

**PROMOTING SALES OF RESIDENTIAL PROPERTIES IN TANZANIA:
HOW EFFECTIVE ARE SOCIAL MEDIA PLATFORMS?**

**By
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**A Dissertation Submitted in Partial Fulfillment of the Requirements for Award
of the Degree of Master of Business Administration in Corporate Management
(MBA-CM) of Mzumbe University**

2019

CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance, a dissertation entitled “*Promoting sales of residential properties in Tanzania: how effective are the social media platforms?*” in partial fulfillment of the requirements for award of the degree of Master of Business Administration in Corporate Management.

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DEDICATION

This work is dedicated to my lovely mother Mariam Shabani for her moral and material support in my studies and for the strong foundation that she has rendered to me.

ABBREVIATIONS AND ACRONYMS

NHC	National Housing Corporation
DSM	Directorate of Sales and Marketing
PR	Public relations
CSR	Corporate Social Responsibility
MBA-CM	Master of Business Administration in Corporate Management

ABSTRACT

The main objective of this study was to examine the effectiveness of social media platforms in promoting sales of residential properties at National Housing Corporation (NHC). Specifically, the study aimed to find out the extent to which NHC use social media platforms and what kinds of social media platforms dominantly; to examine the level of awareness to the public that has been created by the use of social media platforms in promoting the sales of residential properties by NHC, and to determine how effective are the social media in generating sales.

The study used quantitative data and qualitative data, both collected through a questionnaire. The questionnaires were administered to both NHC clients and staff, totaling 100. The study used a random sampling strategy to select NHC clients and purposive sampling strategy to select NHC staff. The study used descriptive statistical analysis to analyze quantitative, and content analysis for qualitative data. A simple regression was applied to determine the relationships between social media use and sales generation for the purpose of determining how effective social media platforms are.

The findings revealed that the extent of use of social media is high, whereby about 90% of respondents indicated that they use social medial platforms for making enquiries on residential properties. The dominant social media platforms were Facebook and Instagram. More than 50% of the respondents indicated to use these platforms more often as compared to twitter and linkedIn. As regard the effectiveness of social media, the study found a positive association between social media use and sales generated. This seem to support the hypothesis of the study the use of social media platforms has a significant influence in promoting the sales of residential properties at NHC. The findings imply that in designing sales promotion strategies, social media platform should be given a reasonable weight. Based on the findings, the study recommends that NHC allocate a team of staff dedicated for social media and other online activities in order to provide timely support to clients.

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CHAPTER ONE

1.1 Introduction

This chapter presents the background information to the study on examining how effective is the use of social media platforms in promoting the sale of residential properties in Tanzania compared to traditional media. Furthermore, the chapter covers the basic information on problem statement, research objectives and questions, significance of the study and scope of the study.

1.2 Background of the Study

Social media refers to connectivity of people online with the intention of sharing information, knowledge, and opinions, furthermore the platforms provided the users with the ability to create and transmit content in the form of words, pictures, videos, and audios by using web-based applications (Hays *et al.*,2013). According to (Kaplan & Haenlein, 2010) social media allows the creation and exchange of user generated content by grounding the technological foundations of Web 2.0.

The use of social media platforms can be described as a particular consumption of digital media by community of people who gathered online mainly to connect, communicate and interact with each other through the use of instant messaging or social networking sites (Correa *et.*, 2010). Furthermore social media can be defined as consumer-generated media (Mangold & Faulds, 2009). Basically social media has exploded an online platform that allows online discourse through creation of content and sharing of those content by the communities(Asur & Huberman, 2010).

According to (Lietsala & Sirkkunen, 2008) social media service can be categorized into content creation and publishing category, content sharing category, social network sites category, collaborative productions category and virtual worlds category.

Different organizations attempt to coordinate and to apply different promotional activities ranging from advertising, public relations, publicity, personal selling, direct marketing and sales promotion so as to come out with a particular message to be sent to clients (Mangold & Faulds, 2009). In order for those organizations to achieve better

marketing communication results they should make sure that the above communications activities are integrated in delivering the consistent message to their target audience (Kotler, 2004).

Internet has facilitated a variety of communication and information sharing tasks worldwide hence brought changes into traditional media, the rise of new media has provided new solutions to old needs and other contemporary needs (Dimmick *et al.*, 2004). Since early of 1990s, the number of people who are using social media sites has significantly grown up to billions and this has made the social networking sites to be adopted as the new way of communication in the communities, many people who have joined the online communities are from various social class such as regular citizens while non-government organizations and governments are also using the social media networks in communication activities (Shirky, 2011).

Globally the rise of social media as the tool in marketing has been influenced much by the global recession occurred in 2008 which started in US and then extended throughout the world, this global recession affects firms' marketing strategies and hence initiated the need for these firms to come out with cost cutting measures. The firms turned their strategies into the use of social media as it helped the firms in realization of their marketing strategies at the lowest possible cost compared to what they could have spent by using traditional media (Kirtiş & Karahan, 2011). On the other hand, Baruah (2012) further discovered that the use of social media is cost effective compared to the use of traditional strategies and it also provides a customer interactive tool.

Despite the rise and the importance of new media as it more interactive than the traditional media, the traditional media should not be ignored instead the organizations should apply media matrix management comprises with both new media and traditional media so as to reach different kind of social groups (Khajeheian & Mirahmadi, 2015). Social media platforms strategies should be viewed as a part of the overall integrated marketing communications strategy that brings consumer experiences to the forefront. It should be noted that the use of social media does not replace the use of traditional media in communication activities but it provided the organizations with the ability engage customers and building the loyalty(Hanna *et al.*, 2011).

The main objectives of using different marketing strategies are to improve sales, cost efficiencies, product development, but social media can help to create brand awareness, enhance engagement and word of mouth which will be achieved after customer are aware and well engaged (Hoffman & Fodor, 2010). Business firms and government organizations uses social media platforms in advertising and marketing and being able to meet their marketing objectives at less effort and cost. It has been predicted that companies that are not engaging or adopting the use of social media as part of their integrated marketing communications are not capitalizing on an opportunity of reaching their targeted customers effectively (Kim & Ko, 2012).

Following that social media marketing uses the strategy that allows the users to come up with the message that can be easily shared with others who are using the platform. Through sharing of information the organization may benefit from the message's reach to many users and also shared content can spread more by being endorsed with other users which influence more sales for the particular product (Reddy & Kumar, 2016). Although for the firm that decides to use social media effectively should choose carefully kind of social media applications basing on the given purpose and target group, pick the application or make its own, ensure activity alignment and media plan integration(Kaplan & Haenlein, 2010).

1.3 Statement of the Problem

The aim of any organization is to develop an effective communication program so as to create the awareness of its product or service to the targeted audience and being able to meet its organization objectives (Kotler, 2004). Considering cost cutting measures practices in public sector and at the same time the desire to achieve greater value from the limited marketing budget, social media has been an important channel for the organizations in reaching targeted clients (Hays et al., 2013). It was argued by (Castronovo & Huang, 2012) that for effective implementation of social media strategy, the organization must state its communication objectives relating to each social media tools.

According to Bashar *et al* (2012), the effectiveness of using social media platforms in marketing depends much on the online presence of the organization in those social media platforms to provide the concrete and timely information to the customers. In assessing how effective is the use of social media, some studies argued that the use of traditional media such as television and newspapers are more effective in advertising campaigns than the use of social media (Bruhn *et al.*, 2012). Furthermore, Bruhn *et al* (2012) suggested that the traditional media has a stronger impact on brand awareness than the use of social media. Above all, social media platforms do not only have the to increase prospective and qualifying sales leads, but also can effectively be used for managing relationships with customers (Guesalaga, 2016).

However, empirical studies on the benefits of using social media to achieve organizational objectives have been limited. Some studies have suggested that social medial can potentially harm the organization objectives, which implies that the effectiveness of using social media for the organization is still less understood (Valentini, 2015). In light of this observation, the study aims at determining how effective is the use of social media platforms in promoting the sale of residential properties at NHC in Tanzania.

1.4 Research Objectives

1.4.1 General objective

This study examined the effectiveness of social media platforms in promoting sales of residential properties at NHC, Tanzania.

1.4.2 Specific objectives

- i. To find out what kinds of social media platforms are often used in order to determine the extent to which NHC use social media.
- ii. To examine the level of public awareness that has been created through social media platforms in promoting the sales of residential properties by NHC.
- iii. To determine residential property sales turnover generated through the use of social media platforms at NHC.

1.5 Research Questions

In order to address the main objective of this study, the following questions were addressed

1.5.1 Main Question

How effective is the use of social media platforms in promoting sales of residential properties at National Housing Corporation, Tanzania?

1.5.2 Specific Questions

- i. What kinds of social media platforms are used by NHC in promoting the sale of residential properties and to what extent?
- ii. What is the level of public awareness has been created through the use social media platforms about the sale of residential properties at NHC?
- iii. How are the social of media for promotion activities contributes to the sales of residential properties at NHC?

1.6 Significance of the Study

This study is of much importance to different real estate companies that are dealing with selling of residential units in Tanzania, as the study will provide the analysis of how effective the organisations may utilize the limited amount of budget, they have to meet their marketing communications objectives with the use of social media platforms.

By considering the high involvement buying decision due to the nature of the product under this study which is residential units, this will also help even other organisations that are not in the real estate business to try to think about utilizing these social media platforms in creating awareness of their products in the market.

Specifically, the study will help the management of NHC to start emphasizing much on the use of social media platforms rather than concentrating on the predominantly broadcast media so as to be able to reach mass of their targeted audience and hence increase of sales of their residential units.

Lastly the study will add the practicability of social media strategies and their achievement to different marketers and hence provide with the practical lesson that can be used in formulating the integrated marketing communication programs.

1.7 Scope of the Study

The study was conducted in Dar es Salaam region with major focus on NHC on which the corporation is dealing with the business of selling those residential units, furthermore the study has chosen NHC as a case study due to the efforts that the corporation has employed in the use of social media platforms like Facebook, Instagram, LinkedIn and Twitter in creating awareness to their targeted audience.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The chapter presents the review of literature related to issues of the role of social media platforms in creating awareness to the targeted customers. The review aims to generate insights from earlier works that inform the current research problem in order to determine the current state of knowledge and explore areas that warrant more empirical works. The chapter is structured to cover the following sections. The first section (2.2), presents the definition of key concepts used in the study, which is followed by the reviewed of theoretical and empirical literature in sections 2.3 and 2.4, respectively. The conceptual framework and hypotheses of the study are developed and presented in section 2.5.

2.2 Definition of key terms

2.2.1 Social Media Platforms

Social media platforms are online platforms that enable the users to create their profiles in the system which can be public profiles or semipublic profiles and allow them to connect with each other and seeing online activities done by those who are in the same connection (Boyd & Ellison, 2007).

2.2.1.1 Facebook

Facebook is one of the largest social media platforms and its website was officially launched on February 4, 2004 by Mark Zuckerberg and his friends. Facebook has been described as a platforms that connect millions of online gathered communities together (Skeels & Grudin, 2009).

