

**INFLUENCE OF DIGITAL MARKETING STRATEGIES ON SALES  
PERFORMANCE OF BEAUTY AND PERSONAL CARE PRODUCTS  
COMPANIES IN NAIROBI COUNTY KENYA**

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REQUIREMENTS FOR THE AWARD OF MASTER OF BUSINESS  
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**DECLARATION AND APPROVAL**

**Declaration by the Student**

This project is solely my original work and has not been submitted for a degree at any other institution or for any other form of recognition.

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**Approval by the Supervisor**

I certify that the candidate conducted the work described in this project under my guidance.

Signature:  ..... Date: ...09/11/2024.....

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## DEDICATION

I dedicate this proposal to my daughter Alianna Kerubo.



## ACKNOWLEDGEMENT

I genuinely appreciate the All-Powerful God for providing me with the fortitude and discernment necessary to do this task, as I could not have finished it without him. I would also wish to appreciate financial moral support received from my family members who kept on urging me to move on, never to give up. My supervisor, Dr. Robert Obuba can't miss a mention; I must sincerely thank him for his guidance and scholarly advices during the period of writing this research project. I would wish to Thank my mother Regina Omwenga for the unceasing encouragement, support and attention, and to my beloved daughter Alianna Kerubo, I would like to express my thanks for being such a good girl always cheering me up.

God bless them abundantly.



## ABSTRACT

In today's fast-paced and constantly evolving global business landscape, marketing executives are faced with huge, ever-changing challenges. To navigate these challenges successfully, they need to adopt a more strategic approach to decision making. Additionally, the rise of new digital technologies presents unique opportunities for these marketers to meet and exceed their business performance goals. The purpose of this study was to determine the influence of digital promotional strategies on the marketing performance of beauty and personal care companies in Nairobi County. The specific objectives were to establish how social media marketing, search engine optimization, content marketing, and influencer marketing influenced the performance of these companies. This research was grounded in the technology acceptance model and the resource-based view theory, utilizing a descriptive cross-sectional survey research design for its execution. The population for this study encompassed all beauty and personal care companies headquartered in Nairobi County, with a total sample of 164 respondents drawn from the 41 companies. Primary data was collected through structured questionnaires featuring closed-ended questions. This collected data was meticulously checked for completeness and coded using The Statistical Package for Social Sciences (SPSS) software, version 27, for thorough analysis. The analysis involved descriptive statistics, correlation analysis, and regression analysis to provide comprehensive insights. The key findings indicate that digital marketing strategies contribute to 32.4% of the variations in Sales Performance among beauty and personal care companies in Nairobi County. The analysis shows that improvements in areas like social media marketing, search engine optimization, content marketing, and influencer marketing can lead to notable increases in sales for these businesses. However, it's important to note that this study focused exclusively on companies located in Nairobi and was based on data collected through a cross-sectional survey. Moreover, other elements such as technological advancements, unforeseen events, and the passage of time may also affect Sales Performance and, in turn, overall business success.

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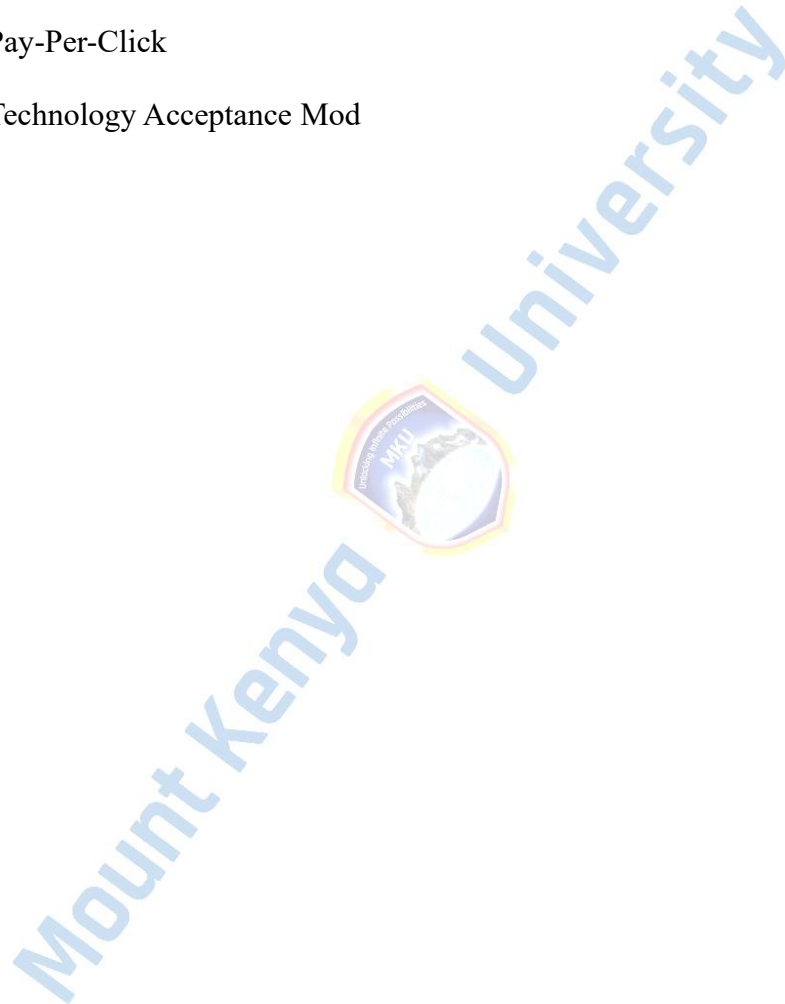
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## LIST OF ABBREVIATIONS AND ACRONYMS

FMCG	Fast Moving Consumer Goods
KAM	Kenya Association of Manufacturers
NACOSTI	National Commission for Science, Technology and Innovation
SEO	Search Engine Optimization
PPC	Pay-Per-Click
TAM	Technology Acceptance Mod



## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background of the Study

In the current landscape, the emergence of digital technology is crucial to our everyday lives, necessitating adaptations from individuals, businesses, and governmental bodies. The shift towards a digital framework transcends ordinary activities, constituting the core of our economic progress (Vial, 2021). The deployment of cutting-edge technologies, fueled by digital transformation and the widespread use of the Internet, has revolutionized how both businesses and individuals connect with their consumers (Allioui & Mourdi, 2023). Facing a myriad of global challenges, such as shortages in energy, economic slumps, heightened unemployment rates, and inflation, marketing professionals today are required to employ a more sophisticated approach in their strategic planning. Turban, Pollard, and Wood (2021) state that this requires the creation of a methodical approach to gather up-to-date information on consumers, goods, market performance, and economic circumstances in general.

Marketers now have more chances than ever to achieve their company performance objectives because to new digital technology (Bala & Verma, 2018). Leading organizations today are implementing marketing strategies that pinpoint and cater to customer needs, leading to customer satisfaction, retention, and profitability (Fader, 2020). Online advertising, for instance, is a potent tool for brand building and enhancing traffic (Bala & Verma, 2018). Due to their dynamic and data-focused nature, digital promotional strategies offer the capability to assess marketing performance in real-time efficiently (Low et al., 2020).

One indicator of the worldwide trend towards mobility is the rapid adoption of new technology in developing economies and marketplaces (Kenya Digital Economy BluePrint, 2019). Information and communication technologies reportedly boost developing countries' GDP growth by 17% (World Bank, 2016). According to UNCTAD (2015) and the World Economic Forum (2015), developing nations' internet economies are expanding at a rate of 15 to 25 percent annually, and e-commerce is rising fastest in the global South. As more and more people have access to the internet and other forms of online information technology, Kenya is making steady progress toward a fully digital economy (Communication Authority of Kenya, 2019).

All businesses, regardless of sector, that make use of digital communications and networks, such as the internet and other technological platforms, are considered part of the digital economy according to the Blueprint for the Digital Economy (2019). Data from the International Telecommunications Union revealed that by 2022, Kenya had witnessed a surge in internet users to 23.35 million, which amounts to a 42 percent internet penetration rate among the populace (Kepios, 2022). This steep increase in internet and mobile communication use, coupled with advancements in artificial intelligence, has expanded the capabilities accessible to both marketers and consumers. As technologies advance, they have paved the way for novel business models and intensified competition across markets (Kotler, Keller, & Chernev, 2022).

In the contemporary landscape of the FMCG sector, maintaining a competitive stance in the marketplace is significantly important (Osato, 2020). The competitive atmosphere within the FMCG industry is becoming increasingly intense (Urbancova, 2013). Firms within the FMCG companies are compelled to engage in intense competition to maintain relevance and

achieve positive market outcomes (Maciel & Fischer, 2020). The FMCG companies is notable for its emphasis on managing input costs, operating on thin profit margins, and achieving high sales volumes, necessitating that companies in this arena adopt marketing strategies that are both efficient and effective (KPMG, 2015). To fulfill their objectives in marketing performance, it is critical for FMCG companies to leverage the rapid technological advancements to adeptly respond to evolving market conditions (Obeid, 2023). The advent of new technologies and the disruption caused by digital advancements offer FMCG companies' innovative tools that can be utilized to improve their marketing efforts. These firms are presented with the chance to continually evolve and apply novel marketing strategies effectively to preserve their competitive edge (Mukhtar, Mohan, & Chandra, 2023).

It is impossible to exaggerate the importance of fast-moving consumer goods (FMCGs) in catering to the needs of the middle class in Africa. According to KPMG's 2015 FMCG businesses report, 59% of the fast-moving consumer goods industry's revenue came from customers in Africa with daily incomes below \$3 USD. Nigeria, South Africa, Morocco, and Ethiopia racked up the heaviest spending in the FMCG business in Africa in 2016, according to KPMG's analysis. Kenya's market was the fastest-growing, however.

The buying power of Africa's middle class has increased significantly over the previous thirty years, as reported by McKinsey & Company (Diamandis & Kotler, 2020). This growth in the disposable income among individuals is anticipated to boost consumer expenditure on beauty and personal care items, as there's a heightened awareness of the vital role these products play in enabling consumers to achieve their body care aspirations (Diamandis & Kotler, 2020). Furthermore, according to the GSM Association, it is projected that by 2025,

mobile service subscriptions in sub-Saharan Africa will reach 615 million, with 28 percent of these connections being 4G and 3 percent being 5G, thereby facilitating electronic transactions (Mutheu, 2023). The advancement in e-commerce and financial technology has simplified the process of purchasing beauty products, alongside allowing firms to more accurately monitor market trends and customer preferences (Kleisiari, Duquenne, & Vlontzos, 2021).

However, studies examining the impact of digital marketing methods on the sales performance of the personal care and beauty business are noticeably lacking, even if these advancements are encouraging. Consequently, the purpose of this study is to fill this knowledge vacuum by investigating the impact of digital marketing tactics on the personal care and beauty product sales performance in Nairobi County, Kenya.

### **1.1.1 Digital Promotional Strategies**

Digital promotional tactics are approaches that firms use to attract and engage consumers via various digital and social media platforms. The goal is to increase revenue and improve conversion rates (American Marketing Association, 2023). The larger field of digital marketing encompasses these tactics. The promotion of goods and services via the use of digital technology, most often the internet, is known as digital marketing (Sawiki, 2016). Various digital platforms, such as mobile phones and display ads, are also part of this domain. The terms "digital marketing," "web marketing," "e-marketing," and "online marketing" are all somewhat interchangeable. According to Sawicki (2016), the language has changed over the years to reflect how academics and practitioners in the field use it. Along with the proliferation of personal computers and the prominence of CRM in the marketing sphere, the notion of digital marketing arose in the 1990s (Desai & Vidyapeeth,

2019). Digital media became an increasingly integral part of marketing strategies in the following decades due to the proliferation of devices equipped with microcontrollers, such as computers, smartphones, tablets, smartwatches, and more (Intuit, 2019). Conventional forms of advertising including radio, television, direct mail, billboards, and print advertisements are typically contrasted with digital marketing (Intuit, 2019). Traditional marketing is seen as a type of one-way communication from the standpoint of Grunig and Hunt's (1984) four-model public relations paradigm. By contrast, digital marketing encourages a two-way conversation between the service provider and the customer, which can only be beneficial for both parties.

The five D's of digital marketing—digital devices, media, data, technology, and communication channels—are an excellent way to characterize the vast array of digital marketing specialties (Brim, 2019). Firstly, digital devices include a wide range of platforms, such as business-oriented websites, mobile apps, smartphones, tablets, personal computers, and game consoles with microcontrollers (IGI Global, 2019). Secondly, digital media refers to a wide range of information that is shared online, including but not limited to text, audio, video, and images (Sikarwar, 2016). As we go on, digital data is defined as the massive volumes of information created and stored in a digital setting that may be sent across the Internet as separate signals (IGI Global, 2018). Last but not least, digital technology covers a wide range of cutting-edge areas, such as mobile technology, the IoT, robots, and the disciplines of AI and ML (Hanif, 2022).

In conclusion, digital communication channels are the means by which companies may reach consumers and promote and sell their wares online (Chaffey & Smith, 2017). Within the larger academic field of marketing management, this study examined digital communication

channels as digital promotional strategies. According to Kotler's four Ps of the marketing mix—"price," "product," "placement," and "promotion"—digital communication channels are used for "promotion" (Kotler et al., 2015).

