

Social Media Marketing And Performance Of Registered Rated Hotels In Nakuru County, Kenya

Esleen Jerotich Korir

Dr. Anne Muchemi

School of Business Kenyatta University, Kenyatta University, Kenya

Abstract: Social marketing network offers media technologies that can facilitate online functionality and monitoring perspectives wherein the information gathered can be used to develop their services for customer satisfaction. The social networking tool has become central part to efficient operations of many sectors of the economy. In recent years hotel sector has experienced poor performance due to emerging technological trends, competition, security and economic growth of hospitality industry. This study sought to determine the effect of social media marketing and performance of registered rated hotels in Nakuru County Kenya. The study was based on descriptive design. The study population was 63 respondents drawn from eighteen (18) registered rated hotels mainly hotel management, marketing and ICT department. The study conducted a census as the population was manageable. The study used questionnaires to collect data from respondents. Validity of the questionnaire was ensured through face validity where researcher reckons at items in the questionnaire and agreed that the test is valid to measure the concept. The content validity ensured that items are adequately representing sample content to be measured. While reliability of the instrument through Cronbach Alpha of 0.70. Quantitative data was analyzed using descriptive statistics. The findings affirm that most registered rated hotels rated poised a significant positive effect on social media marketing and performance. Based on the study findings, the study recommended that performance of registered rated hotel industry in Nakuru embraced positively social media as a marketing tool which was the major factor affecting performance in hospitality industry. The current study should therefore be expanded further in future in order to determine the effect of Social Media Marketing strategy of both rated and non-rated hotels on performance of hospitality.

Keywords: Social Media Marketing Strategy, Performance of Registered Rated hotels.

I. INTRODUCTION

A. BACKGROUND OF THE STUDY

Hotel business is a multifaceted sector, which product and service elements are interrelated and complex. Services in the hotel industry are complex, personal, intangible, heterogeneous and simultaneous (Brander Brown 2006). Several studies maintain that hotels will be able to ensure long-term success, is to have satisfied customers that keep returning and thus contributing to hotels' good performance. Kaplan and Norton (2012) argued that performance is significantly crucial to any organization particularly hotel industry. Hotel companies must think of their performance in

a wider sense from the point of view of employees, customers, suppliers, management and not only from a merely financial perspective, which is only the epitome of all the aspects of success.

The widespread use of the social media marketing strategy facilitates greater opportunities to enhance efficiency and effectiveness of performance of hotel firms. It is widely recognised that Information and Communication Technologies (ITCs) such as the internet are rapidly expanding and have affected the way hotels performs and hospitality industry as a whole competes (Barnes and Hinton, 2007).

This view of performance in hospitality industry is supported by Harris, P., (2006) argument that by taking into account both financial and non-financial measures, such as

profitability, customer satisfaction, response time, team work and productivity, which are able to create a consistent performance measurement system that will also offer a more effective system of supervision.

Social Media marketing tool is highly significant within the hospitality industry notably for the search of accommodation experiences on blogs and reviews (Cardiff; Roshchina, A., 2012). Hoteliers embarking on Social media marketing strategy will have to adopt selected web-based applications for acquisition of target audience through marketing, to drive sales, generate brand equity and build public relationships via text, images, visual and sound audios. Scholars have argued that by using Social Media marketing, hotels can easily accelerate performance through follow ups of online activities, effectively respond to public queries and feedback on hotel adverts, establish a loyal base and provide a personalized service to guests (Nassar, M. A., 2012).

The use of social media marketing technologies such as the trip advisor, Facebook among others offers opportunities for hospitality firms to expand their customer base, build communication with customers and related partners in a more cost effective (Roney, 2003; Shin, 2006). Although the impact of this new technology in hotel business performance has received considerable attention in the literature during the past years, and its impact on hotel business performance (Salwani, 2009)

Some scholars have reasoned that performance measurement of hotels can be non-financial measures that are demonstrated in form of service quality, customer satisfaction and innovation and competitiveness which are key features of hotel service industry (Bailey, 2010).

From a theoretical perspective, this research provides an enhanced understanding of Social media marketing strategy for online Internet-based social gatherings with other customers. The practical perspective, online hotel marketers can establish sustainable marketing strategies to keep online hospitality industry active, mainly identify what improves performance in participating, and retain guests who are willing to be involved in a long-term relationship with the firms.

The present study model captures the relationship of Social media marketing strategy and performance as independent variable of the study which was proposed to influence dependent variable performance of registered rated hotels (customer satisfaction, Service quality, competitiveness and technology).

