%)
Our Customer care has improved due to our facebook interaction with our customers.	3(5.8%)	2(3.8%)	3(5.8%)	25(48.1%)	19(36.5%)
Facebook advertisement is the most important tool used in communication by our company thus it has created awareness to our potential customers.	0(00%)	1(1.9%)	3(5.8%)	25(48.1%)	23(44.2%)
Our customer retention has improved due to the close interaction through facebook.	2(3.8%)	2(3.8%)	6(11.5%)	23(44.2%)	19(36.5%)
Facebook advertisement has led to increase in market share of our company.	0(00%)	2(3.8%)	6(11.5%)	25(48.1%)	19(36.5%)
Facebook advertisement is the most cost efficient way of advertisement for our products.	2(3.8%)	4(7.7%)	3(5.8%)	25(53.8%)	15(28.8%)

Source: Primary Data, 2017

In analysis the respondents who strongly agreed and those agreed were combined into one category of who concurred with the statements, in addition, respondents who strongly disagreed and those who disagreed were also combined in another category of those who opposed and another category was those of who were not sure about the statements. Thus the three categories of responses were compared and interpretation was the drawn from the comparisons of the categories as shown below

4.2.1 Our company market performance is determined through the use of Facebook by the number of the followers on our company facebook page

The findings of the study revealed that the company market performance is determined through the use of facebook by the number of the followers on its facebook page since 69.3% of the respondents agreed with the statement, 15.4% of the respondents were not sure about the statement and 15.4% of the respondents disagreed with the statement. This implies that facebook is a good marketing tool for Airtel Company.

4.2.2 Customer complaints have reduced due to the information provided on our company Facebook page.

The study also revealed that the customer complaints have reduced due to the information provided on the facebook page of Airtel since 82.7% of respondents agreed with the statement, 9.6% of respondents disagreed and 7.7% of the respondents were not sure with the statement and is meant that facebook has an effect on the performance of market of Airtel company and this is in line with Mangold and Faulds (2009) who stated that social media enables firms to communicate with their customers.

4.2.3 Facebook advertisement has led to increase in the profits of our company

The study revealed that facebook advertisement has led to increase in the profits of the company since majority of the respondents agreed with the statement 90.4%, 5.8% of respondents disagreed with the statement and 3.8% of the respondents were not sure about the statement and this implies that facebook has an effect on the performance of Airtel market.

4.2.4 Our Customer care has improved due to our facebook interaction with our

customers. The study also revealed that the Airtel customer care has improved due to facebook interaction since 84.6% of respondents agreed with the statement, 9.6% of respondents disagreed with the statement and 5.8% of respondents were no sure with the statement and this implies that facebook has an effect.

4.2.5 Facebook advertisement is the most important tool used in communication by our company thus it has created awareness to our potential customers.

The study revealed that facebook advertisement is the most important tool used by the company to communicate to its potential customers since 92.3% of respondents agreed with the statement, 1.9% of the respondents disagreed with the statement and 5.8% of respondents were not sure about the statement.

5.2.6 Our customer retention has improved due to the close interaction through facebook.

The study also found that the company's customer retention has improved due to close interaction on facebook since 80.7% of respondents agreed with the statement, 11.5% of respondents were not sure with the statement and 7.7% of respondents disagreed with the statement. This implies that facebook is a good tool for marketing and communication and

it's in line with Schivinski and Dabrowski (2013) investigated consumers' perception of brands as a result of Social media communication using 504 Facebook users. The results of their empirical studies Showed that user-generated social media communication had a positive influence on market performance.

5.2.7 Facebook advertisement has led to increase in market share of our company.

The study revealed that facebook advertisement has led to increase in market share of the company since 84.6% of the respondents agreed with the statement, 3.8% of respondents disagreed with the statement and 11.5% of the respondents were not sure about the statement.

5.2.8 Facebook advertisement is the most cost efficient way of advertisement for our products

The study revealed that facebook advertisement is the most cost efficient way of advertisement for the company since 82.6% of the respondents agreed with the statement, 11.5% of the respondents disagreed with the statement and 5.8% of the respondents also were not sure about the statement and this implies that facebook has an effect on the market performance of Airtel.

