

**THE ROLE OF SOCIAL MEDIA IN SERVICE PROMOTION IN
TANZANIA: A MULTIPLE CASES OF VODACOM AND TIGO
COMMUNICATION COMPANIES**

By:

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**A Dissertation Submitted in a Partial Fulfillment of the Requirements
for Award of Master of Business Administration – Corporate
Management of Mzumbe University**

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CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University Dar es Salaam Campus College, a dissertation/thesis entitled **The role of social media in service promotion in Tanzania: a multiple cases of Vodacom and Tigo communication companies**, in partial/fulfillment of the requirements for award of the degree of Master of Business Administration of Mzumbe University.

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“May God the Almighty bless them all”

DEDICATION

This dissertation is dedicated to my beloved mother, Ms. Helena Mbaga who has been not only my parent, but also my academic sponsor.

ABBREVIATIONS AND ACRONYMS

GEPF	Government Employees Provident Fund
ICT	Information Communication Technology
MIM	Mobile Instant Messaging
NSSF	National Social Security Fund
PPF	Public Provident Fund
PSPF	Public Service Pension Fund
SMEs	Small and Medium Enterprises
SPSS	Statistical Package for Social Science
TAM	Technological Acceptance Model
TTCL	Tanzania Telecommunication Company Limited
TV	Television

ABSTRACT

This study examined the role of social media on service promotion in Tanzania focusing on Vodacom and Tigo communication companies, Dar es Salaam Head Offices. Conduct of this research was motivated by claims among researchers that many companies not yet to incorporate social media into promotion strategies despite its potential benefits (Andersson, 2018) and hence, acquisition of knowledge and in-depth understanding in this research area was wanted in order to realize three objectives namely; to inform the popular social media used for service promotion, the reasons making utilization of social media useful for service promotion and the reasons making social media ease of use in service promotion. Taro Yamane formula was used to determine a sample of 66 employees (33 from each company) out of 80 populations. The field data was collected by the means of closed needed questionnaires and interview guide.

The findings showed that among the social media which examined, Facebook was very popular social media in service promotion between companies with mean value 5.0 and 4.9 at Vodacom and Tigo respectively. The study found that key reasons behind the usefulness of the utilization of social media in service promotion included their abilities to reduce company's service promotion cost with mean value 4.6 and 3.7 at Vodacom and Tigo respectively. Also, it was found that the important reasons behind ease of use of social media in service promotion were due to accessibility of social media during service promotion process with mean value 4.7 and 4.5 at Vodacom and Tigo respectively. The conclusion drawn by the researcher is that social media have very important role in service promotion which should be understood among Tanzanian local companies. This is because when the popular social media is used for service promotion, it enhances interactions between service organizations and the multitudes of potential customers who are online. Also, they facilitate creation and sharing service information, photos and videos which are easily to circulate and cover the largest markets without geographical limitations.

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CHAPTER ONE

PROBLEM SETTING

1.1. Introduction

Social media seems to be a new approach in service promotion across the world and quick review of literatures reveals that this field not yet attracted attentions by researchers in Tanzania. Hence, the researcher wanted to enhance acquisition of knowledge and creation of in-depth understating into this field by examining the role of social media on service promotion in Tanzania. In this first chapter, researcher elaborates the background to the problem, statement of the problem, research objectives and research questions. Additionally, it explains the significance of the study, limitations of the study, delimitation of the study and provides the structure of the study.

1.2. Background to the problem

Promotion is a well understood concept in marketing discipline and the most accepted strategy which businesses firms used to communicate their products, services and brands to the target markets. In most literatures, promotion is conceptualized as to include all activities aiming ‘to inform’ customers and communities about firms products and services and ‘to persuade’ them to but buy those products and services. (Kumar, Poornima, Abraham and Jayashree, 2006; Lamminen, 2018; Andersson, 2018). Hence, nothing important in promotion apart from communication activities which increase awareness, create interest, generate sales or create brand loyalty (Kumar et al., 2006; Kotler, 2000; Kotler and Keller, 2011). The current study recognizes communication as the foundation stone in service promotion and wanted to get deeper understating what role the social media which is shaping communications between service users and service organizations in the 21st Century has on services promotion in Tanzania.

Social media has become a very important tool in the implementations of promotion activities in today’s businesses (Bashar and Wasiq, 2015) and some scholars have reached to a conclusion that companies that do not have active social media accounts risk

missing out on numerous opportunities (Wicks, 2015; Lamminen, 2018; Dehghani, 2013). Its genesis dates to 2000's when the world experienced the phenomenon where online networks became the bridge for global interactions through sharing and following (Dehghani, 2013; Alves and Fernandes, 2016; Andersson, 2018). In the following decade with the growth of Web 2.0 technologies and rising online communications, communities moved to begin its largest engagement of interactions through social media and the businesses in particular are rapidly motivated 'going social' to enhance promotion of their products, services or create brand loyalty (Dehghani, 2013; Lamminen, 2018).

The Web 2.0 technology represents Internet based technological application providing the creation and exchange of user-generated content, while also facilitating interaction and collaboration between participants (Odhiambo, 2012; Alves and Fernandes, 2016). Such applications also include blogs and microblogs such as Twitter; social networking sites such as MySpace and Facebook; virtual worlds such as Second Life; collaborative projects such as Wikipedia, content community sites such as YouTube, Flickr, and sites dedicated to feedback such as online forums (Mangold and Faulds, 2009; Chan and Guillet, 2011).

The statistics on the Digital Around the World in 2018 reveals that out of the global population of 7.593 billion people, 5.021 billion (66.12%) are Internet users among them 3.196 billion people (63.65%) use for social media (Chaffey, 2018 in Lamminen; 2018). Besides, it reported that there were 5.135 billion (67.63%) mobile users; among them, 2.958 (57.60%) being active social media users (Chaffey, 2018 in Lamminen; 2018). African 10% share of Global Internet users of which 27% were from the East Africa where Tanzania is situated (Kujawski, 2018; in Lamminen; 2018).

In Tanzania, accurate and up-to-date data on the Internet and social media use is almost lacking. However, some studies of the social media indicate that there is increasing use of Internet and social media mainly through Smart Phone especially among youth in

Tanzania. Pfeiffer, Ahourlu, Kleeb and Mbelwa (2014) study on the use of social media among adolescents in Dar es Salaam and Mtwara, Tanzania revealed that most youth accessed Internet mainly through mobile phones and Facebook was the most popular internet site.

Also, Jageor and Muriithi (2013) study on extent of social networking sites usage of students in private Universities in Dar Es Salaam, Tanzania indicated that many students spends 30 minutes to 1hour in a day in social media and most of social media connections were from 1700 to 2100hrs where majority of students had more than 300 friends in their account. Moreover, study by Shao and Seif (2014) explored the exploitation of online social networks among University Students which taken University of Dodoma as the case reported that 15% of student used Wikipedia, 15.6% Facebook, 14.6% Google and 14.5% Youtube.

As reported by Bashar and Wasiq (2015) that young people are adapting social media like anything and with a pace than was never before in the past, it means that as the youth continues to occupy a large portion of Tanzanian population, the level of Internet and social media use is not comparatively large and fast growing than before. As suggested by Wicks (2015), Lamminen (2018) and Dehghani (2013) Tanzanian companies wanting to expand their market opportunities and avoiding risk of losing customers in the competitive markets are increasingly becoming active social media. Vodacom and Tigo communication companies are some example of these companies using social network to expand their market opportunities and avoid risk of losing customers in competitive mobile industry.

According to report by Masele and Magova (2017), Vodacom and Tigo had their pages on Facebook and the pages had 421,291 and 467,152 respectively page likes (followers) respectively which was very large than other Tanzanian telecommunication company. Social media is very useful to attract attentions of

mobile users on the services and offers of these companies through social platforms. Using social media, the companies seem effective in creating contents and persuasive information that Internet and Smart phone users will distribute through social network themselves without the participation of the company or marketing personnel (Lamminen, 2018). It was estimated by Richardson et al. (2016) that markets invested 22% of communication budget in social media and predicted the same figure to increase to 27% by 2017/18.

The increasing expenditure on social media in the service promotion is influenced by growing interest among consumers in Internet use and perceptions by consumers that information shared on social media as more reliable than that used directly by the business firms (Castronovo and Huang, 2012; Bashar and Wasiq, 2015). While literatures on the use social media on promotion of products or services continued to be very few all over the world (Odhiambo, 2012; Alves, 2016), Tanzania is mostly affected because the field seems to be one of the neglected research areas. Currently, no evidence that any of the existing researches was conducted in marketing discipline which motivated this study to examine and ultimately communicate the role of social media on service promotion in Tanzania.

1.3. Statement of the problem

The social media have dominated online communication since its birth in 2000's and internet users have wide choices on the kind of social media to share their videos and photos, search information and news or interact with friends and followers. Experiencing rapid increase of number of social media users, marketers and companies are also increasingly promoting their services using social media using a 'advertising followed by friend invitation' model (Bashar and Wasiq, 2015). As the number of social media increases with the multitudes of users, marketers and companies are motivated to promote their services through social media. Using social media in service promotion of is not preferred just because of the growing number of customers who use Internet, but also

customers consider information shared on social media more reliable than that used directly by the business firms (Castronovo and Huang, 2012; Bashar and Wasiq, 2015).

Recently, it has been reported that budget expenditure on usage of social media in the promotion of products and services increased sharply and most companies are estimated to invest about 22% of budget in social media and the same would increase to 27% by 2017-18 (Richardson et al., 2016). Lamminen (2018) warn that companies which are not actively using social media in promotion of their products are likely to account risk of missing out a numerous opportunities. Speaking about social media of today means a famous place where business persons and companies create and exchange of contents and persuasive information about their products and services thereby increasing awareness, creating interest, generating sales or create brand loyalty on the products and services being promoted.

Despite empirical evidences on the benefits of utilization of social media in the promotions of products and services to companies, many companies not yet to incorporate social media into promotion strategies (Odhiambo, 2012). This is contributed by limited understanding of the potential benefits of utilizing social media as marketing communication tool (Andersson, 2018) as the researcher found no evidence regarding existence of researches which focused on the role of social media in service promotion. For instance, Clark (2014) focused on the role of social media in Hip-Hop production in Tanzania, Shao and Seif (2014) focused on exploitation of online social network among University students in Tanzania.

Still, Jagero and Muriithi (2013) inquired the extent of social networking sites usage of students in Private Universities in Dar es Salaam Tanzania. Pfeiffer et al. (2014) focused on the use of social media among adolescents in Dar es Salaam and Mtwara Tanzania.

Masele and Magova (2017) which is close to the current research examined the issues towards social media usage for promotional activities in Tanzanian Pension Scheme. The researchers came-up with an issue regarding lack of usage of social media among the studies Pension Schemes despite the opinions of the respondents that usage of social media in promotional activities was more usefulness and ease of use compared with traditional methods. This study therefore, wanted to enhance acquisition of knowledge and in-depth understanding in this research area by examining the role of social media on service promotion in Tanzania focusing on Vodacom and Tigo communication companies, Dar es Salaam Head Offices.

1.4. Research objectives

1.4.1. General objective

To examine the role of social media in service promotion in Tanzania.

1.4.2. Specific objectives

- i. To investigate the popular social media used for service promotion at Vodacom and Tigo.
- ii. To explain reasons making utilization of social media useful for service promotion at Vodacom and Tigo.
- iii. To find out the reasons making social media ease of use in service promotion at Vodacom and Tigo.

1.5. Research questions

1.5.1. General question

What is the role of social media in service promotion in Tanzania?

1.5.2. Specific questions

- i. What are the popular social media used in service promotion by Vodacom and Tigo?