B. RESEARCH PROBLEM

Today, Kenya has been experiencing turbulent times with regard to its performance in hospitality industry in the last two decades. This has resulted in generally low profits across the economy and notion is relatively replicated in the Hotel Industry (World Bank Business Report, 2012). Social media marketing strategy has recently been adopted by a small group of organization's integrated to marketing planning. Social media networking can play a significant role in social learning, which can subsequently influence customer choice of hotels (Martin, 2003). To have a lasting impact, strategies need to be compatible with the structures and functions of social networks in the hospitality industry. (KTBA, 2018)

shows that in 2015-2017 the performance of rated hotel decreased by 20% and the trend in performance has been warring.

The performance issue has had numerous applications in the hotel sector. Above all, certain features of hotel businesses (Winata and Mia, 2005) make this industry a fascinating research field, together with the strong growth recorded by the industry in the past, growing competition (Brander Brown and Harris, 1998) and the existence of a spatial concentration (destinations) (Dredge, 1999)

The performance issue has had numerous applications in the hotel sector. Above all, certain features of hotel businesses (Winata and Mia, 2005) make this industry a fascinating research field, together with the strong growth recorded by the industry in the past, growing competition (Brander Brown and Harris, 1998) and the existence of a spatial concentration (destinations) (Dredge, 1999) The performance issue has had numerous applications in the hotel sector. Above all, certain features of hotel businesses (Winata and Mia,

2005) make this industry a fascinating research field, together with the strong growth recorded by the industry in the past, growing competition (Brander Brown and Harris, 1998) and the existence of a spatial concentration (destinations) (Dredge, 1999) The Kenyan hotels have experienced complexities of demands surfacing in dynamic business environment. Many hotels have been closed and this has led to downsizing. The importance of social media in enhancing positive relationships between customers and business cannot be repudiated (David, 2012). This is because they offer new and innovative ways to communicate and network via the internet. Social media networking has become an effective form of marketing which has raised the brand awareness, brand loyalty, customer services and has led to increase in sales. Strauss. J. (et al) (2003) notably posit to invest more in social media marketing activities to attract and retain guests and distinguish themselves from their rivals in order to stay in the hospitality industry. Presently, there are various platforms provided by the social media networks such as Facebook, Google plus, LinkedIn, YouTube, Skype, Mysite, WhatsApp and Twitter in the strategic marketing of online products and services for the hospitality industry.

The performance issue has had numerous technological applications in the hotel sector. Above all certain features of hotel firms (Brander 2001) make this industry a captivating research field, together with the strong growth recorded by the technology industry in the recent past and the emerging competition. Yet many scholars have barely studied effect of Social media marketing strategy on performance of registered rated hotels Nakuru County. The studies conducted so far mainly focussed on e-marketing and performance, Ongori et al., (2013), Haybe, (2015) e-marketing and (Rosemary, 2011) Internet marketing on performance of hotel industry. Only few contributions considered as Social media marketing and performance of rated hotels. Based on this platform the study aims to determine effect of Social media marketing strategy and performance of registered rated hotels in Kenya. This study was designed to determine the influence of social marketing on performance in hospitality industry in Kenya.

C. OBJECTIVE OF STUDY

The objective of this study was to determine effect of Social media marketing and performance of registered rated hotels in Nakuru County, Kenya.

II. LITERATURE REVIEW

A. THEORETICAL REVIEW

The study was based on social media marketing and performance theories.

a. ELECTRONIC COMMERCE DOMAIN MATRIX (ECMD) THEORY

Electronic commerce domain theory (ECMD) was propounded by Riggins (1998) to classify the possible benefits adopted of using Ecommerce. This theory was embraced by (Anton, 2000) provides a backdrop to examine an entity to determine if one of the merits will contribute positively to hotels goals. The theory model provides the overall framework of measuring the value of social media marketing on the performance of businesses. The matrix was developed by crossing the application user external or internal to organisation with the type of relationship technology enhanced and facilitated.

Salwani (2009) In context of this study, the matrix suggests possible benefits in adopting e-commerce solutions such as market creation to reach new customers as well as information exchange Sharma, (2005) claims that hotels may be aware of the importance of Internet marketing but are barred from their current social marketing challenges such as inability to apply this technology. This has been the result of skilled IT personnel as well as lack of IT knowledge. The perceived ease use of technology also affects the adoption by hotels.

According to scholars, Wright (2010), argues that technology should be easy to learn and easy to use; this implies that perceived ease of use is anticipated to have advantageous effect on customers' perception of credibility and intention of the use of net advertising. Hotels and Lodges depend upon the credibility of the internet advertising for their fulfilment in performance for their adoption. Hotelier's way those variables of its usefulness, credibility and ease of use earlier than investing on modern generation applications. The precept in addition elaborates that, life loss of set up standards for measuring the amount and achievement of Internet use exists, researchers need to broaden standards and necessities which offer a mechanism for measuring funding possibilities and business company fulfilment on the Internet (Peterson, 2012).