2.2.1.2 Instagram

Instagram is a form of form of communication which bases on capturing and sharing application where users can capture a mobile photo or video and being able to tweaking them using filters and share their updates, the number of users has been tremendously

raising since its establishment on October 2010 (Hu, Manikonda, & Kambhampati, 2014).

2.2.1.3 You Tube

YouTube is the world's largest video sharing site which was launched in 2005 as a way for the people to post video clips online (Prensky, 2010).

2.2.1.4 LinkedIn

LinkedIn is one of the social media platforms that was designed purposed to connect individuals or organizations on the basis of business networks or professional foundations (whatis.techtarget.com). LinkedIn allows the users in generating sales leads, securing potential hires and leveraging the contact lists of fellow colleagues(DiMicco et al., 2008).

2.2.2 Residential Units

According to residential properties are properties that provide residences for individuals or families, although hotels and motels are not included in this definition as they are considered to be temporary residences to the people (Brueggeman & Fisher, 2011).

2.3 Theoretical Literature review

The following theories relate to the research topic and the objectives set forth within the study.

2.3.1 Hierarchy of Effects Theory

This theory was developed by Lavidge and Steiner (1961) to explain the influence of advertising on consumer buying decision. It assumes that the consumer has to go through the hierarchy of six stages to a decision of purchasing a product or service which are awareness, knowledge, liking, preference, conviction and purchase. The following is the explanation of the variable covering this model.

Awareness is a very important stage in the whole process of purchasing product or service, the marketers should make sure that their product or service is known to the targeted audience. The organizations or firms should employ the effective advertising programs to make sure that the presence of its product is well known to its clients. For

example, as NHC sells residential units that are allocated countrywide, they should make sure that their targeted clients are well knowing the presence of those houses in the market and the other attributes attached to those houses.

Knowledge is a stage whereby clients are trying to evaluate the brand by considering other alternatives in the market, this stage provides the alert to the marketers that they should make sure the targeted clients are filled with detailed information concerning product unique features and benefits. So NHC should make sure all the unique housing features and all the benefits attached to the residential units on sale are well communicated to their targeted clients. The logic here is to make sure that the market has been saturated with the enough of positive information about the product that you are selling.

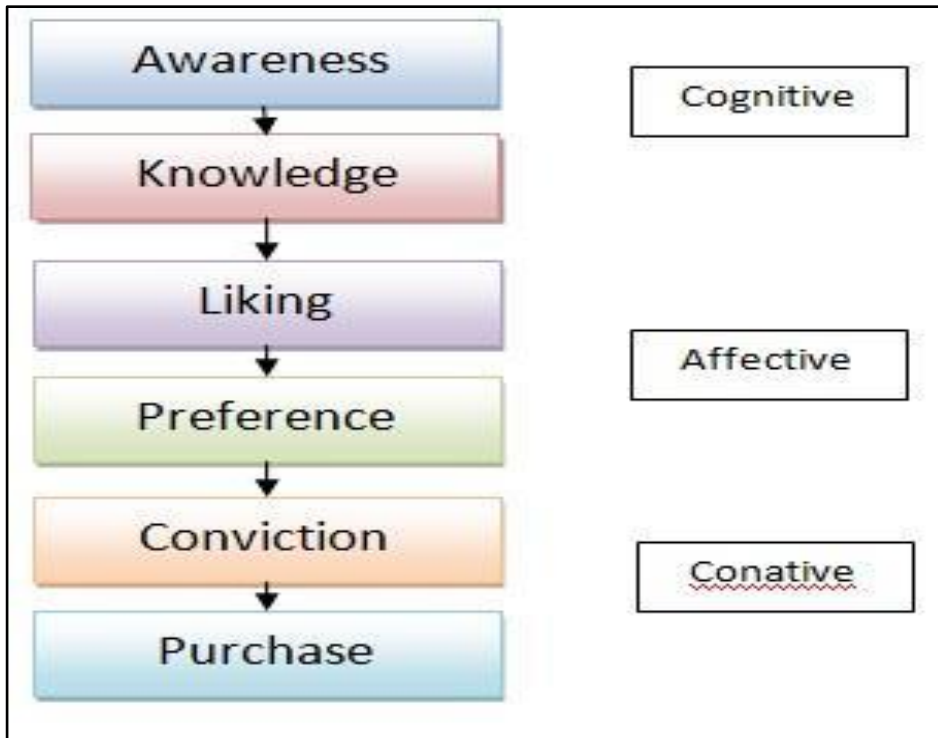
Liking is a stage that follows after the customer evaluated features and benefits of different brands as a result of knowledge obtained. After knowing that the consumer has started building a like to your product, the marketers should make sure that they are incorporating those unique product features in its marketing communication program.

In the **Preference** stage, a consumer is assumed to have been convinced to try out the product although he/she may still like similar brands offered by competitors in the market. In this stage the marketers should highlight the points of differentiations regarding other brands and making sure that the consumer likes your brand more than the others.

Conviction is a stage whereby marketers are trying to convince consumers by testing the product or give free samples so as to convert their strong feelings they have for the brand into action. In this stage, it can be determined whether the consumer would stick to your brand or switch to another brand offered by competitors.

In the **Purchase** stage, the consumer finally agrees to buy the product. Nonetheless, marketer must ensure that the customer is encouraged to buy by making the process of purchasing more convenient.

Figure: 2:1 Hierarchy of Effects Theory



Source by: Lavidge and Steiner (1961)

This model has a connection to the study under review due to the six stages narrated by the model, the use of social media platforms in channeling advertisement campaigns purposely for creating awareness and promoting the selling of residential Units can be explained clearly by using these six stages. Basically the first intention of using social media platforms is to create the awareness to the mass about the availability of those residential Units that are on sale, no any sale may occur without the effort of the seller to make sure that the buyers are aware about the product availability, the other stages developed through this model which are knowledge, liking, preference, conviction and purchase are also connected to the subject matter under review due to the time it takes for the prospective clients to buy the residential Units as it is one of the complex decision that requires the one to have a deep knowledge about the product, identifying the match between their preferences and what the product can offer and finally being able to make the purchase decision.

2.3.2 AISDALS Love model

This model was developed from the AIDA's hierarchy of effects model and it was introduced by Wijaya in 2011, this model has been much applicable where the use of online communication has been intensified. The model has added other elements from the former AIDA model which are Search, Like/dislike, Share and Love to make what is called AISDALSLove. Basically, the AISDALSLove stands for Attention, Interest, Desire and Action. Attention, Interest, Search, Desire, Action, Like/dislike, Share, and Love/hate.

The theory postulates the impact of advertising by grouping these impacts into short term effects and long-term effects, by relating the stages postulated by the model the short-term impact starts from Attention to Share while the long-term impact covers for love or hate. The following are the variables within the **AISDALSLove model**.

Attention is the first stage whereby consumer pay attention to the ads, so the marketers must strategize on how to make buyers aware about the product or service, which kind of campaign the company should run, kind of platforms to be used and last the kind of message to be communicated.

Interest is the second step whereby customers are building an interest to your product or service. Basically at this stage the customer will be able to start researching for further information about the product or service.

Search is a stage whereby a customer is seeking information about brand, product or advertised message. The logic behind is the customer's critical attitudes towards advertising and this made them not to accept the message directly from the advertisement so they need to search for other information regarding the product or service both internally or externally.

Desire, the main concern in this step is to kindle a strong desire in the prospects' mind so that they get ready to buy the product.

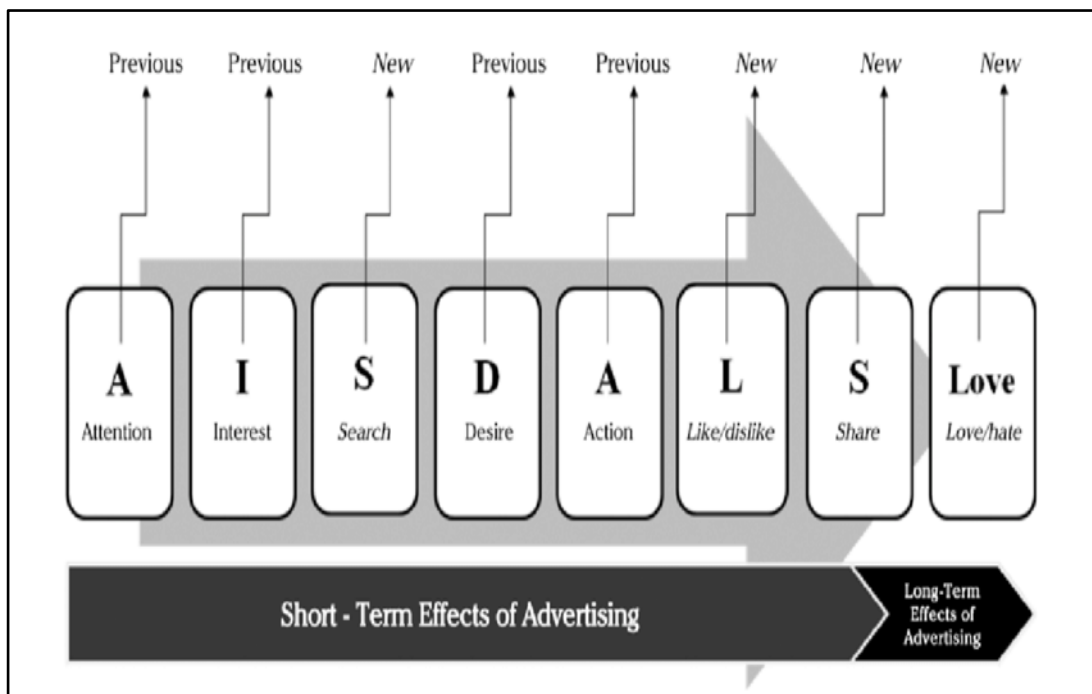
Action, in this stage is where the consumer audience takes action in form of purchase of products or the election of a brand to satisfy his/ her desire.

Like/ dislike is the stage that follows whereby the consumer will like or dislike the product after experiencing it. The consumer will evaluate a product or service performance by comparing the expected and the actual performance of that product or service, failure to meet the desired performance expectations will make this consumer not to consider trying it again while meeting the expected product performance will make the consumer to rebuy and try again and again.

Share, after passing from the previous stage, the customer will start sharing the experience about the product or service, the magnitude of information shared might be positively or negatively depending on whether the customer like or dislike the product or service respectively.

Love or hate is a stage resulted from the feeling of being satisfied or not satisfied, the consumer will share their experiences with others, and generate long-term feelings towards the product or brand and these feelings can be either love or hate.

Figure: 2:2 AISDALSLove model



Source by: Bambang Sukma Wijaya (2012).

The **AISDALSLove model** is very useful and connected to this study. The model has explained the needs for the marketers to strategize on how to make buyers aware about the product or service so as to capture the attention of the targeted clients. The use of social media platforms in promoting the sales of residential Units is aimed at creating attention to the public about the available Units on sale. Also, this model narrates the important of making sure that there is available and enough information about the product to enable clients to conveniently make a desire and decide about buying the product.