Among the four essential digital promotional strategies highlighted by Desai and Vidyapeeth (2019) are social media (e.g., Facebook, Instagram, YouTube, LinkedIn, and Twitter), SEO, content marketing (e.g., emails, blogs, and infographics), influencer marketing (fifth strategy), and mobile marketing (sixth strategy) using text messages, multimedia messaging services (MMS), and app notifications. Based on the American Marketing Society's working definition of digital promotional strategies, Desai and Vidyapeeth's (2019) academic framework outlines four critical digital promotional methods. Accordingly, this study will use their methodology to operationalize the four factors of digital marketing strategies and how they impact the sales results of personal care and beauty products enterprises in Nairobi County, Kenya.

### **1.1.2 Sales Performance**

According to Yeo (2003), conventional wisdom holds that a company's bottom line is best measured by its financial performance, which takes into account factors such as budgets, assets, operations, goods, services, markets, and human resources. We shall construct performance in relation to sales results as this research is focused with promotional methods. The term "sales performance" refers to how well a company or person does in meeting its sales targets. It typically involves evaluating various metrics such as revenue generated, the number of units sold, conversion rates, customer acquisition, and retention rates, among other key performance indicators (KPIs) (Yi, Cha, & Amenuvor, 2021).

Implementing a sales performance threshold fundamentally requires marketing research. This research helps forecast a company's total sales and achievable sales targets by territory. To evaluate sales results, most companies use quantitative performance metrics, such as the overall volume of sales in a certain market (Pereira, Oliveira, & Carravilla, 2020). When evaluating the efficacy of sales, this strategy is particularly useful for manufacturers of FMCGs.

The role of sales within many organizations is carried out by account developers. They are the ones engaging directly with consumers and peers, aiming to introduce products to the final user (Järvenkylä, 2017). According to Järvenkylä (2017), the complex development of the sales process—from focusing on products to prioritizing services—emphasizes the importance of accurately evaluating sales performance and actual sales in achieving the strategic goals of a company. Furthermore, Kuster and Canales (2011) are cited by Järvenkylä (2017) for delineating sales performance assessment into two distinct forms: outcome and behavior evaluations.

The capacity of an account developer to complete a deal on the company's behalf and exceed the charted performance targets established by the firm is determined by their sales performance, according to King'uyu (2013). According to Kasiso (2017), performance was defined by Cooper and Kleinschmidt (2015) as the amount of real labor that a person did or demonstrated. The number of offers made within a certain time frame as compared to a target sales volume is the measure of sales success (Rotich, 2016).

Assembling a marketing dashboard to synthesize and understand pertinent internal and external performance indicators is one way for organizations to maximize the value of these analytics, according to Kotler et al. (2022). In modern marketing, there are four main

methods to assess success, and dashboards help make sense of them all. The first one is the customer metrics route, which tracks the journey of a prospect from initial exposure to the brand through their preferences, trials, and eventual purchases. Value perception and competitive advantage are also explored in this area via the lens of the customer experience. The second route, known as the unit metrics pathway, focuses on product or service sales in general, including total sales, sales by geography or product line, marketing cost per unit sold as a measure of efficiency, and the best places to maximize profit based on distribution channel and product line characteristics. The third route is the cash-flow metrics route, which pays attention to the effectiveness of marketing expenditures in producing short-term returns. Return on investment (ROI) models for programs and campaigns calculate the predicted profit (NPV) or immediate effect of an investment.

The customer mentality and brand knowledge are two brand-equity metrics that evaluate the overall financial and perceptual health of the company from the customer's viewpoint. The brand metrics route analyzes the longer-term influence of these measurements. Key performance indicators (KPIs) like these are applicable to a wide range of sectors. Therefore, in order to determine the impact of digital promotional strategies on the marketing performance of beauty and personal care companies in Nairobi County, this study measured marketing performance according to the four pathway metrics proposed by Kotler et al. (2022): customers, units, cashflows, and brand.

### **1.1.3 Beauty and Personal Care companies in Nairobi**

Anything that people buy mainly for their own use, whether at home or in the car, is considered a consumer good. The goal is to make people happy by giving them what they want (Grabner-Kräuter, 2018). According to two important criteria—the purchase choice

process and the frequency and duration of usage—consumer products are categorized as either semi-durable, non-durable, or durable (Porter, 1974). Infrequently bought, durable commodities may be used repeatedly or continuously for a long time (Bucklin, 1963). Semi-durable items are those that may be used more than once, but only for a short period of time (up to a year). They are also less often purchased, with an emphasis on quality and appropriateness throughout the selection process (Porter, 1974). Fast-moving consumer products are defined as low-priced, widely disseminated, non-durable items that have one or two uses, are cheap, and are often bought on impulse or with minimal planning (Armstrong et al., 2014).

Since FMCG businesses are often rather similar, staying relevant requires constant innovation in price, products, and promotions (Linnet, 2014). Companies that fall under this category tend to have large volumes of work but poor profit margins (Suganthi, 2016). Therefore, FMCG companies are basically factories that crank out a lot of products with a lot of competition and a high turnover rate. To attract customers, these companies use the 4 P's of marketing: promotions, logistics, pricing, and placement (Kelton, 2021). The size of FMCG firms is determined by their revenue and market share (Kelton, 2021). Companies like Procter & Gamble, Nestle, and Unilever—which rank among the top FMCG companies in the world in terms of market share and revenue—are often multinational conglomerates with operations in more than one country (Corporate Finance Institute, 2021). An economic trade jurisdiction or a single nation is home to several small and medium-sized FMCG companies (Corporate Finance Institute, 2021).

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want (Grabner-Kräuter, 2018). According to two important criteria—the purchase choice process and the frequency and duration of usage—consumer products are categorized as either semi-durable, non-durable, or durable (Porter, 1974). Infrequently bought, durable commodities may be used repeatedly or continuously for a long time (Bucklin, 1963). Semi-durable items are those that may be used more than once, but only for a short period of time (up to a year). They are also less often purchased, with an emphasis on quality and appropriateness throughout the selection process (Porter, 1974). Fast-moving consumer products are defined as low-priced, widely disseminated, non-durable items that have one or two uses, are cheap, and are often bought on impulse or with minimal planning (Armstrong et al., 2014).

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Using the framework proposed by Grabner-Kräuter (2018), we may define FMCG as disposable, low-quality products that people buy on impulse or with little thought, and then throw away after just a short time. Within this framework, six key industries align with the Key Account Management (KAM) standards for the importation or production of such non-durable, quickly consumed goods for commercial purposes: Industries in the chemical, personal care, home cleaning, and cosmetics sectors; the energy and renewable sources domain, which includes wind, biofuel, diesel, petroleum, and solar power; the food and beverage industry, which includes baked goods, desserts, dairy, seafood, meat, and edible fats; and agriculture, which focuses on food-related products. Companies that convert paper, notably those that make biowaste paper and dispose of paper products, and companies that make pharmaceuticals, particularly those that make medicines.

This study used findings from Kotler et al. (2022) to examine the influence of digital promotional tactics on marketing effectiveness with a focus on the industry that places a strong emphasis on promotional activities as a core part of their marketing strategy. Businesses in the personal care and cosmetics sector spent the most on advertisements in 2021, according to a report by the Marketing Society of Kenya. This finding is in line with Technavio's (2023) projections for the African beauty and personal care industry, which indicate a spike of 5.28 billion USD from 2021 to 2026, driven by a compound annual growth rate of 6.5%. Businesses in Kenya's beauty and personal care industry make and sell a wide variety of goods, including hair extensions and other hair care accessories as well as personal hygiene items like lotions and deodorants. According to the Kenya Association of Manufacturers Members Report for 2022-2023, 49 manufacturers are cataloged within this personal care companies, with 41 based in Nairobi County. Among the many notable

enterprises within this group are Pwani Oils Products Limited, PZ Cussons EA Limited, and Procter & Gamble Distribution East Africa. Focusing on the 41 manufacturers stated earlier, this study explores how the digital promotional approach has contributed to the increased sales of beauty and personal care items within Nairobi County.

## **1.2 Statement of the Problem**

The rise of digital marketing has inexorably altered the dynamics between businesses and their consumers, as well as the metrics used to evaluate the efficacy of such campaigns (Osato, 2020). According to Brim (2019), digital marketing has completely changed the way companies promote their products and services. Consumers' perspectives on home product purchases have shifted significantly as a result of recent tech improvements; chances for businesses have been revealed by tech advancements made possible by the Internet (Mulyawan et al., 2022). Specifically, fast-moving consumer goods (FMCGs) operate in ever-changing contexts, and technological advancements have a direct influence on the marketing success of these companies (Suganthi, 2016). To be competitive in general and to be the best in their area, businesses must be technologically savvy and as flexible as feasible (Denis, 2018).

According to the Advertising Spends Report by the Marketing Society of Kenya 2021, the beauty and personal care industry is the leading spender on advertising. One area that might benefit from digital promotional methods is improving market performance. The analysis of wasted advertising expenditures, optimum spending levels, and minimal investment levels requires this (Kotler et al., 2022). A thorough understanding of your company strategy is essential for a successful execution of this task. (The study conducted by Agrawal and colleagues in the year 2021). More research is required, however, to determine how beauty

and personal care FMCG businesses' marketing success is affected by digital promotional techniques.

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

The purpose of this study was to establish the influence of digital promotional strategies on the sales performance of the beauty and personal care companies, in Nairobi County.

### **1.4 Specific Objectives**

The study was guided by the following objectives;

- i. To establish the influence of social media marketing on the sales performance of the beauty and personal care companies in Nairobi County.
- ii. To establish the influence of search engine optimisation on the sales performance of the beauty and personal care companies in Nairobi County.
- iii. To establish the influence of content marketing on the sales performance of the beauty and personal care companies in Nairobi County.
- iv. To establish the influence of influencer marketing on the sales performance of the beauty and personal care companies in Nairobi County.

### **1.5 Research Questions**

- i. What is the influence of social media on the sales performance of the beauty and personal care companies in Nairobi County?
- ii. What is the influence of search engine optimisation on the sales performance of the beauty and personal care companies in Nairobi County?
- iii. What is the influence of influence of content marketing on the sales performance of the beauty and personal care companies in Nairobi County?

- iv. What is the influence of influencer marketing on the sales performance of the beauty and personal care companies in Nairobi County?

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

Digital progress has changed the way businesses work today. In particular, the market for consumer goods is a key driver of economic growth, and studying this industry is expected to give many interest groups useful information. This research will significantly benefit policymakers, industry professionals, and academic researchers.

For government policymakers, this study's insights may refine the development of policies by leveraging findings to enhance initiatives aimed at supporting the digital transformation of marketing and innovation strategies. This help is very important for the growth of beauty and personal care companies as well as FMCG companies in general. For groups that support industry, like KAM, the study may give them useful details that can help them make, carry out, and oversee policies that encourage trade and investment, uphold standards, create a fair market, and lower costs.

This study may give people who work in the beauty and personal care business important information about how digital marketing affects sales at companies in Nairobi County. The findings may be vital for these professionals' strategic planning and decision-making processes, equipping them to navigate the challenges of today's competitive and uncertain business climate.

In terms of academic research, the results of this study add to what is known about digital marketing by looking at how it affects the sales of makers, especially when digital advertising tactics are used. For researchers, the study uncovers new areas that have

expanded the scholarly landscape and empirical evidence, serving as a valuable resource for future investigations.

### **1.7 Scope of the Study**

The study will be mostly about 41 companies that make fast-moving consumer goods and are based in Nairobi County, Kenya. The main idea behind the study is to look at how digital marketing strategies like content marketing, social media, search engine optimization, and pay-per-click advertising affect the sales of beauty and personal care companies in Nairobi County, Kenya. The technology acceptance model and the resource-based view theory will be the main topics of the theoretical scope. A detailed cross-sectional poll strategy will be used for the quantitative study. From August to October 2024, the study will be done.

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

There may be some problems with the study, such as the fact that it might be hard to get correct and complete data. Companies might not want to share detailed information about their sales success or their digital marketing tactics because they are worried about privacy or because they want to stay competitive. This problem will be lessened by telling the people who filled out the survey that their information will be kept private and only used for research purposes.

The study only looked at Nairobi County, so it's possible that it doesn't show how things are in other parts of Kenya. How well digital marketing works and how people act in Nairobi might be very different from other places. For the sake of generalization, the researcher will suggest that a similar study be done in a different area.

There may be biases in how respondents report their digital marketing efforts and sales performance. For instance, respondents might overestimate the effectiveness of their

strategies to portray their companies positively. This will be mitigated by thoroughly cleaning the data and checking for outliers during analysis and also explaining to the respondents the importance of giving valid responses.

### **1.9 Delimitations of the Study**

For the purposes of this study, only companies in Nairobi County that make beauty and personal care goods are included. This geographical focus excludes any companies operating outside Nairobi, regardless of their significant market presence in the region. By limiting the research to this specific area, the study narrows its analysis to companies within Nairobi, providing a localized understanding of the sector. Additionally, the research exclusively targets companies within the beauty and personal care products sector. Other industries, even those that might employ similar digital marketing practices, are deliberately excluded from the analysis. Because of this, the study can really look into what makes the beauty and personal care business in Nairobi special and the problems it faces.

The study further restricts its scope by concentrating on established companies within the sector. This choice potentially excludes smaller startups or informal businesses that, while operating in the same sector, may not meet the established criteria for inclusion. Moreover, multinational corporations or franchises that operate under different marketing frameworks might also be excluded, as the study prioritizes companies that align with the specific criteria set for analysis.