In relation to social marketing, this theory was used to illustrate how rated hotels leverage their investments in Internet associated problems to create particular Internet-enabled competencies that determine hospitality preferred performances. (Hanson & Kalyanam, 2011) emerges as a crucial theoretical angle to apprehend the linkage between social media marketing techniques and performance rated

hotels. This idea continues that hotel internal marketing sources should precious, uncommon and imitable can result in sustainable competitive benefit to rated hotels.

b. E-VALUE THEORY

The E-value model was postulated by Salwani et al., (2009) rooted for the first-class practices approach to social marketing techniques. Additional researcher who have contributed to this idea used in particular for analysing the complexity of internet software and rated hotel enterprise overall performance Alvon, (2003).Kraemer, (2004) sum up the version became pretested within the Malaysian tourism sector to hyperlink implementation social marketing has a strong impact on the relationship among e-advertising utilization and graded hotel enterprise performance and consequently all hotels adapt this techniques.

Considering nature of this look, the idea will establish the relation among Social media marketing and hotel performance. Salwani *et al.*, (2009) set up that an organization adapting technological recognition and alternate for their management to gain better overall performance. The internet and its associated technological ideology are shooting attention of many studies and management of hotels the literature on utilizing internet for advertising purposes. The significance of this theory creates an impact of digital marketing utilization which gives usual framework in measures of social marketing and performance to achieve hotel entity goals. This theory also seeks to create awareness on how digital marketing strategies portray on hotel brand validity, integrity and constancy in utilization of net and overall performance of rated hotels enterprises.

c. RESOURCE -BASED VIEW THEORY

The Resource Based view(RBV) Theory was established by the work done by Penrose (1959).This RBV theory was embraced and used by other researchers in the e-commerce .Powell (1997), Caldera (2003), Rooney, (2003), Elliott & Boshoff,(2009) are other scholars agreed that RBV is inwardly centred. Barney (2001) introduced that a firm may be profitable by using exploiting its resources together with developing corporate website, e-mail debts, optimizing online promotional advertisements and identifying suitable cellular marketing however the external factors ought to be taken into consideration as they can affect the activities of a company.

Andam,(2004) perpetuate that hotels lacks to uphold internal resources thereby affect the ability of the hotel performance of the company. It focuses on adopting sustainable aggressive advantage through the implementation of emarketing techniques if to obtain hotel strategic desires. (Torrington, 2005). Miles Snow,(2004) and Porter,(2005) maintains that resources vary sum assets stated in fiscal terms, competency and skills of main human resources can end result to competitive benefit is a shift of strategy which makes a speciality of the outside surroundings and such elements as clients, enterprise, and competitors. The RBV offers a theoretical enlightenment of how the E-marketing can add to overall performance and aggressive benefit.

RBV is primarily used in organizational performance to advance resources are important, uncommon, supreme and non-substitutable outcome in forceful favourable position. It is the administration of the hotel that make up the valuable asset that prompts focused advantage. From this viewpoint E-marketing practices and frameworks conceivably will without issue be copied through various comparative celebrated individual evaluated hotels.

Resource-Based View (RBV) theory is focused to be useful resource in interpretation of applications of e-marketing practices and performance in organisation which calls for the establishment to generate and offer offerings which can be treasured, rare, inimitable and non-substitutable to provide the enterprise aggressive benefit. The proposition designates the connection of Social media marketing strategies and practices and practices of performance in hotels.

B. EMPIRICAL REVIEWS

a. SOCIAL MEDIA MARKETING AND PERFORMANCE OF REGISTERED RATED HOTELS

Steen Kamp & Hyde-Clarke,(2014) describes that Social media marketing (SMM) referred to as the use of social media websites and social networks to market a company's products and services which provides companies with a mechanism to outstretch new customers, engage with existing customers, and promote their desired culture and mission. (Bowley, 2010) avers that social media marketing offers new and innovative ways to communicate and network via internet presently in various platforms such as Face book, Google plus, LinkedIn, YouTube, Skype my site, What Apps and twitter in strategic marketing of services for hotel industry (Mou et al., 2013).

Ahmed,(2013) studied the effect of, social media on performance of hospitality industry in South Africa. The sample of this study sought to investigate social media provides visibility and awareness for the services that is essential to convert clients and guests. The results revealed that Social media marketing has become an effective form of raising brand awareness, loyalty, and customer service and has led to increased performance. Invest more in social media marketing activities to attract and retain guest and differentiate from rivals in order to competitive in hotel industry.