- ii. What reasons make utilization of social media useful for service promotion at Vodacom and Tigo?
- iii. What are the reasons making social media ease of use in service promotion at Vodacom and Tigo?

1.6. Significance of the study

The study has significance to different individuals and authorities in different ways as explained below:

1.6.1. To the Government

Service sector is the rapidly growing sub-sector in the Tanzanian economy and is contributing largely on the Government revenue. If service organizations are informed about market opportunities currently not exploited as the result of inadequate understanding of the popular social media for service promotion, usefulness and ease of use of social media in service promotion, it means that more services would be sold thereby expanding the service sector whilst raising Government revenues and creating more employment opportunities.

1.6.2. To the service organizations

Despite the benefits of utilization of social media in service promotions services, many companies not yet to incorporate social media into promotion strategies (Odhiambo, 2012) which is contributed by limited understanding of the potential benefits of utilizing social media as marketing communication tool (Andersson, 2018). Hence, the study would enable the service organizations to understand what social media means and how they should go about to incorporate it in service promotion strategies.

1.6.3. To service users

Service users who are also active users of social networks have some behaviors in common, that is searching service online and making decision whether to buy the service or not using online information. Thus, if service organizations understand the usefulness and ease of use of social media, it means that social media users would have access to various services and brands from different companies thereby providing opportunities of making right choices among available online services.

1.6.4. To academicians and scholars

Social media utilization in service promotion is a rapidly growing business practices though, it seems to be one of the neglected research areas by academicians and scholars (Odhiambo, 2012; Alves, 2016). Thus, these findings are useful to academicians not only by informing them on the social media commonly used in service promotion or the reason for usefulness and ease of use of social media in promotion of services, but also would provide framework for future research studies on the subject matter.

1.6.5. To own researcher

According to Academic guidelines and curricular governing Master degree study at Mzumbe University, undertaking and completion of research project is one of essential academic assignment which assessed and marks awarded. Thus, completion of the study and submission to the academic Board the dissertation renders the researcher eligible for Master degree award from the University.

1.7. Limitations of the study

Researcher anticipates limitations of the study on three areas namely: research focus area, sampling and units of inquiry. The Research focus area is expected to be in Vodacom and Tigo Head Offices located in Dar es Salaam, Tanzania since researcher is constrained by resources to cover all service organizations in Tanzania. Ideally, it is was required to conduct the study in all service organizations in Tanzania as reported that many companies not yet to incorporate social media into promotion strategies (Odhiambo,

2012; Masele and Magova, 2017). Thus, the finding results were confined to those two service organization which were covered and are not capable to generalize to all service organizations in Tanzania.

Also, sampling techniques which were employed by the study is purposefully sampling so that only employees familiar with the research area to be approached for the sake of their experience, opinions and feelings on the role of social media on service promotion. However, this technique is commonly challenged by relying on personal judgments, being subjective and employing a lot of personal bias - all which are acknowledged by researcher as another limitation of the study.

Last but not least, the data required to answer research questions was gathered from those respondents selected basing on researcher's own judgments. As the challenges associated by this decision already mentioned, the data from the respondents was not be capable for generalizations to population of employees in the organization under the study.

1.8. Delimitation of the study

The study delimited on the examination of the role of social media on service promotion in Tanzania. Vodacom and Tigo communication companies, Dar es Salaam Head Offices form the geographical coverage of the study. Regarding the scope basing on the expected results, the study delimits on achieving three objectives namely: 1. To investigate the popular social media used for service promotion at Vodacom and Tigo. 2. To explain reasons making utilization of social media useful for service promotion at Vodacom and Tigo and 3. To find out the reasons making social media ease of use in service promotion at Vodacom and Tigo.

Regarding the variables whose role of social media in service promotion among Tanzanian service organizations, the study concentrated on the media popularity,

utilization and ease of use as the independent variables against one dependent variable, that is service promotion.

1.9. Structure of the dissertation

The study will be structured into five chapters. The first chapter provides problem setting and encompasses the following subheadings: the background to the problem, statement of the problem, research questions, research objectives and significance of the study, limitations of the study, delimitation of the study and structure of the study. .

The next chapter is about literature review and encompasses subheadings namely: Conceptual definitions, theoretical framework, ways which utilization of social media is useful in the promotion of services, reasons why social media not fully utilized by service organizations in promotion of services on offer in Tanzania, the measures to improve exploitation of social media in service promotion in Tanzania, empirical literature, knowledge gap and conceptual framework.

The third chapter covers research methodology and encompasses subheadings like research design, area of the study, target population, sampling techniques and sample size, types and sources of data, data collection methods, data analysis, operationalization of research questions, validity and reliability issues and ethical consideration.

The fourth chapter covers presentations and discussion of the findings results. This chapter presents and interprets the analyzed data basing on the background information of the respondents and organizations under the study and the key findings results on each research objective.

The fifth chapter and the last one provide the summary of the study, conclusion, and recommendations and finally, it recommends areas of the further researches.

CHAPTER TWO

LITERATURE REVIEW

2.1. Introduction

This chapter about literature review extracts relevant information on the role of social media in service promotion from existing stock of knowledge. One of the aims of reviewing literatures is to allow understanding of the ways which previous scholars conducted their studies in a proposed research area and to identify research gap needing attention by the current study. The review comprises of two main parts namely: Conceptual review and empirical review. It also, elaborates relevant theories, usefulness of social media in the promotion of services, usage of social media in service promotion in Tanzania knowledge gap and conceptual framework.

2.2. Conceptual review

2.2.1. Definitions of key terms

2.2.1.1. Social media

Literatures which social media have been documented seems to be explained in attempt to broaden knowledge to the communities and enhance understanding on this new but rapidly growing communication tool in the World. According to Odhiambo (2012) social media is the framework which changes with each new technology and not just the picture within the frame. This definition is very general and does not offer knowledge on what really social media are and what they do.

Through the definition by Moncrief et al. (2015), it was clarified that social media is the collection concept for different platforms of websites and sources on the internet which can be used for creating and sharing contents and being able to communicate each other. The definition offers wide understanding of what really social media are and what they do. Also, it provides the core functions of social media which are very useful in this study. They facilitate creation and sharing of contents whilst enabling communication of those concerns. The definition by Moncrief et al. is supported by Zahoor and Qureshi (2017) who defined social media as the web-based and mobile technologies enabling to create, share and consume information and knowledge without any social, political, geographical or demographical limits through public interaction in a participatory and collaborative way.

In the definition by Palmer and Lewis (2009), the nature and role of social media were pointed. They defined social media online applications, platforms and media which aim to facilitate interactions, collaborations and the sharing of content. The social media in question are those belonging on Web 2.0 technology which is special for creation and exchange of user-generated content whilst facilitating interaction and collaboration between participants (Odhiambo, 2012).

It is from the abilities to create, share (post) and interact with users making social media useful promotion tools. Using social media, companies use informative and persuasive language to communicate services on offer and brands to customers. Also, the shared information may be communicated to cover largest population following company's webpage or in the same group without need of one who create and posted it (Alves and Fernandes, 2016). Communications between service organizations and their customers help to build brand loyalty beyond traditional methods (Andersson, 2018). Also, when social media are adequately utilized, the service organization is capable to increase awareness, create interest and generate sales than could have been without social media. The conversations between customers provide service organization with new means of increasing brand recognition and brand recall (Alves and Fernandes, 2016).

Since the invention of social media in 2000's, communities have witnessed mushrooming number of social media. For instance, Blogs was the firms social medium appeared on the Earth in 1999 – close to 2000 followed by LinkedIn in 2003, Facebook in 2004, YouTube in 2005, Twitter in 2006, WhatsApp in 2009, Pinterest in 2010, Instagram 2010 and Googlein 2011 (Stelzner, 2014). In some studies like Chan and Guillet (2011) and Mangold and Faulds (2009), social media have been classified as blogs and microblogs such as Twitter; social networking sites such as MySpace and Facebook; virtual worlds such as Second Life; collaborative projects such as Wikipedia, content community sites such as YouTube, Flickr, and sites dedicated to feedback such as online forums.

In Masele and Magova (2017) study on social media in Tanzania, classification was made broadly as international and local. The International social media were those introduced by overseas countries but used globally such as Facebook, Twitter, YouTube, LinkedIn, Blogs, WhatsApp and Instagram. The local social media were those created locally and mostly used in Tanzania. These include Jamii Forum, Michuzi blog, Mabadiliko forum, Milard Ayo blog, Mpekuzi blog, Bongo 5 and Bongo-Lob.

It is informed by Social Media Examiner quoted by Andersson (2018) that 97% of businesses use social media to attract new customers, but 85% of business owners are not sure what social media tools to use. Also, statistics show that 63% of consumers who search for businesses online are more likely to become consumers of brands with an established social media presence. In this perspective, study on the social media commonly used for service promotion among Tanzanian organization is required.

For the purpose of this study, international social media specifically Facebook, Twitter, WhatsApp, You Tube, LinkedIn and Flickr are going to be considered because of their popularity compared to local social media which also determine usage in service promotion among companies (Nnadi and Oji, 2017). Marketers prefer sharing services and brands on popular media where multitudes of users interact and exchange information. In fact, Facebook, twitter and YouTube are the most common channels companies use in their online marketing for creating brand awareness or just engaging with the customers (Odhiambo, 2012). The same to LinkedIn which is widely used by companies to establish relationship on a professional perspective (Odhiambo, 2012). A detailed explanation of these social media is as shown in Table 2.1.

Table 2.1: Social Media

Social Media	Nature	Usage and Popularity
--------------	--------	----------------------

Facebook	A social networking sites (Chan andGuillet, 2011) where markers or companies may post their marketing messages and advertisements (Odhiambo, 2012)	To establish and maintain relationships in work related situations, in political affiliations or just among friends and families and by September, 2011 it had over 800 million active users (Odhiambo, 2012). About five years ago, it launched a new online platform service Portal that allows marketers and creative design agencies to build brand promotions on Facebook (Odhiambo, 2012). In a study by Nnadi and Oji (2017) in South Africa Facebook was rated at 61.7% effective in marketing which was relatively less compared by WhatsApp rated at 84.8%. In Tanzania, Facebook is the most popular social media (Pfeiffer et al. 2014; Jagero andMuriithi, 2013). The same is supported by Masele and Magova (2017)that Facebook is a Tanzanian preferred social media andlocal companies companies such as ITV, EATV, TV1, Clouds TV, Tigo, Vodacom, Airterl and TTCL were reported to havepages on Facebook.
WhatsApp	A mobile instant messaging (MIM) application allowing smart phone users, to send and receive text messages to individuals and groups or receive location information, images and audio visual material (Church and Oliveira, 2013).	In South Africa, WhatsApp is the most effective marketing tool rated at 84.8% (Nnadi and Oji, 2017). Through WhatsApp, service comoanies are able to create and send text messahes about their services and brands or any image and audio visual service materials to individual customers or group of customers (Nnadi and Oji, 2017)
Twitter	A miniature blog where information is posted to keep people informed (Lim, 2010). It enables users to get connected to the latest information which they find interesting (Odhiambo, 2012)	Using Twitter, companies are able to share their information or news faster to a large audience online following the company and to gather business insight through feedback. (Odhiambo, 2012). In South Africa, Twitter was reported being leat effective markeing tool rated at 36% (Nnadi and Oji, 2017).