Indicators like income growth, market share, and customer acquisition rates were used in the study to measure how well sales were doing. While these are crucial measures of success, the study does not incorporate other potential indicators of sales performance, such as customer satisfaction or brand loyalty. By focusing on these particular metrics, the study

provides a targeted analysis of sales performance, though it acknowledges that other important aspects of performance may not be captured within its scope.

### **1.10 Assumptions of the Study**

When looking into how digital marketing affects the sales of beauty and personal care goods in Nairobi County, a study was conducted based on a number of important factors.;

All of the businesses that are part of the study that make beauty and personal care goods are likely to have access to and use digital marketing tools. Some of these tools are email marketing, social media sites, SEO, and online ads. The fact that these digital platforms are used by so many people is important for the study, which looks at how digital marketing tactics affect sales. That's why these tactics can only be properly measured if they are actually used by companies as part of their marketing mix. People who are busy on the internet and often interact with digital material, especially on social media sites, are thought to be the ideal buyers for these businesses. This assumption is crucial because the success of digital marketing efforts largely depends on the ability to reach and influence potential customers online. If the target audience is not active on digital platforms, the impact of digital marketing would be minimal, rendering the study's focus less relevant.

The study also assumes that the businesses that are taking part have correct and reliable sales data. This information is very important for figuring out how digital marketing tactics affect sales. It would be hard to draw useful conclusions about the link between digital marketing activities and sales results without having correct sales data. The data's dependability makes sure that the study is built on correct and consistent data. It is also thought that the market for beauty and personal care goods in Nairobi County is pretty uniform. This means that the products offered and customer preferences are similar across different companies. This

homogeneity is important for comparing the effects of digital marketing strategies across different firms. Any big differences in the products or customer tastes would make the study harder to understand and might make it harder to see how digital marketing affects sales.

It is also thought that outside factors like the economy, government rules, and social trends will stay mostly the same during the study time. This stability is necessary to isolate the effects of digital marketing on sales performance from other external influences. If significant changes occurred in the broader environment, it would be difficult to attribute sales performance changes solely to digital marketing efforts.

### **1.11 Operational Definition of Key Term**

marketing: This is an online service that helps social networks grow by linking a person's profile to the profiles of other people and/or groups.

The way that websites list and organize other websites based on their keywords, descriptions, and content. This makes it easy and faster to get to site-search results.

eting: Using journalistic and useful material to draw attention to the company and give the idea that it is a star in order to get current and future users.

marketing: A plan that companies use to find and pay online stars to interact with their fans on social media in order to sell their products..

eting: Using mobile technology like SMS, MMS, WAP, and Java for business purposes.

trics: Looks at how potential customers turn into actual ones, from becoming aware of a product to choosing one over another to trying it out and buying it again..

s: customer attitude and brand understanding that looks at both how customers see the brand's health and how well it's doing financially as a whole..

etrics:

How effectively marketing budgets are yielding immediate results as measured by the return on investment (ROI) of various programs and campaigns.

s:

Customer mentality and brand awareness that evaluates the brand's financial health as well as its perceived health from the customers' points of view



## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This section of the study examines the literature that is pertinent to the research constructs. Previous empirical research on the study variables and the underlying theories are both examined in detail. The chapter also introduces the conceptual framework that will direct the inquiry and discusses the research gaps.

#### **2.2 Empirical Literature Review**

Previous empirical literature that is relevant to the study variables is reviewed in the empirical review section. A global perspective, regional studies, and localized studies will all be used to examine the empirical research. Several gaps in understanding, both in terms of context and methodology, may be found by reviewing the empirical literature.

##### **2.3.1 Social Media Marketing and Sales Performance**

According to Obar and Wildman (2015), social media marketing is a business that helps people build online social networks by linking their profiles to others. The impact of social media on an Indiana small company was investigated by Cox (2012) in an American-based worldwide research. The research determined that the firm primarily utilizes Facebook and Twitter for social media marketing, based on a comprehensive review of the company's social media postings and the case study technique. According to the research, customer connections and the quality of the material shared are the two most important factors in social media marketing success. Additionally, it proved that ads on social media platforms enhanced sales, market share, consumer involvement, and happiness. While previous studies only looked at how social media affected the marketing and sales of a single US firm, this

study aims to determine how four different digital promotional strategies—including social media—impacted the sales of personal care and beauty products in Nairobi County.

Thai researchers Jhundra-indra and Chanthinok (2015) looked at how 298 online retailers fared in their marketing campaigns that used social media marketing. Results from the study, which were based on regression analysis, showed that social media marketing improved marketing performance for e-commerce companies by making them more responsive to consumer demands, more conscious of the value of presenting a diverse range of products, and more capable of learning from their competitors proactively. While previous studies have focused on how social media affects the marketing efforts of Thai e-commerce companies, the current study aims to determine how social media marketing—along with three other digital promotional strategies—affects the sales performance of personal care and beauty businesses in Nairobi County.

Musoka (2017) evaluated the impact of social media brand strategy on the marketing effectiveness of telecom companies in a regional research conducted in Kenya. Reviewing telecommunications companies with more than 100 workers, the study used a descriptive survey approach. The results showed that the majority of respondents thought that companies might boost their marketing success by using Twitter and YouTube for customer relationship management. Previous studies only looked at how social media marketing affected marketing results; this study will test that hypothesis and find out how three other digital promotional strategies, including social media marketing, affected marketing results for personal care and beauty businesses in Nairobi County.

The impact of social media on the operational efficiency of beauty parlors was investigated by Mose (2021), a resident of Nairobi County. The 4,250 beauty salons served as the study's

population, and the research approach was descriptive. Primary data for the research came from questionnaires given to managers at 100 different Nairobi beauty shops. The research indicated that beauty salons' use of social media was positively and significantly correlated with organizational success, using descriptive statistics and regression. Previous studies only looked at how social media affected business outcomes; this one will look at how four different digital marketing strategies—including social media marketing—impacted the revenue of personal care and cosmetics businesses in Nairobi County.

An investigation of the impact of social media marketing on the financial success of new businesses was carried out by Lynnette (2015) in Nairobi County. The research used a descriptive cross-sectional methodology and surveyed 231 startup enterprises as its population. Primary data was gathered using semi-structured questionnaires, while secondary data was culled from academic sources including books and research publications. Startups with a large number of social media followers tend to have higher sales, according to a regression study. The research found that, all else being equal, a company may expect to generate sales revenues of Ksh. 102,000. Revenues from sales rise by an average of Ksh. 5,000 for every new social media follower. This study will take a different approach by looking at how social media marketing and three other digital promotional tactics affected the marketing performance of personal care and beauty enterprises in Nairobi County. The previous research had concentrated on the sales performance of startup companies.

Researchers in Nairobi County, Kagundu (2018) looked at how big-box retailers' sales figures changed when they started using social media marketing. One hundred thirty-five retail establishments in Nairobi made up the study's population, and a descriptive survey methodology was used. The majority of major retailers have already started using social

media marketing, according to the study. Respondents said that using various social media platforms regularly increased sales and was a cheap way to reach specific audiences with product and service details, which in turn increased customer loyalty. The current study will investigate the impact of social media marketing and three additional digital promotional tactics on the sales performance of beauty and personal care enterprises in Nairobi County, as opposed to the previous study's emphasis on retail store sales performance.

### **2.3.2 Search Engine Optimization and Sales Performance**

Search engine optimization, according to Yalçın & Köse (2010), is the process by which websites categorize and index other websites based on their content, explanations, and keywords. The goal is to improve the accessibility and speed of site-search results, with pay-per-click advertising being the most commonly employed method. To offer ad space on a website in exchange for a user doing a predetermined action in response to an ad, pay-per-click advertising is described by Mangani (2004).

According to research out of Hong Kong, Chu Ting Cheung, R. (2006) looked at how well ad campaigns targeting teenagers performed on a site that used pay-per-click advertising. Using proprietary data-mining rule-induction software, the study retrieved components from 10 banner advertising campaigns on one website over a five-month period. According to the research, after controlling for the banner click-through rate, small interactive games and freebies result in the highest brand impression. Local cultural and seasonal factors have a significant impact on revenue. Lastly, "media-rich" design plays a crucial role in enticing the target audience to click on a banner. In contrast to that study, which only looked at how PPC ads performed on a Hong Kong portal targeting teenagers, the current investigation will look

at how SEO and three other digital marketing tactics affected the profit margins of personal care and cosmetics businesses in Nairobi County.

SEO and PPC systems were investigated in a South African research by Kritzinger and Weideman (2017) to determine their impact on the sales performance of three online retailers. According to the research, SEO and PPC advertising provide immediate traffic by raising a website's position in SERPs, which in turn attracts paying clients. This study will expand upon previous research by investigating how SEO and PPC impacted the sales performance of beauty and personal care businesses in Nairobi County. The former study only looked at e-commerce companies in South Africa, while the current study will include three additional digital promotional strategies.

There is a lack of substantial scientific study in either the area of Kenya or the city of Nairobi, in contrast to the many foreign studies that have linked search engine optimization and pay-per-click advertising with sales success. To fill this knowledge vacuum, this research will analyze how SEO and three other digital advertising methods affected the sales performance of personal care and beauty enterprises in Nairobi County.

### **2.3.3 Content Marketing and Sales Performance**

By using informational and editorial material, content marketers aim to draw in current and future consumers by establishing the organization as an industry leader (Lankow, Ritchie & Crooks, 2012). Launched corporate content like emails, blogs, and infographics should serve to connect customers, educate them, engage them, amuse them, build confidence in the organization, and empower them (The Internet Marketing Academy, 2011). In order to boost engagement, encourage conversion, and inspire referrals, email marketing is described by Mallick (2020) as a sales and marketing technique that involves sending a commercial

message to a targeted audience. According to Clickworker (2023), blog marketing is a kind of content marketing that leverages viral marketing techniques to build an interest group around a blog. This allows businesses to reach out to prospective consumers on an individual level, fostering brand loyalty. According to Smiciklas (2012), an infographic is a visual representation of data, ideas, or complex information that helps organizations communicate their messages more effectively. It integrates design with visually pictured data in a way that the audience can understand and use more quickly.

Turkish researchers Andaç and Karkar (2016) looked at how business administration students at Suleyman Demirel University felt about content marketing's effect on customer satisfaction. Since the goal of accurate and reliable content is to understand the customer, eliminate his or her needs, and communicate with him or her, the study found that it builds loyalty and high satisfaction among customers. The previous study only looked at how content marketing affected customer satisfaction, which is a measure of performance among business administration students at Turkey's Suleyman Demirel University; the current study looked at how content marketing and three other digital promotional strategies affected the sales performance of personal care and beauty companies in Nairobi County..

Using the South African energy drink industry as a case study, Hirschfelder (2015) investigated how content marketing impacted attitude development, a metric for marketing effectiveness. Integrated marketing communications was the target of the research, which deconstructed content marketing and investigated its effects on consumers. To be more precise, this research looked at how content marketing affects consumers' perceptions of the sponsor and whether or not the material's emotional triggers impact their feelings towards the sponsor. This study compared the impact of content marketing and three other digital

promotional strategies on the sales performance of beauty and personal care companies in Nairobi County to that of the South African energy drink market, where previous research focused only on attitude formation as a measure of sales performance..

The impact of e-mail marketing on customer agency was investigated by Hartemo (2016) in a Finnish research. This study aimed to provide light on the when, where, and how of e-mail marketing as a tool for consumer empowerment while also proposing avenues for further academic investigation. Between 1998 and 2014, the researcher systematically reviewed 41 e-mail marketing publications and 54 studies on consumer empowerment published in various academic journals. According to the study's findings, e-mail satisfies the preferences of an informed customer by enabling active, interactive, and personalized contact. Sending emails only with the recipient's consent, including them in the conversation, and tailoring the messages to their interests are all ways in which e-mail marketing may give customers more agency. While one study looked at how e-mail marketing helped customers in Finland, this one looked at how four digital promotional strategies—including content marketing—impacted the sales performance of personal care and beauty businesses in Nairobi County..

Komaragiri (2009) investigated the effect of microblogging and blogging on the performance of financial markets in an Indian research. The study used sentiment analysis to determine the influence of blogs and a time graph to track the evolution of blog trends. It is crucial for companies to understand public opinions and sentiments, as they can be a great indicator of a product's future sales performance, because the study found that general perceptions about a product and the reputation of the company greatly impact how well the product sells. The present study looked at the effect of content marketing and three other digital promotional strategies on the sales performance of personal care and beauty

companies in Nairobi County, Kenya. Previous research had only focused on the effects of blogging and micro-blogging on India's financial markets..

Infographics are a kind of data visualization; Jooste (2015) conducted a regional research throughout Kenya to determine how audiences perceive them and how they affect marketing and media communication in the country. The objective of the research was to examine the disparity in information retention between textual and graphical forms. Fifty-nine participants, stratified to reflect the demographics of print news consumers in Nairobi, were asked to fill out a questionnaire. Researchers found that people were more interested in the visual infographic; they were able to make conclusions based on the data given, which is great news for those working in media and marketing communications who want to keep their audiences' attention. While the previous study only looked at how infographics are perceived by Kenyan audiences and how they affect marketing and media communication, the current study looked at how content marketing and three other digital promotional strategies affected the sales performance of personal care and beauty companies in Nairobi County.

