

**EFFECTS OF MARKETING COMMUNICATION STRATEGIES ON
ORGANIZATIONAL PERFORMANCE OF BEAUTY PRODUCT FIRMS IN
KISUMU**

BY

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DECLARATION

I declare that this proposal is my original work and has never been submitted for a degree in any other university or college for examination/academic purposes.

Signature: Date:.....

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This research proposal has been submitted for examination with my approval as the University Supervisor.

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ABSTRACT

The marketing industry today is facing a massive challenge. The old traditional media channels used to market products and services and persuade customers is losing its momentum and effectiveness due to changing customer generational needs. The marketing of beauty products in Kenya has become a real challenge in the industry due to dilution of brand-name power by fake products, imitations, increasing consumer preferences towards the use of natural cosmetic products, intense pressure from established international players within the mass-market cosmetics space and some firms have therefore bowed out of the beauty care market. To counter this and retain their market share, the beauty companies have been adopting the emerging marketing strategies to woo customers such as mobile marketing, social media and also the use of sex appeal. However, it is not clear whether this translate to better performance. Previous studies have attempted to establish the relationship between marketing strategies and performance. However no previous study focused on emerging marketing communication strategies on organizational performance in the Kenyan context. It is in this regards that this study purposes to establish the effects of emerging marketing communication strategies on organizational performance with reference to Beauty products firms. The study specifically seeks to establish the effect; of sex appeal marketing strategies on organizational performance, social media marketing strategies on organizational performance and mobile phone marketing strategies on organizational performance of beauty product firms in Kisumu. The study is anchored on media richness theory and the theory of impression management. The study will adopt a correlational research design. The target populations will be 103 staff working in the marketing departments of the firms selling beauty product in Kisumu County. Census survey will be employed to include all the staff working in the marketing department s of the firms because of the small number. Data will be collected by use of semi-structured questionnaires. To ascertain the instrument validity the instruments will be exposed to experts in the field of study such as the researcher's supervisor for review. Half split method will be employed by the researcher to ascertain the reliability of the instrument where a threshold of 0.7 coefficient will indicate sufficient reliability. Data will be analyzed using multiple regression analysis. The results of this study may benefit the management of beauty products companies in Kenya and other organizations in beauty product commodities market in understanding various market entry strategies and specifically how they can effectively use social media, mobile marketing and use of sex appeal as an innovative new market entry strategy into market. It may also provide an insight on the effects of emerging marketing communication strategies on organizational performance of beauty product commodities. The government and policy makers may gain value added information on emerging marketing communication strategies. The study may be useful to the government in policymaking regarding social media marketing strategy, mobile marketing and use of sex appeal in Kenyan market. To the academicians and researchers, the findings may contribute to professional extension of existing knowledge on use of emerging marketing communication strategies. The study may provide a useful basis upon which further studies on these strategies in general.

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ABBREVIATIONS AND ACRONYMS

POST People, Objectives, Strategy, and Technologies

ROI Return on Investment

SMS Short Messaging Services

SPSS Statistical Package for Social Sciences

TV Television

1.0 INTRODUCTION

1.1 Background of the Study

Marketing truly gives zest to the corporates and makes a striking difference to the brand and its equity. The ethos of marketing keeps changing with the times. As the customer becomes more knowledgeable, the customer contact through marketing plays a vital role in conversion of businesses (Bolotaeva and Cata, 2010). If businesses aim to connect so strongly with the customer, then the commitment that the businesses give has to be equally strong. Marketing enjoys a dominant position today as can be seen by the success of the current age businesses.

Over the past decade practitioners and academics alike have sought to better understand how consumer-brand engagement is formed, nurtured and sustained (Schultz and Block, 2012). Although a consumer's engagement with a brand has been defined along a number of dimensions, the most common aspects include emotional attachment (Wefald and Downey, 2009), active interactions (Kumar et al., 2010), emotional and rational bonds (McEwen, 2004), participation intensity, commitment (Alloza, 2008), involvement (Sawhney et al., 2005), loyalty (Kerr, 2009) and others. Increasingly, there is a growing belief that consumer-brand engagement needs to be addressed beyond the transactional level to include all potential touch points with the brand and others interacting with the brand and amongst themselves (van Doorn et al., 2010). Expected consequences of having highly engaged (and positively disposed) consumers include greater brand equity, share-of-wallet, retention and proactive word-of-mouth (Vivek et al., 2012).

For several years, marketing giants like Unilever have treated online marketing as an afterthought, with less than 10% of their marketing budgets (and their marketing efforts) devoted to alternative media. Advertising in traditional broadcast and print vehicles will continue to be a staple for many advertisers, but the astounding growth of social media and the availability of broadband connections in the home environment will shift online advertising from being a secondary afterthought to one of the most important elements of a marketing program.

In 2013, marketing has changed a great deal as companies have had to find ways to integrate cutting-edge tools into their current strategies and update older initiatives. As a result, internal marketing teams have had to adapt how they work and communicate with the public (Miljana and Thessaloniki, 3013). Marketing, advertising and public relations professionals alike are

beginning to explore strategies that will help them navigate their designated industry and will ultimately translate into happier clients and consumers.