Rosemary Matikisi (2011) aimed at assessing internet marketing on performance of hotel industry. The role of social media marketing approaches as marketing tool advertises the services in globally .The research has proven that hotels that engage their customer via social media get their clients spend more , have higher repeat clientele , and get more referrals from their guests. According to Gichunge, (2017) close 90% of marketers are using social media to market their firms. Adoption of social marketing strategy enhances organization performance to perform better than those without strategy.

Masinde (2012) conducted a study in Nairobi County and mainly focussed on university students on how they respond to social media marketing. The study was quantitative descriptive study that tried to establish whether social media campaigns and an impact on brand awareness and brand

loyalty among the students. The results of the study indicated that social media did infact have a positive impact. There was increased brand awareness, improved attitude towards the brand, and increased performance of the firm.

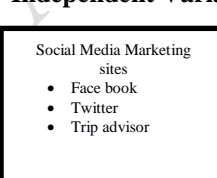
Haybe, (2015) aimed at evaluating the effect of social media in the banking industry in Kenya. The study focussed on all the operating commercial banks, and tries to determine how socia media interactions affected their performance. Based on the findings of the study, it was established and it revealed that social media has improved the financial position of all the banks. Through social media, they were able to acquire a good number of customers, reduce costs and increase its overall financial performance. (McKay,2010) with technology most hotels have embraced social media, or are in process of doing so, in reaching out consumers via social networks in the marketing world.

Social media marketing has become an effective form of raising brand awareness, loyalty, and customer service and has led to increased performance. Invest more in social media marketing activities to attract and retain guest and differentiate from rivals in order to competitive in hotel industry (Kasavana, 2008)

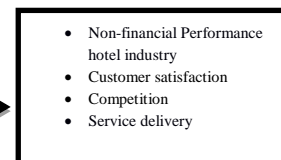
C. CONCEPTUAL FRAMEWORK

The theoretical and empirical review conducted on the logical literature habitual to a conceptual framework that captured the relationship between Social Media Marketing and Performance of registered rated hotels in Nakuru County.

Independent Variables



Dependable Variables



Source: Researcher (2020)

Figure 2.2: Conceptual Model

III. RESEARCH METHODOLOGY

A. RESEARCH DESIGN

This study used descriptive research design. This design refers to a set of methods and procedures that describe variables. The target population of interest in the study was 63 employees (Management, Marketing, Information Communication Technology departments) from the 18 registered rated hotels in Nakuru County. Due to the manageable study population, the study adopted a census technique for 63 respondents. Primary data was collected using questionnaires. The researcher self-administered questionnaires to selected registered rated hotels under the study. The data collection tools were subjected to pilot test to establish validity and reliability of the questionnaire.

Validity of the questionnaire was ensured through face validity where researcher reckons at items in the questionnaire and agreed that the test has a valid measure of the concept. The content validity ensured that items are adequately

representing sample content that are to be measured. The reliability of the instrument through Cronbach Alpha of 0.70 is sufficient predictor test. Quantitative data was analyzed using descriptive statistics.

The study used a multiple regression analysis to determine the effect of social media marketing strategy and performance of registered rated hotels.

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

Where:

Y - Performance of rated hotels

β_0 - Constant Term

Performance - X_1 X_2 X_3 X_4 Coefficients of the independent variables

X_1 - Social media marketing

X_2 - Mobile marketing

X_3 - Email marketing

X_4 - Search Engine Optimization

$\beta_0, \beta_1, \beta_2, \beta_3, \beta_4$ - regression coefficients

ϵ - Error Term

B. ETHICAL CONSIDERATIONS

The study adhered to research ethical considerations in entire process. Respondent's rights and obligation were assured in handling data collection instrument was respected. The researcher reached out to all relevant authorities and sought necessary permissions. The collected information was kept confidential and only be used for scholarly purposes.

IV. RESULTS, FINDINGS AND DISCUSSION

The study targeted a population of 63 respondents from which 50 filled in and returned the questionnaires making a response rate of 71.43%. This response rate was satisfactory to make conclusions for the study as it acted as a representative.

A. DESCRIPTIVE STATISTICS

The research sought to determine the gender of the respondent and therefore requested the respondent to indicate their gender. The study found that majority of the respondent 52.45% were males whereas 47.55% of the respondents were females. This demonstrated that male was more appropriate to engage and in order to avail data for this research.

The study requested the respondents to indicate their highest level of education achieved, from the research findings, the study found that most of the respondents as 37% of the respondents held Masters degrees, 33% of the respondents were holders of a degree, 21% of the respondents were holders of diploma's whereas 9% of the respondents were holders of Certificates, this implied that respondents were well educated and they were able to respond to research questions with ease.

