

**AN ASSESSMENT OF THE ROLE OF SOCIAL MEDIA
NETWORKS AS A NEW MARKETING TOOL IN
TELECOMMUNICATION COMPANIES:
A CASE STUDY OF ZANTEL**

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A CASE STUDY OF ZANTEL**

By

Ally Salehe Sechonge

**A Research Report Submitted to the Faculty of Business for Master's degree in
Business Administration of Mzumbe University**

2015

CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University, a dissertation entitled '**an assessment on the role of social media networks as a new marketing tool in telecommunication companies**', in partial fulfillment of the requirement for the award of the degree of Master of Business Administration in Marketing of Mzumbe University.

Signature

Major Supervisor

Signature

Internal Examiner

Accepted for the Board of School of Business

Signature

DEAN/DIRECTOR, FACULTY/DIRECTORATE/SCHOOL/BOARD

DECLARATION

I, Ally Salehe Sechonge declare that, this dissertation report is my own original work and that has not been presented to any other University for a similar or any degree award.

Signature

Date:

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DEDICATION

I would like to dedicate this dissertation to my beloved Parents, and Relatives who fought tooth and nail to make sure that I complete my studies successfully, and for their daily prayers that enabled me to complete my masters' degree program at Mzumbe University.

May the Almighty Allah bless them all!

ABBREVIATIONS AND ACRONYMS

BBS	-	Bulletin Board System
CRM	-	Customer Relationship Management
DRPS Studies	-	Directorate of Research, Publications, and Postgraduate
SPSS	-	Statistical Package for Social Science
SM	-	Social Media
TRA	-	Tanzania Revenue Authority

ABSTRACT

Social media network has recently become an important aspect for communicating within the society, whereby most of entrepreneurs, traders and telecom companies are using social networks as a new market tool for promoting their product.

The research is intended to assess the role of social media networks as a new marketing tool in telecommunication companies. Questionnaires were employed to assess the role of social media networks in telecommunication companies. The research employed mixed approach, Qualitative and quantitative data was collected from the selected respondents.

Respondents were selected by purposive sampling for the marketing officers and convenience sampling. Finally, both primary and secondary data was sorted, arranged and analyzed.

During the study, researcher looked the trend of social media networks as a marketing tool in the country. Then, the researcher established relationship between the roles of social networks and marketing

Based on the findings, the researcher also identified gaps and roles of social media networks as a new marketing tool in telecommunication companies.

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CHAPTER ONE

1.1 Introduction

Social media Networks have become very popular during the past few years, but it can still be very difficult to understand for someone new to social media networks. Social media networks is based on a certain structure that allows people to both express their individuality and meet people with similar interests. This structure includes having profiles, friends, blog posts, widgets, and usually something unique to that particular social media networking website.

Most social networks use groups to interests or engage in marketing, advertising or discussions on certain topics like exchange, share similar interest as well as behaviors from one person to another. Johnson, (1998).They are both a way to advertise and connect business people and their consumers as a way of identifying their interests on a particular product. Sometimes, groups are called by other names, such as the networks on facebook, instagram and blogs.

Earlier, social media networks group individuals into specific groups, like small rural communities or a neighborhood subdivision, if you will. Although social networking is possible in person, especially in the workplace, universities, and high schools, it is most popular online.

Currently social media networks are unlike the previous group from high schools, colleges, or workplaces, the internet is filled with millions of individuals who are looking to meet other people, to gather and share first hand information and experiences about cooking, golfing, gardening, developing friendships professional alliances, finding employment, business marketing and even groups sharing information about their business.

Social network media has been used in marketing and businesses as seeking ways to create value through this new media for their business. The introduction of Web technology dramatically changed the online users' behavior.

Previously, websites contents were designed by individuals and website owners; visitors could only view the website content Adebajo R, (2005).

However, the web technology has enabled users to enrich and enhance the websites contents and interact with other users Adebajo H, (2010). Though social media network is relatively a new media, its popularity is increasing rapidly across the world. As the number of people using social media including face book, twitters and instagram is growing, companies have realized the importance of utilizing social media as an important tool to enhance their marketing effectiveness and to improve their marketing activities. This paper examines the role of social media in improving the engagement marketing by involving customers in the production and creation of marketing programs rather than passively receiving marketing messages.