There is absolutely no shortage of opportunity for emerging marketing strategies. Social marketing, mobile marketing, context-aware computing, big data and the Internet of Things create unprecedented opportunities for digital marketers to connect with customers to create an immersive connected digital environment, influence and drive purchases, fuel new growth and create new market share (Schultz and Block, 2012). Innovative marketing communication channels that deliver relevant and personalized messages to target audiences, have emerged as major components in the direct marketing programs of many organizations (Watson et al., 2012). In particular, the internet, alongside ubiquitous devices such as the mobile phone, is facilitating new channels for reaching and interacting with consumers (Xu, 2006).

Performance is the function of the ability of an organization to gain and manage the resources in several different ways to develop competitive advantage (Iswatia, &Anshoria, 2007). There are two kinds of performance, financial performance and non-financial performance. Financial performance emphasizes on variables related directly to financial report. Non-financial performance emphasizes on variables like customer repeat purchase, loyalty, brand awareness and company relationship satisfaction. Company's performance is evaluated in three dimensions. The first dimension is company's productivity, or processing inputs into outputs efficiently. The second is profitability dimension, or the level of which company's earnings are bigger than its costs. The third dimension is market premium, or the level of which company's market value is exceeding its book value (Walker, 2001).

Performance is a difficult concept, in terms of both definition and measurement. It has been defined as the result of activity, and the appropriate measure selected to assess corporate performance is considered to depend on the type of organization to be evaluated, and the objectives to be achieved through that evaluation. Researchers in the strategic management field have offered a variety of models for analyzing financial performance. However, little consensus has emerged on what constitutes a valid set of performance criteria. For instance, researchers have suggested that studies on financial performance should include multiple criteria analysis. This multidimensional view of performance implies that different models or patterns of

relationship between corporate performance and its determinants will emerge to demonstrate the various sets of relationships between dependent and independent variables in the estimated models (Ostroff and Schmidt, 1993).

The 21st century is shaped by the technological revolution, and has become the age of globalization. The media landscape has undergone an immense transformation over the past decade (Mangold and Faulds, 2009). Social media are increasingly replacing traditional media, and the buzz about these new marketing opportunities seems unlimited. Social networks and social media are part of a phenomenon that is changing the way organizations communicate with their customers and potential customers in a new market segment. Consumers are using online tools to take charge of their own experience and connect with others. Although the co-creation of the brand engagement/experience remains a key element of the integrated marketing communication mix and other brand-generated touch points (Kumar and Mirchandani, 2012), over the past few years, social media, in all its forms and incarnations, has drawn the lion's share of interest from consumers, marketers, media, in short, the whole marketplace.

Apart from technologically oriented marketing, the use of sex appeal has emerged as one of the major strategy in advertisement. As a major technique in advertising, sex appeal has been widely used in mainstream consumer advertising in most countries. A feature of sex in advertising is that the imagery used, such as that of a pretty woman, typically has no connection to the product being advertised. The purpose of the imagery is to attract the attention of the potential customer or user (Bello et al., 2011). The type of imagery that may be used is very broad, and would include nudity, Pin-up girls, and hunky men, even if it is often only suggestively sexual. The use of sex in advertising can be highly overt or extremely subtle. It ranges from relatively explicit displays of sexual acts, to the use of basic cosmetics to enhance attractive features.

Sex in advertising builds on the premise that people are curious about sexuality and that experience in marketing has been that sexuality sells products. From a marketing point of view, sexuality can have biological, emotional/physical or spiritual aspects. In contemporary mainstream consumer advertising (e.g., magazines, network and cable television), sex is present in promotional messages for a wide range of branded goods (Reid and Soley, 2011). Ads feature provocative images of well-defined women (and men) in revealing outfits and postures selling

clothing, alcohol, beauty products, and fragrances. Also, sexual information is used to promote mainstream products not traditionally associated with sex (Chism, 2009). In diverse cross-cultural contexts, advertisers usually encounter similar types of problems arising from cultural variations; for example, an advertising appeal may be interpreted differently by people with different cultural backgrounds (Belch and Belch, 2004). Cosmetics are care substances used to enhance the appearance or odor of the human body. They are generally mixtures of chemical compounds, some being derived from natural sources, many being synthetic (Beck and Wilkinson, 2010).

Cosmetics include skin-care creams, lotions, powders, perfumes, lipsticks, fingernail and toe nail polish, eye and facial makeup, towelettes, permanent waves, colored contact lenses, hair colors, hair sprays and gels, deodorants, hand sanitizer, baby products, bath oils, bubble baths, bath salts, butters and many other types of products (Beck and Wilkinson, 2010). A subset of cosmetics is called "make-up," which refers primarily to coloring products intended to alter the user's appearance. Many manufacturers distinguish between decorative cosmetics and care cosmetics. Cosmetics that are meant to be applied to the face and eye area are usually applied with a brush or the fingertips. Most cosmetics are distinguished by the area of the body intended for application.

Skin care products can also fall under the general category of cosmetics. These are products used to improve the appearance and health of skin, formulated for different types of skin and associated characteristics. Skin care products include cleansers, facial masks, toners, moisturizers, sunscreen, tanning oils and lotions, skin lighteners, serums and exfoliants. Increased competition in the beauty and personal care market spurred growth during the last year of the review period. Availability of a variety of products for consumers to choose from, accessibility through growth in retail outlets and high end advertising adopted by industry players, are key factors that promoted growth in this market. However, value growth is slightly lower than it was during the review period, as whilst consumers are spending, they are being more cautious with their spending during times of financial pressure.