On period of service, the study revealed that most of the respondents 40% had worked with the organization for duration of 6-10 years, 28% had worked with the organization for a period 11-20 years, and 25% worked for a period of 15 to 20 years and for more than 20 years was 6%. This implied that majority of the respondents had worked with the organization

for a considerable period of time and thus they were in a position to give credible information relating to this study. This shows that most of employees had been working in the hotel for a period of 1-5 years. This demonstrated that majority of employees had working experience which relates to have better know how in the hotel industry.

a. EFFECT OF SOCIAL MEDIA MARKETING AND PERFORMANCE OF RATED HOTELS

The study examined level of agreement on effect of social media and performance of registered rated hotels. The study sought to assess the influence of social networking sites on performance in hospitality industry in Kenya. This section presents findings to statements posed in this regard with responses given on a five-point Likert scale (where 5 = Very Great Extent; 4 = Great Extent; 3 = Moderate Extent; 2 = Small Extent; 1 = Very Small Extent).

Social Media Marketing	Mean	Std
Social media marketing the hotel has introduced use of face book, Instagram, tweet among others to Increase brand awareness of hotel services.	3.887	0.907
Social media marketing has formally introduced the best social networking sites to improve customer service delivery in the hotel	4.113	0.870
Social media marketing inclines the use of social networking sites to monitor service delivery in the hotel	4.516	0.565
The social media marketing is formally implemented to activate social networking sites to educate and inform new and existing customers.	4.500	0.621
Social Media has improved the experience and satisfaction of customers.	4.145	0.866
The hotel has formally integrated social networking sites to increase clientele.	4.226	0.857
Composite mean	4.2311	

Source: (Survey Data, 2020)

Table 1: Effect of Social Media Marketing and Performance of Rated Hotels

Table 1: Presents the findings. As tabulated most respondents concur that hotel had introduced use social media marketing strategy such as face book, Instagram, tweet among others to Increase brand awareness of hotel services with a (M=3.887). The findings further indicated that respondents' accords that Social media marketing has formally introduced the best social networking sites to improve customer service delivery in the hotel with a (M= 4.113). In addition the respondents strongly agreed that Social media marketing inclines the use of social networking sites to monitor service delivery in the hotel with a (M =4.516).

The findings further indicated that respondents admits social media marketing be formally implemented to activate social networking sites to educate and inform new and existing customers with (M= 4.500).The study findings are in line with literature review by David (2012) who observed that the importance of social media networking sites for marketing in enhancing positive relationships between customers and firms

cannot be gainsaid (David, 2012). This is because they offer new and innovative ways to communicate and network via the internet. Majority of the respondents agreed that presently, there are various platforms provided by the social media networks such as Facebook, Google plus, LinkedIn, YouTube, Skype, My site, WhatsApp and Twitter in the online marketing of products and services for the hotel industry.

B. PERFORMANCE OF RATED HOTELS

The study sought to determine their level of agreement on performance of hotels. The study sought to find out the performance in hospitality industry with reference to Kenya Tourism Regulatory Authority (TRA) 2018. This section presents findings on statements posed in this regard with responses given on a five-point Likert scale (where 5 = Strongly Agree; 4 = Agree; 3 = Neutral; 2 = Disagree; 1= Strongly Disagree).

Performance of Rated Hotels	Mean	Std
Social media marketing has led to increased performance in terms of sales volumes	3.855	1.185
Social marketing strategies has helped in increase in performance in terms of service delivery	4.403	0.778
Social media marketing have led to increased customer engagement and satisfaction.	4.307	0.738
Social media marketing has improved quality of promotion campaign of hotels	4.145	0.807
Social media marketing has improved the hotel returns performance in terms of profit margin	4.387	0.869
Social media marketing have earned the hotel of being competitive advantage within the market.	4.371	0.607

Source: (Survey Data, 2020)

Table 2:1: Performance of Rated Hotels

Table 2: Presents the findings that majority of the respondents agreed that social media marketing strategy has led to increased performance in terms of sales volumes with (M=3.855). Most of the respondents also agreed that Social media marketing strategies have helped in increase in performance in terms of service delivery with M= 4.403. They further agreed that Social Media marketing strategies have led to increased customer engagement and satisfaction with M= 4.307.

In addition most of the respondents agreed that Social media marketing strategy have improved quality of promotion campaign of hotels with a (M= 4.145). Majority of the respondents also agreed that Social media marketing strategy have improved the hotel returns performance in terms of profit margin with a (M=4.387). Most of them also agreed that E-marketing strategies have earned the hotel of being competitive advantage within the market with M= 4.371. The standard deviation ranged between 0.607 and 1.185 indicating that majority of the respondents agreed with the issues raised.