In the process, it helps building and developing the company's brands. Social media also could facilitate Customer Relationship Management (CRM). As customers begin to connect, they will form opinions and put forward suggestions regarding preference about specific product or brand. They also suggest what they like to see in a product and how a product could be improved Evan, (2008). Businesses utilize the collected information to improve business processes, innovation and more Evan, (2008).

This report is also looking at the role of social media networks as a new marketing tool in telecommunication companies. The research seeks to high light the importance of the social media network and shows various ways in which it could improve marketing activities in telecommunication companies.

1.2 Background of the study

In the beginning of early years people were always communicating with other people through visiting the people they wanted to see. The longer the distance, the harder it was to communicate. Throughout history, people came up with various ways of communicating: through post, pigeons, telegraph, light signals and telephone. Getting responses a few hundred years ago meant waiting for months or a year.

Humans never stopped looking for a faster method to communication and by 21st century they brought the internet.

Social networking was born one day in 1971, when the first email was sent. The two computers were sitting right next to each other. In 1978, the Bulletin Board System was created. The BBS hosted on personal computers, where users need to dial in via the modem of a host computer, and exchanging data through phone lines to other users. The BBS was the first system that lets users interact with one another through the internet. It was slow, but it was a good start, and only one user could log in at a time Walker, M (2013)

Later that year, the very first web browsers were distributed using Usenet, the earliest online bulletin board of the time. Usenet was created by Jim Ellis & Tom Truscott, where users posted news, articles and funny posts. The concept soon inspired the Groups feature we know today; such as Yahoo groups, Google groups and Facebook groups. The first ever version of instant messaging was around 1988, called IRC or Internet Relay Chat. Walker, M (2013)

In 1994, the first social networking site was created, Geocities. Geocities allowed the users to create and customize their own web sites, grouping them into different cities based on the site's content. The following year, TheGlobe.com launched to public, giving users the ability to interact with people who have the same hobbies and interests, and to publish their own content.

SixDegrees.com is one of the earliest social networking sites, but did not gain the same success. The idea is based on the theory that people are separated by no more than six degrees from one another. It also allowed users to create profiles, make groups, search and invite friends. However, they encouraged members to invite more people to the site and had too many membership drives. Many people complained that the membership invitations were spam, filling up their websites with junk. It was sold in 2001 but completely shut down the year after. Walker, M (2013)

The ubiquity of the internet has monumentally revolutionized how we interact with each other. From the advent of email, bulletin board systems, to current social networking sites, technology has been integrated with communication to become a prominent focus of the new digital age. This information takes you through the history of social networking, statistics on where we are today, and provides a glimpse of where we may be headed. Akar, E. And Tobcu, B. (2011)

The earliest social networking services available on the internet were Usenet groups and bulletin boards established by like-minded communities to communicate about specific topics. As these early Internet users were computer programmers and enthusiasts, they often focused on technology and computer science, as well as topics of interest to them, such as role-playing games. A common feature of these sites was the chat room, dedicated web spaces that let people type messages to each other and receive responses in real time. Because they were seen as people with great interest in and knowledge of technology, the early social networking sites were not very popular with the mainstream population. Acquisti & Gross, (2006)

The social networking site is distinguished from the earlier, simpler community messaging sites by the ways it makes a user's network visible to others. Some of the earliest services to perform this function were Classmates, which attempted to reconnect people who had attended school together, and Six Degrees of Separation, which allowed people to list their friends for others to view. Another early networking site to use the friends list was Live Journal, which also allowed users to post blogs for others to read.

Many of these early networking sites are still active, while others, such as Six Degrees of Separation, did not fare well in the market despite having millions of registered users. By 2003, the list of services had grown to include such popular services as Friendster, Linked In and MySpace. When Friendster announced in 2003 that it would begin charging user fees to use the website, many users left to join newer, non fee charging services, such as MySpace.

Friendster had also been suffering from technical problems due to a surge in new users as it became more popular. This rapid decline is something most web-based businesses must worry about. Cohen, (2003)

With the enormous popularity of social networking websites has come enormous growth. In May 2006, Nielsen reported that the top ten networking sites had collectively grown at a rate of 47 percent from the previous year.

However, communication channels and strategies now differ broadly from the ones in former times or offline times. It is important to understand the relationship between digital communications and traditional communication in the old media; for example, TV, radio, newspapers, magazines and billboard ads, the communication model was and is one-to-many compared to one-to-one or many-to-many communication model in digital media like blogs, social networks, wikis and other social media. Chaffey, (2003).