Table 8 showing the mean and Standard Deviation of facebook advertising on market performance of Airtel Uganda

Statements	Mean	Std deviation
Our company market performance is determined through the use of Facebook by the number of the followers on our company face book page.	3.7885	1.16040
Customer complaints have reduced due to the information provided on our company Facebook page.	3.9231	.94653
Facebook advertisement has led to increase in the profits of our company.	4.2500	.92620
Our Customer care has improved due to our facebook interaction with our customers.	4.0577	1.05558
Facebook advertisement is the most important tool used in communication by our company thus it has created awareness to our potential customers.	4.3462	.68269
Our customer retention has improved due to the close interaction through facebook.	4.0577	.99830
Facebook advertisement has led to increase in market share of our company.	4.1731	.78519
Facebook advertisement is the most cost efficient way of advertisement for our products.	3.9615	1.00901

Source: Primary Data, 2017

Table 8 shows the mean and standard deviation of facebook advertising and market performance of Airtel Uganda Limited that is to say the mean score of 4.0 meant the the respondents strongly agreed, 3.0 mean score mean that the respondents agreed and the mean score below 2.0 mean that they disagreed with the statements. The study revealed that the respondents strongly agreed that, Facebook advertisement has led to increase in the profits of our company, Our Customer care has improved due to our facebook interaction with our customers, Facebook advertisement is the most important tool used in communication by our company thus it has created awareness to our potential customers, Facebook advertisement has led to increase in market share of our company and customer retention has improved due to the close interaction through facebook since the mean scores were 4.0 and above.

The study also revealed that the company market performance is determined through the use of Facebook by the number of the followers on our company facebook page, Customer complaints have reduced due to the information provided on our company Facebook page and Facebook advertisement is the most cost efficient way of advertisement for our products

since the mean scores were 3.0 and above and in conclusion it meant that there is an effect of facebook advertising and market performance of Airtel company.

4.3 .twitter advertising and market performance

Table 8 effect of twitter advertising on the market performance of Airtel the respondents were requested to respond to a number of statements regarding twitter advertising on performance of market by indicating their agreement using five-point Likert scale SD for Strongly Disagree, D for Disagree, NS for Not Sure, A for Agree, and SA for Strongly Agree as shown in table 8.

Table 9: presents values that may affect Market performance using twitter advertising

Statements	SD	D	N	A	SA
Our company market performance is determined through the use of twitter by the number of the followers on our company twitter handle	0(0.0%)	3(5.8%)	4(7.7%)	25(48.1%)	20(38.5%)
Customer complaints have reduced due to the information provided on our company twitter handle.	2(3.8%)	2(3.8%)	12(23.1%)	22(42.3%)	19(26.9%)
Twitter advertisement has led to increase in the profits of our company.	1(1.9%)	3(5.8%)	7(13.5%)	21(44.4%)	20(38.5%)
Our Customer care has improved due to our interaction with our customers on twitter handle.	2(3.8%)	2(3.8%)	5(9.6%)	28(53.6%)	15(28.8%)
Twitter advertisement is the most important tool used in communication by our company thus it has created awareness to our potential customers	0(00%)	2(3.8%)	4(7.7%)	28(53.6%)	18(34.6%)
Our customer retention has improved due to the close interaction through twitter.	0(0.0%)	2(3.8%)	7(13.5%)	20(38.5%)	23(44.2%)
Twitter advertisement has led to increase in market share of our company.	1(1.9%)	2(3.8%)	8(15.4%)	24(46.2%)	17(32.2%)
Twitter advertisement is the most cost efficient way of advertisement.	1(1.9%)	3(5.8%)	6(11.5%)	27(51.9%)	15(28.8%)

Source: Primary Data, 2017

In analysis the respondents who strongly agreed and those agreed were combined into one category of who concurred with the statements, in addition, respondents who strongly disagreed and those who disagreed were also combined in another category of those who opposed and another category was those of who were not sure about the statements. Thus the three categories of responses were compared and interpretation was the drawn from the comparisons of the categories as shown below, Table 7 presents the findings of the study about the effect of twitter advertising on the market performance of Airtel Company.

4.3.1 Our company market performance is determined through the use of twitter by the number of the followers on our company twitter handle

The study revealed that company market performance is determined through the use of twitter by the number of the followers on its twitter handle since 86.6% of the respondents agreed with the statement, 7.7% of the respondents were not sure about the statement and 5.8% of the respondents disagreed with the statement. This implies that twitter is a good marketing tool for Airtel Company.