Locally, Metett (2011) conducted a study on the effects of marketing strategies on the performance of insurance companies in Kenya; Owino (2012) did a study on condom social marketing strategies used by non-governmental organizations in Kenya: the case of Population

Services International while Maina (2013) did an assessment of marketing strategies employed by private universities to boost their enrollment. None of the local and international studies focused on emerging marketing communication strategies on organizational performance in the Kenyan context. This study therefore seeks to establish the effects of emerging marketing communication strategies on organizational performance with reference to Beauty products companies.

Expanding growth of the beauty and personal care market in Kenya has led to increased presence of international brands such as Estée Lauder, Oriflame and L'Oréal, among others; all of which have opened shops in Kenya during the last two years of the review period. During 2013, Revlon made a foray into the Kenyan market through a KES 87 million franchise deal with Nakumatt Holdings Limited. With the growing culture and spending on the beauty and personal care market, competition is only set to intensify.

The proliferation of retail outlets in residential areas and their ease of accessibility, coupled with the growing mall-culture among the Kenyan population, they are preferred channels to reach end users. Most consumers from middle- and lower- income groups purchase their products from outdoor markets and supermarkets, which stock a wide variety of products at affordable prices. Health and beauty retailers remain outlets for mainly the high-income consumer groups. Furthermore, these shops are located in wealthier residential markets and shopping malls and there are a limited number of outlets. Beauty and personal care is expected to see a steady increase in volume and constant value terms over the forecast period. Increased competition among players, wider product variety and advertising building on consumer knowledge, will be key factors that will promote market growth, spurring sales. Increased access to credit has promoted growth in small businesses, in turn, promoting economic growth and overall higher spending power among the public.

1.2 Statement of the Problem

The marketing industry today is facing a massive challenge. The old traditional media channels used to market products and services and persuade customers is losing its momentum and effectiveness due to changing customer generational needs. To reach cynical customers and have a genuine engagement between their needs and the products and services real benefits, companies

will need to understand and harness emerging strategies such as social networking, mobile marketing and use of sex appeal in marketing. However, it is not yet clear whether this has managed to build effective relationships with customers. Again, the reality is that some of these emerging strategies have not yet lived up to its hype for increased sales, ROI, and customer-based competitive advantages. Further, despite the hype in the use of sex appeal in many countries, little is known about consumers' reactions to sex appeal advertising to different cultures and there are uncertainties associated with the use of sex appeal. First, previous studies have consistently documented that sexual content may be eye-catching and entertaining, but it may distract the viewer from the main message and hence result in a reduction of recognition and recall. The marketing of beauty products in Kenya has become a real challenge in the industry due to dilution of brand-name power by fake products and imitations that have eaten into the industry's market. Increasing consumer preferences towards the use of natural cosmetic products is forcing the cosmetic manufacturers to change strategies according to consumer preferences. The companies have also faced intense pressure from established international players within the mass-market cosmetics space and have either bowed out of the beauty care market by shutting down or introducing counter products to salvage their dwindling market share. To counter this and retain their market share, the beauty companies have been adopting the emerging marketing strategies to woo customers such as mobile marketing, social media and also the use of sex appeal. However, it is not clear whether this translate to better performance. Many businesses are struggling with the idea of online marketing or sex appeal promotion and are not sure whether it is effective and to what extent it is effective as a form of marketing. As a result many businesses are approaching the entire idea of these emerging marketing strategies cautiously and with reservations. No previous studies reviewed focused on emerging marketing communication strategies on organizational performance in the Kenyan context. This study therefore seeks to establish the effects of emerging marketing communication strategies on organizational performance with reference to Beauty products companies.

1.3 Research Objectives

The general objectives of the study will be to establish the effects of marketing communication strategies on organizational performance of beauty products firms in Kisumu.

The study specifically seeks to:

- i. To establish the effect of the use of sex appeal marketing strategies on organizational performance of beauty product firms in Kisumu
- ii. To determine the effect of social media marketing strategies on organizational performance of beauty product firms in Kisumu
- iii. To assess the effect of use of mobile phone marketing strategies on organizational performance of beauty product firms in Kisumu.

1.4 Research Hypotheses

- H₀₁ The use of sex appeal marketing strategies has no influence on organizational performance of beauty products firms in Kenya
- H₀₂ Social media marketing strategies has no influence on organizational performance of beauty product firms in Kenya.
- H₀₃ The use of mobile phone marketing strategies has no influence on organizational performance of beauty product firms in Kenya

1.5 Scope of the Study

The will focus on establishing the effects of marketing communication strategies on organizational performance, a case of beauty product firms in Kisumu. The study will be conducted in Kisumu. Kisumu has been chosen being one of the capital cities of Kenya and having a good representation of almost all the data collection points which are the supermarkets.

1.6 Justification of the Study

The results of this study may greatly impact integrated marketing communication plans and all industries. If this study finds that customers favor businesses that use the emerging marketing strategies, organizations may need to hire competent marketing specialists. This may directly affect college curricula, workshops, public relations, advertising and marketing agencies, and internal public relations, advertising and marketing departments.

The study may benefit the management of beauty products companies in Kenya and other organizations in beauty product commodities market in understanding various market entry strategies and specifically how they can effectively use social media, mobile marketing and use of sex appeal as an innovative new market entry strategy into market. It may also provide an insight on the effects of emerging marketing communication strategies on organizational performance of beauty product commodities.