The increased fragmentation of media and customers, as well as the revolution in mass communication by the new communication channels internet and mobile communication technologies has created the need for a new approach to marketing communications that can ensure centralized management and a consistency of communication messages sent towards various audiences McArthur; Griffin, (1997); Semenik, (2002); Smith, (2002).

Social Media Networks today seen by many practitioners as the new arena for market communication and on top of the list of users of the different mediums is facebook, Blogs, Twitter and You Tube Steltzner, (2009). Kaplan and Haenlein (2010) define social media as a group of Internet-based applications that build on the ideological and technological foundations of Web which facilitates the creation and exchange of user generated content.

It consists of different Internet applications such as blogs, social networking sites, content communities, collaborative projects, virtual game worlds and social worlds.

Cassell, (2007) affirms that many companies today are using some or all of the new media to develop targeted campaigns that reach specific segments and engage their customers to a much greater extent than traditional media.

Foux (2006) suggests Social media network is perceived by customers as a more trustworthy source of information regarding products and services than communications generated by organizations transmitted via the traditional elements of the promotion mix. Mangold F, (2009) argue that marketing managers should comprise social media network in the communication mix when developing and executing their marketing strategies and they presented the social media as a new hybrid element of promotion mix.

Mohan Nair (2011) takes social media as a complex marriage of sociology and technology that cannot be underestimated in its impact to an organization marketing communications, choice as to when to engage, how to manage and measure, and whether to lead or to follow is complex but not an impossible task.

Even though the interest for social media network is huge, few companies understand what the term social media network can mean to their businesses. Geroimenko & Chen, (2007)

Most of the businessmen currently have identified the importance of social networks as an integrated marketing communication tool, varies from one are to another or from one region to region or nation to another as well, even organizations realize the need to engage customers at as many touch points as possible, there is still a need to stay ahead of the rapidly shifting marketing and communications landscape by integrating social media into traditional strategies to reach out to their customers. Pownall, (2011).

1.3 Statement of the problem

For a couple of years since its operation started, social networks have managed to capture a large percentage of market shares by creating a brand image. Surprisingly,

some marketers have been made to love social network despite of some obstacles claimed by its users. Trisha D, (2012)

However, these days it has been witnessed that most of the business houses also engage in social networking while promoting their products and services. Trisha D, (2012) Very often, the head honchos of the business groups tries to maintain a healthy relationship with their valued customers. Social networking sites are now seen as a promising means of publicity, which every brand must embrace. Social media as a medium of promotion contributes, through its immediacy, to a healthy and direct relation between brands and their public in an online environment.

In addition to using social platforms to monitor conversations about their industry, competitors, and products, companies are increasingly reaching out to their customers via the social Web to communicate messages about what they have to offer. In fact, social media is transforming the way organizations communicate the many social tools that are available today are very cost-effective compared to traditional approaches such as email and online advertising. Trisha D, (2012) Blog posts and tweets enable businesses to create communities, offer immediate feedback or assistance, and promote their products and services.

It is doubtful, social media still increase its market share and whether any form of advertising, promotional is solely capable of influencing customer's choice. A number of other factors may influence consumers' decision to buy products advertised through social media networks. Trisha D, (2012) this includes other marketing communication stimuli such as product quality, packaging, price, brand image and so on.

The existing study will show the role social media networks as a new marketing tool in telecommunication companies such as promoting its products through website, and others which in one way or another motivate people to purchase such products (Pojman, 1998). This study therefore, will analyze the role of social media networks as a new marketing tool in telecommunication companies in Tanzania.

The current study will serve as a baseline for future independent studies on social media networks services, and contributes in the ongoing policy and academic debate on the growth and quality of social media services in Tanzania.

1.4 Objectives of Study

1.4.1 General Objectives

The main objectives of the study is to assess the role of social media networks as a new marketing tool in telecommunication companies, as a case study of Zantel

1.4.2 Specific objectives

- i. To identify the factors that motivates business to engage in social networking while promoting products.
- ii. To examine the roles of social media networks as a new marketing tool in business.
- iii. To determine the effect of social media network on consumers' behavior?

1.5 Research Questions

- i. What motivates business to engage in social networking while promoting products?
- ii. What are the roles of social media networks in marketing tool in business?
- iii. What are the effects of social media network on consumers' behavior?