4.3.2 Customer complaints have reduced due to the information provided on our company twitter handle.

The study also revealed that the customer complaints have reduced due to the information provided on the company twitter handle since 69.2% of respondents agreed with the statement, 7.7% of respondents disagreed and 23.1% of the respondents were not sure with the statement and is meant that twitter has an effect on the performance of market of Airtel company Social media technology, such as Facebook, and Twitter, has enabled customers to express their feelings regarding a product or service they have purchased (Baranidharan 2014).

4.3.3 Twitter advertisement has led to increase in the profits of our company

The study revealed that twitter advertisement has led to increase in the profits of the company since majority of the respondents agreed with the statement 78.9%, 4 7.7% of respondents disagreed with the statement and 13.5% of the respondents were not sure about the statement and this implies that twitter has an effect on the performance of Airtel market.

4.3.4 Our Customer care has improved due to our interaction with our customers on twitter handle.

The study revealed that the Airtel customer care has improved due to twitter interaction since 82.4% of respondents agreed with the statement, 7.7% of respondents disagreed with the statement and 9.6% of respondents were no sure with the statement and this implies that twitter has an effect and it's also in line with Social media advertising facilitates customer service functions like answering questions, checking account records tracking orders as well as handling customer complaints (Kotler and Armstrong, 2012).

4.3.5 Twitter advertisement is the most important tool used in communication by our company thus it has created awareness to our potential customers

The study revealed that twitter advertisement is the most important tool used by the company to communicate to its potential customers since 88.5% of respondents agreed with the statement, 5.8% of the respondents disagreed with the statement and 7.7% of respondents were not sure about the statement.

4.3.6 Our customer retention has improved due to the close interaction through twitter.

The study found that the company's customer retention has improved due to close interaction on twitter since 82.6% of respondents agreed with the statement, 13.5% of respondents were

not sure with the statement and 3.8% of respondents disagreed with the statement. This implies that twitter is a good tool for marketing and communication.

4.3.7 Twitter advertisement has led to increase in market share of our company.

The study also revealed that twitter advertisement has led to increase in market share of the company since 78.4% of the respondents agreed with the statement, 5.8% of respondents disagreed with the statement and 15.4% of the respondents were not sure about the statement.

4.3.8 Twitter advertisement is the most cost efficient way of advertisement

The study revealed that twitter advertisement is the most cost efficient way of advertisement for the company since 80.7% of the respondents agreed with the statement, 7.7% of the respondents disagreed with the statement and 11.5% of the respondents also were not sure about the statement and this implies that twitter has an effect on the market performance of Airtel.

Table 10 showing the mean and Standard Deviation of twitter advertising on market performance of Airtel Uganda limited

Statements	Mean	Std deviation
Our company market performance is determined through the use of twitter by the number of followers on our company twitter handle.	4.1923	.81742
Customer complaints and issues have reduced due to the information provided on our company Twitter handle.	3.8462	.99773
Twitter advertisement has led to increase in the profits of our company.	4.0769	.96703
Our customer care has improved due to our interaction with our customers on the company twitter handle.	4.0000	.94972
Twitter advertisement is the most important tool used in communication by our company with customers thus it has created awareness to our potential customers.	4.1923	.74198
Our customer retention has improved due to the close interaction through twitter.	4.2308	.83114
Twitter advertisement has led to increase in market share of our company.	4.0385	.90665
Twitter advertisement is the most cost efficient way of advertisement	4.0000	.90749

Source: Primary Data, 2017

Table 10 shows the mean and standard deviation of twitter advertising and market performance of Airtel Uganda Limited that is to say the mean score of 4.0 meant the the respondents strongly agreed, 3.0 mean score mean that the respondents agreed and the mean score below 2.0 mean that they disagreed with the statements. The study revealed that the respondents strongly agreed that the company's market performance is determined through the use of twitter by the number of followers on our company twitter handle, Twitter advertisement has led to increase in the profits of our company, the company's customer care has improved due to our interaction with our customers on the company twitter handle, Twitter advertisement is the most important tool used in communication by our company with customers thus it has created awareness to our potential customers and Twitter advertisement is the most important tool used in communication by our company since all these statements had 4.0 and above mean scores.

It also established that Customer complaints and issues have reduced due to the information provided on our company Twitter handle since it had 3.0 and above mean scores and all this meant that twitter advertising has an effect on the market performance of Airtel telecommunication company.