Using students at the University of Nairobi's Kisumu Campus as a sample, Halima (2021) investigated how e-mail marketing affected their propensity to make a purchase. The data was collected from 215 participants in a cross-sectional descriptive survey using a structured questionnaire. The results were analyzed using descriptive and inferential statistics. Research showed that, compared to social media marketing, email marketing significantly predicted whether or not a consumer would make a purchase. According to the research, email marketing is an effective strategy for increasing product sales, changing customer sentiments, and ultimately influencing product purchases. In contrast to this study, which

will look at how four digital promotional strategies—content marketing, email marketing, and others—impacted the sales performance of personal care and beauty businesses in Nairobi County, the previous research only looked at how email marketing affected purchase decisions among students at the University of Nairobi - Kisumu Campus.

#### **2.3.4 Influencer Marketing and Sales Performance**

Companies use influencer marketing when they choose and pay people who have a large social media following to promote their products and services (Lung, Gu, Li, Zhang and Palmatier, 2022). Gbedawo (2021) looked at how small companies in Ghana may reach young people via social media influencers as a marketing strategy. Data for the study came from an exploratory qualitative research strategy. Using an inter-rater dependability rating system, we interviewed ten fashion companies that have used social media influencer marketing and examined their sponsored postings. Findings from this research show that influencer marketing may help small companies obtain more exposure and readers. The study's results also showed that the social media influencer campaign's sales effectiveness was impacted by brand fit, price, credibility, authenticity, and engagement. While previous studies focused on how small businesses in Ghana used social media influencers to reach young people, this study will look at how four different digital promotional strategies—including influencer marketing—impacted the sales performance of personal care and beauty companies in Nairobi County.

Wafula (2022) contrasted the efficacy of conventional media with that of social media influencers in marketing campaigns as part of a regional research in Kenya. A comparison of the two promotional strategies' efficacy was the driving force for this research. Two important insights emerged from the research, which was entirely qualitative. To start with,

it learned that salespeople are always seeking for new and improved methods. Second, it showed that, compared to when people relied on television, newspapers, and radio ads, a larger number of consumers are spending more time in front of screens owing to growing internet access. Traditional media marketing is still more credible than social media influencers, according to the survey, even if more people in Kenya have access to the internet now, so businesses may easily contact them via these channels. While previous studies in Kenya only compared the efficacy of influencer marketing on social media with that of traditional media, the current study will look at how influencer marketing—along with three other digital promotional strategies—impacted the sales performance of personal care and beauty companies in Nairobi County.

### **2.3 Theoretical Review**

The theoretical framework consists of an abstract structure formed by statements derived from well-defined concepts, illustrating how these concepts are interconnected (Lederman et al., 2015). It presents the relevant theories and notions pertinent to the research paper's subject, connecting to wider realms of knowledge under consideration (Motirei, 2020). Technology acceptance model and resource-based perspective theory will provide the theoretical groundwork for this study by grounding its variables in these frameworks..

#### **2.3.1 Technology Acceptance Model**

In 1986, Davis, a researcher at the University of Michigan who specializes in computer and information systems, created the TAM and modified it so that it could explain in more detail how people give their agreement to use technology. Among the most effective measurements of how customers agree to and utilize technology, TAM has its origins in the Reasoned Action (RA) theory of Davis (1986) and the theory of social psychology (Fishbein & Azjen,

1975). According to Davis et al. (1989), technology is more likely to be received and accepted if it is useful and easy to use. According to the concept, while determining whether and how to employ new technology, people would think about how beneficial and easy it is to use (David & Venkatesh, 2000). According to Davis (1989), a system's perceived utility is the degree to which its users feel it improves their work quality and output, while a system's perceived ease of use is the degree to which its users believe it would be free of effort to use. Beliefs impact attitudes, which in turn cause intents, which in turn cause action, according to the technological acceptance paradigm (Karahanna & Straub, 1999). Users will embrace technology if it can do their tasks quickly and effectively, according to the notion (Davila et al., 2003).

To better grasp the idea of perceived utility, the TAM has evolved into TAM2, a more sophisticated framework that incorporates aspects of social impact such as image, subjective norms, and voluntariness (Motirei, 2020). David and Venkatesh (2000) present three key propositions: firstly, an individual's belief in a system's capability to enhance their job performance is critical to their decision on whether to adopt the system; secondly, the user's perception of the technology being effortless to use significantly influences its acceptance; and, thirdly, technologies perceived as complicated or challenging to utilize are likely to see a slower uptake.

Given the relatively recent emergence of digital marketing globally (Desai and Vidyapeeth, 2019), this framework is apt for analyzing digital promotional methods as means to enhance marketing efficacy. While those with technological proficiency may find these strategies straightforward and user-friendly (Minama, 2016), TAM suggests that the choice to embrace a technology, in this instance digital promotional techniques, hinges on the user's view of its

practicality and simplicity (Davis & Venkatesh, 2000). Therefore, the convenience and simplicity of use were the deciding factors for Nairobi County's beauty and personal care businesses to switch from conventional to digital marketing (Minama, 2016; Davis & Venkatesh, 2000).

### **2.3.2 Resource-Based View Theory**

As per Kraaijenbrink et al. (2010), the theory known as the resource-based perspective emerged as an additional framework to the Industrial Organization perspective. Notable figures in this movement were Bain (1968) and Porter (1979, 1980, 1985). The Industrial Organizational perspective, which is based on the structure-conduct-performance paradigm, posits that the industry's structure, rather than the business itself, is the primary factor influencing corporate performance. To counter this, proponents of the Resource View Theory point to an organization's internal processes as potential drivers of strategic competitive advantage. According to Kraaijenbrink et al. (2010), the purpose of this study is to shed light on the reasons behind the noticeable performance disparities across companies operating in the same sector. Accordingly, this theory acknowledges that an organization's internal resources have a significant role in shaping its strategy and success (Barney & Clark, 2007). A company's ability to plan for and execute plans to increase its efficacy and efficiency stems from its internal organizational resources, which include all of the assets, competencies, organizational procedures, firm characteristics, data, and expertise that are within the company's control.

Despite acknowledging the importance of physical resources, the resource-based approach places primary emphasis on the intangible talents and organizational resources of a corporation (Alavi & Leidner, 2011). According to the thesis, a company may maintain a

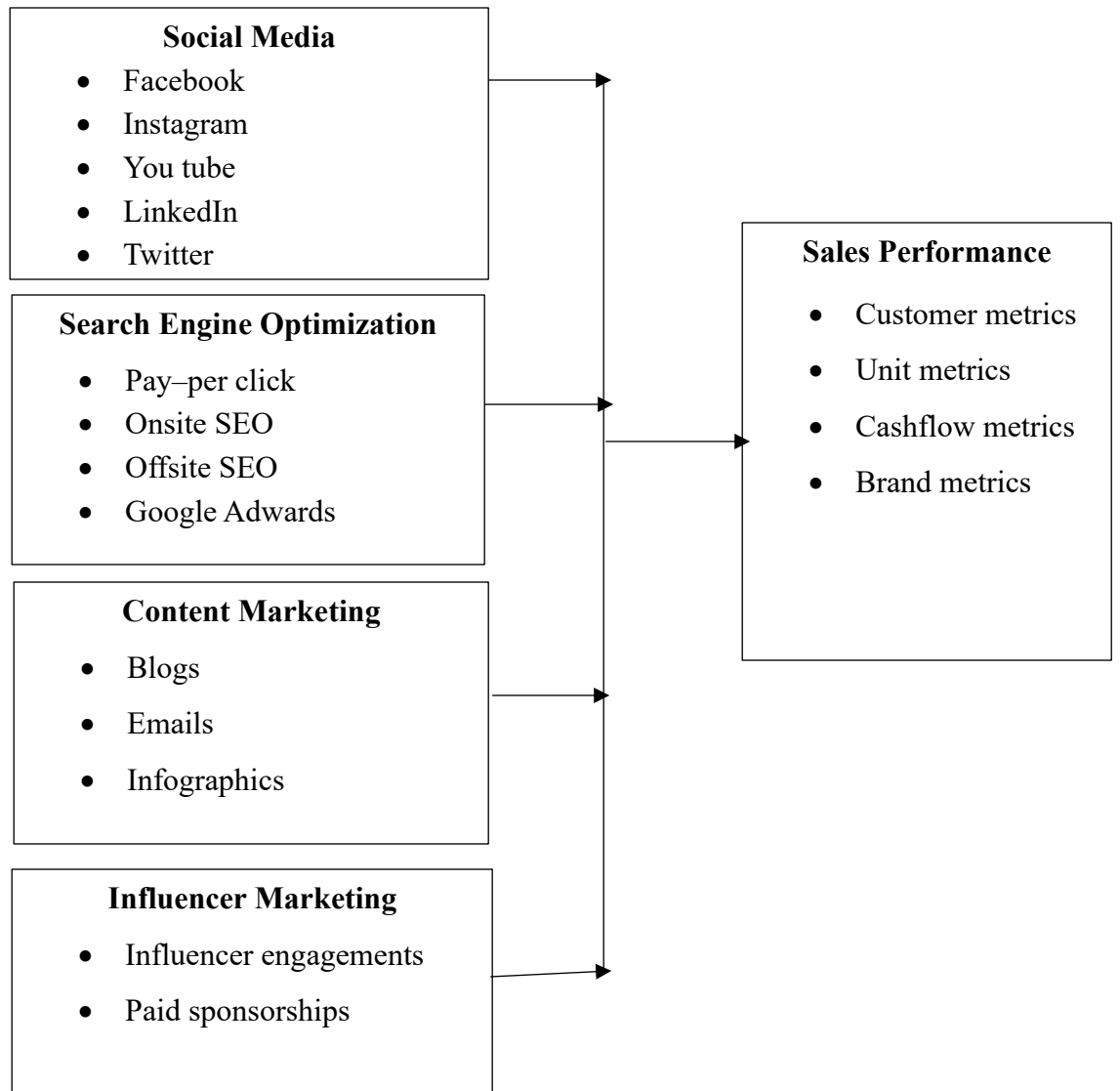
competitive edge over the long term by making use of unique, non-replaceable, tacit, and synergistic resources. Managers should thus take the time to catalog the organization's core beliefs, as well as its most important resources and performance drivers. According to Gama (2017), one of the most important things for modern marketing managers to do is to create and use a suitable set of performance metrics. This will help with comprehending the present state of affairs, providing direction for progress, and bolstering responsibility. Perception, comprehension, and insight are more important than just plugging statistics into tables and generating reports when it comes to measuring performance (Gama, 2017). These factors contribute to improved choices and outcomes. That is why the resource-based view paradigm provides thorough assessments of business processes. Organizations may find precise prescription metrics to weigh the effects of actions across all departments and functions, including those that affect sales success, with its help (Osato, 2020). To examine how digital promotional techniques impact the sales performance of personal care and beauty products enterprises in Nairobi County, this research will use the resource-based perspective theory.

#### **2.4 Conceptual framework**

The components of a research and the interplay between its independent and dependent variables may be graphically shown in a conceptual framework (Kothari, 2014). In this study, we will look at the relationship between sales success (the dependent variable) and various digital promoting tactics (the independent variables). According to Desai and Vidyapeeth (2019), a variety of digital advertising tactics are investigated, such as social media presence, SEO efforts, content marketing strategies, and influencer marketing. At the same time, as outlined by Kotler et al. (2022), sales success is assessed using a variety of lenses, including customer data, unit metrics, cash flow metrics, and brand metrics.

## Independent Variables

## Dependent Variables



Source: Researcher (2024)

## 2.5 Research Gaps

The following section outlined the knowledge, contextual and methodological gaps identified that the research intended to fulfill.

Table 1: Research Gaps

<b>Author</b>	<b>Title</b>	<b>Findings</b>	<b>Research Gaps</b>	<b>Focus of current study</b>
Wisdom, E. (2015)	The impact of e-marketing on business performance: A case study of the Midlands Meander Association members	Success of social media marketing was dependent on the content put out and the relationships built with the customer. Social media advertising increased sales, market share, customer engagement and customer satisfaction.	Focus was on one association in South Africa and used mixed methods research design.	The current study examines several Nairobi County and will use descriptive cross-sectional research design.
Kasimu, G. M. (2017)	Digital marketing strategies and marketing performance of top 100 small and medium enterprises (SMEs) in Kenya	Significant influence of digital marketing on the performance of SMEs.	Limited to the effect of digital marketing on the sales performance of top 100 SMEs in Kenya.	The current study examines Nairobi-based the personal care companies.
Ng'ang'a, C. M. (2015)	Effectiveness of digital marketing strategies on performance of commercial Banks in Kenya	Strong relationship between digital marketing and enhanced uptake of bank products by the consumer, lower costs, and working capital, increased revenue, increased market share, and accelerated cash flows.	Focus of the study was on organizational performance of commercial banks in Kenya.	The study will focus on sales performance of Nairobi County.

Njoroge, W. W. (2017)	The relationship between e-marketing strategies and brand performance of large bookstores in Nairobi County	Digital marketing strategies affected new customer acquisition leading to increased sales volumes, demand for products and profitability.	Restricted to the effect of e-marketing on brand performance.	The current study will focus on brand metrics and three additional measures of sales performance.
Mwarania, N. K. (2012)	Internet marketing adoption and the performance of tour operators in Nairobi, Kenya	The study concluded that using internet marketing could provide access to global consumer markets as well as growing the market share.	Operationalized variables as online video and email advertising.	Operationalized variables will be social media, search engine optimization and pay-per-click advertising, content marketing, influencer marketing and mobile marketing.
Chepkwony, C. (2012)	Influence of E-business strategies on the performance of insurance companies in Nairobi County Kenya	Insurance firms in Nairobi Kenya, need for to collaborate with digital services providers to enable them store and market their products and services in the digital space.	The research was focused on the influence of e- business strategies such as IT platform functionalities, mobile phone technology, advertisements and automated risk analysis.	The study will be focused on digital as it relates to sales performance measurement in the form of customer metrics, unit metrics, cash flow metrics and brand metrics.