The model has included a variable like Share which has been much manifested in the social media environments whereby many clients are like to share the information with others for the intention of either getting much information or influencing other to follow the action initiated by them. Another variable that connect to this study is Love, in the use of social media platforms the one can express with big impact to the mass about how he or she loves or hate the particular product, this can be done by clients who have experienced the use of the particular product or are having more information about that product.

Generally, the use of Hierarchy of Effects Theory in this study is to show clearly the stages that the clients may pass from the point of being aware about the product to the point of making the decision of whether to buy or not. But the use of AISDALSLove model helps in elaborating the short- and long-term impact of advertisement by adding some variables like share and love which are more concerned with clients who have experienced the product and who can accelerate the impact and the influence to other clients.

2.4 Empirical Literature review

The role of social media in business has been discussed by many authors. In the study conducted by (Andzulis, Panagopoulos, & Rapp, 2012) which intended to find out the role of social media platforms and its implication in the sales force and the sales process by using theory of evolution. The study used 40 social media practitioners and it was found that social media platforms has importance influence on sales if it will be well

integrated in sales process. The study found that sales function has been one among the functional areas of the firms that have witnessed the potential impact of social media. Furthermore, social media offers the forum to connect and collaborate with clients, enhancing engagement and building the brand. Therefore, it is a waste of resources for the organization to adopt the social media strategies that does not add or create a value to the organization.

Guesalaga (2016) studied on the use of social media in sales, analyzing individual, organizational, and customer-related factors by using interactional psychology theory, this study used multiple regression analysis from the data which was obtained by surveying 220 sales executives in the United States and it was found that the social media platforms can be effectively used in managing relationships with customers. Also, this study argued that the use of social media platforms can provide the potential benefits to the organization by increasing prospecting and qualifying sales leads.

Khang *et al.* (2012) studied on social media research in advertising, communication, marketing and public relations and examined all various articles which addressed the topic of social media in seventeen journals for the period of 1997–2010. In this study it was elaborated that the mediating role played by traditional media between companies and publics has diminished and in making sure that the organization are employing effective and efficient advertising strategies they must integrate the traditional marketing strategies with the use of social media strategies.

Drury (2008) investigated on if the marketers should engage in social media and on how can it be done effectively. The study suggests that the use of social media platforms in business provides two ways dimensional at building a relationship and conversation with audience. As such, social media offers more benefits compared to traditional media such as newspapers, television and news websites. The traditional media is basically one dimensional in delivering a message.

Mangold and Faulds (2009) studied the emergence of social media as a hybrid element of promotion mix. The study found that the use of social media provided a firm with a reliable and convenient mixture of promotion activities. In a traditional sense social

media enables firms to talk to their customers while in a nontraditional sense the customers are able to talk directly to each other.

Kietzmann *et al.*, (2011) studied seven fundamental building blocks of social media. The study proposed that for the effective use of social media platforms, the firm must recognize and understand the social media landscape that will unveil the functionality and engagement implications for understanding their customers. The firm must develop strategies that are congruent with different social media functionalities and goals of the firm. In addition, the firm must have a clear strategy on how often and when a firm should enter into conversations on social media and who will represent the firm online. Lastly, the firm must scan its environment in order to understand the velocity of conversations and other information flows that could affect its current or future market position.

Culnan *et al.*, (2010) studied the use of social media platforms in gaining business value among US large companies. Three Fortune 100 corporations were used to demonstrate how they run and manage the social media platforms in their corporations. Data was collected from the three firm's website and social media platforms. The study contended that in order for the firms to gain full business value from social media they must develop and implement social media strategies based on three elements. These are mindful adoption, community building, and absorptive capacity. Firms of all sizes will be in better place to gain the business value only if they apply certain guidelines. These include coordination in order to promote use, addressing risk management issues up front, developing procedures to process unstructured transactions and lessons for implementing internal social media applications. Furthermore, the study suggests that social media applications enable formation of online customer communities hence, can help firms drive the sales.

According to Marshall *et al.*,(2012), social media is being actively used to create, build and maintain sales relationships. This study has used qualitative approach to identify key themes in sales organizations related to this topic. The analyzed the impact of social media and related technology on the selling environment.

Vries *et al.*, (2012) studied the popularity of brand fan pages by investigating on the effects of social media marketing. The study analyzed 355 brand posts from 11 international brands spread across six product categories. The study postulated that, in order to fostering the relationship with clients, the firm may create a brand fan pages on social media platforms and use these platforms to place brand posts on these brand fan pages which will provide a forum for the customers to like it or comment on it. The results suggests that positioning the brand post on top of the brand fan page enhances brand post popularity. The interactive brand post characteristics enhance the number of likes also the share of positive comments on a brand post is positively related to the number of likes.

The study by Bernstein *et al.* (2013) combined survey and large-scale data to examine how well users' perceptions of their audience match their actual audience on Facebook. Th study posited that posting on a social network site is like speaking to an audience. Although the audience remains invisible to the user, the likes and comments from audience indicates that their audience is following the posted message.

Aichner and Jacob (2015) conducted a study to assess the degree of corporate social media in terms of number of posts, number of interactions and the average response time to enquires. The study provided the metrics that can be applied in the organization to measure its success in using social media platforms such as number of visits, tags, page views, members/fans, impressions, incoming links and average length of time visitors spend on the website.

Summary and discussions of the reviewed literature

The studies reviewed above have shown that the use of social media platforms build the relationship and connection between organizations and their clients because of the two-way dimension that the social media platforms offer. In measuring the effective use of social media platforms, number of interactions between the organization and audiences while assessing the average response time to enquiries made. It has been shown that social media platforms generate prospecting and qualifying sales leads which in turn enhances sales in an organization.

Other studies suggest that integrating social media and traditional media can be more effective realization of the marketing objectives. This implies that further studies are imperative for assessing how effective is the use of social media platforms in sales promotion. The present study identified relevant variables and develop hypotheses for empirical testing as shown in section 2.5.

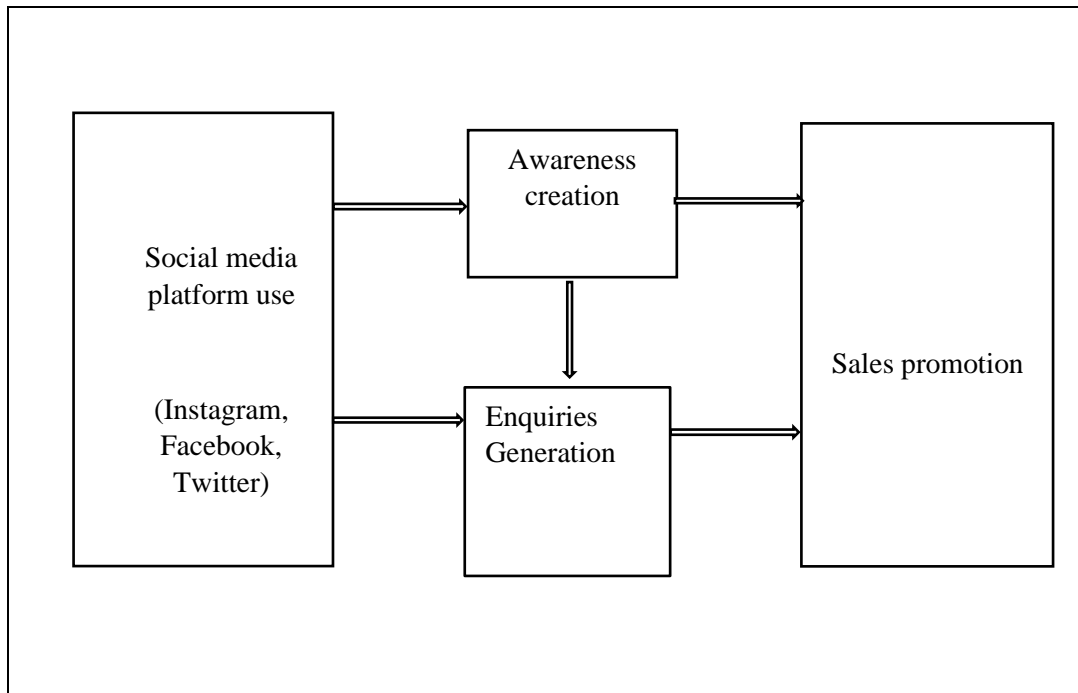
2.5 Conceptual Framework

This study builds an assumption that social media platforms provides an effective medium in promoting sales of residential properties. The study aimed to find out how effective is the use of social media platforms can be used by real estate companies such as NHC to promote the sales of residential properties.

From the Hierarchy of effects theory, the variable awareness has been described as the first step among the six stages in purchasing decision. Basically, in this theory the stages such as knowledge, liking, preferences and conviction are representing the level of engagement and relation between buyer and seller in moving into the final stage of purchasing. AISDALSLove model elaborated the several elements whereby Attention, Interest, Desire might be influenced by the level of awareness created to the particular buyer.

According to Drury (2008) social media assists in building the relationship and conversation with audience as it creates awareness and offers the forum for clients to inquiry for further information through the instantly conversation. Guesalaga (2016) argued that the use of social media increase prospects and sales leads which might be analyzed through the number of awareness created and serious inquiries made respectively. Figure 2.1 Summarize the conceptual framework of the study.

Figure 2.1: Conceptual Framework



Source: Researcher's Own Design (2019)

In view of the discussions in the conceptual framework, the following hypothesis is developed:

H₀: There is no relationship between use of social media and sales of residential properties.

H₁: There is a significant positive relationship between use of social media and sales of residential properties.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter described the methodology of the study with a purpose of highlighting how the study was designed and conducted. The chapter discusses the research design, describe targeted population, sample and sampling technique as well as tools for data collection and data analysis techniques.

3.2 Research Design

Research design is the conceptual structure within which research is conducted and basically it constitutes the blueprint for the collection, measurement and analysis of data (Kothari, 2004). The study applied mixed research design, which permitted the use of both qualitative and quantitative approaches and data. The qualitative approach was used in addressing the extent to which NHC uses social media and the kinds of social media platforms that are often used. The quantitative approach was used in addressing most of the data from NHC clients. This include public awareness creation through NHC social media campaigns and general usage of social media platforms sales leads and volume.

3.3 Area of the Study

The study was conducted at NHC head office in Dar es Salaam. About 6,446 residential units developed by NHC are located in Dar es Salaam. Similarly, compared to other regions there are more potential and existing clients for residential units in Dar es Salaam (NHC, 2016).

Since 2011, NHC has been aggressively conducting awareness campaign using multiple media outlets. The corporation launched TV and Radio programs as well as printed media, social media, and NHC's website (NHC, 2016). The corporation has been emphasizing the use of social media platforms such as Facebook, Instagram, LinkedIn and Twitter to run its marketing campaigns for promoting the selling of residential units.

3.4 Population, Sampling methods and Sample Size

3.3.1 Study Population

The target population of this study was NHC staff at head office and clients of various NHC residential projects situated in Dar es Salaam. The NHC staff were selected from the marketing and sales department all are under the directorate of sales and marketing. On the part of clients, the target population included the public/clients of NHC residential units.