Social Media	Nature	Usage and Popularity
You Tube	Is a video sharing website acting as a platform for distributing contents by creators and advertisers as well (Odhiambo, 2012).	It is useful for uploading, viewing and sharing videos across the globe (Odhiambo, 2012). Over 3 billion videos are viewed every day and there are more than 1,200 million people visit YouTube every month to watch and share contents. (youtube.com, 2018). As the pictures perceived more superior than words in marketing activities, You Tube has gained competitive advantage in online marketing needing uploading, viewing and sharing videos or pictures (Odhiambo, 2012) which is ultimately for service organizations where pictures of physical features is very necessary.
LinkedIn	A networking sites for professionals who share knowledge and insight in groups (Odhiambo, 2012).	It is a world largest professional network on the internet with more than 135 million members and by November, 2011 more than 2 million companies reported to have LinkedIn Company Pages where information such as company name, businesses and size of the companies are advertised to members/professionals (Odhiambo, 2012).
Flickr	Is a photo sharing and video hosting social media website (Odhiambo, 2012)	It reports more than 51 million registered members and 80 million unique visitors (June 2017) and companies having the account on Flickr upload business photos to inform and persuade members to buy (Odhiambo, 2012).

Source: Created from Odhiambo (2012), (Nnadi and Oji, 2017) and Masele and Magova (2017)

2.2.1.2. Service

Service is becoming popular intangible products among businesses companies and they generally accompany with act of one individual (say, provider) against the other (say the receiver) in exchange process which does not necessarily change ownership of properties. According to the Oxford Advanced Learner's Dictionary (7th edition), services are referred to system which provide something that the public needs, organized by the government or a private company. It exemplifies these services as to include civil services, diplomatic services, fire services, health service, health service, internal revenue service, security service and social services. Kolter and Keller (2012) define a service as any act of performance that one part can offer to another that is essentially intangible and does not result in the ownership of anything and its production may or may not be tied to a physical product.

In order to understand and distinguish services from other offerings of the businesses companies in market places, mainly, goods, Kottler and Keller (2012) developed four common characteristics of the service as follows:

Intangibility

The services are generally intangible, unlike physical products, they cannot be seen, tasted, felt, heard, or smelled before they are bought. The person who is receiving the service from the provider cannot see what the service exact is before purchasing. To reduce uncertainty, receivers of the services normally look at the signs or evidence of the service. Receiver may understand what the service is by drawing inferences about from the place, people, equipment, communication material, symbols, and price that they see (Kottler and Keller, 2012).

Inseparability

Services are typically produced and consumed simultaneously. Unlike physical goods, which are manufactured, stored into inventory, distributed through retailers and consumed later, if a person renders the service, then the provider is part of the service. Because the customer is also present as the service is provided, provider-customer interaction is a special feature of services marketing and both provider and client affect the outcome (Kottler and Keller, 2012)

Variability

Services depend individual providing them, time they are being provided and where they are provided that is; they are highly variable (Kottler and Keller, 2012). In order to ensure consistency by avoiding variability, service organizations take three steps: first is recruiting the right service providers and providing them with excellent training. This is crucial regardless of whether employees are highly skilled professionals or low-skilled workers. Employees also receive tuition reimbursement for continuing education. The second step is standardizing the service performance process throughout the organization.

Companies can do this by preparing a flowchart that depicts every service event and process. Using this flowchart, management can identify potential fail points and then plan improvements. The third step is monitoring customer satisfaction through suggestion and complaint systems, customer surveys, and comparison shopping (Kotler and Keller, 2012)

Perishability

Services cannot be stored, that is; they generally perishable products. Perishability is not a problem when demand for a service is steady but raising and falling of levels of demand can cause perception problem of poor quality and dissatisfaction (Kotler & Keller, 2012). To have assured level of services in the changing levels of demands, service organizationsthey normally own much more equipment and sufficient server capacity to handle high peak and low peak demands (Kotler and Keller, 2012).

The telecommunications industry in particular, is a typical service industry and hence, the companies selected by this study; Vodacom and Tigo Tanzania offers a range of services whose common features are as already discussed above. These services include but not limited to voice, data and messaging, cloud and hosting, as well as mobile financial services (Vodacom annual report for the year ended 31st March, 2017).

In order to keep customers informed about availability of the above services in the markets, the companies are involved into promotion activities which are discussed in the next section in this dissertation.

2.2.1.3. Service promotion

Promotion is defined by Kumar et al. (2006) as various activities undertaken by the company to communicate and promote its products to the target market. In Andersson (2018) promotion is defined as marketing communication strategy aiming to inform and persuade consumers about the products, services and brands. If these concepts are

applied in the service sector, promotion has nothing to do apart from communicating and promoting services offered by the company. To fix in a specific context, promotion is used in this study to mean communication (aided by social media) aiming to inform and persuade customers and communities to buy the services of the organization.

Using social media, promotional activities undertaken by the service organizations are expected to facilitate creation and sharing informative and persuasive messages, information, photos or videos about the services on offer on the web pages of company. The online promotion activities aim to increase awareness, create interest, generate sales or create brand loyalty of customers on the services being advertised (Kotler and Keller, 2011).

2.2.2. Laws guiding the study

This study utilized two value-governance laws applied in social networks and communities to guide the researcher in the examination of the role of social media on service promotion namely; Sarnoff's law and Metcalfe's law. These laws served as the theories adopted in most research studies and were capable to guide analysis of the research work as well as explaining and predicting the pattern of variables. The usefulness of these laws were determined by the complex patterns of relationship between the values of the network and the number of individuals forming the network which was similar to the values of social media (as service promotion tool) and the number of social media users.(Odhiambo, 2012)

2.2.2.1. Sarnoff's Law

This law was founded by David Sarnoff in 1919. Sarnoff was an American businessman and pioneer of American commercial radio and television networks. The law relates the value of a radio station to the number of listeners. This law states that the value of network increases in direct proportion to the number on listeners on that network. (Odhiambo, 2012).While taking this rule into practices, Evans (2008) illustrated that a network with

100 members is considered to be 10 times more valuable in terms of reachability contrary to a network with only 10 members.

This Sarnoff's law when applied to commercial networking, it does not specify how, what kind of and to whom forming a network (listeners) increases the value of the network. However, it seems useful to inform companies about useful social media for promotion and to predict sales as the result of media popularity and following the company's webpage (Masele and Magova, 2017). The implication of this is that the more people are on the social media or connected (i.e., networking) to company's pages or group, the more the effect should be expected. (Odhiambo, 2012).

2.2.2.2. Metcalfe's Law

It was developed by Robert Metcalfe in 1980. Metcalfe was one of the inventors of the Ethernet and the founder of networking firm while working at Massachusetts Institute of Technology. This law is built on the network perspective such as social network, internet and the World Wide Web and their effect on communication. The law states that the greater number of users with the service, the more valuable the service becomes to the community. The law recognizes the value of social network size and it rushed to our understand that every new accepted or added member on the networking site makes the user's profile more valuable (Evans 2008:51). In practice, this law pushes marketers and companies to ensure that individuals (followers) accept to add into their social networks (WebPages).

One of the limitations of application of this law in social networking is that if there are language barriers or other reasons why large parts of a network are not in contact with other parts, then the effect may be smaller. When applied to service promotion using social media, the focus should not be on numbers of users connected on the company's webpage, but the clarity of the message and photos posted to inform and persuade customers.

Some studies have extended this law by attempting to inform on what individual may follow and accept to add and how they may be retained on the WebPages. For instance, Odhiambo (2012) explained that most people associate with the things they love and get value from. They also tend to talk about the cherished things to friends and relatives. It is through sharing of the messages, information, photos and videos on the social media sites about valuable and appealing services that can enhance and maintain expansion of chain of connection beyond expectations. Companies and marketers are therefore argued to focus on customer satisfaction on the products and services being promoted on the social media sites (Odhiambo, 2012).

2.2.3. Usefulness of utilization of Social Media in service promotion

Social media are well understood internet based applications designed to facilitate creation and exchange of user-generated content, while facilitating interaction and collaboration between participants. The social media are very useful in accomplishing service promotion strategies through the internet and to achieve service promotion objectives, companies find suitable platforms to suite their purposes (Odhiambo, 2012). Some studies such as Bashar and Wasiq (2015) arrived to conclusion that almost every saocial media user use to go to brand pages to learn more about the services, to learn about their exclusive offers, to find the reaction of their friends and peers on the selected brand or services.

When a suitable social media is selected (for instance, the one which has more number of users) enables company to attract more follower and to acquire new customers while retaining the already existing ones through customer satisfaction (Odhiambo, 2012). To individuals actively connected with Internet services, social media provide them with new ways of looking for assessing, choosing and buying services posted on social media webpages. (Alves et al., 2016).

The companies have found social media very useful for promotion of their service on offer because of the growing interest of customers in Internet use. Also, most service consumers consider information shared on social media as more reliable than that used directly by the business firms (Castronovo and Huang, 2012; Bashar and Wasiq, 2015). Also, Alves and Fernandes (2016) noted that service promotion using social media is more cost effective than traditional methods such as newspapers and televisions (TVs).

Odhiambo (2012) concluded that social media are most effective in service promotion compared to traditional advertising channels that is why it is a widely accepted fashion of business communication between marketers and users of services (Dehghani, 2013). Wicks (2015), Lamminen (2018) and Dehghani (2013) warned that companies which are not actively using social media in promotion of their products are likely to account risk of missing out a numerous opportunities.

Anderson (2018) observations regarding usefulness of social media in service promotion as compared with traditional advertising channels explain that social media have potential to generate high brand awareness, exposure, increased traffic and higher purchase intentions than what traditional methods has. Actually this perceived usefulness of social media is what underlying any promotion activities as stated by Kotler and Keller (2011) that promotion aims to increase awareness, create interest, generate sales or create brand loyalty.

In the same vein, Neti (2011) inform that social media are capable producing smaller bits of information easier for people to digest and communicate with each other, either if it is through a post on Facebook, Intagram or simple tweet on Twitter; one can immediately be aware of the events happening all over the World (Houtari et al., 2015). Still, Dehghani (2013) supported that consumer find social media service promotion more informative and fashionable because they can get customized and up-to-date service information.

Masele and Magova (2017) in particular explained usefulness of social media in promotion basing on the Technology Acceptance Model (TAM). According to this model, perceived ease of use and perceived usefulness form a positive attitude in a person towards a certain technological product whether within or outside an organization (Sago, 2013). According to Davis *et al.* (1989), perceived ease of use is “the degree to which the prospective user expects the target system to be free of effort while perceived usefulness is “the prospective user’s subjective probability that using a specific application system will increase his or her job performance within an organization.

The study also assessed usefulness of social media basing on the perceived trustworthiness i.e., measurement of confidence that entities will behave in manners expected. In this aspect, Masele and Magova (2017) found that 86.7% of usage of social media in promotion activities was explained by their perceived usefulness, perceived ease of use and perceived trustworthiness. Hence, increasing number of company’s webpage and crowd of internet users searching service information on social media is because of their usefulness, ease of use and trustworthiness.

Moreover, Alves et al. (2016) highlighted that social media are useful in service promotion because they enable service firms to communicate with their customers while allowing customers to communicate each other which helps to build brand loyalty beyond traditional methods. Also, they allow setting up of online communities brand followers and conversation between customers which provide service firms with new means of increasing service or brand awareness, recognition and recall.

2.2.4. Usage of social media inservice promotion among service organizations in Tanzania

Although service promotion using social media agreed to offer unique benefits to the customers, markers and companies all over the world, but the claims by most scholars have been about inadequate utilization of the same in Tanzania (Masele and Magova,

2017). Statistics on the usage of social media in Tanzania has been rapidly growing through when come to its utilization for marketing purposes it reveal the contrary. For instance, Kaaya (2014) report that about 76% of Internet and Smart phone users are active users of social media for different purpose. However, in marketing purpose the study shown that social media were rated very low with 4% back to online marketing websites, pages and e-mails (57%) and national and international trade fair exhibitions (27%).