4.4 linkedin advertising and market performance

Table 9 effect of linkedin advertising on the market performance of Airtel the respondents were requested to respond to a number of statements regarding linkedin advertising on performance of market by indicating their agreement using five-point Likert scale.

Table 11: presents values that may affect Market performance using linkedin

Statement	SD	D	N	A	SA
Our company market performance is determined through the use of linkedin by the number of the followers on our company page.	2(3.8%)	3(5.8%)	5(9.6%)	29(55.8%)	13(25.0%)
Customer complaints have reduced due to the information provided on our company linkedin page.	1(1.9%)	1(1.9%)	9(17.3%)	34(65.4%)	7(13.3%)
Linkedin advertisement has led to increase in the profits of our company.	0(0.0%)	1(1.9%)	1(1.9%)	27(52.9%)	23(44.2%)
Our Customer care has improved due to our linkedin interaction with our customers.	2(3.8%)	1(1.9%)	9(17.3%)	23(44.2%)	17(32.7%)
Linkedin advertisement is the most important tool used in communication by our company thus it has created awareness to our potential customers.	0(00%)	5(9.6%)	9(17.3%)	25(48.1%)	13(25%)
Our customer retention has improved due to the close interaction through linkedin.	1(1.9%)	1(1.9%)	9(17.3%)	25(44.2%)	16(30.8%)
Linkedin advertisement has led to increase in market share of our company.	0(00%)	4(7.7%)	9(17.3%)	27(51.9%)	12(23.1%)
Linkedin advertisement is the most cost efficient way of advertisement for our products.	0(00%)	1(1.9%)	6(11.5%)	24(46.2%)	21(40.4%)

Source: Primary Data, 2017

In analysis the respondents who strongly agreed and those agreed were combined into one category of who concurred with the statements, in addition, respondents who strongly disagreed and those who disagreed were also combined in another category of those who opposed and another category was those of who were not sure about the statements. Thus the

three categories of responses were compared and interpretation was the drawn from the comparisons of the categories as shown below

4.4.1 Our company market performance is determined through the use of linkedin by the number of the followers on our company page

The study revealed that the company market performance is determined through the use of linkedin by the number of the followers on its linkedin page since 80.8% of the respondents agreed with the statement, 9.6% of the respondents were not sure about the statement and 9.6% of the respondents disagreed with the statement. This implies that linkedin is a good marketing tool for Airtel Company

4.4.2 Customer complaints have reduced due to the information provided on our company linkedin page

The study also revealed that the customer complaints have reduced due to the information provided on the linkedin page of Airtel since 78.7% of respondents agreed with the statement, 3.8% of respondents disagreed and 17.3% of the respondents were not sure with the statement and is meant that linkedin has an effect on the performance of market of Airtel Company.

4.4.3 LinkedIn advertisement has led to increase in the profits of our company.

The study also revealed linkedin advertisement has led to increase in the profits of the company since majority of the respondents agreed with the statement 96.1%, 1.9% of respondents disagreed with the statement and 1.9% of the respondents were not sure about the statement and this implies that linkedin has an effect on the performance of Airtel market.

4.4.4 Our Customer care has improved due to our linkedin interaction with our customers

The study also revealed that the Airtel customer care has improved due to linkedin interaction since 76.9% of respondents agreed with the statement, 5.8% of respondents disagreed with the statement and 17.3% of respondents were not sure with the statement and this implies that linkedin has an effect on market performance.

4.4.5 Linkedin advertisement is the most important tool used in communication by our company thus it has created awareness to our potential customers

The study also established that linkedin advertisement is the most important tool used by the company to communicate to its potential customers since 73.1% of respondents agreed with the statement, 9.6% of the respondents disagreed with the statement and 17.3% of respondents were not sure about the statement.

4.4.6 Our customer retention has improved due to the close interaction through linkedin

The study revealed that the company's customer retention has improved due to close interaction on linkedin since 78.9% of respondents agreed with the statement, 17.3% of respondents were not sure with the statement and 3.8% of respondents disagreed with the statement. This implies that linkedin is a good tool for marketing and communication.

4.4.7 Linkedin advertisement has led to increase in market share of our company

The study also revealed that linkedin advertisement has led to increase in market share of the company since 75.0% of the respondents agreed with the statement, 7.7% of respondents disagreed with the statement and 17.3% of the respondents were not sure about the statement.