3.3.2 Sampling Procedures

The study adopted both probability and non-probability sampling techniques. For the case of probability sampling techniques, the study used simple random sampling technique by distributing questionnaires to NHC clients residing in Dar es Salaam who bought properties from the NHC projects. These projects include Eco Residence, Mindu Place, Victoria, Kibada Housing Estate and Ubungo projects. The random sampling technique provide respondents with an equal chance of being selected in the study. For the case of non-probability sampling techniques, the study used purposive sampling techniques to select respondents from the sales and marketing department who were directly or indirectly involved in sales and marketing of residential properties.

3.3.3 Sample Size

The study used a total sample of 120 respondents which includes 100 NHC clients and 20 NHC staff. NHC has a total of 57 employees from the selected departments. The marketing department has 7 employees, sales department has 14 employees, managerial staff are 26 employees and business development has 10 employees. Table 3.1 shows the distribution of staff in various departments.

Table 3.1: Sampling distribution at NHC

SN	Department	Number of Employees	Employees selected	Percentage
<u>1</u>	Marketing	7	4	57%
<u>2</u>	Sales	14	6	43%
<u>3</u>	Managerial	26	5	19%
<u>4</u>	Business Development	10	5	50%
	Total	57	20	35%

All employees are from marketing, sales and business development were contacted because of the nature of their duties and the interaction they have with clients.

Table 3.2: Composition of Sample Size

Unit	Sample
Public/Clients	100
NHC Staff	20
TOTAL	120

NHC respondents provided answers for the kind of social media platforms which are often used by the corporation and on the other side the extent on which NHC uses social media in sales promotion. The client group provided answers on the sales that have been generated from using social media platforms.

As for clients, the study aimed to achieve two goals. First, to examine the extent to which social media campaigns influenced the level of awareness about those residential properties on sale. Second, to assess the preference of respondents to make inquiries to the corporation by using social media platforms will be identified.

3.4 Data Collection Methods

The study collected both primary data and secondary data. For primary data, the study used interviews and questionnaires whereas documentary review method was used to collect secondary data.

3.4.1 Interviews

Kothari (2004) defines interview as face-to-face discussions that is used during gathering certain information. It also involves the presentation of all verbal stimuli and reply in terms of oral-verbal responses. In this study, the interview method was used to collect information from NHC staff in the department of marketing, department of sales, department of business development and other staff holding some managerial positions. The study interviewed a total of 20 NHC staff. The interview method was used to address specific objectives (i) and (iii).

3.4.1 Questionnaire

Kothari (2004) defines a questionnaire consists of a number of questions mailed to respondents in the expectation that the respondents would read and understand the questions and write down the reply as per purpose of the questionnaire itself. The questionnaire normally consists of closed and open ended questions. Open ended questions generally provided qualitative data, the purpose of which to generate deep understanding of matter under the study.

The questionnaires were sent to NHC to clients, purposively to generate information that addresses on awareness created through social media platforms. The questions were about how convenient was the use of social media platforms and what kinds of sales promotion from NHC the clients experienced. The questionnaire also solicited information on whether or not the clients use social media in inquiring about residential properties to the corporation in line with objective III.

3.4.3 Documentary reviews

The study used the documentary review method for collecting secondary data from various reports published by NHC. These reports helped in describing the trend and reach in term of numbers from the period NHC started using these platforms. The study

reviewed the contents of the NHC social media platform pages to generate information about sales promotion campaigns.

The study also reviewed various sources of secondary data including journal articles, government reports, Internet, books, newspaper, pamphlets, dissertations and published materials to help determine the role of social media platforms in promoting sales of the residential properties.

3.5 Data Processing and Analysis.

According to Kothari (2004), data analysis refers to the computation of certain measures along with a searching for patterns of relationship that exist among data groups. The quantitative data relating to the level of awareness created in the public and the number of inquiries made from the use of social media campaigns on residential properties were analyzed by the use of correlation analysis and simple regression analysis. Similarly, qualitative data was analyzed using the content analysis. The study used content analysis in analyzing data concerning the challenges in using NHC social media platforms, the extent to which NHC uses social media platforms as well as the kinds of social media that NHC often use and the contribution of social media campaigns in generating sales leads and sales in general.

CHAPTER FOUR

PRESENTATION AND DISCUSSION OF FINDINGS

4.1 Introduction

This chapter presents study's results of analysis of the data were collected from NHC clients and NHC staff by using the questionnaires and interviews. The chapter has two sections whereby the first section presents the participants characteristics and the second part presents data on the specific research questions under this study.

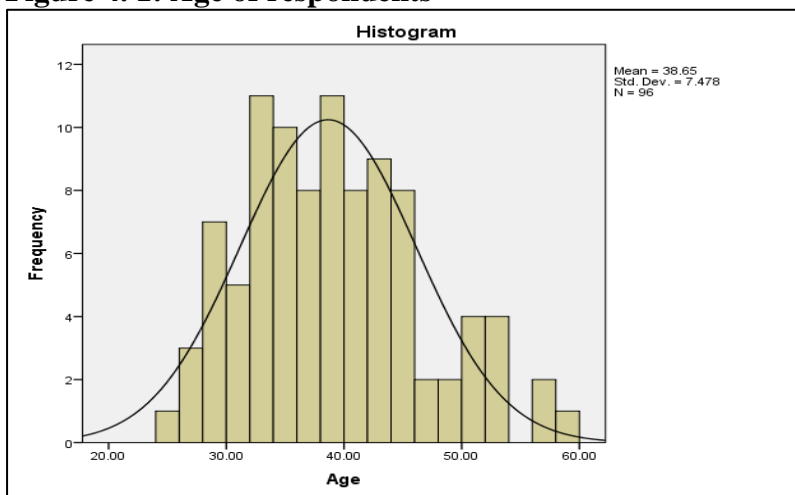
4.2 Sample Characteristics

This section provides general profiles of participants who engaged in this study.

4.2.1 Respondents' Age

A total of 96 participants responded to the question regarding their age. Of these, 16 were below 30 years old, 41 participants were in the 30- 40 age groups, 32 were in the 40 - 50 age category, and 7 respondents were aged above 50 years old. Figure 4.1 shows the results of analysis. The findings are similar to the views of Duggan and Brenner (2013) who observed that the young adults are more likely than older adults to use social media.

Figure 4. 1: Age of respondents



4.2.2 Sex of respondents

Out of 100 participants, 57 participants (57%) were females. Table 4.1 shows the results of analysis.

Table 4. 1: Distribution of participants by sex

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	57	57.0	57.0	57.0
Male	43	43.0	43.0	100.0
Total	100	100.0	100.0	

4.2.3 Respondents' Marital Status

Twenty-two (22) participants (22%) were single, 73 participants (73%) were married, 4 participants (4%) were widowed and only 1 participant (1%) was divorced. See Table 4.2 which indicates, the majority of the participants were married and this has been mainly contributed by the characteristics of the sample selected on which most of them are in families.

Table 4. 2: Marital status of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	22	22.0	22.0	22.0
Married	73	73.0	73.0	95.0
Divorced	1	1.0	1.0	96.0
Widowed	4	4.0	4.0	100.0
Total	100	100.0	100.0	

4.2.4 Respondents' Education Level

Majority of respondents (52%) attained bachelor level, followed by diploma (21%) and master degree (17%). Only one (1) respondent indicated to have attained a primary level education and 9 (9%) attained a secondary level education. The distribution of education level among respondents implies that data were collected from the participants who real understand or had potentials to understand the subject matter under research.

Table 4. 3: Respondents' level of education

	Frequency	Percent	Valid Percent	Cumulative Percent
Primary	1	1.0	1.0	1.0
Secondary	9	9.0	9.0	10.0
Diploma	21	21.0	21.0	31.0
Bachelor	52	52.0	52.0	83.0
Master degree or above	17	17.0	17.0	100.0
Total	100	100.0	100.0	

4.2.5 Occupation of Respondents

Out of 100 participants, 46 participants (46%) were employed in private sector, 31 participants which is equivalent to 31% were employed in public sector and the rest of the participants who makes the 23% of all the respondents were self-employed.

Table 4. 4: Occupation of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Employed in Public Sector	31	31.0	31.0	31.0
Employed in Private Sector	46	46.0	46.0	77.0
Self Employed	23	23.0	23.0	100.0
Total	100	100.0	100.0	

Respondents are either employed or are self-employed whereby the total of 77% of all the participants are employed. This implied that in order to be able either to rent or to buy the housing properties one should have the reliable source of income to meet either the rent or the repayments for buying particular property.

4.3 Usage of social media platforms

The data were collected to find out the general usage of social media platforms, the extent on which each kind of social media platforms is preferred and the time in hours the respondents spend per day on social media. The results of analysis show that 91 participants (91%) use social media platforms to send or to receive information. Table 4.6 shows the results of analysis.

Table 4. 5 The general usage of social media platforms

	Frequency	Percent	Valid Percent	Cumulative Percent
YES	91	91.0	91.0	91.0
NO	9	9.0	9.0	100.0
Total	100	100.0	100.0	

This finding shows that a large number of respondents are using social media platforms. This observation is congruent with the findings of Whiting and Williams (2013). In their study Whiting and Williams observed that many people nowadays use social media platforms for social interaction, information seeking, pass time, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion, information sharing and knowledge about others.

Furthermore, participants were required rate the extent on which they use each of the social media platforms, the Likert scale of 1- Not use at all, 2- Vary rarely, 3- Rarely, 4-Frequently and 5 – Mostly frequently were used to give participants a room to respond on the extent of their uses in each of the social media platforms.

4.3.1 Facebook platform

Table 4.6 shows the results of analysis. Out of 91 participants who use social media platforms including Facebook, 39 participants (42.9%) fall into most frequently use, 36 participants (39.6%) were frequently using Facebook platform, and 14 participants (16.3%) were rarely or very rarely using Facebook.

Table 4.6 Facebook platform

	Frequency	Percent	Valid Percent	Cumulative Percent
Not use at all	2	2.0	2.2	2.2
Very Rarely	1	1.0	1.1	3.3
Rarely	13	13.0	14.3	17.6
Frequently	36	36.0	39.6	57.1
Most Frequently	39	39.0	42.9	100.0
Total	91	91.0	100.0	

As the results indicate, about 82.5% of all respondents are frequently using Facebook platform. This study's findings were congruent to the study by (Duggan & Brenner, 2013) that identified Facebook platform as the most used networking platform whereby about two thirds of online adults are Facebook users.

4.3.2 Instagram platform

Table 4.7 shows results of analysis. The results of analysis show that the majority of respondents (50.5%) use the Instagram platform most frequently, whereas (39.6%) use the platform frequently. This suggests that about 90% of the respondents use this platform frequently.

This finding can be supported by the study done by (Al-Haidari, 2017) whereby it was identified that Instagram has attracted the huge numbers of users as it offers a highly effective, time efficient and user friendly social media platform. Furthermore, the popularity of Instagram is attributable to its uniqueness, whereby users can post photos or short video clips.

Table 4.7 Instagram platform

	Frequency	Percent	Valid Percent	Cumulative Percent
Not use at all	1	1.0	1.1	1.1
Very Rarely	3	3.0	3.3	4.4
Rarely	5	5.0	5.5	9.9
Frequently	36	36.0	39.6	49.5
Most Frequently	46	46.0	50.5	100.0
Total	91	91.0	100.0	

4.3.3 LinkedIn platform

Table 4.8 shows the results of analysis of use of LinkedIn platform. As the result suggest, the majority (35%) rarely use this platform, whereas about 18% do not use the platform at all. This seem to suggest that this platform is less popular among NHC respondents.