The government and policy makers may gain value added information on emerging marketing

communication strategies. The study may be useful to the government in policymaking regarding social media marketing strategy, mobile marketing and use of sex appeal in Kenyan market. The policies designed, would serve as guidelines in assisting the management in knowing what the procedures and policies to follow when deciding to expand into recent strategies of marketing.

To the academicians and researchers, the findings may contribute to professional extension of existing knowledge on use of emerging marketing communication strategies. The study may provide a useful basis upon which further studies on these strategies in general. The study may also suggest areas for further studies on which to research on new market entry strategies.

1.7 Conceptual Framework

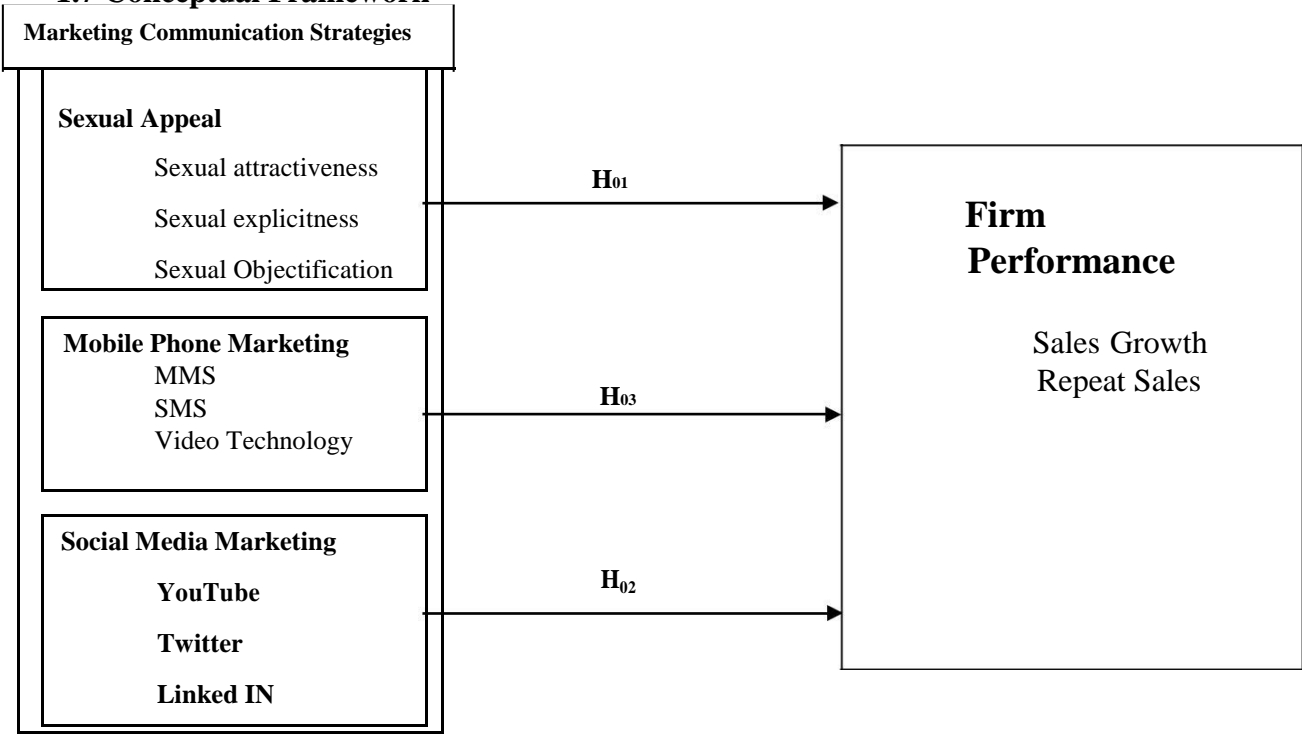


Figure 1. 1: Conceptual framework of the relationship between emerging marketing strategies and organization performance

Source: Adopted from (Meulemans, 2008); Kumar and Mirchandani, 2012 and Judd and Alexander, 2011)

Figure 1 conceptualizes a relationship between emerging marketing strategies and organizational performance. Emerging marketing strategies being the independent variable and the organizational performance being the dependent variable.

2.0 LITERATURE REVIEW

In this section, relevant literature information that is related and consistent with the objectives of the study is reviewed. Important issues and practical problems are brought out and critically examined so as to determine the current facts. This section is vital as it determines the information that link the current study with past studies and what future studies will still need to explore so as to improve knowledge.

2.1 Theoretical Review

A theoretical framework is a group of related ideas that provides guidance to a research project or business endeavor. In this section, the focus is on various economic, behavioral and organizational theories on which the study will be hinged pertaining to marketing as a key construct. They include theory of impression management, media richness theory and social media implementation model theory.

2.1.1 Theory of Impression Management

According to Heinze and Hu (2006) in the theory of impression management, individuals can form impressions of organizations based on interactions with organizations' Web sites. The presentation of these sites can influence user impressions and influence the viewers' attitudes toward purchasing from the Web site. Heinze and Hu also found that interactivity—the degree to which Web site users have control over pace, sequence, media, objects and other variables—can greatly increase user satisfaction and the effectiveness of information delivery.