4.4.8 LinkedIn advertisement is the most cost efficient way of advertisement for our products

The study found that linkedin advertisement is the most cost efficient way of advertisement for the company since 86.6% of the respondents agreed with the statement, 1.9% of the respondents disagreed with the statement and 11.5% of the respondents also were not sure about the statement and this implies that linkedin has an effect on the market performance of Airtel.

Table 12 showing the mean and Standard Deviation of twitter advertising on market performance of Airtel Uganda limited

Statements	Mean	Std deviation
Our company market performance is determined through the use of linkedin by the number of the followers on our company page.	3.9231	.96703
Customer complaints have reduced due to the information provided on our company linkedin page.	3.8654	.74172
Linkedin advertisement has led to increase in the profits of our company.	4.3846	.63102
Our Customer care has improved due to our linkedin interaction with our customers.	4.0000	.97014
Linkedin advertisement is the most important tool used in communication by our company thus it has created awareness to our potential customers.	3.8846	.89997
Our customer retention has improved due to the close interaction through linkedin.	4.0385	.86232
Linkedin advertisement has led to increase in market share of our company.	3.9038	.84621
Linkedin advertisement is the most cost efficient way of advertisement for our products.	4.2500	.73764

Source: primary Data, 2017

Table 10 shows the mean and standard deviation of twitter advertising and market performance of Airtel Uganda Limited that is to say the mean score of 4.0 meant the the respondents strongly agreed, 3.0 mean score mean that the respondents agreed and the mean score below 2.0 mean that they disagreed with the statements. The study revealed that the respondents strongly agreed that Linkedin advertisement has led to increase in the profits of our company, Customer care has improved due to our linkedin interaction with our customers, customer retention has improved due to the close interaction through linkedin and Linkedin advertisement is the most cost efficient way of advertisement for our products since the mean scores were 4.0 and above.

The study also revealed that the company's market performance is determined through the use of linkedin by the number of the followers on our company page, Customer complaints have reduced due to the information provided on our company linkedin page, Linkedin advertisement is the most important tool used in communication by our company thus it has created awareness to our potential customers and Linkedin advertisement has led to increase in market share of our company since the respondent agreed and it had mean scores of 3.0 and above and all this meant that linkedin advertising has an effect on the market performance of Airtel telecommunication company.

4.5 Conclusion

This chapter basically contains the research findings from the primary data collected in the field, which was presented in tables and followed by the analysis of the information collected. Also embedded in the this chapter, are personal opinions along with connections from chapter 2 to corroborate or contend the collected data, to better explain the analysis of the data collected from respondents.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 INTRODUCTION

This chapter presents the discussion, conclusions and recommendations. It is divided into three sections. The first section presents the discussion according to the objectives of the study; the objectives were to assess the effect of face book advertising on the market performance of Airtel, to establish the effect twitter advertisement on the market performance of Airtel and to establish the effect of LinkedIn on the market performance of Airtel in Kampala Uganda. The second section contains conclusions which were done with reference from objectives, relevant literature and the findings as presented in chapter four and the third section entails the recommendations.

5.1.0 Summary of findings

5.1.1 Facebook advertising and market performance of Airtel

There is a positive effect between facebook advertising and market performance of Airtel. This is because 92.5% of respondents agreed that many customers are able to raise their complaints using its facebook page.

It also revealed that facebook advertising has helped the Airtel Company to increase its profits since 90.4% of the respondents agreed with the statement that facebook advertisement has increased profits of the company.

5.1.2 Twitter advertising and market performance of Airtel Telecommunication Company

There is a positive effect between twitter advertising and market performance of Airtel Company Uganda limited since 86.6% respondents agreed that twitter has an effect of market performance of Airtel and in summary, the telecommunication companies should put more empathizes on use of twitter advertising for better market performance.

The study also revealed that Airtel company Uganda Limited through use of twitter advertising it has been able to raise much more profits as well as solving customer complaints rate has also increased through use of twitter advertising

5.1.3 LinkedIn advertising and market performance of Airtel Tele-Communication Company

There is a positive effect between linkedin advertising and market performance of Airtel. This is because 87.6% of the respondents agreed that many customers are able to raise their complaints using its linkedin page.