1.6 Significance of the Study

The findings of this study are intended to form a basis for creating awareness, adding more knowledge to different companies on the role of social media networks as a new marketing tool in telecommunication companies, as a case study of Zantel. Social media network has been used as marketing tools for traders to promote their products.

However in Tanzania there are no published studies concerning the role of social media network. Little is known on the reasons behind on why social media are used as marketing tool.

The study will also add knowledge on the role of social media networks as a new marketing tool in telecommunication companies in Tanzania. In addition it set out to increase awareness and change behavior as well as attitudes on social media networks. Similarly, these findings will form a basis for informing policy makers and influence creation of policies. Theoretically, the study findings will add to existing theories on academic researchers and stimulus to further research.

The data obtained in this study, can be used by the revenue authorities for planning and evaluating measures for curbing levies. The data can also be utilized by the revenue authorities in the country. The recommendations given if considered are going to benefit the public at large on the use of social media networks as a new marketing strategy. The data can also be utilized as baseline data in future related researches.

1.7 Scope of the study

This study will be limited with time constrain and funds. Factors associated with the role of social media networks as a new marketing tool in telecommunication companies will be researched in this study since all other components of social media networks could not be researched due to lack of documented information on those components of social media networks on marketing tool in telecommunication companies.

A further limitation of the study will survey items and independent variables which will be based on the information given by managers. Another limitation will be time dimension. The period within which this research must be completed for submission will be less than one academic year.

1.8 Limitations

Time allocated for this study will be not adequate to cover all aspects needed to be researched that's why the researcher chose Zantel as the case study so as he can conduct the study near the working environment where be easy for the researcher to get the needed information. Furthermore, researcher narrowed the area to be covered and the scope of the research for the purpose of solving the limitations based on funds and time constraints.

1.9 Organization of the Study

This dissertation organized in six chapters, whereby the first chapter discussed background of the study, statement of the problems, objectives of the research, research questions and the significance of the study amongst others. The second chapter covered with a review of related literature. Chapter three covered mainly the methodology of the study and gave detail of how the research was conducted. Chapter four discovered the findings from the study presents discussion on the findings from the study, presents a discussion of the findings based on the research findings and the last chapter covers summary, conclusion and recommendations

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview

This chapter outlined the current relevant studies on the role of social media networks as a new marketing tool in telecommunication companies, as a case study of Zantel. The literature will also survey and highlights some of the more general observation made in development of various literatures the use about social media networks as a new marketing tool in telecommunication companies in Tanzania.

A review on the role of social media networks as a new marketing tool in telecommunication companies in telecommunication companies is important for understanding the costs, problems and challenges posed by social media networks.

This chapter provides the literature review on theoretical and empirical literature review. The focus is on the concept and knowledge of social media networks as a new marketing tool.

2.2 Definition of key terms

2.2.1 Social Media

Kaplan and Haenlein (2010) define social media as a group of Internet-based applications that build on the ideological and technological foundations of web, which facilitates the creation and exchange of user-generated content. It consists of different Internet applications such as blogs, social networking sites, content communities, collaborative projects, virtual game worlds and social worlds.

2.2.2 Social media Network

Social media network, also referred to as social media, encompasses many internet based tools that make it easier for people to listen, interact, engage and collaborate

with each other. Social media network platforms such as Facebook, YouTube, Twitter, blogs and what's app. (Cassidy, 2006)

Social media network is used by people use to share recipes, photos, ideas and to keep friends updated on our lives and also used as a marketing strategies by advertising some products. In many cases, people use social networking tools from mobile devices, such as Blackberries and iPhones, as easily as from Personal computers.

2.2.3 Marketing

Marketing is a process of communicating the value of a product, service or brand to customers, for the purpose of promoting or selling that product, service, or brand. (Smith, P.R., 2002)

According to Smith marketing techniques include choosing target markets through market analysis and market segmentation, as well as understanding consumer behavior and advertising a product's value to the customer. From a societal point of view, marketing is the link between a society's material requirements and its economic patterns of response. It satisfies these needs and wants through exchange processes and building long-term relationships. Marketing blends art and applied science (such as behavioural sciences) and makes use of information technology.