The increasing number of LinkedIn users has been supported by the findings from (Basak & Calisir, 2014) whereas it was identified that self-promotion, group activities, job and job affairs, finding old and new friends easily, follow up, profile viewer data, and professional networking are some of the factors that has attributed to the large number of users for this social media platform.

Table 4.8 LinkedIn platform

	Frequency	Percent	Valid Percent	Cumulative Percent
Not use at all	16	16.0	17.6	17.6
Very Rarely	4	4.0	4.4	22.0
Rarely	32	32.0	35.2	57.1
Frequently	26	26.0	28.6	85.7
Most Frequently	13	13.0	14.3	100.0
Total	91	91.0	100.0	

4.3.4 Twitter platform

Table 4.9 shows the results of analysis obtained from 91 participants who use social media platforms including Twitter. In this analysis 7 participants (7.7%) use twitter most frequently, and 10 participants (11%) use twitter frequently. Others, for example, 13 respondents (14.3%) and 27 respondents (29.7%) use twitter rarely and very rarely, respectively. However, 34 respondents (37.4%) do not use twitter at all.

Table 4.9 Twitter platform

	Frequency	Percent	Valid Percent	Cumulative Percent
Not use at all	34	34.0	37.4	37.4
Very Rarely	27	27.0	29.7	67.0
Rarely	13	13.0	14.3	81.3
Frequently	10	10.0	11.0	92.3
Most Frequently	7	7.0	7.7	100.0
Total	91	91.0	100.0	

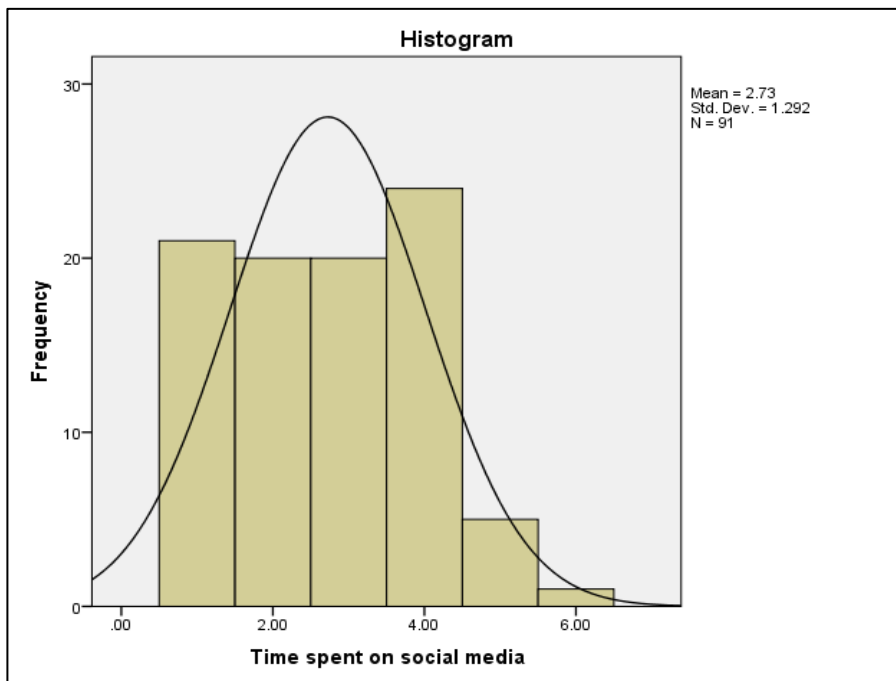
The results from the Table 4.9 indicates that respondents' access to internet facilitates the use of several social media platforms such as twitter. Previous studies have shown

that the percentage of internet users who are on Twitter has doubled since November 2010 to stand at 16% (Duggan & Brenner, 2013).

4.3.5 Time spent per day on social media

Figure 4.2 shows the distribution of responses which were obtained from 91 participants who responded on time they spent on social media. Out of that 21 participants which is equivalent to 23.1% spent up to 1 hour a day on social media, 20 participants which is equivalent to 22% spent up to 2 hours a day on social media and the other 20 participants which is equivalent to 22% spent up to 3 hours on social media. On the other hand 24 participants which is equivalent to 26.4% spent up to 4 hours a day on social media, 5 participants which is equivalent to 5.5% spent up to 5 hours a day on social media while only 1 participant spent up to 6 hours a day on social media. Generally, about 93.4% of all participants are spending up to 4 hours a day on social media platforms.

Figure 4. 2: Time spent per day on social media

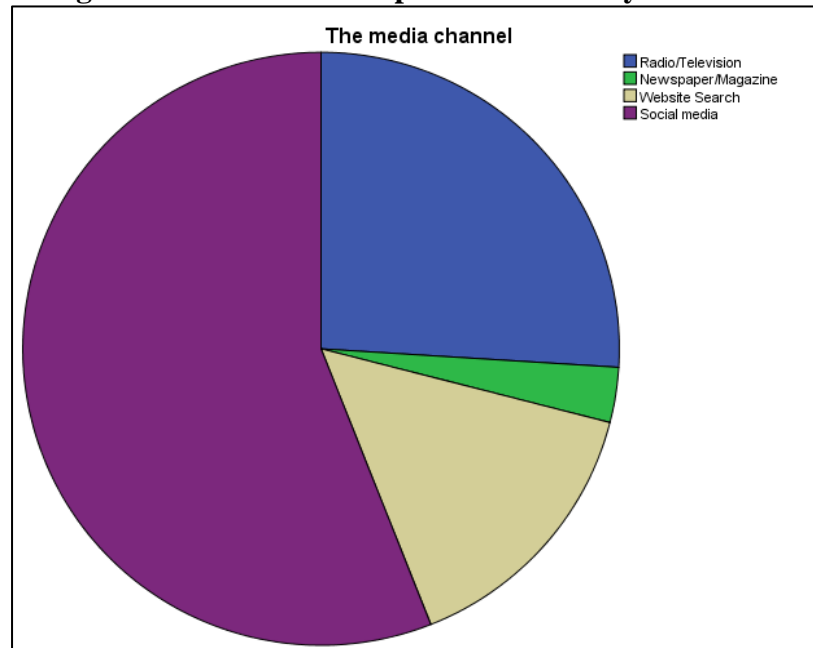


4.4 NHC social media campaigns on promoting the sales of residential properties.

The data were collected to find out on how frequently and through which channel the participants were getting information about the residential properties on sale. Figure 4.3

shows the results of analysis. About 26% of respondents indicated that most of the time they get information on NHC residential properties on sale through radio or television. Three (3%) received the said information through newspaper or magazine whereas 15% and 56% information through website search and social media platforms, respectively.

Figure 4. 3: Social media platforms used by NHC clients

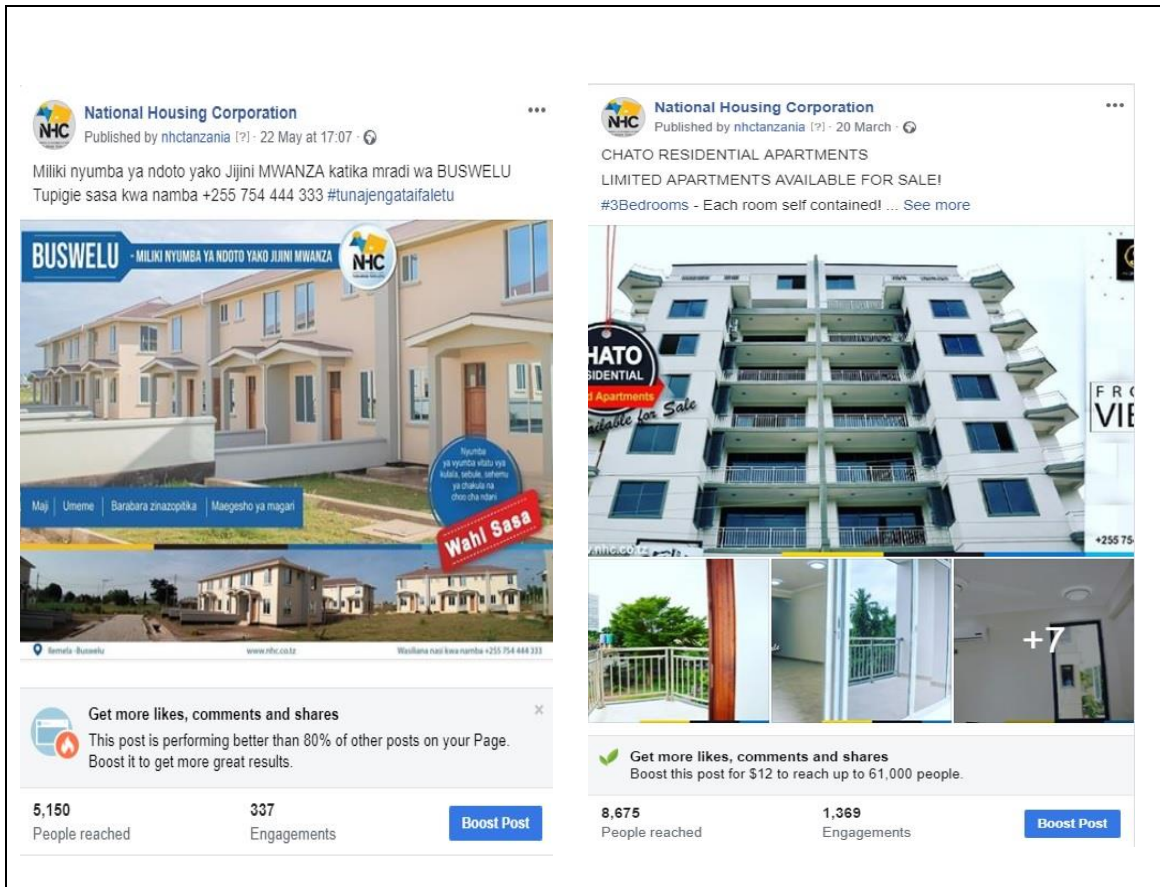


The figure 4.3 has shown large portion of the participants received information about promotion of NHC residential properties on sale through the use of social media platforms.