Mochoge, J. (2020).	Digital marketing strategies and consumer purchase decision of online stores within Nairobi City County	The study concluded that digital marketing strategies had a positive influence on purchase decision from online stores within Nairobi County.	The research was focused on consumer purchase decision of online stores.	The present research seeks to use Kotler's three metric pathways, of which customer metrics is one, to study the influence of digital marketing on the sales performance
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Source: Researcher (2024)



## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This section describes the methods used to collect and analyze data that is relevant to the research issue. It explores the underlying research philosophy, the framework of the study, the targeted population, details on how the sample will be chosen and its size, along with the tools employed for data collection. Additionally, this part addresses the ethical guidelines that will be adhered to throughout the research period.

#### **3.2 Research Design**

The researcher gathers, measures, and analyzes data in accordance with their study subject according to a research design, which is a strategic plan (Bougie, 2010). Research design is defined by Blumberg et al. (2014) as the researcher's approach and structure for answering research questions. Research design is described by Babbie (2010) as an organized strategy that tailors data collection, analysis, and use to achieve outcomes.

The researcher used a variety of surveys and fact-finding inquiries to explain the present condition of affairs using a descriptive cross-sectional survey design (Kothari, 2004). In a descriptive cross-sectional study, researchers gather information from a large number of people all at once and keep an eye on variables without changing anything (Thomas, 2020). If you want to know what's going on in a certain group without trying to pin down a cause-and-effect relationship, a descriptive survey is the way to go (Cherry, 2022). In order to illustrate the features of the studied population and collect statistical data for analysis, questionnaires are sent to people in a descriptive survey (Onyango, 2021). Several researchers, such as Adede (2017), Wafula (2022), and Cox (2012), use a descriptive cross-sectional survey design for comparable investigations.

### **3.4 Target Population**

Research populations include all the things that researchers are interested in learning more about (Cooper & Schindler, 2008). According to Kothari (2004), in a research setting, the population is defined as all things, people, or entities that are pertinent to the study. This aggregate, according to Kothari (2004), may include a variety of entities such as individuals, groups, organizations, documents, campaigns, and events, which collectively constitute the study's population. Furthermore, Motirei (2020) highlights the importance of considering both the accessibility of the population and the feasibility of data collection techniques in selecting an appropriate target population for the study, alongside the extent of the study subject's effects on the selected population.

The particular population for this study included the top management employees of 41 companies based in Nairobi that are involved in the production of beauty and personal care products, as identified in the Kenya Association of Manufacturers Members Report for the years 2022-2023. This study focused on Nairobi County due to its central role as both the logistical and managerial hub for the chosen beauty and personal care products companies.

### **3.5 Sampling Techniques**

The mathematical basis for determining the likelihood of selecting a certain subset of a bigger population is known as a sampling approach (Mohadjer et al., 2018). When doing research, it is frequently necessary to pick a subset of the population to examine due to practical or technological constraints that prevent include the whole population in the analysis (Cooper & Schindler, 2003). Meyer and Mayrhofer (2022) emphasize the importance of selecting a sample size that is both manageable and appropriate for the expected confidence intervals of the research outcomes.

According to Everitt and Skrondal (2010), there are mainly two kinds of sampling techniques: probability sampling and non-probability sampling. One advantage of probability sampling is that it allows researchers to predict which participants will be included in the study; in contrast, non-probability sampling does not do this (Everitt & Skrondal, 2010). In addition, wisniowski (2020) notes that non-probability sampling relies on the researcher's subjective decision-making process, in contrast to probability sampling which uses a random selection strategy.

One non-probability sampling strategy that was used in this investigation is the purposive sampling method. According to Meyer and Mayrhofer (2022), researchers may use purposeful sampling to choose study participants based on their own expert opinions on who would provide the most useful data for the research. In this method, we choose people based on how well they fit the profile of the target audience and how well they can help us achieve our research goals. To ensure that the sample is well-informed and relevant to the study's objectives, the study followed the guidelines provided by Ragab and Arisha (2018) and used purposive sampling to choose respondents from Nairobi County's beauty and personal care businesses.

### **3.6 Sample Size**

Managers in charge of sales, marketing, manufacturing, distribution, and finance were the primary focus of the research since, by definition, their mission provides them access to vital pertinent data. Therefore, they were competent to provide commentary on the effect of digital marketing techniques on the sales results of their respective businesses (Osato, 2020). Using a census method, the researcher surveyed 41 organizations in the personal care and beauty industry, with four senior managers from each company serving as projected respondents (a grand total of 164 respondents)..

### **3.7 Construction of research instruments**

In this research, structured questionnaires were utilized as the primary tool for gathering quantitative data from a sample of 164 participants. These questionnaires were highly regarded for their efficiency in data collection when they are meticulously designed and implemented, allowing for the subsequent analysis through both descriptive and inferential statistical methods (Hennink, Hutter, & Bailey, 2020). Tracy (2024) highlight that employing surveys for the collection of primary data acts as an effective method to prompt information retrieval from participants, thus ensuring the gathered data directly addresses the research inquiries.

In order to assess different aspects of the variables under investigation, the questionnaire is designed to include closed-ended questions with a 5-point Likert scale. It was divided into three parts: the first was to collect the respondents' demographic information; the second was to examine questions on digital marketing tactics; and the third was to examine sales success measures.

### **3.8 Validity and Reliability Tests**

The validity and reliability tests that were used in the investigation are presented in this section.

#### **3.8.1 Validity Test**

The extent to which an instrument measures what it is supposed to measure is known as its validity (Golafshani, 2003). The capacity and willingness of respondents to provide the necessary information determines the validity of the instruments (Bougie, 2010). Both concept and content validity are included in the research study (Golafshani, 2003). Construct validity is the ability of the research instrument to derive study variables from sound theoretical models and adequate related literature, whereas content validity is the ability of the research instrument to provide adequate results with characteristics to be

measured (Slack & Draugalis, 2001) (Onyango, 2021). In order to verify content validity, the supervisor and other experts from Mount Kenya University reviewed the questionnaire to make sure it is formatted, relevant, reliable, and has the right information.

A sample of 10% of respondents from related FMCG manufacturing companies who worked in marketing, production, distribution, and finance was enlisted to help validate the research instrument in order to establish construct validity and ensure that all variables were included (Motirei, 2020). The effectiveness and flow of the surveys' questions, as well as their phrasing, structure, and order, were improved throughout testing (Bowden et al., 2002). In order to enhance validity, the research instruments were revised and modified as needed with the help of the content and construct validity tests. The final research instrument was then assessed after this cross-checking (Motirei, 2020).

### **3.8.2 Reliability Test**

The degree to which a research instrument produces consistent results after many administrations is known as reliability (Saunders et al., 2019). It concerns the constancy of the measure (Heale & Twycross, 2015). Cronbach's alpha, often referred to as coefficient alpha, was first used by Lee Cronbach in 1951 as a measure of scale reliability. It evaluates internal consistency, or how closely related items are inside a set (Cronbach, 1951). Cronbach's alpha ranges from 0 to 1, where 1 denotes total dependability and 0 denotes no reliability (Cronbach, 1951). According to Cooper and Schindler (2006), Cronbach's alpha coefficient values between 0.7 and 0.9 are considered appropriate for verifying the consistency of the study instrument.

### **3.9 Data Collection Methods**

The study will use a drop-off and pick-up approach for questionnaire distribution and collection. After obtaining research approval from the National Commission for Science,

Technology and Innovation (NACOSTI), research assistants will be recruited, trained, and assigned to assist. Since the study will rely on self-administered questionnaires, the lead researcher and assistants will introduce themselves and the purpose of the study in the selected companies. They will then randomly distribute questionnaires to selected respondents with instructions for self-completion. Verbal assurances of anonymity and confidentiality will be provided to promote participation and minimize errors or bias. Completed questionnaires will later be retrieved for coding and data entry into Statistical The strategy of self-administration for these questionnaires is chosen to enhance the ease of data collection, supported by an explanatory note on the goals of the study and the assurance of data privacy. Additionally, the deployment of trained assistants in the data collection process will aim at enhancing the rate of participant response.

### **3.10 Proposed data analysis techniques**

Because of its adaptability, the SPSS software, version 27, will be used for analysis when data collection is complete, after questionnaires have been reviewed for mistakes (Cronk, 2017). Data coding follows cleaning; this involves sorting answers into numerical categories and then presenting them as percentages, means, standard deviations, or frequencies (Morgan et al., 2004). The purpose of this study is to analyze the relationship between digital promotional strategies and the sales performance of beauty and personal care companies in Nairobi County. To do this, we will use descriptive and inferential statistics, such as frequency tables, mean, and standard deviation. The data will be presented using tables (Cronk, 2017).

According to Motirei (2020), the researcher examined the correlation between sales performance and other forms of marketing such as social media marketing, SEO, content marketing, and influencer marketing via the use of multiple regression analysis. According to Sykes (1993), regression is a powerful tool for determining which

independent factors have the most impact on a dependent variable and for estimating the coefficients of the linear model that best predicts the dependent variable's value. Also, using the multiple regression model provided by, we can see the direction and intensity of the association between two variables using correlation analysis.

$$Y = \text{constan} + \beta X_1 + \beta X_2 + \beta X_3 + \beta X_4 + \varepsilon$$

Where:

Y = Sales Performance,

$\beta_1, \beta_2, \beta_3, \beta_4$  are the standardized coefficients of: Social Media Platforms (X1)

Search Engine Optimisation (X2) Content Marketing (X3) Influencer Marketing (X4)

### **3.11 Ethical Consideration**

During the course of the research, this study adhered to all ethical standards. Prior to commencing this study, the researcher ensured that permission and approval were requested and obtained from the Ethics Review Office at Mount Kenya University. Both the Directorate of Postgraduate Studies at Mount Kenya University and NACOSTI granted permission for the research to be conducted, and both entities provided an introduction letter.

The researcher contacted possible participants by phone or email to ask for their consent to participate in the study before distributing the surveys. They provided a rundown on the study's goals and an overview of the questionnaire. The relevant FMCG manufacturers' management authorities were also contacted for written authorization.

The researcher enlisted the help of three research assistants to improve the data acquired via investigator triangulation. To aid with data collection, these assistants received extensive training on proper protocols and ethical issues. Each respondent had the autonomy to decide for themselves whether or not to take part in the research.

By taking precautions to protect respondents' privacy and obtaining their agreement in advance, the researcher ensured that the data obtained would only be used for academic purposes. The research was also guided by other ethical issues, such as research participants' desire to participate, informed consent, confidentiality, information protection guarantees, and privacy.



## CHAPTER FOUR

### RESEARCH FINDINGS AND DISCUSSIONS

#### 4.1 Introduction

With respect to the study's aims, this section details the outcomes and conclusions. Results were classified according to the following: background data, descriptive results, diagnostic tests, and inferential results; response rate; and descriptive results.

#### 4.2 Response Rate

The research surveyed 164 executives from 41 Nairobi-based companies that make cosmetics and personal care items. These executives oversaw marketing, sales, manufacturing, distribution, and finance. In all, 164 surveys were distributed. Despite this, 123 people filled out the survey. The 75% response rate was sufficient since it reflected the target population. According to Cooper and Schindler (2014), in order to do statistical analysis and draw conclusions, a response degree of 70% is required. The information is presented in Table 2.

Table 2: Response Rate

Category	Frequency	Percent
Returned questionnaire	123	75
Not returned questionnaires	41	25
<b>Total</b>	<b>164</b>	<b>100</b>

Source: Researcher (2024)

#### 4.3 Background Information

The investigation analyzed demographic data from the research participants, including their gender, age distribution, level of education, and duration of employment.

### 4.3.1 Gender versus Age of Respondents

Finding out how respondents' ages related to their gender was the primary goal of the study. Table 3 displays the findings.

Table 3: Gender versus Age of Respondents

Gender	Total	20-30yrs	31-40 yrs	41- 50 yrs	51 -60 yrs	61yrs and above
Male	37(30%)	5 (24%)	17 (33%)	5 (22%)	10(38%)	0 (0%)
Female	86(70%)	16 (76%)	35 (123 %)	18 (78%)	16(62%)	1 (100%)
<b>Total</b>	<b>123</b>	<b>21</b>	<b>52</b>	<b>23</b>	<b>26</b>	<b>1</b>

Source: Researcher (2024)

Of the 52 people who filled out the survey, most were in the 31–40 age bracket. Of these people, 33% identified as men and 123% as women. There were 26 responders in the 51–60 age bracket (62% female and 38% male), making up the second biggest group.

In the other age groupings, 78% of the people were female and 22% were male. Similarly, in the 20–30 age bracket, 76% of the people were female and 24% were male. One response was a woman, and she was 60 years old or older. Overall, there was a gender imbalance among Nairobi-based makers of beauty and personal care, with 86 females and 37 men responding. Seventy percent of those in managerial positions in the fields of sales, marketing, manufacturing, distribution, and finance are women.

Furthermore, the majority of responders were seasoned professionals in their thirties and forties, indicating that these key function managers are in a prime position to comprehend how digital promoting techniques affect sales performance.