It also revealed that linkedin advertising has helped the Airtel Company to increase its profits since 96.4% of the respondents agreed with the statement that linkedin advertisement has increased profits of the company.

5.2.0 Conclusion

5.2.1 Facebook advertising and market performance of Airtel Company Uganda Limited

As regards to the dimensions of social media like Facebook, it was concluded according to the findings that facebook advertising has a significant positive effect on market performance

of Airtel tele-communication Company. It's also concluded that facebook advertising is less cost to Airtel Uganda limited.

The study further concludes that the facebook advertising is the main platform adopted by Airtel Uganda Limited as an advertising platform as it provides a communication channel between customers and the company on which digital content can be delivered to a wide population.

5.2.2 Twitter advertising and market performance of Airtel Company Uganda Limited

In conclusion, twitter advertising is more important because it aligns with the way customers make their buying decisions, it also enable the businesses to build relations with customers and the prospects through regular, low-cost personalized communication, reflecting the move away from mass marketing.

The study also concludes that through use of twitter advertising by Airtel Company Uganda limited it has been able to interact with its customers at a very less cost

5.2.3 LinkedIn advertising and market performance of Airtel Company Uganda

In summary, it is beneficial for companies to carry out linkedin advertising for their business in today's environment. linkedin, especially, creates a great opportunity for marketers to set up marketing campaigns and build brand awareness.

Even though social media advertising is becoming popular and effective marketing tool, facebook, twitter and linkedin platforms can pose a threat as well as an opportunity to companies as they can rapidly spread the views of dissatisfied customers' comments.

The study also concludes that linkedin advertisement has led to increase in the profits of the company since majority of the respondents agreed with the statement 96.1%, with the statement and this implied that linkedin has an effect on the performance of Airtel market.

5.3 Recommendation

Airtel Tele-Communication Company should continue to carry out social media advertising since through using it the company has been able to get for profits, it has been able to solve customer complaints on time, the company has be also able to retain more customers among other benefits

To add more value to the problem statement, future research should be conducted and focused on evaluating a larger, less homogenous group of the population and this can be achieved easily by distributing the survey questions to the social media platform itself.

Social media advertising is a recent phenomenon but it has proven to be a very effective and should be considered a major player in creating awareness, managers of businesses should use the platforms to their advantage of encouraging employees and not just the advertising department to participate in social medial advertising which in turn will cover more ground

5.4 areas of future research

The following area should be studied by future researcher.

- i) Effect of social media advertising on customer retention
- ii) The role of face book advertising on market share
- iii) The effect of social media advertising on customer loyalty.

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APPENDIX I

QUESTIONNAIRE FOR AIRTEL UGANDA LIMITED EMPLOYEES

Dear respondent,

The researcher is a student at Uganda Martyrs University Nkozi, pursuing a Bachelors' Degree in Business Administration and Management. I am carrying out a study on the effect of social media advertising on the market performance of Airtel Uganda Limited. You have been selected to participate in this study and your cooperation to fill in this questionnaire honestly will very much be appreciated because the data you will provide will make the study a success. Kindly spare some of your valuable time and tick one appropriate answer. I promise that the information provided will be used for academic research purposes only and will be treated with utmost confidentiality. Thank you in advance.

Yours sincerely:

KOMUGISA HILARY

SECTION A: BIO-DATA (Tick appropriately)

1. Gender:

Male Female

2. Age group

Below 25 years 36-40 years

25-30 years 41-45 years

31-35 years 46 + years

3. Marital status

Single Married Widowed Divorced

4. Highest level of education

PHD Masters Bachelor's Degree Diploma Certificate

“A” Level ‘O’ Level

5. Are you knowledgeable on applicability of applicability of social media?

Yes No

6. Length of time you have been working with Airtel

Below 1 year 1-3 years 4-6 years 7-9 years 10+ years

SECTION B

Respond to the following question using the key below by ticking the most appropriate answer.

KEY: 1 = strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = strongly agree,

THE EFFECT OF FACEBOOK ADVERTISING ON THE MARKET PERFORMANCE OF AIRTEL

ITEM	1	2	3	4	5
1. Our company market performance is determined through the use of Facebook by the number of the followers on our company face book page.					
2. Customer complaints have reduced due to the information provided on our company Facebook page.					
3. Facebook advertisement has led to increase in the profits of our company.					
4. Our Customer care has improved due to our facebook interaction with our customers.					
5. Facebook advertisement is the most important tool used in communication by our company thus it has created awareness to our potential customers.					
6. Our customer retention has improved due to the close interaction through facebook.					
7. Facebook advertisement has led to increase in market share of our company.					
8. Facebook advertisement is the most cost efficient way of advertisement for our products.					