2.2.4 Marketing tool

Refers to a technique and material used by those who are involved in the promotion of goods and services. Most business that need to sell their goods or services to the public will make extensive use of various marketing tools, such as market research and advertising to help further their success. (Churchill, G. A, 2002)

2.3 Theoretical review

2.3.1 Social Network Theory

Social network theory contrasts with the type of sociological theory that defines society as built up of individuals. It starts instead from the relations between

individuals, and models society as constituted of networks made up of sets of the relations or ties between the nodes. Wasserman and Faust (1999) identify four additional fundamental principles of models built using social network theory; independence of actors; relations or ties consisting in the flow or transfer of resources; the constraining and/or enabling of individual actors by networks; and the generation of long-lasting ties and networks by social structures.

The perspective of social network analysis which comprises both method and theory militates against studying any single relationship in isolation from the network of which it is part. This is because the dyad, or relationship between two actors, is the building block of a network, but is itself conditioned by the network.

Across social network studies, the actors or the nodes have been variously defined as individuals, groups, companies, or even countries. The relationship or tie is a flow of resources that can be material or non-material (Wasserman & Faust 1999). The resources might include social support, emotional support, companionship, time, information, expertise, money, business transactions, shared activity, and so on.

Wellman, Carrington, and Hall (1988) characterized social network theory not so much as competing directly with other approaches to identifying causality as reformulating basic questions. Thus, social network theorists have proposed, for example, substituting world systems theory for single state modernization theory, network communities for neighborhood communities, political networks for psychological interpretations of collective behavior, and vacancy chain analysis for individualistic analyses of social mobility. (Wellman et al., 1998)

2.3.2 Social learning theory and the web

According to Vygotsky, optimum cognitive development is contingent on the full social interaction of the learner. (Baron *et al* 1996) Moreover, instruction is most efficient when students engage in activities within a supportive (social) learning environment and when they receive appropriate guidance that is mediated by tools as

cited in. The result of situating learning in a collaborative and social learning environment is an increased range of skill, versus what can be attained alone.

In the past, attaining “full social interaction” required youth and the society to be tied to a physical space such as a traditional method of learning within the society. But as Web-based and other technologies have evolved, youth are alike achieving many of the social benefits of social media network interactions in synchronous and asynchronous Web-based learning environments. Social networking media provides the opportunity to take the social interaction to deeper levels as well as address learning styles rooted in digital technologies. (Baron *et al* 1996)

Meanwhile, Most of social network users are learning from others in the kind of social network they belong so due to that the application of social learning theory argues that since most people are raised in a family setting, we learn to depend on others for aid, information, love, friendship and entertainment (Baron *et al* 1996). Because of social learning theory it is easy for a social network user to learn even immoral staffs from his/her friends.

2.3.3 The Paradigm of Survival

The understanding of human behaviour has always been looked upon as a compulsory basis for practicing the discipline of marketing. So far, though, most economic and psychological models have failed to offer a versatile understanding of the factors forming the basis for valuation. It is readily obvious that through social networks its simple model for judging the seller’s and the buyer’s valuation of the objects of exchange in a business deal would be greeted with enthusiasm by all marketers.

The outstanding pioneer to explain human/animal behaviour is, of course, Charles Darwin with his theories on the natural selection (1859). This has influenced Sigmund Freud in his psychological theories and, more recently, psychologist’s era, now using the designation of evolutionary, or developmental, psychology.

2.3.4 Maslow's contribution

In this context, it is, mildly put, surprising that psychologist Abraham Maslow as late as in the 1943 introduced his Hierarchy of Needs, since then the dominating behavioural model applied to marketing. His most positive contribution was, however, only to offer a model for the normal behaviour of human beings. Its seemingly simple and easy to use explanation of human behaviour, attracted marketers of the time. Today it is typically disposed of as “seriously outdated” by authorities like American Professor Geoffrey Miller. Evolutionary psychology is the application of the principles and knowledge of evolutionary biology to psychological theory and research.

An opinion is shared principle by a research team of Department of Psychology, Arizona State University in a thesis published in Perspectives on Psychological Science in Spring 2010. A strong support could also be found in Richard Dawkins' The Selfish Gene of 1976.

2.4 Empirical study

2.4.1 The applied analytical model

Theoretical framework applied in this study is developed by authors taking into consideration the research questions: how to incorporate social media into integrated marketing communications, and most importantly how it can improve the marketing communications of an organization.