Limited understanding of the potential benefits of utilizing social media in service promotion is one of the reported factor (Andersson, 2018) which creates uncertainties on expected returns, key barriers and obstacles and lack of researches regarding how to utilize social media in promotional activities in the best possible way among service companies has been a major cause of the factor (Andersson, 2018; Odhiambo, 2012).

Most companies are reported to utilize social media mostly for relationship marketing purposes and not as sales channels and so, for service company whose objective is to maximize sales are unlikely to invest in social media promotion (Andersson, 2018). Still, it most of small and medium enterprises (SMEs) have been reported to lack resources both in from of personnel, time and funding when it comes to implement service promotion on social media (Andersson, 2018). As most service companies in Tanzania fall generally under SMEs as noted by Mwakibete (2018) that SMEs in Tanzania occupy about 98% of all business companies, it come into the realities that inadequate utilization of social media in service promotion is because of shortage of qualified personnel, time and funding.

Similar observation was reported by Masele and Magova (2017) who examined ways towards social media usage for promotional activities in Tanzanian Pension Scheme. They found that none of five Pension Schemes operated in Tanzania used social

media in promotion of their pension services fully and lack of top management support in training staff, acquisitions of supportive facilities and timely maintenance of ICT infrastructure were the mentioned factors.

Also, service promotion using social media cannot be implemented in isolation without augmenting it with other forms of traditional advertisement channels (Odhiambo, 2012). For companies sensitive with this weaknesses of social media, may be difficult to dedicate their time on social media rather than opting concentrating with traditional promotion tools which they have experience and understanding.

Also, Bashar et al. (2012) highlighted that there is a gap between consumer expectation and actual delivery at social media networking websites. Consumer do not get the information timely and adequately and the questions are not being answered by the service providers and brand pages in the speculative time frame of consumers. Also, it was claimed that consumers do not perceive social media network and brand pages as grievance redressal platforms because brand page owners are not promptly responding the issues raised by consumers. As these challenges need highly dedicated marketers and companies which is unlikely to be achieved by most service organizations in Tanzania, social media are to remain inadequately utilized.

Different measures have been suggested to improve exploitation of social media in service promotion. One of them is to ensure that companies get adequate return of investment in social media which should be achieved by encouraging visitors to engage with company's webpage by modifying website to complement your Social Media Strategy, identifying the actions you want your customers and prospects to take, implementing conversations, providing the content which visitors want, maintaining a consistent communication style and sending advertisements (Bashar et al., 2012).

The other is related to strategic linkages whereby companies are urged to ensure that their strategies take in account how to best engage in the most effective way of social media service promotions to the potential and already existing consumers (Lohrke et al. 2006). The same is stressed in Odhiambo (2012) stating that for companies to be successful in using social media, the first step should be to prepare and align internal role, processes, and policies with the service promotion objectives.

Also, it is recommended that extensive researches are required so that marketers and companies to be informed potentials of using social media and how to utilize them in the best possible way. The aim of this action is to minimize uncertainties on the expected returns, key barriers and obstacles concerning usage of social media in service promotion among companies.

The other is related with top management support on the usage of social media in service promotion among companies. Masele and Magova (2017) found that usage of social media on service promotion would increase if top management provides support by making social media easy to use through training staff, acquisitions of supportive facilities and timely maintenance. The same is supported by Andersson (2016) who suggested that adequate utilization of social media in marketing activities to SMEs needs adequate allocation of resources, personnel, time and funding.

2.3. Empirical review

2.3.1. Studied in Tanzania

Earlier, Kaaya (2014) assessed marketing strategies tour operators use for marketing and promotion of Tanzanian tourism products in Arusha City it revealed that social media were less effective compared to other service promotion strategies. In his study, primary data were gathered using questionnaires to employees of tour companies and

supplemented using documentary review. The data were analyzed using SPSS before converted to Microsoft excel.

His study revealed that usage of social media as marketing strategy was rated at 76% though when coming to its effectiveness in promotion of tourism products and services, it scored very low (4%) just below online marketing websites, pages and e-mails (57%) and international trade fairs and exhibitions (27%). While explaining the opinions of respondents, Kaaya (2014) concluded that that social media were not yet fully utilized by tour operators in marketing and promotion of tourism products despite their abilities in conveying messages and information to the largest population connected to social media.

Basing on his opinion, usefulness of social media in promotion activities may increase with the increasing utilization of social media in products and services promotion among Tanzanian companies. As this happens, more service seekers may be interested to find information about the services they want online which in the long run may become the most useful, effective and popularly used marketing and promotion strategy that traditional channels which require millions of shillings and a lot of time expenditure.

The other results explaining about usage of social media in businesses was that of Masele and Magova (2017) which carried the heading “towards social media usage for promotional activities in Tanzanian pension schemes”. The study was designed to assess perceived factors for social media usage among pension schemes in Tanzania in their endeavor to enhance their promotional activities. In specific, researchers wanted to assess perception by pension firms regarding social media as promotional tools for their activities in the pension firms. The study involved 96 employees from four Social Security Organizations namely NSSF, GEPF, PSPF and PPF). Through regression analysis, findings indicated that social media usage for promotional activities is predicted by perceived usefulness, ease of use, and trustworthiness.

The researchers were surprised with very limited usage of social media in service promotion and absence of WebPages to most companies on social media despite the increasing usage among Tanzanian citizens. Traditional advertising methods such as prints, television and radio continued to dominate promotion activities in the pension schemes. As a part of boosting usage of social media in service promotion, the study urged top management to provide support that would facilitate social media usage through adequate budget allocation for training, equipment acquisition and maintenance. In so doing, it will, in turn, impart positive organizational culture change and increase understanding on social media usefulness. Also social security organizations should integrate both traditional media with social media to tap the impact of each to specific target.

2.3.2. Studies outside Tanzania

The first study in this category was that Dehghani (2013) which investigated effectiveness of Facebook advertising on enhancing brand image conducted in North Cyprus. This study adopted survey design and 100 users who engage in Facebook.com regularly were surveyed regularly and the primary data were gathered by distributing e-questionnaires to the respondents. The finding results of the study were that most of the social media members are young and early adult. According to the increasing world population growth and number of brand companies while most of mentioned users are interested to be unique and more specific and noticeable by perusing news of brands using internet, the social media promotion was a mostly recommended for effectiveness of the companies.

Besides, it found that brand image positively influenced buying decisions of consumers so they would buy from specific brands which advertised positively through acquaintances that trust them because of their positive buying experiences. Hence, as customers see the satisfaction of their relatives or friends from particular brand's recommendation, consequently they accept it based on risk reduction. Furthermore,

consumers have the opportunity to join the dialog by making comments or share information on social media platforms which enable them to flow information through trusted relationships to broader circles.

While the studies Dehghani (2013) in North Cyprus explained above recommended strongly service advertisement on the social media for effectiveness of the company, study by Odhiambo (2012) in Kenya revealed that this kind of promotion approach may not be effective alone by isolating it with traditional advertising channels such as radio, newspapers, boards and television. Odhiambo carried his study on the title ‘social media as a toll of marking and creating brand awareness’ in Kenya.

The main purpose of the above study was to explore whether social media is more effective than the traditional media on a brand management perspective and find the implementation challenges that make it a two face phenomenon. Exploratory case study was used in this investigation and the multiple data collection approaches was used including documentary sources like books, journals and articles and primary sources like questionnaires and interview in order to minimize the chances of getting weak methods while pooling together information from diverse sources to give accurate results.

The findings and conclusion of this study is that that even though social media is more effective than some of the traditional advertising channels, it cannot be implemented in isolation without augmenting it with other forms of traditional advertising channels with implications that social media alone cannot single handedly create brand awareness or even develop business.

The study by Odhiambo (2012) seems to play greater impact on the choices and utilization of social media in the promotion activities in Tanzania. The usage of social media among companies and marketers seems lagging behind other promotion strategies among Tanzanian companies. For instance, the study by Kaaya which is already pointed informs

that usage of social media as marketing strategy was rated at 76% despite that when comes on its effectiveness in promotion of tourism products and services, social media scored very low (4%) just below online marketing websites, pages and e-mails (57%) and international trade fairs and exhibitions (27%).

Additionally, Akhagba (2014) studied the new media technologies and advertising practice in Nigeria. The central focus of this study was to find out the relationship between new media technologies and advertising practice. The survey method was adopted in gathering the relevant data to address research questions of the study. Survey research method involved scientific sampling and interviewing people to analyze responses and the information obtained from sample is valid for the scientific generalization of the population. The population for this study was all registered advertising agencies with the Association of Advertising Agencies in Nigeria (AAAN). Probability sampling technique was used to select representative sample for inquiry.

The useful contribution from this study is that advertising practitioners adopt new media technologies at different stages of the advertising process. Also, it recognizes advertising agencies as the skills rich entities enabling them to design attractive messages that would appeal to the target audiences. To increased reputations and abilities in creation of attractive and appealing messages, researcher recommended that advertising practitioners and all the stakeholders in the advertising practice should take advantage of innovations of new media technologies for a brighter advertising industry.

Also, Frolova (2014) investigated the role of advertising in promoting a product. The objective of this thesis was to analyze the impact of advertising on the consumer buying behavior. Another goal was to describe the effect of advertising on a product life cycle and find out the right ways and methods of advertising and how to apply them at every stage of the product life cycle. The useful contributions of this study in the field and to

this research were appraisal of extensive knowledge and experience of the advertising agencies. This study found that advertising agencies in the advertising industry employed staff who had acquired extensive skills and knowledge in advertising activities. Having studied potentiality of advertising agencies, it established that cooperation between media and advertising agencies was very important for strategic performance and success of the media.

Moreover, Terkan (2014) assessed the importance of creative advertising and marketing according to University Students' perspective. This study gathered primary data and secondary data. The primary data on creative advertising and its importance in marketing management was investigated and examined using sampled group of university students. While secondary data was gathered from literature. The contribution of this study is that it recognized importance of creative abilities of agencies on media's work. It stressed that advertising is important, but creative abilities of advertisers is as much important. Finally, it concluded that companies need to adopt creative strategies and innovations in their operations in order to survive the challenges of the ever expanding global market.

The last but not the least research forming empirical research is that of Anderson and Gabszewicz (2005) on media and advertising as a story of two-sided market. Primary data was collected using e-mail questionnaires. The major contributions of this study viz. media performance are include recognition of agency's work as a significant factor for media performance. This report puts clear that if a medium work through competent agencies it is likely to attract more audiences which is a significant factor stimulating advertisers submit./order their messages into the medium. In addition, it proffered that the more audiences are on the medium, the more advertisers want to advertise in a medium but then the more new clients want to subscribe.