At the end of their research, Heinze and Hu concluded that as the Internet increases and people become more sophisticated with their Web use, customers expect a certain level of information, interactivity and service from corporate Web sites. To stay competitive today, organizations must leverage every opportunity, especially an up- to-date and state-of-the-art Web presence.

2.1.2 Media Richness Theory

The media Richness theory (Kaplan & Haenlein, 2010) states that the main objective of any kind of communication is the reduction of ambiguity and uncertainty, this treats some media differently from other according to degree of richness that they possess. The richness is the amount of information they (the social media) allow to be transmitted in a given time interval (Kaplan & Haenlein, 2010).

The media differ also on the degree of “social presence” defined as the acoustic, visual, and physical

contact that can be achieved (Kaplan & Haenlein, 2010). The higher is the social presence, larger will be the influence that one partner has on the other.

Social Media represent a very broad category which encompasses different kinds of elements. Such elements can be summarized through the classification provided by Kaplan & Haenlein (2010). But before commencing with a more detailed distinction, it is better to take into account the factors on which this classification will be made: the social presence/media richness and the self-presentation/self-disclosure.

2.1.3 Social media Implementation Models

Implementation models that prioritise the targeted audiences Among the implementation models that prioritise the targeted audiences are: the POST model (Bernoff, 2007) and the ACCESS model (Safko and Brake, 2009). POST (Bern off, 2007) is an acronym that stands for people, objectives, strategy, and technologies. The people aspect of the model advocates that an organisation that seeks to adopt social media must first understand the type clients they have and the prospects they have through these clients. Objectives, speak to the fact that the organisation must know what they seek to achieve by adopting social media. Reasons for adopting social media range from, enabling your customers to generate more awareness, branding, product development, creating a platform to listen to your customers to gain more insights. The strategy aspect stresses the need for a social media strategy.

ACCESS (Safko and Brake, 2009), stands for audience, concept, competition, execution, social media, and sales viability. This model says after understanding one's audience one needs to define the concepts that one wants to use when communicating/generating content for one's audiences. In this case segmentation of one's target audiences and creating communities around these resulting groups is very important. This helps in making sure that the concepts created are focused and are of relevance to the targeted audiences. Unlike the POST model, the ACCESS model adds the competition aspect. This deals with the analysis of the online activities of an organization's competitors. The focus should not be on the tools they use but rather on the purpose social media is serving for them and their customers and prospects. The execution and social media (tools) aspects of the model deal with the development of the social media strategy and the selection of tools to be used. Marketing Communication Strategies and Organizational Performance.

The world of marketing is sandwiched with unprecedented chaos. Marketers are scrambling to identify ways to remain visible and stand out from the crowd. From major changes in the marketing technology landscape to the rapid expansion of social media, consumers, more than ever, are driving marketing efforts.

For all their potential benefits, many of these emerging marketing strategies efforts have been plagued by measurement challenges (LaPointe, 2012) and an inability to understand how the co-creation of brand content and the brand experience can positively impact consumer engagement and sales (Christodoulides et al., 2012). A study conducted by Venkatesh and Davis (2009) revealed that the use of the internet was widespread but its benefit was questionable, with little sales being generated directly as a result of online marketing activities; although many were predicting that it would have a positive impact in the future. Howarth (2007) also observed that despite the apparent opportunities, technological complexities and privacy issues surrounding the implementation of mobile phone marketing have meant its diffusion within the marketplace has been comparatively slow.

2.1.4 Sex Appeal Marketing

In a broad sense, sex appeals can be defined as messages, whether as brand information in advertising contexts or as persuasive appeals in marketing contexts, which are associated with sexual information (Reichert et al., 2001). More specifically, sex appeal can be defined as the degree of nudity or sexual explicitness. Sex appeal can be found in the visual, audio, and verbal elements of advertisements and can be portrayed to varying degrees (Gould, 2009). Since the mid-1960s, the use of sex appeal in advertising has been increasing in Western countries and becoming more overt as advertisers attempt to find ways to break through the media clutter (La Tour and Henthorne, 2009). Price (2002) even claimed that sex appeal has become one of the most popular and effective tactics in mainstream consumer advertising in most of the Western countries such as the United States.

The effectiveness of sex appeal also depends on its appropriateness to the advertised product. Richmond and Hartman (2008) claimed that sexual stimuli may enhance brand recall only if an appropriate relationship remains between the product category and the advertising execution. Simpson et al. (2006) made a similar claim that positive attitudes may be induced by using sex appeal if there is relevance of the sex appeal to the advertised product. However, since sex appeal is widely used to sell all kinds of products and services, it is not easy to differentiate products appropriate for sex appeal and products

inappropriate for sex appeal (Reichert et al., 2001).

Since sex appeal ads are becoming increasingly more explicit (Severn et al., 1990), consumers in a high-context culture may have less favorable attitudes towards a sex appeal ad than consumers in a low-context culture. However, this assumption was challenged by Biswas et al.'s (1992) study, in which they found that the high-context French audience is more receptive to the use of sexual appeal in advertising, whereas the more direct, low-context US audience is more likely to interpret the use of sex appeal in advertising as 'risque' (Biswas et al., 1992).