Authors found the basic foundations for developing the theoretical framework from the new communication paradigm proposed by Mangold & Faulds (2009), and original internet value chain for user generated content. Authors found models to be too much specific and incomplete to an extent as they were more depicting the organization point of view and didn't take the customer and intermediaries' point of view. So authors decided to meet this gap by developing a model that should integrate view of

organization, intermediaries and customers so as to achieve the incorporations of social media into integrated marketing communications.

Model starts with the stage which shows an organization that develops marketing mix i.e. product, price, placement and promotion. After developing the marketing mix, organization in the 2nd stage creates integrated marketing communications (IMC) plan using traditional elements of integrated marketing communications i.e. advertising, sales promotion, public relations, direct marketing and personal selling to promote the offering. Then in the next stage as driven by the social media marketing revolution decides to incorporate Social media into their traditional integrated marketing communications.

As the need is established and there are intentions to use social media incorporated into integrated marketing communications, organization decides to create social media presence on Social Media marketing platforms such as Facebook, Twitter, Blogs, and what's App which provides technological base for facilitating content creation and content sharing for organizations as well as consumers. At this stage, it is better to consider *Social media marketing experts*, because insufficient planning and action without knowing the real situation can lead to disaster. Without considering how much you have sold the organization creates technological base to facilitate organization as well as customer to interact, generate and share content online.

As social media presence is created by organization, the next stage is the content sharing and generation. It is done in two ways and operated simultaneously, Organization generating & sharing content on one side where Organization Marketing Communication Department /hired social media marketing agency endorses organization sponsored product, news and event updates on organization official presence on Social Media marketing platforms such as Facebook, Twitter, Blogs, and LinkedIn for organizations as well as consumers.

On the other side, Customer/user generates or share contents and posts on organization official presence on Social Media marketing platforms such as

Facebook, Twitter, Blogs, and What's App. Content generated/shared is based on customer knowledge about organization marketing mix & communications. At this stage, organization/hired social media agency major role is to engage the customer/user in a way that leads to positive content generation.

The content generated by organization as well as customers will create a multiplier effect as more and more users interact with each other and organization/hired social media marketing agency continues to engage the customers. Once this content generation and sharing starts, the whole scenario takes a case of market place where information gets a multiplier effect and the role of organization/hired social media marketing agency becomes less as customers start to take the control.

Consumers now will participate more actively, the customers having good opinion about company will generate positive information. Through this model, Minor queries of customers can be addressed in short time with responses from organization/hired social media marketing agency and experienced users on the same social medium. Whereas major queries, demands and expectations of customers reach organization's marketing department which works on the feasible ideas worthy for consideration.

So it can be said that incorporating social media into integrated marketing communications through proposed applied framework can help organization in getting know how about the customer preferences, customer expectations, customer interests, and understanding all these factors can lead organization towards improvement not only in existing offerings and customer base, but also in new product development and new market development.

This model is applied in analysis, and the empirical findings of the thesis provide empirical scrutiny to this adapted applied model by relating & integrating the perspectives of Telecom Company & social Media Marketing experts, social media marketing agencies and customers in order to reach a valid contribution to the study

and industry. This applied analytical model is a contribution to theory and social media knowledge.

Finally, this model is supporting the purpose that is to incorporate social media into integrated marketing communications of an organization and how social media can be used to improve marketing communications of and organization.

2.4.2 Relationships between social media network and marketing

Social media has facilitated engagement marketing. Engagement marketing may be called as “experiential marketing,” whereby the companies directly engage consumers, invite and encourages consumers to participate in the evolution of a brand. In this marketing method, consumers are actively involved in the creation of marketing programs and developing brand relationship. Doorn et al. (2010) states that customer engagement behavior go beyond purchasing experience, and may be defined as consumer’s behavioral manifestations that have brand and product focus.

Godin (1999) puts forward the theory of permission marketing instead of engagement marketing. He believes that marketers no longer have the power to control the attention of people. Thus marketers should respect the right of customer to choose the kind of advertisement they are interested. He also proposes that interruption marketing will no longer be effective. He argues that only marketing messages that are anticipated, personal and relevant will be accepted by customers. Accordingly, the only way to promote an idea is to create a buzz. Social media channels enable customers to voluntarily follow a facebook fan page or follow communication (ViaTweets) about different brands.

In the modern age of engagement marketing, consumers are in control and brands can not only be built through advertising slots. Instead, customers themselves build the strong brands through online conversations; buying decisions are built on information collected through online communities (Jalilvand, Samiei 2012). Consumers have begun to use social platforms to obtain pre shopping information. Today, consumers

increasingly search for products and services online before buying a product or a service (Blackshaw and Nazzaro, 2006).