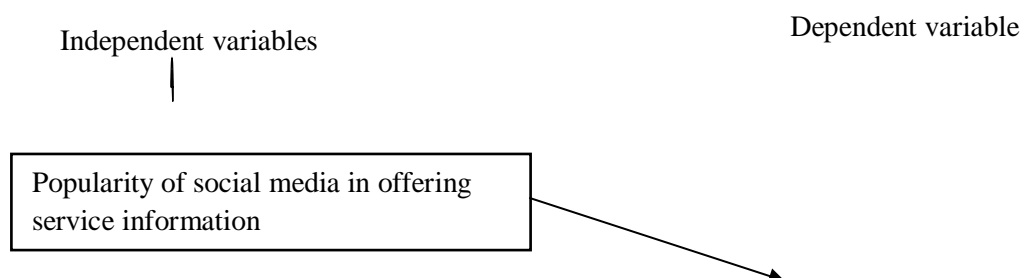
2.3. Knowledge gap

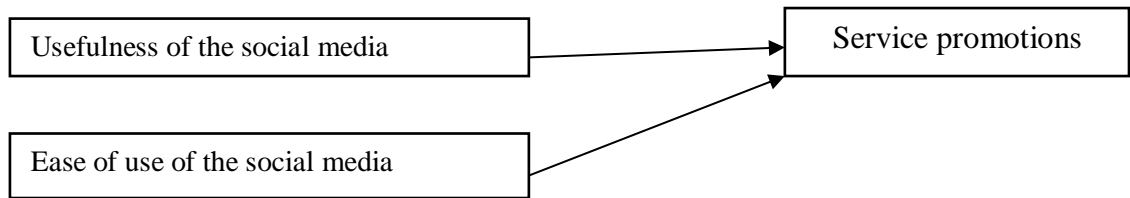
Even though studies on social media exist, no evidence that such studies were conducted in the context of service promotion. Those which bears social media such as Odhiambo (2012) and Dehghani (2013) were conducted in the context of marketing. Also, there is no evidence that even those explored role of social media in marketing much has been made in Tanzania. Evenly, Masele and Magova (2017) study in Tanzania bearing the same title to proposed study focused on the social security organizations and hence, their findings, conclusion and recommendation are not capable for generalization to service organizations in Tanzania. The current study aims to contribute in filling the gap by examining the role of social media on service promotion in Tanzania taking Vodacom and Tigo communication companies, Dar es Salaam Head Offices as the cases of analysis.

2.4. Conceptual framework on the role of social media in service promotion

The conceptual framework of this study aims to present a simplified research model in which the study was carried out. It indicates the relationships among variables which were studied to uncover the gap on the role of social media in service promotion in Tanzania (Fig.2.1). The assumption underlying this conceptual framework is that marketers and companies are inspired to use social media in service promotion purpose because of their popularity in service offering service information usefulness of the media and ease of use of social media in service promotion which form independent variables of the study against service promotion which is the dependent variable.

Figure 2.1: Conceptual Framework on the Role of Social Media on Service Promotion





Source: Researcher’s own construct 2019

Table 2.2. Constructs of the Model, definitions, indicators, Source and scale of measuring

Variables	Explanations	Indicators	Sources	Scale of measuring
Popularity	Number of users of the social media who create and share messages, photos and videos whilst communicating each other.	<ol style="list-style-type: none"> 1. Rate of subscription 2. Webpages opening 3. Social media’s users reports 4. Crowd of those who post, share and communicate information 	Zahoor and Qureshi (2017); Ohiambo (2012)Alves and Fernandes, (2016), Andersson (2018), Stelzner (2014) and Masele and Magova (2017)	Ordinal scale
Usefulness	Sensational merits towards social media.	<ol style="list-style-type: none"> 1. Getting customized contents 2. Ease to reach crowd of people 3. Getting fast and instant news and information 4. Helping people stay in touch 5. Engaging users on a particular topic at the same time by giving out their views and opinions 6. Belief in reducing advertising costs 	Masele and Magova (2017), Odhiambo (2012), Bashar and Wasiq (2015) Alves et al., (2016), Castronovo and Huang, (2012), Dehghani (2013), Wicks (2015),Lamminen (2018), Andersson (2018) andNeti (2011)	Ordinal scale
Ease of use	Expectations about straightforwardness ,effortless and simplicity of a social media	<ol style="list-style-type: none"> 1. Easy access to social media 2.Easy usage social media applications 3. Easy access to software and hardware 4. Easy to become skilful in using social media 5. Easy availability of supportive resources 6. Ease accessibility; 7. Ease affordability 	Alves (2016), Masele and Magova (2017), Mwakibete (2018) Odhiambo, 2012 Bashar et al., 2012 Lohrke et al. 2006	Ordinal scale
Service promotion	Informing and persuading customers and	<ol style="list-style-type: none"> 1. Informing people what services are on offer by the company; 2. Informing people what brands have entered the market; 	Kumar et al. (2006), Andersson (2018), (Kotler and Keller, 2011).	Ordinal scale

	community to buy the services	3. Persuading them to why they should buy and use the service.		
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Source: Own Construct, 2019

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

This chapter dwells into methodologies of the study by ascending research design to be used, target population, sampling techniques and sample size and data collection methods. Also, it ascends data analysis procedure to be used, validity and reliability of research and ethical consideration.

3.2. Research design

Odhiambo (2012) exhausted the meaning of research from Kerlinger(1986) perspective that: a research design is the plan and structure of investigation so conceived as to obtain answer to research question. The plan is the overall scheme or program of the research. It includes an outline of what the investigator will do from writing hypotheses and their operational implications to the final analysis of data. A structure is the framework, organization, or configuration of the relations among variable of a study. A research design expresses both the structure of the research problem and plan investigation used to obtain empirical on relations of the problem. (Odhiambo, 2012). Different research designs are used by researchers to suit different purposes as explained. The common ones being, case studies, surveys and experimental (Ndunguru, 2007).

In this study, researcher adopted the multiple case studies design which involves examining several related cases to gain in-depth understanding of the phenomenon by intensive study on how and why the event occurs (Yin, 2003). This design is suitable where little is known about the phenomenon (Gill and Johnson, 2002) and where researcher wants to gain deeper understanding of the phenomenon by gaining multiple perspectives of its current situation (Cooper and Schindler, 2011). In-depth understanding is achieved through collection of considerable volume of data within the selected cases to develop clearest possible picture of the phenomenon (Yin, 2003). Undoubtedly, as knowledge and understanding on the role of social media on service promotion constrained by limited researches in the field (Odhiambo, 2012; Masele and Magova, 2017), multiple case studies is suitable to accomplish this study.

3.3. Population

The population refers to the list of all things or persons which the researcher intends to gather information needed in the study (Kombo and Tromp, 2006). When selecting the study population, one must ensure that each unit forming the population is familiar with the problem to increase the chance of giving accurate and reliable information (Isaga et al., 2015).

In order to target required population of this study, preliminary enquiry was made to identify homogeneity of the study companies, in terms of departments, units and staff involved in service promotion and related activities. Later, the researcher was able to target equal number of employees (40 from each company) who were responsible for service promotion and related activities between companies. The targeting considered experience and nature of responsibility of employee in the organizations and was aimed to make logic comparison of the results between companies. As the study examined utilization of social media for service promotion activities, employees from Marketing, Customer service and Public relations have been targeted as shown in table 3.1.

Table 3.1.Target population

No	Departments/Units	Targeted employees at Vodacom	Targeted employees at Tigo	Total target population
1	Marketing	19	19	38
2	Customer service	14	14	28
3	Public relations	7	7	14
4	Total	40	40	80

Source: Field data, 2019

3.4. Sampling design

3.4.1. Sampling techniques

Sampling techniques is defined by Ndunguru (2007) as that process which researcher a portion of population is selected to represent the entire population in the inquiry. Using samples is recommended in researches as it saves resources and likely to obtain data from the individuals possessing required characteristics (Odhiambo, 2012). The commonly used techniques to this endeavor are probability techniques which give all members of the population equal chance of forming a sample and non-probability sampling which limit to possession of desired characteristics.

Equally, non-probability sampling techniques was employed so as to form a sample of employees who possessed desired characteristics such work experience (not less than 1 year on the similar role) education level (at least ordinary diploma in relevant profession) and convenience (perceived ease to gather data). The usefulness of non-probability sampling techniques is to constitute the sample members basing on their information richness, willingness to participate and convenience to interact with researcher (Warren, 2011).

3.4.2. Sample size

The study population of 80 employees in two companies was computed with the aid of Taro Yamane (Yamane, 1973) formula to obtain the study samples of 66 employees. This formula is useful in sample determination where the members of study population is

known and in most cases not above 1000 (Kombo and Tromph, 2006). It uses 95% confidence level and 5% marginal error and is presented as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where :

n= required sample size;

N =Total employees in the required cadres;

e = allowable error (%) = 5% = 0.05

The total employees of required cadres (N=80) has been substituted in the formula to obtain a sample of 66 employees. The treatment of the formula is shown below:

$$n = \frac{N}{1 + N(e)^2} = 80 / (1+80(0.05)^2) = 80 / (1+80(0.0025)) = 80/1.22= 66 \text{ respondents}$$

The 66 employees who formed the samples were equally distributed between the studied companies whereby 33 were from Vodacom company the rest were from Tigo company. The efforts were made to approach and gather data from staff members of the respective departments and units who possessed the required characteristics to ensure that those rich in the information required to answer research question only participate.

3.5. Data collection approaches

Researcher relied on primary data collection methods in which the open and closed ended questionnaires and structured interviews were used. The proposed data collection methods, operationalization of research questions and respondents to whom the methods applied is shown under section 3.7 in this dissertation. Meanwhile, the questionnaires and interview guides which were used for data collection are appended in this dissertation as Appendix 1 and 2 respectively. .

3.5.1. Questionnaires

These are the series of written questions through which respondents should answers on their convenience time (Mugenda and Mugenda, 2003). The questionnaires were used to collect data from the sampled employees in each company from the departments and units responsible for Marketing, Sales, Customer service and Public relations.

The closed ended questions were constructed in five rating Likert scales to quantify the opinions on the popular social media used for service promotion at Vodacom and Tigo, the reasons making utilization of social media useful for service promotion at Vodacom and Tigo and the reasons making social media ease of use in service promotion at Vodacom and Tigo. Each staff in the sample was required to rate his/her opinions, perceptions, knowledge or experience on each subject matter under examinations where as 5 was the highest point and 1 was the lowest point.

3.5.2. Interview

Interview refers to face-to-face methods of collecting primary data which employs in-depth enquiry of the case in order to gain insight of the phenomenon from the respondents being interviewed (Gill and Johnson, 2002). Interviews were used to gather data from the sampled heads of departments and units responsible for Marketing, Sales, Customer service and Public relations. Interview is the recommended tool in collecting qualitative data which are likely difficult to obtained using questionnaires because they give flexibility to seek detailed information on the phenomenon (Yin, 2003).

It is from the reason above researcher decided to interview the heads of the respective departments and units so as to hunt valuable data pertaining interviewees' knowledge about service promotion by the company, the usage of social media in service promotion, the usefulness of social media in service promotion and the ease of use of social media in service promotion.

3.6. Operationalization of research questions

The operationalization of research questions establishes the structure of key variables, methods for data collection and the respondents to whom the method was administered. This structure is as shown in table 3.2.

Table 3.2. Operationalization of research questions and variables

Question	Variables	Data collection tool	respondents
What is the popular social media used in service promotion by Vodacom and Tigo?	<ol style="list-style-type: none"> 1. Rate of subscription 2. WebPages opening 3. Social media's users reports 4. Crowd of those who post, share or communicate information 	Both, closed ended and open ended questionnaires	<ul style="list-style-type: none"> • Sampled staff from Marketing, Customer service and Public relations
In what ways utilization of social media is useful for service promotion at Vodacom and Tigo?	<ol style="list-style-type: none"> 1. Getting customized contents 2. Ease to reach crowd of people 3. Getting fast and instant news and information 4. Helping people stay in touch 	Both, closed ended and open ended questionnaires	<ul style="list-style-type: none"> • Sampled staff from Marketing, Customer service and Public relations
	<ol style="list-style-type: none"> 5. Engaging users on a particular topic at the same time by giving out their views and opinions 6. Belief in reducing advertising cost 	Interviews	<ul style="list-style-type: none"> • Heads of respective Departments/Units
In what ways social media are ease of use in service promotion at Vodacom and Tigo Tanzania?	<ol style="list-style-type: none"> 1. Easy access to social media 2. Easy usage social media applications 3. Easy access to software and hardware 4. Easy to become skilful in using social media 	Both closed ended and open ended Questionnaires	<ul style="list-style-type: none"> • Sampled staff from Marketing, Customer service and Public relations
	<ol style="list-style-type: none"> 5. Easy availability of supportive resources 6. Ease accessibility 7. Ease affordability 	Interviews	<ul style="list-style-type: none"> • Heads of respective Departments/Units

Source: Own construct, 2019

3.7. Data analysis and procedure

Basing on Krishnaswami and Ranganatham (2009), to analyze data implies the process of making some computation of certain measures whilst searching the patterns of relationship existing among the data being analyzed. Following data collection, researcher proceeded with analyzing the data so as to establish the patterns and relationships among data groups. This enabled to search the meaning of the data in relation to the subject matters concern.