Recent research indicates that the use of sexual images of women in ads negatively affects women's interest (Courtney and Whipple, 2011). A study from University of Minnesota in 2013 of how printed ads with sexual content affects women clearly showed that women are not attracted except in the case of products being luxurious and expensive. Besides alienating women there is a serious risk that the audience in general will reduce support to organisations that uses the sexual images of women without a legitimate reason (Miljana and Thessaloniki, 2013). Other studies have found that sex in television is extremely overrated and does not sell products in ads. Unless sex is related to the product (such as beauty, health or hygiene products) there is not clear effect (Schultz and Block, 2012).

2.1.5 Social Media Marketing

Social media marketing is a system which allows marketers to engage, collaborate, interact and harness intelligence crowd sourcing for marketing purposes, presents opportunity for firms which strategically adopt it into its organisation (Gritten (2011). Definition and classification of varieties of social media techniques and tools concentered acceptance of social media among commercial world as tools were classified as blogs, micro blogs, social networks, media sharing content, social bookmarking and voting sites (Boyd and Ellison, 2008; Singh et al., 2008). In spite of clear classification of social media tools, marketers and practitioners had scepticism on the possible opportunities and challenges presented by the new media (Kaplan and Haenlein, 2010).

Organizations can also contact social media influencers to carry their messages and promote their products. Twenty percent of 16 to 25 year-old broadband users worldwide already engage in some form of brand-initiated, user-generated content and another 30 percent say they plan to in the future. If they participate, consumers want to find out what's in it for them. Businesses must be perceived as giving

much more than they are receiving (McClellan, 2008). Large corporations like Wal-mart target mommy bloggers to review products and blog about their experiences. Wal - mart did not pay the bloggers for their input, but merely asked for their honest opinions (Neff, 2008).

Social media helps in building brand awareness, visibility, reputation, knowledge sharing, customer acquisition and retention, low cost promotions, new product development and customer relationship marketing (Kaplan and Haenlein, 2010; Bolotaeva and Cata, 2010). Kaplan and Haenlein (2010) further presented challenges like negative comments and their effect on the image, control of brand and content in the hands of the customers, legal and security issues. Kietzmann et al. (2011) gave a basis on how social media tools can be used strategically. Clemons (2009) ascertained that social networks should not be monetised but companies should seek to engage with the tools and with their customers, hence giving social media strategies.

2.1.6 Mobile Phone Marketing

A diverse range of definitions for the broad concept of mobile marketing exist (Pousttchi and Wiedemann, 2006). In view of these, mobile phone marketing is defined here as the use of mobile phones to provide consumers with time, location specific information, personalized information, which promotes goods, services and ideas. The novel status of the mobile phone as a one-to-one communication device suggests mobile phone marketing is reminiscent of an innovative form of direct marketing. Mobile phone marketing (m-marketing), defined as any form of marketing communication delivered to a mobile phone, offers potential opportunities to create value for consumers (Anckar and D'Incau, 2000). This value includes: advertising (Komulainen et al., 2007) and location-based mobile services or mobile content services (Pihlström and Brush, 2008).

Dushinski (2010) points out that mobile technology not only lets marketers reach customers where they are, it allows them to engage mobile users by targeting their immediate and specific needs. He also suggested that it is giving users what they want, when they want it and that is the unique value proposition of mobile phone marketing and businesses, agents and nonprofit organizations of all types can have successful campaigns without breaking the bank.

Mobile Marketer (2010) said that brands and marketers can use the mobile channel to increase their brand affinity, recognition and customer loyalty. The attraction to mobile is the channel's ability to acquire new customers, increase customer loyalty and generate brand awareness and affinity to monetize

content and the fact that it lets marketers provide convenience to consumers.

According to Hughes et al., (2007) mobile phones provide another logical platform for marketers to channel targeted text (SMS) messages to millions of users. Additionally, video technology is beginning to allow TV programme transmission through mobile phones creating other advertisement opportunities. For example Safaricom sends its users information about its current promotional activities thus giving them up to date information that motivates consumers to purchase more of the company's services.

2.2 Empirical Literature Review

To reach cynical customers and have a genuine engagement between their needs and the products and services real benefits, companies will need to understand and harness strategies such as social networking, mobile marketing and use of sex appeal in marketing. However, it is not yet clear whether this has managed to build effective relationships with customers (Chu and Meulemans, 2008). Again, the reality is that some of these emerging strategies have not yet lived up to its hype for increased sales, ROI, and customer-based competitive advantages (Kumar and Mirchandani, 2012). Further, despite the hype in the use of sex appeal in many countries, little is known about consumers' reactions to sex appeal advertising to different cultures (Ford et al., 2004) and there are uncertainties associated with the use of sex appeal (Judd and Alexander, 011). previous studies (Reid and Soley, 2011) have consistently documented that sexual content may be eye-catching and entertaining, but it may distract the viewer from the main message and hence result in a reduction of recognition and recall.

Recent research indicates that the use of sexual images of women in ads negatively affects women's interest (Courtney and Whipple, 2011). A study from University of Minnesota in 2013 of how printed ads with sexual content affects women clearly showed that women are not attracted except in the case of products being luxurious and expensive. Besides alienating women there is a serious risk that the audience in general will reduce support to organisations that uses the sexual images of women without a legitimate reason (Miljana and Thessaloniki, 3013). Other studies have found that sex in television is extremely overrated and does not sell products in ads. Unless sex is related to the product (such as beauty, health or hygiene products) there is not clear effect (Schultz and Block, 2012).