4.4.1 Posts seen by NHC clients

In addressing the question on how the social media platforms have created awareness in promoting the sales of residential properties, some of the respondents acknowledged to have seen some of the social media campaigns on residential properties. The residential properties were in Buswelu housing estate, Chato residential apartments, residential apartments at Victoria project, the houses at Iyumbu Satellite Centre, Morocco Square project, Safari City project, Affordable Houses Tenant-Purchase Scheme (Mpangaji Mnuuzi) and Mwongozo project. The following are some of repetitive social media campaigns that has been seen mostly by participants under this study

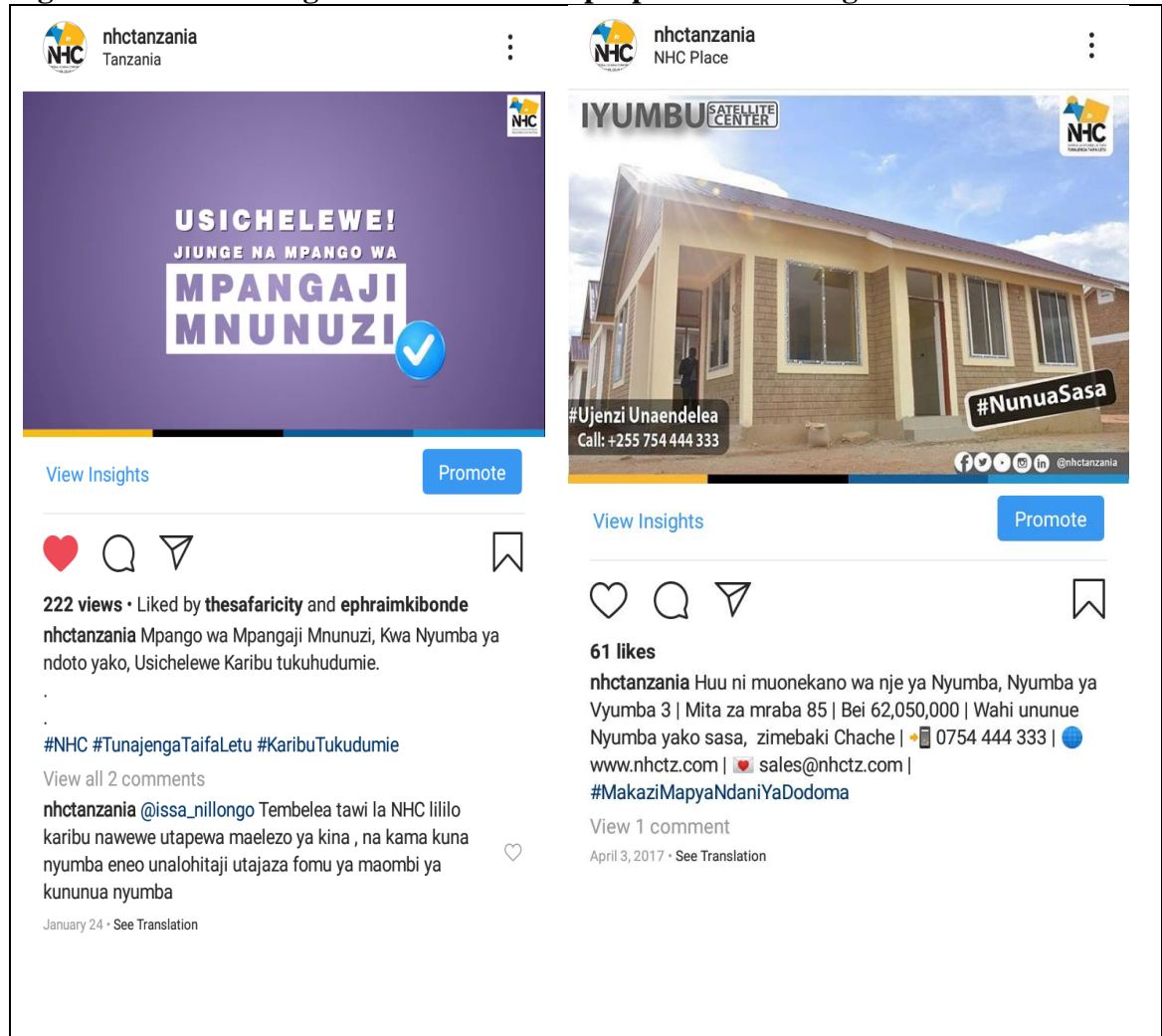
Figure 4. 4: Promoting sales of residential properties on Facebook



Source: Field Findings, (2019)

As Figure 4. 4 indicates, the post for Buswelu housing estate has reached about 5,150 viewers while 337 were directly engaged. The post for Chato residential apartments has reached 8,675 viewers, 1,369 of them were directly engaged. The post for tenant purchase scheme (mpangaji mnunuzi) reached 222 views while the post for Iyumbu satellite centre reached 61 viewers.

Figure 4. 5: Promoting sales of residential properties on Instagram



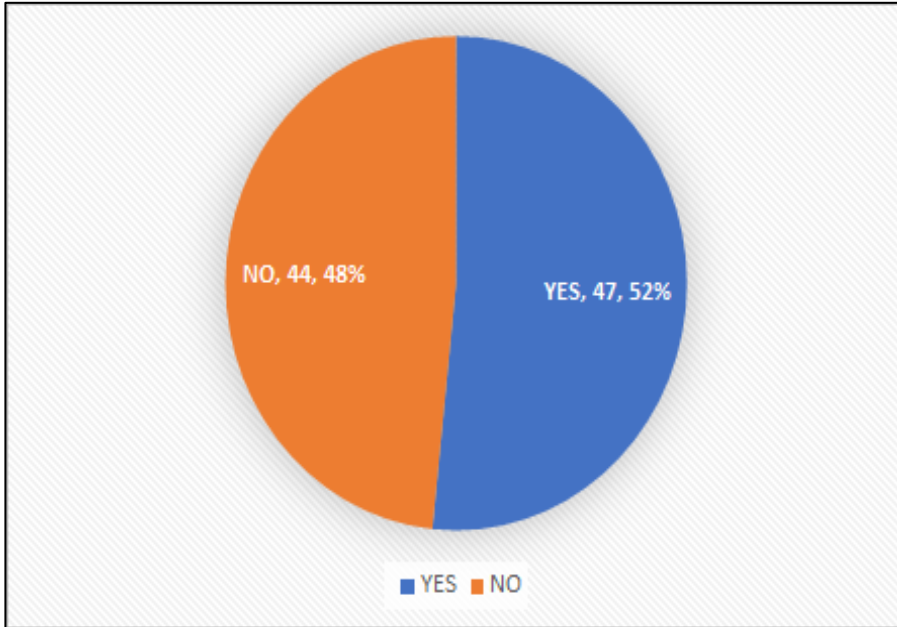
Source: Field Findings, (2019)

4.4.2 Inquiries made by NHC clients to NHC

Out of 91 participants who agreed on using social media platforms only 47 participants which is equivalent to 52% agreed to made inquiries to NHC. On the other hand 44 participants which is equivalent to 48% agreed that they have never made any inquiries to NHC through the use of social media platforms.

The figure 4.6 shows that majority of participants are using social media platforms to inquiry some details or information concerning residential properties.

Figure 4.6: Inquiries made by NHC clients

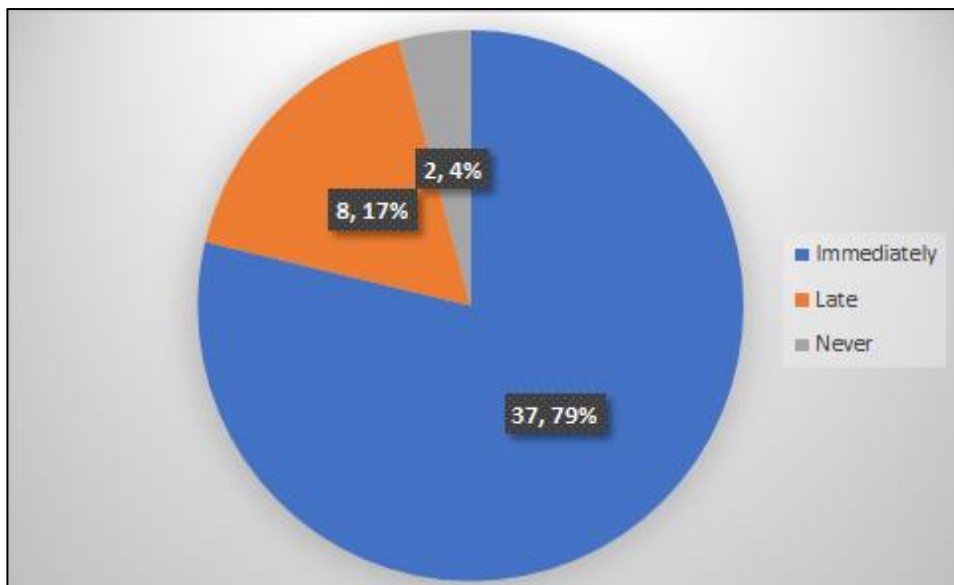


Source: Field Findings, (2019)

4.4.2.1 Response to clients' inquiries

A total of 47 respondents inquired NHC using social media platforms concerning the sales promotion campaigns posted by the corporation. Of these, 37 respondents (79%) commented that NHC responded immediately. On the other hand 8 participants which is equivalent to 17% commented that NHC responded late to their inquiries and lastly 2 participants which is equivalent to 4% commented that NHC never respond on their inquiries.

Figure 4.7: Responses to inquiries



Source: Field Findings, (2019)

Figure 4.7 has shown the corporation has intensified its capacity of handling the inquiries on time whereas 98% of all inquiries were handled.

4.5 Types of social media platforms used by NHC

NHC started using social media platforms in promoting the sales of houses since 2011 following the implementation of the first five years strategic plan for the corporation covering the year 2011 to 2015. The main reasons for adapting and implementing social media strategies were to create the awareness to the public about housing projects that the corporation has developed for selling purpose. Apart from this major reason for adopting the use of social media the corporation intended to use the platforms for informing the public about some public relation issues with the intension of boosting up the corporate image of the corporation.

In aligning with the intention of creating awareness, the corporation has managed to reach a huge number of viewers through these platforms. In turn, it has boosted the corporate image and generated sales leads for the business of selling residential houses and other buildings. Following the implementation of cost cutting measures in the

government institutions, NHC has put much of the emphasize on the use of social media platforms. In this, the corporation capitalizes on the internal capabilities at low cost comparing to the other type of media strategies.

The corporation has been using various social media platforms such as Facebook, Instagram, Twitter, LinkedIn and YouTube in promoting the sales of houses and updating the public about any important updates or news. Many marketing campaigns which intended to promote the sales of residential houses and other buildings are channeled through NHC social media platforms. Furthermore, the study found that the corporation started to direct its resources in empowering the department that deals with digital activities so as to intensify the use of social media in undertaking marketing campaigns rather than outsourcing to marketing agencies.

The corporation has organized the marketing team to coordinate the digital activities of the corporation. The department is responsible in creating and managing marketing campaigns by making sure that the intended marketing or public relation objectives are realized.

The marketing team has been providing the support to the sales of these residential houses by mining and making the follow up on sales leads generated through the use of social media. These campaigns have been used as source of executing marketing intelligence data in formulating the relevant marketing and sales strategies in the corporation.

The study revealed from the interview with digital marketing team that the use of Facebook and Instagram has got more mileage that other social media platforms. This has made the corporation to use these two social media platforms more intensively compared to other platforms.

4.6 Sales of residential properties generated through social media platforms

From the interview conducted with marketing, sales, business department and some of NHC staff who are in the managerial level. The findings revealed the significant contribution of social media marketing campaigns in promoting the sales of residential

properties of NHC. The marketing team explained that in every marketing campaign done through social media platforms, contact details especially the mobile number were provided to enable prospects call and inquire for more clarifications on the posts.