In order to accomplish the above task, the respondent's opinions, perceptions, knowledge or experience on each subject matter examined were coded into respective scales, that is; 5 for the higher and 1 for the lowest. Next, the coded data were entered into Statistical Package for the Social Sciences (SPSS) (Version 20) where they were analyzed using descriptive statistics and measured using the ordinal scale. Finally, they were presented using sum and mean values. The guideline of interpretation of the mean values was as shown in table 3.3.

Table 3.3: Interpretation of mean values

S/No	Mean values	Interpretations
1	5.0 – 4.5	Very high
2	4.4 – 3.5	High
3	3.4 – 2.5	Moderate
4	2.4 – 1.5	Low
5	1.0 – 1.4	Very low

Source: Adapted from Kikwasi (2012; p.56)

3.8. Validity and reliability issues

3.8.1. Validity

Validity used to tests whether researcher is testing what he/she is ought to test (Frankfort and Nachmias 2008). To ensure validity of questionnaires and interviews, each question was drawn from important aspects researcher with bias to research objective and research question. Before administration of questionnaires and interviews, they were subjected

into review by peers and fellow staff. This informed discrepancies in the questionnaires and interview for further amendments to increase validity.

3.8.2. Reliability

Reliability refers to the extent to which measuring instruments contains errors appearing consistent through observations either during any one measurement, procedure or each time a given variable is measured by the same instrument (Frankfort and Nachmias 2008). It also means an assurance that particular instrument would produce the same results any time is used over a period of time or across different studies (Nyaledzigbor, 2015).

To ensure reliability, researcher followed recommendation by Chernova and Volkova (2010) concept of increasing reliability that uses triangulation method; that is; using different methods of data collection so as to reduce bias while increasing scope of understanding a subject being investigated in multiple perspective and this was achieved by using both questionnaires and interviews to solicit required data from the samples.

CHAPTER FOUR

PRESENTATION AND DISCUSSION OF FINDINGS

4.1. Introduction

This chapter aims to present and discuss the findings results from the examination of the role of social media in service promotion in Tanzania with empirical evidences from Vodacom Tanzanian and Tigo Tanzania. The chapter is subdivided into four subsections: First is the background information of the respondents at Vodacom and Tigo Tanzania. The second is the popular social media used for service promotion at Vodacom and Tigo Tanzania. The third is the reasons making utilization of social media useful for service promotion at Vodacom and Tigo Tanzania. The fourth is the reasons making social media ease of use in service promotion at Vodacom and Tigo Tanzania. Finally, the chapter ends by explaining what service promotion was understood between the studied companies.

4.2. Background of the respondents

The background of the respondents from the studied companies was studied on four variables which the researcher considered to have influence of the results of the study. These variables were gender, education level, work experience and responsibility in the employment company. The questionnaires were used to capture data on each variable. The results were as summarized in Table 4.1.

4.2.1. Gender

The sampled employees from Vodacom comprised more females (57.6%) than males (42.4%). This gender inclusion was also manifested among the sampled employees from Tigo: 72.7% females and 27.3 males. Researcher accounted this observation as being contributed by nature of departments from which were involved. Females would be most preferred in the marketing and customer care because of their responsibility for day-to-day customer interactions which females have continued to be the preferred workers. The inclusiveness of both males and females into the sample was very crucial to obtain data from different viewpoints which added the credit on these research results.

4.2.2. Education level

Analysis of education levels among the sample employees from Vodacom Tanzania revealed that none had secondary education. The majorities had certificate/diploma education (66.7%) while the rest 11 (33.3%) had University degree/education. The related results were found among respondents from Tigo Tanzania. None of the respondents had certificate education; instead, majorities had certificate/diploma education (75.6%) and University degree/education (24.4%).

Different reasons would account for this observation. One is related with the scheme of service which could have been applied in recruiting staff into the companies and probably, individual could have been considered for employment with the studied companies if had a minimum qualification of relevant certificate/diploma education. Second would be

nature of activities of the department from which the study drawn the sample and probably, individuals with relevant training, knowledge and skills in marketing, customers care and public relation was considered to work into the department. This was very advantageous to the study since all respondents were literate and hence they read and understood the research questions in the questionnaires. Also, they had required knowledge, skills and understanding which increased response rate and accuracy of answers.

4.2.3. Work experience

The samples from Vodacom Tanzania comprised individuals whose work expedience was between 1-10 years. However, those who were between 1-5 years were the majorities (57.6%) and the rest 42.6% were between 6-10 years. The same result was found at Tigo Tanzania where respondents in age between 1-5 years were 69.7% and the rest (30.3) were between 6-10 years.

This phenomenon mirrored history of development of the studied companies in Tanzania which is about a decade since Vodacom and Tigo gained rapid growth and expansion in Tanzania (Tanzania Communication Regulatory Authority [TCRA], 2015). The length of years of development of the companies would account presence of employees worked for about 1-10 years. By involving employees who had different years of work experience, it was suitable to incorporate opinions from respondents who had different experience with the usage of social media in service promotion between the studied companies which increased credibility of the finding results.

4.2.4. Responsibility of employees

The results showed that there were more respondents responsible for marketing into the sample from Vodacom (78.8%) followed by those responsible for customer care (15.2%) and the few (6.0%) were responsible for public relations. The same with Tigo company where 63.5% were responsible for market, 33.4% for customer care and 3.0% for public

relations. By including employees responsible for Marketing, Customer care and Public relations, it means that respondents were aware with and knowledgeable about the role of utilizing social media and service promotional tools between companies which was very useful to obtain reliable data for answering research questions.

Table 4.1. Background of the respondents

	Vodacom Tanzania		Tigo Tanzania	
	Frequency	Percent	Frequency	Percent
1. Gender				
Male	14	42.4	9	27.3
Female	19	57.6	24	72.7
Total	33	100.0	33	100.0
2. Education level				
Secondary education	0	0.0	0	0.0
Certificates/Diploma education	22	66.7	25	75.6
University degree/education	11	33.3	8	24.4
Total	33	100.0	33	100.0
3. Work experience				
1-5 years	19	57.6	23	69.7
6-10 years	14	42.4	10	30.3
11-15 years	0	0.0	0	0.0
Above 15 years	0	0.0	0	0.0
Total	33	0.0	33	100.0
4. Responsibility in the employing company				
Marketing	26	78.8	21	63.5
Customer care	5	15.2	11	33.4
Public relations	2	6.0	1	3.0
Total	33	100.0	33	100.0

Source: Field data, 2019

4.3. The popular social media used for service promotion at Vodacom and Tigo Tanzania

To realize this objective, each respondent were required to rate the extent which he/she considered the popularity of each social media from 5 [highest] to 1[lowest]. Responses were analyzed using descriptive statistics and the value of each social media was translated as follows: 5.0 - 4.5 very popular, 4.4 - 3.5 popular, 3.4 - 2.5 moderate, 2.4 - 1.5 least popular and 1.4 - 1.0 not popular. The finding results between the companies are shown in Table 4.2.

Table 4.2. Popular social media used for service promotion at Vodacom and Tigo Tanzania

S/N	Name of social media	Vodacom Tanzania			Tigo Tanzania		
		N	Sum	Mean	N	Sum	Mean
1	Facebook	29	145.0	5.0	32	157.0	4.9
2	Twitter	32	112.0	3.5	28	110.0	3.9
3	Linkedin	32	73.6	2.3	24	81.0	3.4
4	You Tube	32	73.6	2.3	26	74.0	2.8
5	WhatsApp	28	47.6	1.7	27	51.3	1.9
6	Flickr	30	51	1.7	28	42.0	1.5

Source: Filed data, 2019

According to the results, Facebook was the very popular social media for service promotion between the studied companies with mean value 5.0 and 4.9 in Vodacom and Tigo respectively. Next, Twitter was popular social media in service promotion whose mean value was 3.5 and 3.9 for Vodacom Tanzania and to Tigo respectively.

The finding results were consistent with earlier studies such as Pfeiffer et al. (2014), Jagero and Muriithi (2013). These studied reported that Facebook was the most popular

social media in Tanzania, and hence the studied companies preferred service promotion using Facebook due to high opportunities of tapping the crowd of followers and service information seekers. Also, the same was reflected in the by Masele and Magova (2017) which found that Tanzanian local companies including Vodacom and Tigo had their WebPages on Facebook that other social media.

Again, use of Facebook in service promotion would be because of perceived high social interactions. It is argued that companies are interested to advertise their businesses on the social media which facilitate social interactions by enhancing publicly sharing of messages, information, photos and videos (Bashar and Wasiq, 2015). Facebook and Twitter are social networking sites with high and wide public interaction (Odhiambo, 2012). Hence, companies were able to reach service information, photos or videos to the largest group of people interested to follow the company's WebPages (Interview note, 2019). This explained why some social media such as WhatsApp and Flickr whose social interaction is limited to the group members were not popular for service promotion in the studied companies. The same to LinkedIn which is normally a social network specialized for professionals (Odhiambo, 2012).

Furthermore, the use of Facebook in service promotion supported the Metcalfe's Law which recognizes the value of social media as the result of its social network size or number of those who are connected (Evans, 2008). Basing on this law, Facebook was preferred in service promotion between companies because of its 'social value' created by wide and large interactions not limited to the groups or social status.

Still, the results were aligned with the Sarnoff's Law which postulates that the value of network increases direct proportion to the number of listeners on that network (Odhiambo, 2012). According to Odhiambo (2012), Facebook had more than 800 million users until September, 2012, a largest number than any other social media. According to Sarnoff's Law, Facebook had highest values due to large number of users

and hence, it was capable to attract the studied companies to have their WebPages for service promotion.

Further analysis was made to understand the time which Vodacom and Tigo Tanzania had been using social media in service promotion, the frequency of followers/service information seekers on the company's social media WebPages and the factors for the choice of social media for service promotion at Vodacom and Tigo Tanzania. The following results were obtained.

The study on the time which Vodacom and Tigo Tanzania had been using social media for service promotion revealed that the former adopted social media in service promotion earlier than the later. Basing on the respondents' experience, until the time of this study, Vodacom Tanzania already adopted social media in service promotion more than five years ago (71.9%) compared with Tigo Tanzania whereby majorities (87.3%) agreed that it adopted social media in service promotion less than five years ago. The results would be because the companies have been used to adapt the changing of technologies in different pace, Vodacom Tanzania seeming the early adapter of modern technologies in service operations (Meena, 2014). Hence, soon after invention of social media in 2000's (Stelzner, 2014), Vodacom seem among the earliest few companies adopted social media in service promotion which was mirrored in Masele and Magova (2017) about utilization of social media in service promotion in Tanzania.