C. RESULTS OF REGRESSION ANALYSIS

The study analysed the effect of Social media marketing strategies and performance of registered rated hotels in Nakuru County. As shown in Table 3 the general relationship (R) between a forenamed strategy and performance of registered rated hotels was determined. Additionally, the study analyzed the coefficient of determination (R²) with the view of establishing extend to which predictor variables explained variation in performance of registered rated hotels.

Table 4.3: Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Sig. F. Change
1	.878 ^a	.770	.749	.3873	.000

a. Predictors: (Constant), Social media marketing.

Source: Survey Data (2020)

As shown in Table 4.3; the study established that there existed a positive and strong relationship between the social media marketing strategies (Social media marketing and performance of registered rated hotels (adjusted R² =0.749). The results shows that the aforesaid relationship was found statistically significant (P < 0.05). moreover the determinants could explain 77.0 variance in performance of hotels in Nakuru County (R² =0.770).

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	28.563	4	7.141	47.607	.000 ^b
	Residual	8.532	57	.150		
	Total	37.095	61			

a. Dependent Variable: performance of rated hotels
b. Predictors: (Constant), social media.

Source: Survey Data (2020)

Table 4:4: Analysis of Variance

The results analysis of variance outlined Table 4: illustrates that the regression model shown below was statistically significant (F=47.607; p< 0.05). The results accounts for the suitability of the model in determining the effect of Social media marketing strategy and performance of registered rated hotels

	Unstandardized Coefficients	Standardized Coefficients	T	Sig.
	B	Std. Beta		
	Error			
(Constant)	.038	.145	.260	.796
Social media	.596	.107	5.548	.000

a. Dependent Variable: Performance of registered rated hotels

Source: Survey Data (2020)

Table 4:5

The results of regression analysis shown in Table 4.5 were used to interpret the regression model as illustrated hereunder;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

$$Y = 0.038 + 0.596 X_1$$

According to the intercept (β_0), the independent variables are held constant; the value on performance of rated hotels in Nakuru County will be 0.038. In addition, holding all the other independent variables constant, a unit increase in social media leads with 0.596 improvement on performance of rated hotels in Nakuru County. The relationship was significant as

indicated by a p-value of 0.000. Further, holding on the other independent variables constant, a unit increase in marketing strategy would lead to a 0.233 improvement on performance of rated hotels in Nakuru County. The relationship was significant as shown by p-value of 0.006.

The null hypothesis (H_{01}) stated that: Social Media had no statistical significant effect on performance of registered rates hotels in Nakuru County. The results of T-statistics ($t=5.548$; $p < 0.05$) demonstrated that social media marketing was statistically significant. The result led to the rejection of the first null hypothesis and the alternate hypothesis was considered to be true. These findings were in agreement to findings by Bhanot, (2016) who observed that impact of social media marketing strategies used by micro, small and medium enterprises on customer acquisition and retention.

V. CONCLUSION AND POLICY RECOMMENDATIONS

The study made conclusions pertinent to Social media marketing and performance of registered rated hotels in Nakuru County.

The study concluded that most rated hotels have aggressive utilise social media sites to increase brand awareness of hotel services, improve Customer service delivery monitor service delivery and activate social networking sites to educate and inform the clientele.

The study concluded that this strategy acts as an importance factor in demonstrating flexibility and ability to adjust customer desires. The study also concluded that an increase in use of this strategy has resulted to an improvement in performance of rated hotels.

The study made recommendations emanating from the conclusions drawn from the study findings. The study recommended that rated hotels should continuously engage on social media market research to keep abreast on the latest trends of customers. The management of rated hotels in Kenya should increase utilization of social media elements as a strategy that directly improve on performance.

It is suggested that rated hotels should have a collective role to engage social media elements to tailor – made innovations such as apps carry out research to enhance good will and their performance.

The researcher found out that rated hotels in hospitality industry in Kenya is required to facilitate more training and development on latest social media marketing tools enabling customers order online hotel services and handling both mistrust and security concerns.

The study recommended that registered rated hotels is required enhance social networking media strategy in the organization to increase performance in the hotel industry. The organization can increase the usage of face book, instagram, tweet among others to increase brand awareness of services. This will educate and inform customers. Improve customer service. The hotel should incline to the usage of social networking sites to monitor hotel brand reputation.

The purpose of this study was to determine Social media marketing strategy and performance of registered rated hotels in Nakuru County. The areas are therefore, recommended for further research; effect of marketing strategies and

performance of both registered rated and Non-rated hotels in Kenya. Future studies should explore the marketing financial measures and performance of hotels both registered rated and Non- rated hotels in Kenya.