**THE EFFECTS OF TWITTER ADVERTISING ON THE MARKET
PERFORMANCE OF AIRTEL**

ITEM	1	2	3	4	5
1. Our company market performance is determined through the use of twitter by the number of followers on our company twitter handle.					
2. Customer complaints and issues have reduced due to the information provided on our company Twitter handle.					
3. Twitter advertisement has led to increase in the profits of our company.					
4. Our customer care has improved due to our interaction with our customers on the company twitter handle.					
5. Twitter advertisement is the most important tool used in communication by our company with customers thus it has created awareness to our potential customers.					
6. Our customer retention has improved due to the close interaction through twitter.					
7. Twitter advertisement has led to increase in market share of our company.					
8. Twitter advertisement is the most cost efficient way of advertisement					

**THE EFFECTS OF LINKEDIN ADVERTISING ON THE PERFORMANCE OF
AIRTEL**

ITEM	1	2	3	4	5
1. Our company market performance is determined through the use of LinkedIn by the number of followers on our company page.					
2. Customer complaints and issues have reduced due to the information provided on our LinkedIn page.					
3. LinkedIn advertisement has led to increase in the profits of our company.					
4. Our customer care has improved due to our linkedIn interaction with our customers thus it has created awareness to our potential customers.					
5. LinkedIn advertisement is the most important tool in communication of the company during recruitment.					
6. Our customer retention has improved due to the close interaction through linkedIn.					
7. LinkedIn advertisement has led to increase in the market share of our company.					
8. LinkedIn advertisement is the most cost efficient way of advertisement for our products.					

THANK YOU FOR YOUR KIND COOPERATION!!

APPENDIX II
RESEARCH LETTER

APPENDIX III

A MORGAN TABLE

<i>Total</i>	<i>Sample</i>	<i>Total</i>	<i>Sample</i>	<i>Total</i>	<i>Sample</i>
10 ⇒	10	220 ⇒	140	1200 ⇒	291
15 ⇒	14	230 ⇒	144	1300 ⇒	297
20 ⇒	19	240 ⇒	148	1400 ⇒	302
25 ⇒	24	250 ⇒	152	1500 ⇒	306
30 ⇒	28	260 ⇒	155	1600 ⇒	310
35 ⇒	32	270 ⇒	159	1700 ⇒	313
40 ⇒	36	280 ⇒	162	1800 ⇒	317
45 ⇒	40	290 ⇒	165	1900 ⇒	320
50 ⇒	44	300 ⇒	169	2000 ⇒	322
55 ⇒	48	320 ⇒	175	2200 ⇒	327
60 ⇒	52	340 ⇒	181	2400 ⇒	331
65 ⇒	56	360 ⇒	186	2600 ⇒	335
70 ⇒	59	380 ⇒	191	2800 ⇒	338
75 ⇒	63	400 ⇒	196	3000 ⇒	341
80 ⇒	66	420 ⇒	201	3500 ⇒	346
85 ⇒	70	440 ⇒	205	4000 ⇒	351
90 ⇒	73	460 ⇒	210	4500 ⇒	354
95 ⇒	76	480 ⇒	214	5000 ⇒	357
100 ⇒	80	500 ⇒	217	6000 ⇒	361
110 ⇒	86	550 ⇒	226	7000 ⇒	364
120 ⇒	92	600 ⇒	234	8000 ⇒	367
130 ⇒	97	650 ⇒	242	9000 ⇒	368
140 ⇒	103	700 ⇒	248	10000 ⇒	370
150 ⇒	108	750 ⇒	254	15000 ⇒	375
160 ⇒	113	800 ⇒	260	20000 ⇒	377
170 ⇒	118	850 ⇒	265	30000 ⇒	379
180 ⇒	123	900 ⇒	269	40000 ⇒	380
190 ⇒	127	950 ⇒	274	50000 ⇒	381
200 ⇒	132	1000 ⇒	278	75000 ⇒	382
210 ⇒	136	1100 ⇒	285	100000 ⇒	384