Nonetheless, the study revealed that both companied had very high followers/service seeker on the Facebbok at mean values of 4.9 and 5.0 for Vodacom and Tigo Tanzania respectively. Twitter was the next social media whose frequency of followers /service seekers on the company's WebPages were high with mean values of 3.5 and 3.9 at Vodacom and Tigo respectively. A summary of these results are presented in Table 4.3.

Table 4.3: Frequency of followers/information seekers on the company’s social WebPages

S/N	Name of social media	Vodacom Tanzania			Tigo Tanzania		
		N	Sum	Mean score	N	Sum	Mean score
1	Facebook	30	147.0	4.9	32	159.0	5.0
2	Twitter	26	91.0	3.5	32	125.0	3.9
3	Linkedin	28	84.0	3.0	22	75.0	3.4
4	You Tube	28	47.6	1.7	30	97.0	3.2
5	WhatsApp	28	39.2	1.4	30	57.0	1.9
6	Flickr	31	37.2	1.2	29	35.0	1.2

Source: Field data, 2019

The Facebook and Twitter which had frequent followers were claimed by one of the Interviewed Branch Managers of that:

[...] basically having our WebPages on Facebook and Twitter was influenced by the quick and geographical unlimited responses on posted offers. On these media [Facebook and Twitter] there is multitude of people attacking whatever posted on the platform which opportunity for our company especially when we post a well maneuvered services news...” (Interview note, 2019).

The results were consistent with Lamminen (2018) who reported that the businesses possessed WebPages on the popular social media recorded purchase intentions from crowd of internet and Smartphone users. All the same, the studied companies recorded high number of followers/service seekers in response to the posted or shared service information on the popular social media, that is; Facebook and Twitter according to this study.

Moreover, the results in factors for the choices of social media for service promotion in the studied companies revealed three important factors. The first was perceived popularity of the social media whose mean values was 5.0 and 4.7 at Vodacom and Tigo

respectively. The second was official reports on the number of users of social media whose mean values were 3.7 at Vodacom and 4.3 at Tigo Tanzania. The third was crowd of people who shared or posted their messages, photos through the media whose mean values were 3.9 at Vodacom and 4.0 at Tigo. A summary of these results is as shown in Table 4.4.

Table 4.4. Factors for the choices of social media for service promotion at Vodacom and Tigo Tanzania

S/N	Factors	Vodacom Tanzania			Tigo Tanzania		
		N	Sum	Mean score	N	Sum	Mean score
1	Perceived popularity	29	145.0	5.0	31	145.0	4.7
2	Rate of subscription/subscribers	29	87.0	3.0	31	930	3.0
3	Rate of WebPages opening	29	87.0	3.0	32	105.6	3.3
4	Official reports on number of users	31	114.7	3.7	29	118.0	4.3
5	Crowd of people who share or post their messages or photos using the media	32	124.8	3.9	32	130.0	4.0

Source: Field data, 2019

.The perceived popularity of the social media seems very important for the social media to attract companies for advertising their services. Facebook for example, which has remained the most popular social media in Tanzania according to Pfeiffer et al. (2014), Jagero and Muriithi (2013) study attracted studied companies to have their WebPages to enhance postings/ sharing service news for attraction of multitude of followers/buyers of the services.

The official reports on the number of users of social media was important factors because one among the factors motivating the companies to ‘go social’ according to Lamminen (2018) is increasing online communications and interactions among individuals and groups. Official reports on the number of users published by social media themselves would reveal potential market among companies if they promote their service online. For example, Facebook which was reported to have an estimate of more than 800 million active users in September, 2012 (Odhiambo, 2012) which was the largest number that any other social media attracted presence of both Vodacom and Tigo Tanzania.

Hence, the company's popularity coupled with number of users of social media and crowd of people who shared or posted their messages, photos through the media seemed the potential source of markets for the studied companies. Actually, that was the motive for their presence on the Facebook and Twitter. This supported the conclusions reached by earlier scholars that companies which do not have active social media WebPages are may be in risk of missing out a numerous opportunities (Wicks, 2015; Lamminen, 2018; Dehghani, 2013).

4.4. The usefulness of social media as service promotion tools at Vodacom and Tigo Tanzania

The usefulness of social media in service promotion tools was investigated using the opinions, perceptions; knowledge and experience of the respondents. Eight (8) reasons about usefulness of social media were studied and respondents from each company were required to indicate the extent which they agreed with each reason. The mean values were used to determine strength of each reason where as 5.0 - 4.5 = superior, 4.4 - 3.5 = good, 3.4 - 2.5 = acceptable, 2.4 - 1.5 = not good and 1.4 - 1.0 = inferior. The responses rates range from 29 to 32 and were as shown in Table 4.5.

The results portrayed that most of the reasons examined fallen between superior and acceptance with mean values 4.9 [highest] to 2.5 [lowest]. Only one reason, which argued that social media enabled the company to stay in touch with its customers, was not acceptable with mean value of 2.3 at Tigo Tanzania.

This means that at Vodacom Tanzania, the superior reasons behind the usefulness of social media as the tools for service promotion were because: they enabled to reach customized messages to company's customers, they enabled customer to receive fast information about company's services, they enabled customers to get instant information

about company's services and they contributed largely in reducing company's service promotion cost at mean values 4.6, 4.9, 4.5 and 4.6 respectively.

On the other hand, this study revealed three superior reasons behind usefulness of social media as the tools for service promotion at Tigo Tanzania. That is; they enabled to reach customized messages to company's customers, they had high sense of merit in service promotion and they enabled customer to get instant information about company's services with mean values of 4.9, 4.9 and 4.8 respectively.

In addition to the above, the other reasons were high sense of merit in service promotion, they enabled companies to reach crowd of people very easy and they were very helpful in engaging and receiving views from large crowd people using WebPages.

Table 4.5. The usefulness of social media as service promotion tools at Vodacom and Tigo Tanzania

S/N	Reasons	Vodacom Tanzania			Tigo Tanzania		
		N	Sum	Mean score	N	Sum	Mean score
1	They enable to reach customized messages to company's customers	29	139.2	4.8	32	158	4.9
2	They have high sense of merit in service promotion	29	107.3	3.7	32	158.0	4.9
3	It is very easy to reach crowd of people when using social media	31	127.1	4.1	32	151.0	4.1
4	They enable customer to receive fast information about company's services	32	156.8	4.9	32	115.2	3.6
5	They enable customer to get instant information about company's services	32	144.0	4.5	32	156.0	4.8
6	They enable the company to stay in touch with its customers	31	96.1	3.1	30	69.0	2.3
7	They are very helpful in engaging and receiving views from large crowd people using WebPages	30	129.0	4.3	30	151.0	4.1
8	They contribute largely in reducing company's service promotion cost	29	133.4	4.6	30	111.0	3.7

Source: Field data, 2019

The results above supported researches by Alves and Fernandes (2016) which noted that service promotion using social media is more cost effective than traditional methods such as newspapers and televisions (TVs). In the same vein, the results of the current study supported arguments raised by Neti (2011) that social media are capable producing smaller bits of information easier for people to digest and communicate with each other; one which one can immediately be aware of the events happening all over the World (Houtari et al., 2015). Moreover, these results were aligned with the report by Alves et al. (2016) highlighted that social media enable service firms to communicate with their customers while allowing customers to communicate each other.

4.5. Reasons which social media are perceived ease of use in service promotion at Vodacom and Tigo Tanzania

The reasons which social media were perceived ease of use in service promotion were investigated and the opinions, knowledge, perceptions, and experience of the respondents were gathered on eight reasons. The mean values were used to determine strength of each reason where as 5.0 - 4.5 = superior, 4.4 - 3.5 = good, 3.4 - 2.5 = acceptable, 2.4 - 1.5 = not good and 1.4 - 1.0 = inferior. The responses rates range from 29 to 32 and were as shown in Table 4.6.

The research finding results in both companies reveals the following. At Vodacom Tanzania, the superior reasons for which social media were perceived ease of use in service promotion was because social media were easily accessible during service promotion process with mean value of 4.5. Other reasons found good to explain the why social media were perceived ease of use in service promotion were that social media offer effortless way of service promotion and ease accessibility of social media applications which had mean values of 3.5 and 4.0 respectively.

At Tigo Tanzania, the results superior reasons for why social media are perceived ease of use in service promotion were that social media are easily accessible during service

promotion process and easy accessibility of social media applications to the company with mean values 4.5 and 4.7 respectively. The other reasons which perceived good explanatory for why social media were perceived ease of use in service promotion at Tigo was that social media offered effortless way of service promotion which had mean value of 4.3.

Table 4.6. Reasons which social media are perceived ease of use in service promotion at Vodacom and Tigo Tanzania

S/N	Reasons	Vodacom Tanzania			Tigo Tanzania		
		N	Sum	Mean score	N	Sum	Mean score
1	Using social media is the very straight way of service promotion	31	65.1	2.1	32	108.8	3.4
2	Social media offer effortless way of service promotion	30	105.0	3.5	32	139.0	4.3
3	Social media are easily accessible during service promotion process	30	141.0	4.7	32	144.0	4.5
4	Social media applications are easily accessible	27	108.0	4.0	32	150.4	4.7
5	Social media hardware and software needed are easily accessible among companies	28	56.0	2.0	32	76.8	2.4
6	Social media's supportive resources are easily available	27	83.7	3.1	32	105.6	3.3
7	Social media offer the easy way to access service information among customers	30	84.0	2.8	32	96.0	3.0
8	Social media are the most affordable method of service promotion for the company	28	72.8	2.6	32	102.4	3.2

Source: Field data, 2019

The results above mirrored that in both companies social media were easily accessible during service promotion process. Also, their applications were easily accessible. These results would explain why the companies adopted social media in service promotion basing on the Technology Acceptance Model developed by Davis *et al.* (1989).

According to this model, perceived ease of use form a positive attitude in a person towards a certain technological product (Sago, 2013).

Basing on this model, perceived ease of use refers to the degree to which the prospective user expects the target system to be free of effort. In the same veins, if is from the easy access to social media during service promotion activities and easy access of social media applications which made the studied companies to adopt social media, specifically Facebook and Twitter as service promotion tools. The results supported report by Masele and Magova (2017) who found that 86.7% of usage of social media in promotion activities was explained by their perceived ease of use.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1. Introduction

This chapter summarizes, concludes and provides recommendations basing on the results from examinations of the roles of social media on service promotion at Tanzanian and Tigo Tanzania.

5.2. Summary

This study examined the role of social media on service promotion in Tanzania focusing on Vodacom and Tigo communication companies, Dar es Salaam Head Offices. Researcher was motivated by claims by Odhiambo (2012) that despite the empirical evidences on the benefits of utilization of social media in the promotions of products and services to companies, many companies werenot yet to incorporate social media into promotion strategies due to limited understanding of the potential benefits of utilizing social media as marketing communication tool (Andersson, 2018). It is from the above reasons this study was required to enhance acquisition of knowledge and in-depth understanding in this research area.

In order to focus the study, researcher concentrated on three objectives: to investigate the popular social media used for service promotion at Vodacom and Tigo, to explain reasons making utilization of social media useful for service promotion at Vodacom and Tigo and to find out the reasons making social media ease of use in service promotion at Vodacom and Tigo. The multiple case studies design was adopted and two local communications companies, that is; Vodacom and Tigo were involved so as to gain in-depth understanding of the phenomenon (Yin, 2003). This design was suitable as recommended by Gills and Johnson (2002) because little was known about the role of social media in service promotion in Tanzania. This required deeper understanding of the phenomenon by gaining multiple perspectives of utilization of social media in service promotion among local companies in Tanzania.