### 4.3.2 Level of Education

The results of the research are shown in Table 4:

Table 4: Education vs. Gender of Respondents

What is your highest level of education?	Male	Female	Total
	N=37	N=86	N=123
Undergraduate degree	16(43%)	60(70%)	76(62%)
Master's degree	21(57%)	26(30%)	47(38%)

Source: Researcher (2024)

Among those who participated in the survey, 62% have a bachelor's degree or above. This indicates that the top management team of Nairobi-based beauty and personal care FMCG companies has a higher level of education. They oversee marketing, sales, finance, manufacturing, and distribution. Their superior knowledge of the effects of digital advertising on sales performance is likely due to their advanced degree.

#### 4.3.3 Length of Work vs. Department

Using data on years of service, the study also aimed to identify which divisions had the company's longest-tenured workers. Table 5 displays the findings:

Table 5: Length of Work vs. Department

	How long have you been working at this institution?					
	Total	Less than a year	1-5 years	6-10 years	11-15 years	15-20 years
Department	N=123 (100%)	N=15 (12%)	N=69 (56%)	N=23 (19%)	N=10 (8%)	N=6 (5%)
Marketing and Sales	114 (93%)	15 (100%)	66 (96%)	19 (83%)	9 (90%)	5 (83%)
Finance	23 (19%)	1 (7%)	4 (6%)	11 (48%)	4 (40%)	3 (50%)

Source: Researcher (2024)

Table 5 displays the results showing that 56 percent of the respondents had been with the organization for one to five years. But just 5% had been there for 16–20 years, while 19% had been there for 6–10 years, 12% for 1–2 years, and 8% for 11–15 years.

Significantly, the majority of respondents (93%), followed by those with 48% of experience in manufacturing and distribution and 19% in finance, had extensive experience working in marketing and sales throughout their careers. There may only have been 123 responses, but the overall proportion of departments represented is 160%. This sum does not represent a data analysis mistake but rather the range of business sizes covered by the research. Some respondents had duties in more than one area since managerial jobs in smaller FMCG enterprises sometimes overlap. The study is improved by the respondents' diverse backgrounds; individuals with expertise in different departments are better able to appreciate the effects of digital promotional methods on sales performance.

According to the results, every department was adequately covered. There were also respondents with 10 years or more of experience across all departments, and half of the respondents had worked for the organization for more than five years overall. This provides further evidence that the respondents were well-selected and knowledgeable enough to provide useful answers to the study questions.

#### **4.4 Descriptive Statistics**

The research used descriptive statistics, such as the mean and standard deviation, in this section. We used Aggesti's (2009) criteria for evaluating means: weak (1.00 to 2.49), strong (3.50 to 4.49), and very strong (4.50 to 5.00). Data was considered homogeneous if the standard deviation was more than 0.5 and heterogeneous if it was less than 0.5. Outcomes from the sample could vary when there is heterogeneity in the research. According to Lorenc et al. (2016), the research sample demonstrates a high level of

variety. Conversely, according to Lorenc et al. (2016), when data is homogenous, it indicates that respondents understood the topic similarly and provided comparable answers.

#### 4.4.1 Social Media Marketing and Sales Performance

Researchers in Nairobi County, Kenya set out to measure the effect of social media marketing on the revenue of businesses selling cosmetics and personal care items. The findings are shown in Table 6.

Table 6: Social Media Marketing and Sales Performance

Statements	N	Min	Max	Mean	Std. Deviation
The use of social media marketing has enhanced consumer involvement and devotion.	123	1.00	5.00	4.02	1.07
Sales have gone up, and more leads have been generated, all because of social media marketing.	123	1.00	5.00	4.22	0.47
When compared to other marketing tactics, social media marketing is more cost-effective.	123	1.00	5.00	4.34	0.85
Advertising on social media platforms has opened doors to previously inaccessible consumer bases.	123	1.00	5.00	4.42	0.68
Brand knowledge and familiarity have grown as a result of social media marketing.	123	1.00	5.00	4.43	0.64
Valid N (listwise)	123				
Overall Scores				4.29	0.47

Source: Researcher (2024)

Table 6 displays the study's results, which reveal that the majority of respondents agreed with the assertions about the relationship between social media marketing and sales

success. At 4.43 and 4.42 points, respectively, the phrases "Social media marketing has enabled access to new markets and customers" and "Social media marketing has led to increased brand recognition and awareness" stood out as the most highly rated. "Social media marketing has led to increased sales and lead generation" (mean value of 4.22) and "Social media marketing is a more cost-effective platform for marketing compared to other strategies" (mean value of 4.34) were also agreed upon by respondents, but with lower mean scores. "Social media marketing has increased customer engagement and loyalty" had the lowest mean score, with a value of 4.02. With an average score of 4.29, it is clear that marketing, sales, production, distribution, and finance managers at FMCG manufacturers based in Nairobi, especially those in the beauty and personal care sectors, are firm believers that social media marketing has a positive effect on sales performance. Findings from this research are in agreement with those from Cox (2012), who found that content production and customer interactions were the two most important factors in the effectiveness of social media marketing. Advertising on social media platforms increased brand awareness, sales, engagement, and happiness, according to research by Cox (2012). This study's findings are in line with those of a 2015 Thai study by Jhundra-indra and Chanthinok that looked at how social media marketing affected the sales performance of 298 e-commerce companies. The researchers found that SMM helped e-commerce companies improve their sales performance by making them more responsive to market demands, more aware of the importance of product diversity in presentation, and more capable of learning about their competitors proactively.

Research like this lends credence to Musoka's (2017) claims that a company's social media brand strategy might influence its sales performance in the telecom industry. According to Musoka (2017), the majority of respondents said that social media platforms like Twitter and YouTube might be used for customer relationship management

purposes, leading to an improvement in sales performance for enterprises. This study contradicts the results of Mose (2021), who found a favorable and statistically significant correlation between beauty salons' organizational success and their social media use. While this study found a favorable correlation between social media marketing and sales performance, it failed to reach statistical significance at the 5% level.

#### 4.4.2 Search Engine Optimization and Sales Performance

The study's secondary objective was to determine how SEO affected the revenue generation of Nairobi County's cosmetics and personal care businesses. In Table 7 you can see the outcomes.

Table 7: Search Engine Optimization and Sales Performance

	N	Min	Max	Mean	Std. Deviation
Thanks to SEO, our website has seen a boost in the number of unique visits.	123	1.00	5.00	3.40	0.90
Thanks to SEO, our ad clickthrough rate has gone up.	123	1.00	5.00	3.72	0.80
SEO has opened doors to previously inaccessible markets and consumers.	123	1.00	5.00	3.123	0.87
Search engine optimization is effective and yields a good ROI.	123	1.00	5.00	3.40	1.09
Thanks to SEO, our sales have skyrocketed.	123	1.00	5.00	3.22	1.01
Valid N (listwise)	123				
Overall score				3.48	0.58

Source: Researcher (2024)

With an overall average score of 3.48, respondents generally felt indifferent about the assertions regarding the effect of SEO on sales success, according to the study's results (Table 7). With a mean score of 3.22, the statement "SEO has increased our sales

volumes" was the least agreed with by the respondents. In contrast, "SEO has enabled access to new markets and customers" (mean score: 3.123) and "SEO has increased the number of clicks on our adverts" (mean score: 3.72) were the two statements with the highest average values.

The mean score for both "SEO has increased the number of unique visitors to our website" and "SEO has a positive return on investment and is efficient" was 3.40. On the other hand, the second statement had a standard deviation of 1.01 while the first one had a standard deviation of 0.90. This indicates that the statement about the ROI of SEO was more widely answered than the one concerning the number of unique visits to a website. With a mean score of 3.48 for the SEO statistic, it's safe to say that SEO has a positive effect on the sales performance of the personal care & beauty enterprises in Nairobi County.

Competing with this research is one conducted in Hong Kong in 2006 by Chu, which looked at how well pay-per-click ads performed on a site targeted at teenagers. While previous research in Hong Kong found that sales performance variability was related to factors other than gender differences in perception, the current study found the opposite to be true. Engaging in interactive games and providing incentives to click on advertising banners. The research also found that variables such as local culture, seasonality, and a "media-rich" design were responsible for the variation in sales performance. In contrast to Chu's (2006) analysis, which treated SEO as an independent variable, the current study viewed SEO's impact as an independent variable, even though SEO only accounts for 20% of digital promoting tactics.

#### 4.4.3 Content Marketing and Sales Performance

This research aimed to examine the effect of content marketing on the revenue generation of Nairobi County's cosmetics and personal care businesses. The outcomes are shown in Table 8.

Table 8: Content Marketing and Sales Performance

	N	Min	Max	Mean	Std. Deviation
Customers now see us as more valuable and competitive thanks to content marketing.	123	1.00	5.00	3.123	0.86
Retaining and delighting customers is a breeze with content marketing.	123	1.00	5.00	3.56	0.94
Sales go up when content marketing promotions are run.	123	1.00	5.00	3.63	0.83
Both new and old goods have seen a rise in interest thanks to content marketing.	123	1.00	5.00	3.47	0.89
Profit margins rose as a result of marketing spending on content marketing.	123	1.00	5.00	3.28	1.01
Valid N (listwise)	123				
Overall score				3.52	0.59

Source: Researcher (2023)

In Table 8, we can see how the beauty and personal care enterprises in Nairobi County were able to boost their sales via content marketing. With an average score of 3.52, we can infer that most people feel ambivalent about content marketing's impact on revenue generation. With a mean score of 3.63, the statement "Content marketing has created a perception of value and competitive advantage for our customers" was ranked best, while "Promotions conducted through content marketing result in an increase in sales" came in

second, with a mean score of 3.56. An average score of 3.56 was given to the claim that "Content marketing helps with customer retention and loyalty," while the average score for the claim that "Content marketing has led to an increased interest in new and existing products" was 3.47. With scores close to the mean of 3.52, it seems that most respondents were ambivalent about the claims made about the impact of content marketing on revenue generation.

"Marketing expenditures on content marketing led to an increase in profit margins" had the widest range of replies and the lowest mean score, showing that respondents had various viewpoints. With a mean score of 3.52, it's safe to say that content marketing does a good job of boosting sales for the personal care & beauty products firms in Nairobi.

The outcomes of three studies conducted in the field of education vary from the present study findings. In contrast to the current study, Andaç and Karkar (2016) used business administration students from Turkey's Suleyman Demirel University as a performance measure to investigate how content marketing affected customer satisfaction. Accurate and trustworthy content marketing was associated with higher levels of student happiness, loyalty, and satisfaction overall, according to the research. Both the Turkish and Finnish studies corroborate one another; for example, Hartemo (2016) investigated the impact of email marketing on the agency of academic journal readers in Finland. According to the study, email marketing—a kind of content marketing—is a significant indication of sales performance because it enables active, dynamic, and customized contact, which is perfect for an empowered academic reader. Last but not least, these global results from Finland and Turkey were in agreement with local research conducted in Kisumu. Halima (2021) examined the impact of email marketing on purchase choices as a sales performance metric among students at the University of Nairobi, Kisumu

Campus. In order to promote product purchases, shape consumer attitudes, and ultimately influence consumer buy choices, the research found that email marketing was the most important predictor of purchase decisions, surpassing social media marketing. The findings from this three research suggest that different industries may experience different levels of content marketing's impact on sales success.

#### 4.4.4 Influencer Marketing and Sales Performance

The purpose of the research was to determine if and to what extent influencer marketing in Nairobi County affected the sales performance of personal care and cosmetics enterprises. The study's descriptive results are shown in Table 9.

Table 9: Influencer Marketing and Sales Performance

	N	Min	Max	Mean	Std. Deviation
Thanks to influencer marketing, more people are aware of the product, try it out, and then buy it again.	123	1.00	1.00	4.33	0.81
The marketing cost per unit sold has been significantly reduced thanks to influencer marketing.	123	1.00	5.00	4.16	0.84
Partnerships with influencers in marketing lead to more sales.	123	1.00	4.00	3.72	0.84
With the help of influencer marketing, new markets and consumers have become accessible.	123	1.00	5.00	4.09	0.86

Brand awareness and familiarity have both grown as a result of influencer marketing.	123	1.00	5.00	4.09	0.86
Valid N (listwise)	123				
<b>Mean score</b>				<b>4.08</b>	<b>0.47</b>

Source: Researcher (2024)

The data from Table 10 shows that out of all the claims on influencer marketing, one had the lowest mean score. People were indifferent on this statement, in contrast to the four others that got agreement. A boost in sales is the consequence of marketing done in conjunction with influencers, according to the statement with the lowest mean score of 3.72. The assertions that garnered the highest mean scores were: "influencer marketing has led to efficient marketing cost per unit sold" (4.16), and "influencer marketing has led to product awareness, trial and eventually repeat purchase" (4.33). "Influencer marketing has enabled access to new markets and customers" and "influencer marketing has led to an increased brand recognition and knowledge" both had identical standard deviations of 0.86 and means of 4.09. It is reasonable to assume that influencer marketing has a favorable effect on sales performance overall, because the variable has an average mean of 4.08. This study's findings corroborate those of Ghanaian research (Gbedawo, 2021) that investigated how small companies may leverage social media influencers to attract young customers. Research shows that influencer marketing helps small firms get more exposure and more followers, but it can't account for sales performance variability on its own. The results showed that sales performance was not the only aspect impacted by social media influencer campaigns; brand fit, price, trustworthiness, authenticity, and engagement all played a role. Similarly, Wafula (2022) evaluated the efficacy of social media influencers and conventional media in promoting marketing campaigns across

Kenyan regions. Although more people in Kenya have access to the internet now, making it easier for brands to contact them via social media influencers, the survey found that conventional media marketing is still more credible. According to the current study, influencer marketing is not the only factor that accounts for the variation in sales performance among the personal care and beauty enterprises in Nairobi County.