In spite of clear classification of social media tools, marketers and practitioners had scepticism on the possible opportunities and challenges presented by the new media (Kaplan and Haenlein, 2010).

Organizations can also contact social media influencers to carry their messages and promote their products. Twenty percent of 16 to 25 year-old broadband users worldwide already engage in some form of brand-initiated, user-generated content and another 30 percent say they plan to in the future. If they participate, consumers want to find out what's in it for them. Businesses must be perceived as giving

much more than they are receiving (McClellan, 2008). Large corporations like Wal-mart target mommy bloggers to review products and blog about their experiences. Wal - mart did not pay the bloggers for their input, but merely asked for their honest opinions (Neff, 2008).

Social media helps in building brand awareness, visibility, reputation, knowledge sharing, customer acquisition and retention, low cost promotions, new product development and customer relationship marketing (Kaplan and Haenlein, 2010; Bolotaeva and Cata, 2010). Kaplan and Haenlein (2010) further presented challenges like negative comments and their effect on the image, control of brand and content in the hands of the customers, legal and security issues. Kietzmann et al. (2011) gave a basis on how social media tools can be used strategically. Clemons (2009) ascertained that social networks should not be monetised but companies should seek to engage with the tools and with their customers, hence giving social media strategies.

Dushinski (2010) points out that mobile technology not only lets marketers reach customers where they are, it allows them to engage mobile users by targeting their immediate and specific needs. He also suggested that it is giving users what they want, when they want it and that is the unique value proposition of mobile phone marketing and businesses, agents and nonprofit organizations of all types can have successful campaigns without breaking the bank.

Mobile Marketer (2010) said that brands and marketers can use the mobile channel to increase their brand affinity, recognition and customer loyalty. The attraction to mobile is the channel's ability to acquire new customers, increase customer loyalty and generate brand awareness and affinity to monetize content and the fact that it lets marketers provide convenience to consumers.

According to Hughes et al., (2007) mobile phones provide another logical platform for marketers to channel targeted text (SMS) messages to millions of users. Additionally, video technology is beginning to allow TV programme transmission through mobile phones creating other advertisement opportunities. For example Safaricom sends its users information about its current promotional activities thus giving them up to date information that motivates consumers to purchase more of the company's services.

Locally, Metett (2011) conducted a study on the effects of marketing strategies on the performance of insurance companies in Kenya; Owino (2012) did a study on condom social marketing strategies used by non-governmental organizations in Kenya: the case of Population Services International while Maina (2013) did an assessment of marketing strategies employed by private universities to boost their enrollment. None of the local and international studies focused on emerging marketing communication strategies on organizational performance in the Kenyan context. This study therefore seeks to establish the effects of emerging marketing communication strategies on organizational performance with reference to Beauty products companies.

3.0 RESEARCH METHODOLOGY

The following subsections are included under research methodology; research design, target population, data collection instruments, data collection procedures and finally data analysis.

3.1 Research Design

The research design is a blueprint for conducting the research that specifies the procedures necessary to obtain the information needed to structure and solve the research problems (Cooper and Schindler, 2003). This research problem was studied through the use of a correlation research design. The study utilized correlational research design. This design enables the researcher to assess the degree of relationship that exists between two or more variables. It analyzes the correlation between two or more variables (Orodho, 2003).

3.2 Study Area

The study area will be Kisumu County. Kisumu County is one of the new developed counties of Kenya. Its borders follows those of the original Kisumu District, one of the former administrative districts of the former Nyanza Province in western Kenya. It has area of about 805m². The latitude for Kisumu, Kenya is -0.091702 and longitude 34.767956.

3.3 Target Population

A population is also known as a “universe” referring to all the items in the field of inquiry (Babbie, 2012). In terms more direct to this research, a population can be defined as the entire group of individuals having a common characteristic (Mugenda & Mugenda, 2003). The target populations will be all the staff working in the marketing department who are involved in the actual marketing of the firm’s beauty products this according to a pre survey done is 103 staff member. This population has chosen since they are the ones believed to be well conversant with the subject matter. Mugenda and Mugenda, (2003) explain that the target population should have some observable characteristics, to which the researcher intends to generalize the results of the study.

3.4 Sample and Sampling Technique

Because of the limited number of respondents census sampling will be used where all the targeted population of 103 respondents will participate in the study

3.5 Data Collection Method

3.5.1 Data Types and Sources

The study will use primary data collected

3.5.2 Data Collection Instrument

A semi-structured questionnaire will be used to collect primary data. In order to ensure uniformity in response and to encourage participation, the questionnaire will be kept short and structured with mostly multiple-choice selections in a likert scale. According to Mugenda and Mugenda (2003), questionnaires are commonly used to obtain important information about a population under study. The questionnaire has been carefully designed and will be tested with a few members of the population for improvements. This was done in order to enhance its validity and accuracy of data to collect for the study. The questionnaire will be administered through face to face method to the walk in walk out customers. The researcher will obtain an introductory letter from the University to collect data then personally deliver the questionnaires to the respondents.

3.5.3 Pilot Testing

A pilot study prior to the study was conducted to check reliability and validity of the research instruments. This pretest of the research instruments was done in Kakamega County. According to Connelly (2008) pilot study sample should be 10% of the sample projected for the larger parent study. It is reference to Connelly (2008) a sample of 15 respondents from Kakamega County were selected to participate in the pilot study.