The study target 80 employees (40 from Vodacom and 40 from Tigo) who were in-charge of Marketing, Sales, Customer service and Public relations. Taro Yamane formula was used to determine a sample of 66 employees (33 from each company). The field data was collected by the aid of closed needed questionnaires constructed into five Likert scale and Interview guide. The questionnaires were administered to 32 employees in from each company while interviews were conducted with the respective managers of the studied companies. The data obtained through the use of questionnaires were analyzed quantitatively and presented into simple tables, frequencies; sum and mean while those obtained using interviews were analyzed through contents analyzed.

The research results shown that service promotion was well undertaken using social media and among the social media which were studied, Facebook was very popular social media for service promotion between the studied companies with mean scores 5.0 and 4.9 at Vodacom and Tigo respectively. The next was Twitter whose mean values between companies was 3.5 with at Vodacom and 3.9 at Tigo. Furthermore, respondents' experience revealed that during the time of this study, Vodacom Tanzania already adopted social media in service promotion for more than five years ago (71.9%) compared

with Tigo Tanzania whose majorities (87.3%) agreed that it adopted social media less than five years ago.

Also, the study learned that the superior reasons behind usefulness of the utilization of social media in service promotion between the studied companies were quite different from one company to another. For instance, at Vodacom the superior reasons were that social media enabled to reach customized messages to company's customers, they enabled customer to receive fast information about company's services, they enabled customers to get instant information about company's services and they contributed largely in reducing company's service promotion cost at mean values 4.6, 4.9, 4.5 and 4.6 respectively.

On the other hand, at Tigo Tanzania the superior reasons were that social media enabled to reach customized messages to company's customers, high sense of merit in service promotion and they enabled customer to get instant information about company's services with mean values of 4.9, 4.9 and 4.8 respectively

Likewise, the reasons behind ease of use of social media in service promotion at Vodacom and Tigo between the studied companies differed. While at Vodacom Tanzania, the superior reason was because social media were easily accessible during service promotion process with mean value of 4.5 at Tigo Tanzania, they were because social media were easily accessible during service promotion process and easy accessibility of social media applications to the company with mean values 4.5 and 4.7 respectively. Though, in both companies, social media were easily accessible during service promotion process and their applications were easily accessible. These results would explain why the companies adopted social media in service promotion basing on the Technology Acceptance Model developed by Davis *et al.* (1989). According to this model, perceived ease of use forms a positive attitude in a person towards a certain technological product (Sago, 2013) and hence influences both acceptance and frequent usage.

5.3. Conclusions

The conclusion drawn by this study is that role media have important role in service promotion which should be understood among Tanzanian local companies. Some of the popular social media used by the studied companies especially Facebook enhanced social interactions which enhanced publicity sharing of service messages, information, photos and videos. The companies were able to reach service information, photos or videos to the largest group of people interested to follow the company's WebPages. This observation was aligned with Metcalfe's Law which recognizes the value of social media as the result of its social network size or number of those who are connected (Evans, 2008). Hence, if the company wanted to add value of its business it should consider the valuable social media to advertise with (determined by the size of the network and number of followers). In so doing, is avoiding risk warned by Wicks (2015) and Lamminen (2018) of missing out on numerous online markets opportunities.

The use of social media as the tools of service promotion was very useful especially by enabling the studied companies to reach customized messages to company's customers, enabling customers to receive fast information about company's services, enabling customers to get instant information about company's services and reducing company's service promotion cost.

Still, the study learned that the use of social media was perceived ease of use due to that social media was easily accessible during service promotion activity. Also, their applications were easily accessible. The two reasons enabled to understand why the studied companies adopted social media in service promotion since the Technology Acceptance Model developed by Davis *et al.* (1989) postulates that perceived ease of use forms a positive attitude in a person towards a certain technological product (Sago, 2013) and hence it should influence both acceptance and frequent usage.

5.4. Recommendations

From the research findings, researcher would like to recommend marketers and companies especially those not yet to incorporate social media into promotion strategies due to limited understanding its potential benefits are urged to understand: First, if the popular social media is used for service promotion, it enhances interactions between service organizations and potential customers. While interacting with online potential customers, the company is capable to create and post/share service information not limited to written messages, but also photos and videos. It became easier to receive timely regarding purchase intentions and any complaint which need redress for further improvement.

Also, social media should be perceived as the candid tools of service promotion in the recent generation where the global population is increasingly using internets and smart phones. With this supportive environment, the social media are becoming very useful in terms of enabling the companies to reach customized messages to customers, enabling customer to receive fast information about company's services, enabling customers to get instant information about company's services and contributing largely in reducing company's service promotion cost.

Lastly, the companies should consider social media as the ease of use tools in service promotion. This is because of ease access to social media applications just after having on the company's website or smart phone. Also, their applications are easily accessible since one can open social media WebPages free of charge provided that there is internet access.

5.5. Policy implication

Considering increasing social media in Tanzania, both foreign social media such as Facebook, Twitter, YouTube, LinkedIn, Blogs, WhatsApp and Instagram; and local social media such as Jamii Forum, Michuzi blog, Mabadiliko forum, Milard Ayo blog,

Mpekuzi blog, Bongo 5 and Bongo-Lob and their subsequent increase in number of individuals users such as Facebook and Twitter, social media are predicted to dominate marketing strategies in Tanzania. This is aggravated by the perception that presence of the company on the social media broadens the markets and business interactions with the multitudes of internet and Smartphone users who are increasingly annually.

Also, considering the significance of the study acknowledged in the first chapter of this dissertation, information about market opportunities availed to the service organizations which are also the potential sources of Government revenues, would motivate Government involvement in planning and creating enabling environment aiming to improve availability, access and usage of internet based marketing among services companies to enhance businesses performance and which offer opportunity for more revenue collection.

5.6. Recommendations for coming researches

In order to contribute in the acquisition of in-depth information and understanding on the role of social media in service promotion, the researcher used own judgment to select two Tanzanian telecom companies namely; Vodacom and Tigo to accomplish the study. However, the researcher was not sure whether or not the finding results would be the same by studying in other companies and organizations. Hence, researcher suggests further researches on the role of social media in service promotion in other local companies and organizations in the similar and different industries

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APPENDIX 1:

Questionnaires to Marketing, Sales, Customer service, Public relations Staff

My name is *YvoneChenga*, a master student at Mzumbe University - Dar es Salaam Campus College pursuing a Master degree of Business Administration in Corporate Management. I am conducting research aiming to assess “**the Role of Social Media on Service Promotion in Tanzania**”. Vodacom and Tigo Tanzania are selected for this study due to existing evidence that these organizations are among very few Tanzanian service organizations already utilizing social media in service promotion. The study is a part of my study and information you give will be treated confidentially and used for the academic purpose. I request your voluntary participation by providing required information on the questions in this questionnaire.

Thanking you in advance

A]. Respondents’ Characteristics: Tick (✓) in the appropriate box.

1. Gender:

Male [...]

Female [...]

2. Education Level

Secondary Education [...]

Certificate/Diploma Education [...]

University Degree/s Education [...]

3. Employer:

Vodacom Tanzania Ltd [...]

Tigo Tanzania Ltd [...]

4. Responsibility in the employing company:

Marketing [...]
 Sales [...]
 Customer service [...]
 Public relations [...]

5. Work experience:

1-5 years [...]
 6-10 years [...]
 11-15 years [...]
 Above 15 years [...]

B]. Service Promotion by the Company

1. What does service promotion mean in your company? Answer by ticking (✓) in the appropriate box whereby SA = Strongly Agree, A = Agree, UD= Undecided, D = Disagree and SD = Strongly Disagree.

No	Name of the Social Media	SA	A	UD	D	SD
1	Informing customers about the company's services on offer					
2	Persuading customers to buy the service on offer					
3	Reminding customers of the advantages of the services offered by the company					

2. How long the company has been promoting its services using social media?

Less than five years [...]
 More than five years [...]

C]. Social Media Used for Service Promotion by The Company

The following are the popular social media used in service promotion among companies. Rate the extent which each social media is popularly used by your company by ticking (✓) in the appropriate box (Note: VP= Very popular, P = popular, M=Moderate, LP= least popular, UP= Unpopular).

No	Name of the Social Media	VP	P	M	LP	UP
1	Facebook					
2	Twitter					
3	WhatsApp					
4	You Tube					
5	LinkedIn					
6	Flickr					

2. Which of the following factors explain factors for choice of social media for service promotion by the company? Rate the opinion by indicating the extent which you agree or disagree with each statement (Note: tick (✓) in the appropriate box whereby SA = Strongly Agree, A = Agree, UD= Undecided, D = Disagree and SD = Strongly Disagree.

S/N	Statements	SA	A	U	D	SD
1	Usually selection of the media is determined by perceived popularity					
2	Company's experience with high rate of subscription of users of particular social media					
3	Company's experience with rate of WebPages opening by other companies into particular social media					
4	Official reports regarding number of users of particular social media issued by the social media owner/Management					
5	Company's experience with the crowd of those who post, share or communicate information through particular social media					

3. Kindly rate the frequency of followers/ information seekers on the WebPages of the company into different social media being used for service promotion (Note: VH= Very high, H= High, 3= Moderate, L= Low, VL= Very low)

No	Name of the Social Media	VH	H	M	L	VL
1	Facebook					
2	Twitter					
3	WhatsApp					
4	You Tube					
5	LinkedIn					
6	Flickr					

DJReasonsfor Usefulness of Utilization of Social Media in Service Promotion to the Company

The following statements describe the ways whichutilizations of social media is useful for service promotion by the company. Kindly give your opinion by ticking in the appropriate box. (Note:SA = Strongly Agree, A = Agree, UD= Undecided, D = Disagree and SD = Strongly Disagree).

S/N	Reasons	SA	A	U	D	SD
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1	The social media are very important means enabling the company to reach customized contents of messages about services to customers					
2	The social media have high sense of merit by the company in service promotion					
3	Using social media enables the company to reach customized contents to its customers					
4	Using social media it is very easy to reach crowd of people using social media compared with traditional advertising methods					
5	Using social media enables customers to get fast news and information about service on offer by the company					
6	Using social media enables customers to get instant news and information about service on offer by the company					
7	Using social media it is very easy to ensure that the company and customers stay in touch					
8	Social media are very helpful in engaging crowd of webpage users on a particular topic at the same time by giving out their views and opinions about service information posted by the company					
9	The social media are perceived by the company to contribute largely in reducing cost of service promotion					

E] Reasons which Social Media are Perceived Ease of Use in Service Promotion for the Company. Answer by ticking (✓) in the appropriate box (Note: SA = Strongly Agree, A = Agree, UD= Undecided, D = Disagree and SD = Strongly Disagree)

S/N	Reasons	SA	A	U	D	SD
1	Using social media is very straight ways of service promotion for the company					
2	Using social media it has been very effortless ways of service promotion					
3	Using social media has been a very simple way of a service promotion for the company					
4	It has been very easy to access social media for when the company wants to promote its services					
5	It has been very easy to use social media applications during service promotion					
6	It is very easy to access software and hardware needed to implement service promotion using social media					
7	The use of social media is supported by easily available supportive resources					

8	When using social media it is very easy for customer to access service information posted by the Company					
9	Using social media is the most affordable method of service promotion for the company					

APPENDIX II:

**In-Depth Interview Guide to the Heads of Marketing, Sales, Customer Service and
Public Relations Departments**

Section I: Interviewee Particulars

1. Gender information:
2. Duty post:
3. Name of the Department:
4. Work experience:
5. Employing company: Vodacom [...] Tigo [...]

Section II: Usage of Social Media in Service Promotion

- [?] What social media are commonly used by the company
- [?] Why social media has been adopted to promoted company's services
- [?] How long the company has been using social media for service promotion

THE END