The findings from the sales and business development departments revealed that their teams solicit a a large number of prospects on which they can scrutinize by engaging each of them so as to come up with layer of the real buyers for the residential properties on sale. Apart from getting referrals from calls from those prospects who viewed the posts from social media platforms, the team has a tendency of sharing all the marketing campaigns on their individual profiles on social media platforms.

The tendency of sharing the marketing campaigns in their individual profiles helped the team to recruit the prospects directly and provided them with the detailed information that can give the room for site visit and the final decision of buying the residential properties.

Findings from the managerial staff revealed that the importance of using social media platforms is to activate the market for the residential properties on sale. In doing so the sales team may give the map road of directing their resources from the generated list of prospects who are basically coming from various kind of industries. It was further elaborated that making the follow up from the sales leads generated from the use of social media give rise to the serious calls that may mature to the real sales in the future.

In general, the sales team and those who are engaging clients, agreed that the use of social media platforms has helped them in recruiting and scrutinizing real buyers of residential houses. The corporation has designed the prospective client's form whereby the clients may fill in where they got information about NHC projects, most of these clients are confessing that they have used social media platforms to get such information.

4.7 Correlation analysis

The relationship between promotion of residential properties and number of inquiries made is presented in Table 4.11. The R-square is 0.921, suggesting that there is high

correlation between level of awareness created and promotion of the NHC residential properties through social media platforms due to the 92.1% of variation in use of social media in promoting sales of residential properties.

Table 4.10: Sales promotion and the awareness created

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.960 ^a	.922	.921	.14037

a. Predictors: (Constant), Promotion of Residential Properties

4.8 Regression Analysis

The analysis was done to assess the level of awareness created by the use of social media platforms in promoting sales of residential properties. The main intention here was to find out how the use of social media platforms has positively or negatively influence on creation of awareness about the residential properties that are on sale.

Table 4.11: Regression Coefficient for awareness created

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.069	.043		1.613	.110
	Promotion of Residential Properties	.966	.028	.960	33.948	.000

a. Dependent Variable: Awareness Created

Source: Field Findings, (2019)

Table 4.11 shows the influence of social media in creating awareness about residential properties has attributed the promotion of residential properties. The use of social media platforms has positively risen the level of the awareness in the public about the residential properties on sale. The analysis further revealed the use of social media

platforms showed a p-value of 0.000, suggesting that awareness creation is significantly associated with residential property sales.

4.9 Correlation analysis

The relationship between promotion of residential properties and number of inquiries made is presented in Table 4.12.

Table 4.12 Correlation Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 ^a	.637	.633	.30438

a. Predictors: (Constant), Promotion of Residential Properties

Source: Field Findings, (2019)

Table 4.12 shows R-squared has high degree of 0.633. This means there is high correlation between number of inquiries made and promotion of the NHC residential properties through the use of social media platforms. This is due to the 63.3% of variation in the use of social media in promoting sales of residential properties.

4.10 Regression Analysis

The analysis was done to assess the number of inquiries made from the use of social media platforms in promoting sales of residential properties. The main intention here was to find out on how the use of social media platforms has positively or negatively influence on rising number of inquiries about the residential properties that are on sale. Table 4.13 shows the result of analysis.

Table 4.13 Regression Coefficient for number of inquiries made

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.351	.096		3.653	.000
Promotion of Residential Properties	.825	.066	.798	12.502	.000

a. Dependent Variable: Number of Inquiries

Source: Field Findings, (2019)

Table 4.13 shows the number of inquiries made clients through the use of the social platforms following the influence they got from the promotion activities done by the corporation on the sales of residential properties in social media platforms. The use of social media platforms has a positive influence on the rise of inquiries for residential properties on sale. The analysis further revealed the use of social media platforms in promoting the sales of residential properties showed a p-value of 0.000 hence significant in rising the number of inquiries at the 1% level.

4.11 Challenges experienced from the use of NHC social media platforms

In addressing this question, the data was collected from both sides (clients and NHC) to find out the challenges experienced by the users of NHC social media platforms. On the side of clients, 17 participants responded on this while all 20 participants from NHC staff responded on this question. The challenges experienced by clients are based on the nature of posts and description coverage, claims raised and responses from NHC team.

The data collected from the clients revealed that these platforms are not providing the enough details concerning the projects on sale hence it requires the clients to call or send inquiries for more details on the particular post. One of the NHC client indicated that:

..The nature of the NHC posts on social media platforms are not providing well detailed information that may enable the customer to read and get the full understanding of the project details and the sales procedures of the property on sale (Source: Research Field Data, 2019).

About 10 clients out of 17 clients who responded on this question argued that the projects that are seen in these social media platforms are designed in the way that may impress the one to make further step of inquiring much details on the project whereas the reality may not fit for the same impression. This has made the more of the clients to be discourage to continue with a further step of engagements. A respondent had the following view:

..... What is presented in the social media platforms showing the NHC projects is not what you can get in the site, the actual look is far away in term of quality, housing attributes and attractiveness in general (Source: Research Field Data, 2019).

Another challenge is the disappointments raised by other viewers concerning either quality, location of the project, price of the houses, housing design attributes and customer services provided by the corporation in these social media platforms, has negative influence to those who are once interested to jump into the decision of evaluating the project. One respondent had the following to say:

.....In each of the NHC posts you can find two or more negative feedback about what has been posted (Source: Research Field Data, 2019).

Furthermore, 10 clients argued that the time it takes long hours for NHC team to respond on the inquiries raised by the clients as presented in figure 4.7. This reduce the appetite of the client to continue searching and building desire of final action of buying the residential properties as stipulated in AISDALSLove model.

The interview conducted to NHC staff who deals with management of social media platforms issues identified one main challenge, which is maintaining the number of followers in each of the platforms used since there has a tendency of people to stop following the platforms. One respondent had the following to say: ...

“One of the challenges is to make sure that each of our social media platforms has attracted the convenient number of followers so it is our responsibility to attract and retain these followers so as to influence the mileage of our posts (Source: Research Field Data, 2019).

The findings revealed that sometimes the post may not be able to receive the significant number of views hence create a low mileage to the market. Following this, there is a need for the corporation to pay for boosting the number of viewers so as to reach its targeted clients.

Another challenges NHC experienced is most of the clients are using social media forum to claim on other issues that are not relating to the post on target. So, in handling the kind of issues, the team dedicated for social media platforms submit those complains to the desk responsible so as to get back to the client for the sound answers.

There has a challenge for handling people or clients who are having the hidden agenda who are not interested about the projects but they are looking for other information. Generally, it was stated that, handling clients using social media platforms requires much attention as any mis-selling may lead into crash of the sales leads and the corporate image in general.

CHAPTER FIVE

DISCUSSIONS OF FINDINGS

5.1 Introduction

This chapter is based on providing a critical interpretations and discussions of the findings that was obtained from the research objectives described under this study, basically all the findings from the research objectives are precisely interpreted and discussed in relations with theoretical and empirical literatures. In this chapter the significant results that has been revealed in this study will be discussed which include the use of social media in creating awareness and generating sales volume of NHC residential houses, also issue of handling inquiries from NHC clients, management of social media platforms and the challenges associated with the use of social media.

5.2 Use of social media and awareness creation

In analysing the influence of social media in creating the awareness of NHC residential properties, the study analyses the general usage of social media platforms by the clients. Out of 100 participants, 91% agreed to use social media platforms in sending or receiving information and about 93.4% of all these participants who are using social media spend up to 4 hours a day on social media platforms.

Furthermore, in analysing how frequency were respondents using each kind of the social media platforms, out of 91 participants who responded on this, 82.5% agreed for Facebook, 90.1% agreed for Instagram, 42.9% agreed for LinkedIn, 18.7% agreed for Twitter. In connecting to this NHC has been using Instagram and Facebook more intensively compared to other social platforms such as Linkeldn and Twitter.

The findings show that the use of social media platforms has a significant impact in creating awareness at p-value of 0.000 level which indicates the variable is significant at 1% level of significant. Out of 100 participants, 56% responded that most of the time they get information on NHC residential properties on sale through the use of social media than other source such as radio, television, newspaper or magazine.

Findings from this study revealed that the use of social media platforms has an influential power in creating awareness on the residential properties that are on sale. For

example, in the figure 4. 4 indicated that the post for Buswelu housing estate has reached about 5,150 viewers and for the Chato residential apartments reached 8,675 viewers.

According to Hierarchy of Effects Theory which was developed by Lavidge and Steiner in 1961 awareness is the foundation and the very important stage among six stages elaborated by the theory. According to this theory, the marketers are supposed to make sure that the market is aware about the product that is on sale, so there should be enough information covering the product that will attract the customer to know about the product, to like and prefer it and at the end to make the final decision of purchasing it.

According to (Culnan et al., 2010) who discussed about how large Us companies use twitter and other social media platforms to gain business value. The study found that many companies are aware about the influence of social media platforms in creating awareness about their products to customers and other external partners and suppliers.

The findings from this study corroborates with findings from (Mangold & Faulds, 2009) who narrated the contribution of social media in creating awareness. The study posited that the use of social media is one of the promotion strategies in selling any product whereby it is possible for the organization to communicate with hundreds of people about the product on sale.

5.3 The use of social media and the sales volume of residential properties

From the findings of this study, it was revealed that the social media campaigns have a significant impact on the sales of residential properties. As a part of marketing intelligence, the contacted NHC staff agreed that they have noticed that many clients obtained the information on the available and the projects that are on sale through the use of social media platforms and thereafter they continue with normal engagements like visiting the site and making the purchasing decision.

Furthermore, the results from these studies showed that 47 participants out of 91 participants agreed to make inquiries about NHC residential properties on sale through the use of social media whereas NHC responded to 43 participants instantly. This shows how the use of social media has replaced the normal way of engaging clients and offered

a forum on which the seller may solicit and assessing their prospects before putting much resources on searching for the real buyers.

Hierarchy of Effects Theory narrates six stages that the customer might pass to make the final purchasing decision, basically these stages are awareness, knowledge, liking, preference, conviction and purchase. According to this theory the marketers/organizations has a role to play in making sure that the customers are reaching the final stage of making decision. The findings from this study correlates with this theory due to role of engagement with clients that has been demonstrated by the NHC, it has been noted that after creating awareness about the residential properties on sale, the team has been able to respond to inquiries and providing support to the customers so as they can make the final decision of buying the product.

The findings from this study corroborates with findings from (Guesalaga, 2016) who discussed on the use of social media in sales, the results were obtained by surveying 220 sales executives in the United States and concluded that organizational competence and commitment with social media are the key determinants of social media usage in sales, furthermore the study concluded that social media can be used even for management of sales activities.

5.4 Handling of inquiries

One of the basic aspects in making sure the organisation is realizing the best results for the use of social media platforms is the way it responds to the inquires that are made by the prospects, findings from this study revealed that there was significant number of participants who confirmed to made inquiries to NHC following the advertisement on social media platforms. Furthermore, the study assesses on how much time it takes for the corporation to respond on the inquiries raised by the prospects. It was found that 79% of all inquiries made were responded on time, 17% were responded late. Overall findings from this study show that NHC has managed to respond on all inquiries by 96%.