REFERENCES

- [1] Andam, Z.R. (2003). E-commerce and E-enterprise. New Jersey: Prentice Hall.
- [2] Bailey, R. And Ball, S. (2014). “An exploration of the meanings of hotels logo equity”, *The Service Industries Journal*, Halaman, 26 (1), 15-38.
- [3] Berman, R., & Katona, Z. (2013).The role of search engine optimization in search marketing. *Marketing Science*, 32(4), 644–651
- [4] Bloomberg T. (2011), “Internet advertising Overview” American Association Website
- [5] Chaffey, D, (2006).Internet advertising and marketing Strategy, Implementation and Practice. Third Edition. Harlow: Prentice Hall
- [6] Caldera M. M and J. M. Ward, (2003). Using resource based totally theory to interpret the successful adoption and use of information systems and era in manufacturing small and medium-sized companies, *European Journal of Information Systems*, 12(2), 127-141.
- [7] Chris Miller (2005), E-commerce Advances, *Aftermarket Business* (one hundred fifteen), 14.
- [8] Clyton T. (2002) Electronic trade and commercial enterprise change, (Online), Available: <http://www.Facts.Gov.United.kingdom>.
- [9] David, R. (2012).The art of the usage of Technology in the tourism enterprise. Second Edition, New Jersey: Upper saddle River.
- [10] Daniel .P. & Sam, A. (2011). *Research methodology*, New Delhi: Kalpaz.
- [11] Elliot, R. & Boshoff, C. (2007).The influence of the proprietor-manager of small tourism Organizations at the fulfilment of Internet Marketing. *South African Small Business Journal*, 38(3), 15-27.
- [12] Estelami, H. & Maxwell, S. (2003). Introduction to Special Issue: The Behavioural Aspects of Pricing, Marketing Department. Fordham University, New York.
- [13] Government of Kenya (2015). *Economic Survey*. Nairobi: Government Printer.
- [14] Galvin, E., Evans. (2004). *Electronic Marketing: Theory and practice for the 21st Century*. Prentice Hall.
- [15] Hanson, W& K.Kalyanam (2007). *Internet advertising& e-trade*.Mason: Thompson/ South. Western.
- [16] Haenlein, A. K. (2010). Users of the world unite!The challenges and opportunities of Social Media. *Business Horizon*.
- [17] Ikiara, M, and Caroline O. (2002). Impact of tourism on environment in Kenya: reputation and policy. Nairobi, Kenya: Kenya Institute for Public Policy Research and Analysis,
- [18] Jin-Zhao, W. & Jing, W. (2009). Issues, Challenges, and Trends Facing Hospitality Industry. *Management Science and Engineering*, 3(4), 53-58.