3.5.4 Validity of the Instrument

Validity of a questionnaire refers to the extent to which it measures what it claims to measure (Mugenda, 2003). It is the degree to which results obtained from the analysis of the data usually represents the phenomena under study. To ascertain the content validity the research instruments will be exposed to experts in the field of study such as the researcher's supervisor for validity checks. This will facilitate the necessary revision and modification of the research instrument thereby enhancing validity.

3.5.5 Reliability of the Instrument

Reliability is a measure of the degree to which a research instrument yields consistent results or data after repeated trials (Mugenda and Mugenda, 2003). A measure is reliable to the extent that repeated application of it under the same condition by different researchers gives the same results (Taylor and baker, 2006). Half split method will be employed by the researcher to ascertain the reliability of the instrument. This is because half split method requires only one testing session as opposed to the test-re-test method. Mugenda and Mugenda, 2003 asserts that this technique has an advantage of eliminating chance error due to differing test conditions as in the test-retest or the equivalent techniques. The research instrument has been divided into two symmetric halves (odd verses even numbers). Respondents will be requested to voluntarily fill the research instrument. Scores from both odd and even numbers will be interrelated and a coefficient computed. A correction factor will then be applied on the computed coefficient using spearman's Brown prophecy formula. Any coefficient of 0.70 and above will indicate that the instrument is reliable (Mugenda and Mugenda, 2003).

The formulae for the Spearman's Rank correlation is as below;

$$r = 1 - \frac{6 \sum d^2}{n(n^2 - 1)} \dots\dots\dots 3.2$$

Where

- R is the coefficient
- d is the difference between two numbers in each pair of ranks
- n is the number of data pairs

3.5 Data Analysis

The quantitative data in this research will be analyzed by multiple regression analysis and a multivariate regression model applied to determine the relative importance of each of the three variables with respect to organizational performance. The regression model was as follows:

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

- Where: Y Organizational performance;
- β_0 Constant Term;
- β_1, β_2 and β_3 Beta coefficients;
- X_1 Sex appeal;

X_2	Social Media Strategies;
X_3	Mobile Strategies and
ε	Error term.

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APPENDICES

Appendix I: Research Questionnaire

Kindly answer all the questions either by ticking in the boxes or writing in the spaces provided.

SECTION I: Effects of emerging marketing communication strategies on organizational performance

SEX APPEAL

1) In your own opinion, to what extent does strategy of sex appeal advertising affect your tendency to buy beauty products? Use scale of 1 to 5 where 1 is no extent, 2 is little extent, 3 is moderate extent and 5 is very great extent

Very great extent Great extent
 Moderate extent little extent No extent

2) To what extent do the following strategies of sex appeal advertising affect your tendency to buy beauty products? Use scale of 1 to 5 where 1 is not at all, 2 is little extent, 3 is moderate extent and 5 is very great extent

2)

	Very great Extent	Great extent	Moderate extent	Little extent	Not at all
Sexual Imagery					
Nudity					
Suggestive/persuasive Appeal					
Sexual Objectification					
Sexual explicitness					
Sexual attractiveness					

3) What is your level of agreement with the following statements on the effect of sex appeal advertising? Use a scale of 1 to 5 where 1 is strongly disagree, 2 is disagree, 3 is neutral, 4 is agree and 5 is strongly agree

	1	2	3	4	5
Sex appeal ad not only attracts initial attention but also retain this attention for longer periods of time than an ad without such appeal					
Sexual content are eye-catching and entertaining and result in repeat Purchases					

Sexual content may distract the people from the main message and hence result in a reduction of recognition and recall					
Using partially or complete female nudity may attract men's attention but may offend women and vice versa.					
Sexual stimuli enhance brand recall only if an appropriate relationship remains between the product category and the advertising execution					
Some sexually oriented advertisements provoke a backlash against the product.					

MOBILE STRATEGIES

4) In your own opinion, to what extent does strategies of mobile advertising affect your tendency to buy beauty products?

Very great extent [] Great extent []

Moderate extent [] Little extent [] No extent []

3) To what extent do beauty companies employ the following forms of mobile phone services to enhance sales volume? Use scale of 1 to 5 where 1 is not at all ,2 is little extent,3 is moderate extent ,4 is great extent and 5 is very great extent

	Very great extent	Great Extent	Moderate extent	Little extent	Not at all
SMS					
Mms					
Bluetooth					
Video technology					

6) To what extent do the following strategies affect your tendency to buy beauty products? Use scale of 1 to 5 where 1 is not at all ,2 is little extent,3 is moderate extent ,4 is great extent and 5 is very great extent

	Very great extent	Great Extent	Moderate extent	Little extent	Not at all
Mobile advertising					
Dynamic Mobile Applications					

SOCIAL MEDIA STRATEGIES

7) To what extent does the use of the following social media strategies affect your tendency to buy beauty products?

	Very great extent	Great Extent	Moderate extent	Little extent	Not at all
Content communities marketing / Media Sharing					
Social news site e.g. Digg, Reddit and Mixx					
Social bookmarking site					
Media-sharing site					
YouTube					
Daily motion					
Blogging and Microblogging					
Twitter					
WordPress					
Google's Blogger					
Emerging networks					
Facebook					
MySpace					
LinkedIn					

THANK YOU