The AISDALSLove model correlates with the findings from this study mainly because of the handling ability that the corporation has been adopted. According to this model

the customer will have to search for more details before building a desire to make the action of buying the product. In this case the inquiries which are made by customers are showing how much these customers are interested to be fed with enough information that will allow them to make the final decision of buying the product.

According to (Edosomwan, Prakasan, Kouame, Watson, & Seymour, 2011) who argued that the organizations must take time to review the conversation and must dedicate time and effort to respond to customers responses and inquiries.

5.5 Management of social media platforms

The findings revealed that NHC has intensified the social media functions by building internal capacity that coordinate all the social media campaigns in aligning with the organisation marketing strategies. This unit is responsible for creating advisements and message that tally up with the social media environment. Second the unit coordinate all the responses to the clients and marking sure all sales leads generated are followed up and tracked so as find out the impact of those social media campaigns.

In both theories Hierarchy of Effects Theory and AISDALSLove model the role of marketers has been elaborated in every stage that was developed by these models. According to these theories the marketers should manage all the stages that the customers may pass following the advertisement program that the corporation is running.

The findings in this study relates with findings from (Edosomwan et al., 2011) who insisted that companies should have a dedicated team responsible for managing social media activities, tracking and responding to conversations between the companies and customers.

5.6 Challenges associated with the use of social media

Due to the unambiguous function of social media platforms in creating awareness of residential properties that are on sale, it has been shown that social media can be used at the detrimental of the intended objectives. The use of social media platforms can lead into the rise of unnecessary claims that might ruin the particular marketing objectives,

without the proper follow up and management of all ongoing activities in the platform, the organisation may find that the social media campaigns has led into the destructing of the intended objectives and distorting the corporate image than promoting the sales of those residential houses that are on sale.

In analysing the long term impact of advertisement the AISDALSLove model correlates with the finding of this study by elaborating the like/dislike stage, share stage and love or hate stage. Basically, when the customers are satisfied with the product they will share with others about the goodness of such product and vice versa is true when they are not satisfied with the product they will spread the hate to others about such product.

The findings in this study relates with (Aula, 2010) which concluded that the reputation risks can arise due to the organisation's own communication activities including their reaction to claims presented through the use of social media. The organisation must make sure they manage all the claims presented in their social media platforms so as to mitigate from the reputation risks

CHAPTER SIX

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

6.1 Introduction

This chapter presents the summary of the study findings, conclusions, recommendations, and areas for further research.

6.2 Summary

The main objective of this study was to examine the effectiveness of social media platforms in promoting sales of residential properties at NHC. The specific objectives of the study were:

- to find out what kinds of social media platforms are often used in order to determine the extent to which NHC use social media;
- to examine the level of awareness to the public that has been created by the use of social media platforms in promoting the sales of residential properties by NHC;
- to determine sales volume of residential units generated from the use of social media platforms at NHC.

Both quantitative data and qualitative data were collected mainly by distributing 100 questionnaires to NHC clients and contacting NHC staff respectively. The findings were analyzed descriptively whereby the frequencies were established by the use of histograms, tables and pie charts, on the other hand some variable like the level of awareness created and the number of inquiries made were analyzed by using simple liner regression analysis so as to find out their significant influence in relating to the use of social media platforms.

The findings of the study revealed that the use of social media platforms has a significant influence in promoting the sales of residential properties, the analysis was conducted to find out the significant level of the promotion activities of sales of residential properties in social media to the level of awareness created and the number of inquiries made. The results showed that the use of social media platforms has an influential impact on the sale of residential properties at NHC.

6.3 Conclusion

Following the analysis that has been done under this study, the results showed that the use of social media platforms is one of the important stimulants in promoting the sale of residential properties. The results showed that the social media platforms have created awareness on the residential properties on sale to the extent that the prospects are able to inquiry some detailed information that lead into materialization of the sales of those residential properties.

The two theories that were used in this study which are hierarchy of effects theory and AISDALS Love model narrated the importance of creating awareness and the attention when it comes to marketing of the product. The results from this study proved how the use of social media platforms has helped the corporation in activating its market by creating the significant level of the awareness about housing properties.

The results showed that the corporation has fully adopted the use of social media platforms by implementing the competitive social media strategies. The corporation has been to allocate well-organized and experienced experts who are dedicated to run and manage all activities related to sales promotion of the residential properties.

The study revealed that the use of social media platforms can be effectively used in promoting the sales of residential properties through the analysis done on the level of awareness created and the inquiries which were channeled through the use of social media platforms. It was also found that there are some risks and challenges that has been associated with the use of social media platforms. So the organization has to apply the deliberately measures to make sure that the activities of social media are properly coordinated and managed so as to obtain the targeted objectives.

6.4 Recommendations

Following the examination on the use of social media platforms in promoting the sales of residential properties by taking the case of the leading real estate company in Tanzania. This study come up with the following recommendations that can be applied

by any corporation that decided to use a social media platform as among the integrated marketing strategies adopted by their organisation.

Dedicated team and organised management

In order for the corporation to realize the fruitful results from the use of social media in marketing its product, it should employ a dedicated team to run the social media functions in the corporation. The influence of social media platforms in promoting sales has been growing hence the proper management of social media activities is highly needed. NHC has dedicated task force responsible in administering all social media activities in the organisation. For the firm or corporation that like to capitalize on the results that social media offers they should make sure they have allocated the dedicated team and organise the management of all activities under the social media platforms.

Presence online and responding to inquiries

The study's findings revealed that not all the inquiries were answered on time although the corporation has managed to answer almost all the inquiries which were made by clients. The management of the inquiries in social media depend much on the availability of the dedicated team in handling social media activities and the presence of that dedicated team online. This study recommends for the 24 hours a day online services to be offered to the public specifically for the users of social media platforms. This will help the corporations to satisfy the needs of their prospects and managing any unforeseen associated risks in social media platforms.

Innovation and creativeness,

In order for the corporation to attract the big number of viewers in their social media posts and in their platforms in general. They should put much efforts in emphasizing the issue of being innovative and creative. Operating in the social media platforms requires the organisation to come up with things that attract many viewers to follow, like, share and comment on the campaigns initiated by the organisation which helps the organisation to increase the mileage and coverage for the particular post. Furthermore,

the organisation must go with the trends of what the social media platforms requires and formulating the campaigns that align with the particular social media environment.

Management of claims

One of the stumbling issues when it comes on using social media as the platform for promoting residential properties, is the issues of claims from the clients, most of the clients who raise claims are the ones who have on one way or another experienced the services which are offered by the corporation or the ones who have experienced the properties that are offered by the organisation. Building the foundation on AISDALS Love model, the model stipulated that the satisfied clients or unsatisfied clients are more likely to share the likes or dislikes of the particular product or service and hence they may cause a positive or negative impact to the prospects of the particular product or service.

The study recommends that, for any corporation that aimed at using social media platforms in their marketing activities or have adopted the use of social media platforms, they should intensify their internal capacities and flow of claims so as to be able to provide the clients with the satisfied answers or clarifications. Furthermore, the corporation must have a database for complaints and the tracking system that narrate the date that it was raised to the date of resolving and all the responsible personnel. Proper management of claims will help the organization to boost up the corporate image and create the loyalty with their clients.

Application of effective measurement techniques

The use of social media platforms has attracted many corporations to flock on integrating the said platforms in the marketing communications strategies, despite this attractiveness, the study recommends that there should be an effective application of measurement techniques in assessing the impact of these social media activities.

6.5 Limitations and Areas for further study

This study has been conducted to examine the effectiveness of using social media platforms in promoting the sales of residential properties at NHC whereby NHC staff and NHC clients were contacted and the findings revealed that the social media platforms has significant level of contribution towards promoting sales of residential properties. The study offers the areas for future studies to be carried on to investigate on the measurement tactics that can be adopted by different organisations on analysing the direct impact of social media in sales.

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Appendixes

Appendix I : Questionnaires for NHC Clients

Dear Respondent

This Research study is being carried to find out how effective is the use of social media platforms in promoting sales of residential properties in Tanzania. The researcher is the student of Mzumbe University Dar-Es-Salaam Business School, who is doing a research as partial fulfillment of the requirement for award of Master of Business Administration in Corporate Management. Kindly note that all information you provide will be strictly confidential and will be used for the purpose of this study only.

Please tick where is appropriate

Part A: Respondent Characteristics

1. Age of respondent:

2. Sex of respondent: (a) Male () (b) Female ()

3. Marital Status

Single	Married	divorced	widowed

4. Highest Education Level

Primary	Secondary	Diploma	Bachelor	Master degree or above

5. Occupation

Employed in a public sector	Employed in private sector	Self-employed

6. What are your main source of income and how much do you earn from each source?

Sources

Earning per month (Tshs):

1. :

2.

3.

4.

7. How many people live in your household?

Part B: The general usage of social media platforms

8. Do you use social media to send or receive information?

Yes. () No ()

9. From the following scale, please rate the extent on which you use each of following social media platform.

	Not use at all	Very Rarely	Rarely	Frequently	Most frequently use
Facebook					
Instagram					
LinkedIn					
Twitter					

10. How much time (in hours) do you spend per day on social media?

.....

Part C: NHC Social Media Campaigns on Promoting the Sales of Residential Units

11(a) Most of the time you get information about NHC residential properties, is through

- (a) Radio/Television
- (b) Newspaper/Magazine
- (c) Website Search
- (d) Social media platforms

(b) Have you seen any post/posts on social media promoting NHC residential properties that are on sale?

Yes..... No

(c) If the answer is Yes, please name the project/projects which the advert was all about

.....

12(a) Have you ever made any inquiries concerning NHC residential properties that are on sale through social media platforms?

Yes..... No

(b) If the answer is Yes, which social media platform did you use?

.....

(c) How long did it takes for NHC to respond to your inquiry?

(a) Immediately

(b) Late

(c) Never

13 (a) Do you think that the use of social media platforms is the best way for NHC to advertise residential properties that are on sale?

Yes..... No

(b) If the answer is No, please explain

.....
.....

14. What challenges have you experienced using NHC social media platforms?

.....
.....
.....
.....

15. In your opinion what should NHC do in order to promote sales of residential properties?

.....
.....
.....
.....
.....

Thank You for Your Time and Cooperation

Appendix II: In-depth Interview Guide for NHC Staff

- i) When was NHC started to use social media platforms and which kind of social media platforms are often used?
- ii) Why NHC as a corporation has adopted the use of social media in promoting sales of its residential properties?
- iii) To what extent does NHC use social media platforms in promoting the sale of residential properties comparing to other means?
- iv) At what level does the use social media platforms has created the awareness to the public about the sale of residential properties at NHC? And what are the measurements that NHC use in assessing the multitude of the adverts posted through social media platforms?
- v) Have you been able to generate sales leads from Social Media Platforms? And are any sales leads matured to the real sale?
- vi) What are the challenges experienced by clients in using NHC social media platforms?
- vii) What are the challenges that NHC is facing relating to the use of social media and how do you handle them?
- viii) Do you think that the use of social media platforms is the best way for NHC to advertise its residential properties that are on sale?