- [19] Jha, S.M. (2010). Hotel advertising. New Delhi: Himalaya Publishing House.
- [20] Jain, S. C. (2004). Marketing Strategy: Planning: Implementation and Control (2nd Ed.) India.
- [21] Kandampully, J. & Hsin-Hui Hu. (2007). Do Hoteliers Need to Manage Image to Retain Loyal Customers; International Journal of Contemporary Hospitality Management, 19, 435-443.
- [22] Kaplan, A.M. & Haenlein, M. (2010). The Challenges and Opportunities of Social Media. Business Horizons 53: 59-68
- [23] Kenya National Bureau of Statistics (2015). Economic Survey. Nairobi: Kenya National Bureau of Statistics.
- [24] Knowles, T. (2008). Hospitality Management. Second edition, Pearson education Limited, New Jersey.
- [25] Kotler P & Armstrong G, (2008). Principles of Marketing. New Jersey: Pearson Prentice Hall.
- [26] Kotler, Philip, (2006). Marketing for Hospitality and Tourism, 4th version, Upper Saddle River, N.J.; London: Pearson Prentice-Hall.
- [27] Kotler, P., & Keller, L N., (2006). Marketing management (12th ed.). New Jersey: Pearson Prentice Hall.
- [28] Kotler P. (2001). Marketing Management, Millennium Edition, New Delhi: Prentice Hall.
- [29] Kothari, C. R. (2004). Research Methodology: Methods and Techniques (second Edition.). New Delhi: New Age Publications.
- [30] Lim, W. M. (2010). Factor Analysis of Variables affecting e-Marketing Adoption through UK Research Methods: Qualitative and Quantitative Approaches. Nairobi: Acts Press.
- [31] Michael E. Porter, (2001). Strategy and the net, Harvard Business, Review (90), 72.
- [32] Martin, L. M. (2005). Internet adoption and use in small firms: inner tactics, Organizational subculture and the jobs of the owner.
- [33] Ministry of Tourism. Regulatory Independent hotels Information Communications and Technology Journal, 2(1), 39-50.
- [34] Mugenda, O. & Mugenda, A. (2003). Research Methods: Qualitative and Quantitative Approaches. Nairobi: Acts Press.
- [35] Ministry of Tourism Regulatory Authority (2018), Group A. List of registered inn centers, <http://www.Tra.Co.Ke>.
- [36] Mutula, S. (2002). Current trends in the Internet enterprise in Botswana. Electronic Library Journal, 20(6), 504-511.
- [37] Norton, B, et.al, (2003). The Internet in Business, Hodder & Stoughton Educational. London Great Britain.
- [38] Olsen, M. D., & Connolly, D. J. (2000). Experience based travel: How generation will trade the hospitality industry. Cornell Hotel and Restaurant Administration Quarterly, 41, 31-forty.
- [39] Ozituran and S.A. Roney, (2003). Internet use among travel groups in Turkey: an exploratory look at, Journal of Tourism Management, 259-256.
- [40] Patton, M.Q. (2001). Qualitative studies and evaluation techniques. Newbury Park, CA: Sage.
- [41] Pickton, D., & Broderick, A. (2001). Integrated Marketing Communications. Prentice Hall.
- [42] Patton, M.Q. (2001). Qualitative research and evaluation methods. Newbury Park, CA: Sage.
- [43] Pitoska, E. (2013). The use of internet and information and communication technologies in tourism: The case of hotel units in peripheral areas”, Tourism in Southern and Eastern Europe, 335-344.
- [44] Petersen, B. Welch, L. and Liesch, (2002). The internet and foreign Market expansion by hotels, Management International Review.
- [45] Price Waterhouse Coopers (2006). Hospitality Directions Europe Edition Issue 13, March 2006.
- [46] Peterson, R. A. (2007). Exploring the Implications of the Internet for Consumer Marketing. Academy of Marketing Science, 25(4), 329-346.
- [47] Pitoska, E. (2013). “E-tourism: The use of net and data and communique technologies in tourism.
- [48] Raju, G.P. (2009). Tourism marketing and control. New Delhi: Manglam guides.
- [49] R. Ulhas, (2007) Adoption and Non-Adoption: Profiling Internet Usage among Tourist to New Zealand.
- [50] Rao, S.L. (2002). The impact of internet use on inter-company Relationships in service enterprise.
- [51] Sunny et al., (2004). Effect of the information generation on performance in upscale lodges, International Journal of Hospitality Management, 281-294.
- [52] Shin (2006). The effect of statistics era on the financial performance of varied companies, Economic and Information Systems, 698-707.
- [53] Strauss. J. (et al) (2003). E-Marketing, Prentice Hall third Edition New Delhi India.
- [54] Sigala, M. (2003). “The data and verbal exchange technology productivity effect on the UK hotel sector”, International Journal of Operations & Production Management, 23, 1224-1245.
- [55] Sheela, A.M. (2002). Economics of Hotel Management. New Delhi: New Age global.
- [56] Smith, P. R. (2005). E-advertising excellence; the heart of e-enterprise. (2nd. Oxford: Heinemann.
- [57] Singh A. And G. Harmon, (2003). Measuring profitability effect of information generation: Use of risk adjusted measures, Information Science and Technology, 95-one hundred.
- [58] Strauss, J. Frost, R. & Stone, M. (2008). E-Marketing, NJ, USA, Prentice Hall
- [59] Strauss J, A. E., & Raymond, F. (2006). E-Marketing. New Jersey: Prentice Hall.
- [60] Salwani I.S, (2009). E-trade utilization and enterprise performance within the Malaysian tourism quarter: Empirical analysis, Information Management and Computer Security, 166-185.
- [61] Saunder, M., Lews, P., & Thornhill, A. (2007). Research Methods for Business Students (4th Ed) Harlow: Prentice Hall Financial Times.
- [62] [Tiessen, J.H., Wright, R.W. & Turner, I. (2011). A Model of E-Commerce Use by Internationalizing SMEs”, Journal of International Management.
- [63] Tang, R., Cheung, C. (2006). “A study of the perceived importance of the overall internet site exceptional of

- different lessons of hotels”, International Journal of Hospitality Management, 25(3), 525–531.
- [64] Tourism Regulatory Authority (2018), (on-line) <http://www.Tra.Co.Ke>.
- [65] Veal, A.J. (2006). Research Method for Leisure and Tourism. A practice Guide. Essex: Pearson Education Limited.
- [66] Van Der Merwe, M.C. (2003). Marketing conversation methods used by Tour operators in Gauteng. Ms Thesis (Unpublished), University of South Africa. South Africa.
- [67] Wei S., F. Heif, (2001). Uses of the net within the worldwide hotel industry, Journal of Business Research, 235-24.
- [68] Zigmund, W.G. (2003). Business Research Methods. (7TH ed). United States of America: Thomson Publishers.

IJIRAS