#### 4.4.5 Sales Performance

The sales performance of personal care and beauty products enterprises in Nairobi County, Kenya, served as the dependent variable in this study. Table 11 displays the results:

Table 11: Sales Performance

	N	Mean	Standard Deviation
<b>Customer Metrics</b>			
Your product's consumer base has expanded thanks to digital marketing tactics.	123	3.84	0.91
Customers are now more likely to go from product knowledge to trial and buy thanks to digital advertising tactics.	123	4.04	0.76
Thanks in part to your digital marketing campaigns, consumers now believe that your items are superior to the competition.	123	3.80	0.82
<b>Overall Scores:</b>		<b>3.89</b>	<b>0.63</b>
<b>Sales Turnover Metrics</b>			
Turnover in sales has gone up thanks to digital marketing.	123	3.85	0.87

The marketing cost per unit sold has been reduced thanks to digital advertising tactics.	123	3.98	1.09
Online shopping has emerged as a new distribution channel as a result of digital marketing tactics.	123	3.37	1.24
<b>Overall Scores:</b>		<b>3.73</b>	<b>0.63</b>
<b>Cash Flow Metrics</b>			
Profit margins have increased as a consequence of digital promoting methods.	123	3.57	0.83
Improving company cash flows is a short-term and immediate effect of digital advertising techniques.	123	3.76	0.78
There are well-defined metrics for digital promotional tactics' return on investment (ROI), which measures the predicted revenues from a particular marketing expenditure.	123	3.69	0.97
<b>Overall Scores:</b>		<b>3.123</b>	<b>0.59</b>
<b>Brand Metrics</b>			
Through the use of positive brand feeling, digital promotional methods have built brand equity for your items.	123	4.15	0.79
Category choice and brand memory have been influenced by digital advertising tactics.	123	4.20	0.80
Your companies' visibility has grown thanks to digital marketing.	123	4.11	0.94
<b>Overall Scores:</b>		<b>4.15</b>	<b>0.59</b>
<b>Marketing Performance metric (Overall Scores)</b>	<b>123</b>	<b>3.86</b>	<b>0.45</b>

Source: Researcher (2024)

In Table 11, we can see that the assertions about the impact of digital advertising techniques on the sales performance of personal care and beauty enterprises in Nairobi County had an average score of 3.86. This means that most people who took the poll agreed with the remarks made. The assertions pertaining to brand metrics received the highest mean score of 4.15 out of all the components of sales success. This data reveals that the most effective digital marketing campaigns were those that improved brand awareness and influenced consumer opinion. As a result, these tactics affected the brand's financial health as well as the customer's perception of its health. Statements on customer metrics had the second-highest mean score of 3.89. This suggests that respondents believed digital marketing does a good job of converting leads by taking them through the stages of the sales funnel: awareness, preference, trial, and repeat purchases. Respondents agreed that digital promotional methods helped boost sales performance by boosting sales turnover, decreasing marketing expenses per unit sold, and opening up new distribution channels via e-commerce, as seen by the mean score of 3.73 for statements pertaining to unit metrics. On the other hand, customer metrics (3.89), brand metrics (4.15), and unit metrics (3.73) all had higher mean scores. This indicates that respondents thought digital promotional methods had a bigger impact on customer and brand metrics than unit metrics when it came to sales success. With a mean score of 3.123, cash flow metrics were the sales performance indicator with the lowest average. This suggests that when asked how they felt about the effect of digital advertising tactics on cash flow, the majority of respondents were agnostic. This suggests that digital promotional tactics did not significantly impact the effectiveness of the return on investment (ROI) for programs and campaigns in the near run.

#### **4.5 Inferential Statistics**

The purpose of this research was to determine whether or not beauty and personal care businesses in Nairobi County were able to increase their sales via the use of digital advertising tactics. Table displays the results of a correlation analysis that was conducted to ascertain the nature and degree of the relationship between the research variables. Prevalence, linkages, and event forecasting based on existing data and expertise may all be better understood using correlation analysis (Curtis et al., 2016).

#### 4.5.1 Correlation Analysis

One popular metric for assessing the degree of linear connection between two sets of scores is the correlation coefficient. For the purpose of this research, the linear relationship between the two continuous variables was assessed using Pearson's correlation coefficient. The dependent and independent variables were found to most likely follow a normal distribution, with only slight deviations from the normality assumption, according to preliminary normality testing. As a result, this situation calls for Pearson's correlation. Table 12 displays the results of a correlation study that was conducted to ascertain the nature and degree of the relationship between the independent and dependent variables.

Table 12: Correlation of Independent and Dependent Variables

		Social media	Search Engine Optimizatio n	Content Marketin g	Influencer Marketin g	Sales Performanc e
Social media	Pearson Correlatio n Sig. (2- tailed) N	1				123

Search engine optimization	Pearson Correlation	0.090	1			
	Sig. (2-tailed)	0.000				
	N	123	123			
Content marketing	Pearson Correlation	0.579**	0.099	1		
	Sig. (2-tailed)	0.000	0.003			
	N	123	123	123		
Influencer marketing	Pearson Correlation	0.275*	0.094	0.449**	1	
	Sig. (2-tailed)	0.004	0.001	0.000		
	N	123	123	123	123	
Sales performance	Pearson Correlation	0.603*	0.179**	0.580**	0.721**	1
	Sig. (2-tailed)	0.002	0.000	0.001	0.000	
	N	123	123	123	123	123

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

\* . Correlation is significant at the 0.05 level (2-tailed).

Source: Researcher (2024)

At the 1% significance level, the correlation coefficient between social media marketing and sales performance was 0.603 (Table 12), indicating that respondents who gave social media marketing high ratings on the Likert scale were also likely to give statements about sales performance high ratings. When it comes to digital promotional strategies, SEO does not have a substantial impact on sales performance (correlation coefficient: 0.175), which is the poorest positive connection. With a significant positive correlation value of

0.721 and significance at the 10% level, the correlation analysis demonstrates that respondents ranked influencer marketing highly on the Likert scale. A significant positive correlation value of 0.580 at the 10% significance level shows that respondents ranked search content marketing highly on the Likert scale. This is worth mentioning as well.

#### 4.6 Regression Analysis

Social media marketing, content marketing, SEO, and influencer marketing were the independent factors in this research. Sales Performance was the dependent variable that was examined in the regression model. In order to find out how the different independent variables (predictors) affected the sales performance; a multiple regression analysis was used. A model equation for the overall multiple regression analysis and regression equations for each aim were derived using the basic regression findings shown in the following tables. Due to the fact that the error term in each linear regression is reliant on the values of the dependent (Y) and independent (X) variables, their values were unknown throughout the fitted regression.

So, the equation that came out of the fitted regression comprised the constant and the standardized regression coefficient values, but the error term was left unspecified. Why? Because if every mistake were averaged out, the total would be zero. In a similar vein, the established error term was absent from the resultant multiple regression equation, which also included constant and normalized regression coefficient values. Here are the main points of the study:

Table 13: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.569 <sup>a</sup>	0.324	0.280	0.43269

- a. Predictors: (Constant), social media, Search engine optimization, Content marketing, Influencer marketing

The dependent variable (sales success) and the independent variable (digital advertising tactics) are directly correlated, as Table 13 demonstrates. With a R value of 0.569, the findings show a limited relationship between sales success and digital promoting techniques. According to the value of R square = 0.324, the four predictors under investigation account for 32.4% of the variation in the sales performance of the personal care and beauty businesses in Nairobi County. Only 28.0% of the variance in the sales performance of the beauty and personal care enterprises in Nairobi County can be ascribed to the independent variables under investigation, according to the modified R square of 0.280.

Table 14: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.556	4	1.389	7.420	.000 <sup>b</sup>
	Residual	11.608	118	0.187		
	Total	17.164	122			

a. Dependent Variable: Sales performance

b. Predictors: (Constant), social media, Search engine optimization, Content marketing, Influencer marketing

The regression model's relevance was examined via the use of ANOVA.  $F=7.420$  and  $p=0.000$ , both of which are less than 0.05, were the outcomes. In light of this, we can conclude that the model accurately predicts the impact of digital advertising methods on the sales performance of personal care and beauty enterprises in Nairobi County. The variables in the equation are necessary as the model is significant at a 95% confidence level, given that  $p < 0.05$ . Since this is the case, we may infer from the regression model how digital promoting techniques would affect sales results..

Table 15: Coefficients

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
1 (Constant)	1.904	0.462		4.118	0.000
Social Media Marketing	0.511	0.060	0.402	3.547	0.001
Search Engine Optimization Marketing	0.104	0.056	0.009	0.073	0.942
Content Marketing,	0.297	0.071	0.521	4.204	0.000
Influencer Marketing	0.323	0.083	0.034	0.272	0.786

a. Dependent Variable: Sales performance

You can see the relative importance of the four digital advertising approaches in the table. Unstandardized coefficients were favored for computations and analysis by the researcher due to their intuitive nature and ease of interpretation (Siegel, 2016). Social media has a strong correlation with sales success, as seen in the table ( $\beta=0.511$ ,  $p=0.001$ ). After accounting for content marketing, SEO, influencer marketing, and search engine optimization, the sales performance increased by 51.1% to 0.511 units, after a one-unit gain in the social media marketing indicator. Furthermore, the study found that sales performance changes by 0.104 units for every one unit increase in the SEO marketing metric, by 0.297 units for every one unit increase in content marketing, and by 0.323 units for every one unit improvement in influencer marketing.

Therefore, the multiple regression model is given as below:

$$Y=1.904+0.511X_1+0.104X_2+0.297X_3+0.323X_4$$

Where;

X1 - Social Media Platforms

X2 - Search Engine Optimisation

X3 - Content Marketing

X4- Influencer Marketing

In line with this discovery, Kasimu (2017) looked at the impact of digital marketing strategies on the Sales Performance of the top 100 SMEs in Kenya that were listed in 2016. They found that digital promotional strategies positively impacted Sales Performance. Digital marketing methods have a substantial impact on SMEs' sales performance, according to the research. The report suggested that SMEs use digital marketing tactics include social media, SEO, display ads, websites, and blogs. To the same end, Ng'ang'a (2015) assessed the impact of digital marketing on the efficiency of all 43 of Kenya's commercial banks. Findings were consistent with those of Kasimu (2017), which indicated that digital marketing improved the performance of commercial banks. This was due to the fact that it increased revenue, decreased working capital, accelerated cash flows, decreased revenue volatility, increased web traffic, lowered fixed capital, and improved customer uptake of bank products.

## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Introduction

This section presents the study's results in accordance with the research variables and includes a summary, conclusions, and suggestions based on those findings. In addition, the report suggests further research on the subject to address the gaps that were not covered because of the study's limited scope.

#### 5.2 summary of the Findings

The research team in this study set out to determine how different digital marketing approaches affected the revenue generation of personal care and cosmetics businesses in Nairobi County. The data was analyzed using descriptive and inferential statistics after primary data was gathered using a structured questionnaire. What follows is a synopsis of the results;

##### 5.2.1 Social Media Marketing and Sales Performance

The purpose of this research was to analyze the effect of social media marketing on the revenue generation of personal care and cosmetics businesses in the county of Nairobi. The descriptive analysis revealed that, on average, the participants believed that social media marketing affected sales performance through raising brand awareness and recognition, opening doors to new markets and consumers, being a more cost-effective marketing platform than other strategies, generating more sales and leads, and strengthening relationships with existing customers. At the 5% level of significance, regression analysis revealed a link between 0.511 units of rise in Sales Performance ratings and a one unit increase in social media marketing ratings.

### **5.3.2 Search Engine Optimisation and Sales Performance**

The purpose of this research was to examine how SEO affected the revenue generation of Nairobi County's cosmetics and personal care businesses. Based on descriptive statistics, it appears that respondents had mixed feelings about claims made about SEO's impact on sales performance. These claims included claims that SEO boosted our sales volumes, boosted ad clickthrough rates, opened doors to new markets and customers, increased website traffic, and yielded a positive return on investment. The survey found that there was a gender gap in how people felt about SEO's efficiency and favorable return on investment claims; women were less enthusiastic about these claims than males. A statistically significant link was found between a one unit rise in the search engine optimization ratings and a 0.104 unit increase in the sales performance ratings, according to regression analysis conducted at the 5% level.

### **5.3.3 Content Marketing and Sales Performance**

This research looked at the personal care and cosmetics businesses in Nairobi County to see how content marketing affected their sales performance. Respondents' indifference was revealed by descriptive statistics when it came to claims regarding the impact of content marketing on sales performance. These claims included that content marketing had enhanced our customers' perception of value and competitive advantage, led to higher sales, aided in customer loyalty and retention, and stoked interest in both current and future products. The research also found that various firms' profit margins were affected differently by higher expenditures in content marketing. A one-unit rise in content marketing ratings was shown to be related with a 0.297-unit increase in sales performance ratings, according to regression analysis. However, this association was not deemed statistically significant at the 5% level..

#### **5.3.4 Influencer Marketing and Sales Performance**

In this study, researchers in Nairobi County looked at how beauty and personal care firms' sales were affected by influencer marketing. Results from the descriptive analysis showed that the following were agreed upon by the respondents: that influencer marketing increased brand recognition and knowledge; that it led to efficient marketing cost per unit sold; that it enabled access to new markets and customers; and that it increased product awareness, trial, and repeat purchase. An increase of one unit in the influencer marketing ratings was shown to be related with an increase of 0.323 unit in the sales performance ratings, according to regression analysis. However, this association was not deemed statistically significant at the 5% level.

#### **5.3 Conclusions of the study**

In sum, this study found that digital promotional strategies improved the performance of Nairobi County's beauty and personal care businesses and accounted for 32.4% of the variation in those businesses' sales performance.

The study's authors found that personal care and cosmetics businesses in Nairobi County had a considerable increase in sales after using a social media marketing strategy. It emphasized that social media is an inexpensive marketing tool that increases brand awareness, market penetration, consumer involvement, and loyalty. A statistically significant correlation between social media marketing and sales performance ratings (0.511 units for every unit increase in social media marketing efforts) was found in the regression analysis, highlighting the significance of social media marketing for sales growth in this industry.

The research found that SEO has a small but substantial impact on the sales performance of personal care and beauty enterprises in Nairobi County. When asked about SEO's ability to boost revenue, get new customers, increase website traffic, and provide a good

return on investment, respondents were generally indifferent, according to descriptive analysis. An increase in SEO efforts leads to a 0.104 unit rise in sales performance ratings, as proven by regression analysis. This shows that SEO has a minor but statistically significant influence on sales success in this industry.

According to the research, enterprises in the personal care and beauty industry in Nairobi County saw no change in sales performance after using content marketing strategies. More people are interested in the items, but most people don't care how it affects customer value, competitive advantage, sales, or loyalty. Furthermore, the effectiveness of content marketing on profit margins varied among manufacturers, and while a small positive relationship was observed between content marketing and sales performance, it was not statistically significant. Overall, content marketing's influence on sales was inconsistent across the industry.

The study concluded that influencer marketing positively impacts sales performance by increasing sales, product awareness, repeat purchases, and brand recognition, while also helping companies reach new markets cost-effectively. Nevertheless, there was no statistically significant correlation between influencer marketing and sales performance, indicating that its efficacy varies throughout organizations, even while these impressions are good.

#### **5.4 Recommendations of the Study**

Manufacturers based in Nairobi should continue to invest in social media marketing to enhance brand recognition and explore new markets. By leveraging various social platforms, they can strengthen brand visibility and attract new customer segments, contributing to overall business growth. However, despite successes in brand awareness, there is a need to focus on improving customer engagement and loyalty, as these areas have not performed as well. Manufacturers should prioritize strategies that promote

interactive and personalized content on social media to boost engagement and foster long-term customer loyalty, ultimately leading to sustained growth and retention.

To enhance sales conversion through SEO, companies should prioritize optimizing landing pages, improving call-to-action elements, and integrating e-commerce features. A/B testing can help identify effective strategies, as perceptions of SEO's impact on sales volumes can vary. Investing in SEO analytics tools is also essential, given a general consensus on SEO's effectiveness in increasing ad clicks and reaching new markets. Furthermore, training marketing teams in SEO best practices, such as keyword research and content optimization, can improve efficiency and return on investment, resulting in better outcomes.

To enhance customer perception and value, companies should strengthen their content marketing strategies by creating compelling narratives that emphasize the unique benefits of their products. This includes showcasing customer testimonials and success stories to drive sales. Additionally, investing in targeted promotions is crucial since they have been shown to positively affect sales. By using data analytics to understand customer preferences, businesses can tailor their content and promotions. Collaborating with social media and influencers can further amplify these efforts, leading to higher engagement and sales conversions.

Companies should form strategic partnerships with influencers that align with their brand values to enhance product awareness and encourage trial purchases. Collaborating on authentic content can improve brand recognition and customer loyalty. Additionally, companies need to evaluate the effectiveness of influencer-linked promotions and experiment with various strategies, such as exclusive discount codes or limited-time offers. Regular analysis of these promotions will help identify the most effective tactics to boost sales performance through influencer marketing.

### **5.5 Suggestions for Further Studies**

By filling up some of the blanks in the current academic literature and empirical research, this work has advanced our understanding of the subject. Additionally, it might be used as a resource for studies to come. Because this study only looked at the personal care and beauty industry in Nairobi, Kenya, it suggests further research into how digital advertising techniques affect the sales performance of FMCG producers in other sectors. Because digital promoting techniques are always changing, it also recommends using qualitative approaches and other study designs to track sales effectiveness over time. Finally, those who make cosmetics and personal care products should think carefully about how internet marketing affects the unpredictability of their sales



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## APPENDICES

### Appendix I: Questionnaire

#### Instructions:

The research titled "The influence of digital promotional strategies on the sales performance of the beauty and personal care companies in Nairobi County" collected data using this questionnaire.

Please indicate your response to the questions by marking the corresponding box or entering your answer in the supplied field.

#### Confidentiality

The data obtained will be handled with the highest level of secrecy and will only be used for academic reasons. Also, no specific organization or individual will be named..

#### SECTION A: DEMOGRAPHIC CHARACTERISTICS

1. sex

Male [ ]

Female [ ]

2. Age group

20-30 [ ]

31-40 [ ]

41-50 [ ]

51-60 [ ]

61 and above [ ]

3. academic qualification?

O-Level Diploma [ ]

Tertiary Diploma or Certificate [ ]

Undergraduate Degree [ ]

Masters Degree [ ]

Doctoral Degree [ ]

4. Tell me how many years you've spent here. Please mark as applicable..

Less than a year [ ]

1-5 years [ ]

6 - 10 years [ ]

11- 15 years [ ]

15-20 years [ ]

More than 20 years [ ]

5. What division are you a member of at work? Please mark as applicable..

Marketing [ ]

Finance [ ]

Distribution [ ]

### SECTION B: DIGITAL MARKETING

6. From the list below, which digital marketing methods is your company currently using??

Social Media Marketing (Facebook, Instagram, YouTube, LinkedIn and Twitter) [ ]

SEO [ ]

Content Marketing (Emails, Blogs & Infographics) [ ]

Influencer Marketing [ ]

7. The things that follow are about internet marketing. Rate how much you agree or disagree with each of the following claims about the culture of your company: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree.

	STATEMENT	SD	D	N	A	SA
	<b>Social Media Marketing (Facebook, Instagram, YouTube, LinkedIn and Twitter)</b>					
7	Customers are more interested and faithful because of social media marketing.					
8	Social media marketing has led to more sales and new leads.					
9	When it comes to marketing costs, social media marketing is the most cost-effective method.					
10	With social media marketing, you can reach new customers and areas.					
11	Social media marketing has helped people recognize and learn about brands.					
	<b>SEO</b>					

12	The number of new users to our website has gone up thanks to SEO.					
13	The number of clicks on our ads has gone up thanks to SEO.					
14	SEO has opened up new customer and business opportunities.					
15	SEO works well and gives a good return on investment.					
16	SEO has helped us make more sales.					
<b>Content Marketing (Email, Blogs and Infographics)</b>						
17	Content marketing has given our buyers a sense of worth and a competitive edge.					
18	Content marketing helps keep customers coming back and keeps them loyal.					
19	When content marketing is used for promotions, sales go up.					
20	People are more interested in both new and old goods because of content marketing.					
21	When marketers spend money on content marketing, their earning margins go up.					
<b>Influencer Marketing</b>						
22	Influencer marketing has helped people learn about a product, try it, and then buy it again.					
23	The cost per unit sold for marketing has gone down thanks to influencer marketing.					
24	When promotions are done with the help of followers, sales go up.					
25	Influencer marketing has opened up new customer and market opportunities.					
26	Influencer marketing has helped people learn more about and recognize brands.					

### SECTION C: SALES PERFORMANCE

8. This section's statement talks about sales success. Please check (√) any of the choices to show which one you think is the best response to the inquiries. How the numbers can be understood: You can choose to strongly disagree (SD), disagree (D), be neutral (N), agree (A), or strongly agree (SA)..


	STATEMENT	SD	D	N	A	SA
	<b>Sales Performance - Customer Metrics</b>					
32	Digital marketing tactics have brought you new customers.					
33	Digital marketing strategies have moved potential buyers from knowing about your goods to trying them out and buying them.					
34	Digital marketing tactics have helped shape how people think about your					
	<b>Sales Performance - Sales Metrics</b>					
35	The number of sales has gone up thanks to digital marketing tactics.					
36	The cost of selling each unit sold has gone down thanks to digital advertising.					
37	Digital marketing tactics have opened up a new way to sell their products: online stores.					
	<b>Sales Performance - Cash Flow Metrics</b>					
38	Profit rates have gone up thanks to digital marketing tactics.					
39	Digital marketing tactics can help a business's cash flow right away and in the short run.					
40	There are clear return on investment (ROI) numbers for digital marketing tactics that show how much money is expected to be made from a certain marketing spend.					
	<b>Sales Performance - Brand Metrics</b>					
41	Digital advertising has built brand value for your items by spreading a good feeling about the brand.					

42	Digital advertising has changed people's tastes and made them remember brands.					
43	Digital marketing tactics have made your companies more well-known.					

**THANK YOU**



## Appendix II: Ethical Clearance



# Mount Kenya University

REF: MKU/ISERC/4498 Date: 18 October 2024  
TO: TRUPHENA SHEILA OMWENGA  
REG: MBA/38251/2015

Dear Sir/Madam,

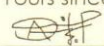
**RE: INFLUENCE OF DIGITAL MARKETING STRATEGIES ON SALES PERFORMANCE OF BEAUTY AND PERSONAL CARE PRODUCTS COMPANIES IN NAIROBI COUNTY KENYA**

This is to inform you that **Mount Kenya University** has reviewed and approved your above research proposal. Your application approval number is **3220**. The approval period is **18/10/2024 - 17/10/2025**.

This approval is subject to compliance with the following requirements;

- i. Only approved documents including informed consents, study instruments, MTA will be used
- ii. All changes including amendments, deviations and violations are submitted for review and approval by **Mount Kenya University**
- iii. Death and life-threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to **Mount Kenya University** within 72 hours of notification
- iv. Any changes, anticipated or otherwise that may increase the risks or affect the safety or welfare of study participants and others or affect the integrity of the research must be reported to **Mount Kenya University** within 72 hours
- v. Clearance for export of biological specimens must be obtained from relevant institutions
- vi. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal
- vii. Submission of an executive summary report within 90 days upon completion of the study to **Mount Kenya University**

Prior to commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology and Innovation (NACOSTI) <https://research-portal.nacosti.go.ke> and also obtain other clearances needed.


Yours sincerely,  
  
\_\_\_\_\_  
**Dr. Alfred Owino, PhD**  
Chairman, Mount Kenya University ISERC

**MOUNT KENYA UNIVERSITY**  
**ETHICS REVIEW COMMITTEE**  
P. O. Box 342 - 01000,  
THIKA

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Main Campus, General Kago Road, P.O. Box 342-01000 Thika.  
Cell: +254 709 153 000 / +254 709 153 200  
Email: info@mku.ac.ke. Web: www.mku.ac.ke

## Appendix III: Postgraduate Introduction Letter

  
**Mount Kenya University**

**DIRECTORATE OF GRADUATE STUDIES**

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MBA/38251/2015  
22<sup>nd</sup> October, 2024

*National Commission for Science Technology & Innovation (NACOSTI)  
Off Waiyaki Way, Upper Kabete,  
P.O Box 30623- 00100  
NAIROBI, KENYA*

Dear Sir/Madam,

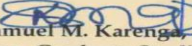
**RE: TRUPHENA SHEILA OMWENGA - REGISTRATION NO. MBA/38251/2015**

The purpose of this letter is to introduce the above named student who is pursuing **Master of Business Administration** in the department of **Accounting and Finance** in the school of **Business and Economics**.

The title of the research is **"Influence of Digital Marketing Strategies on Sales Performance of Beauty and Personal Care Products Companies in Nairobi, County, Kenya."** It has been cleared by the University's Ethics Review Committee (Certificate attached) and now has to proceed to the field to collect data between **October, 2024 and December, 2024**.

Any assistance accorded to the student will be highly appreciated.

Thank you.






  
**Dr. Samuel M. Karenga, PhD**  
**Director, Graduate Studies**  
Enc.

Mount Kenya University  
P. O. Box 342 - 01000, THIKA  
Office of the Director  
Graduate Studies

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## Appendix IV: Research Permit

 <b>REPUBLIC OF KENYA</b>	 <b>NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY &amp; INNOVATION</b>
Ref No: <b>970472</b>	Date of Issue: <b>23/October/2024</b>
<b>RESEARCH LICENSE</b>	
	
<p><b>This is to Certify that Ms. TRUPHENA SHEILA OMWENGA of Mount Kenya University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Nairobi on the topic: INFLUENCE OF DIGITAL MARKETING STRATEGIES ON SALES PERFORMANCE OF BEAUTY AND PERSONAL CARE PRODUCTS COMPANIES IN NAIROBI COUNTY KENYA for the period ending: 23/October/2025.</b></p>	
License No: <b>NACOSTI/P/24/39917</b>	
<b>970472</b>	 <b>Director General</b> <b>NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY &amp; INNOVATION</b>
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Mount