Akar (2010) suggests social media represents a pull strategy that enables customers to reach products and services related to their own experience.

Li and Bernoff (2008) suggests engagement marketing through social platforms is harder than traditional marketing, as creating a two-way dialogue with customers requires more effort than one-way advertisement. Companies are able to create competitive advantage through close relationship with their customer. Joel (2009) suggests engaging closely with customers represents a significant cost to companies. Nonetheless, he argues as people are increasingly interacting via different social media platforms, companies could not afford to ignore close engagement with customers.

The online population represents a great opportunity for businesses and by investing in this medium of engagement; companies will be able to gain competitive advantage. An important element in the success of a brand is to gain trust from customers. Social media marketing is an effective tool to create this trust. Joel (2007) explains the theory that companies without creating opportunity for two ways communication and transparency, will not survive. He points out the necessity of utilizing social media channel to strengthen the brands, especially at the time that social media platforms are accepted and expected by customers.

Verhoef, et al. (2010) argues that customer engagement consists of various customer behaviours like WOM, blogging, customer ratings. Doom et al (2010) explain customer engagement includes form and modality, valence, impact, scope and customer purpose. Libai et al. (2009) suggest that customer to customer interaction, co creation and blogging are to be considered as part of customer engagement. Hoyer et al. (2010) also mention that customer creation in new product development is a new form of customer engagement. Kumar et al. (2010) and Bijmolt et al (2010) and van Bruggen et al. (2010) look at the impact of customer engagement on marketing metrics

and stressed that the engagement marketing has a significant impact on the customer value creation therefore it has a direct impact on marketing matrices of the company.

2.4.3 Social media, new hybrid element of promotion mix

Mangold and Faulds (2009) point out that the popular business press and academic literature offers marketing managers very little guidance for incorporating social media into their marketing communication strategies. Social media should be included in the promotion mix when developing and executing their integrated marketing communications strategies.

It is a hybrid element of the promotion mix because it combines characteristics of the traditional integrated marketing communications tools with a highly magnified social media influence whereby marketing managers cannot control the content and frequency of such information.

Social media is also a hybrid due to it springs from mixed technology and media origins that enable instantaneous, real-time communication. It also utilizes multimedia formats and numerous delivery platforms, with global reach capabilities. (Mangold; Faulds 2009) The rise of Internet-based social media has made user generated consumer-to consumer communications very significant in the marketplace.

The content, timing, and frequency of the social media-based conversations occurring between customers are outside managers' direct control. Therefore, managers must learn to shape consumer discussions in a manner that is consistent with the organization's mission and performance goals. Methods by which this can be accomplished are marked herein. They include providing customers with networking platforms, and using blogs, social media tools, and promotional tools to engage customers.

Also Mangold and Faulds (2009) support the view that customers engaged with a product, service or idea are more likely to communicate through social media. The engagement can also be creatively stimulated for products and services which generate

less psychological involvement of customers. Both traditional and Internet based tools can be used in engaging customers.

Allowing customers to see others using the product can entertain and engage customers while communicating product benefits. (Mangold; Faulds 2009) The internet has become a mass media vehicle for consumer sponsored communications. It now represents the number one source of media for customers at work and the number two source of media at home. Customers are turning away from the traditional sources of advertising: radio, television, magazines, and newspapers.

Customers also consistently demand more control over their media consumption. They require on-demand and immediate access to information at their own convenience. Customers are turning more frequently to various types of social media to conduct their information searches and to make their purchasing decisions (Lempert, 2006; Vollmer & Precourt, 2008).

Customers are more likely to talk to others about products when those products support their desired self-image, or the way they want others to see them. Both product design and promotion efforts should be undertaken with the desired self-image in mind. Customers tell others about products and services to which they are emotionally connected.

Organizations can leverage emotional connections by embracing one or more causes that are important to their customers. (Mangold; Faulds 2009) The tools and strategies for communicating with customers have changed significantly with the emergence of the phenomenon known as social media, also referred to as consumer/user generated/created media.

This form of media describes a variety of new sources of online information that are created, initiated, spread and used by consumers' intent on educating each other about products, brands, services, personalities and issues. Social media have become a major factor in influencing various aspects of consumer behavior including awareness,

information acquisition, opinions, attitudes, purchase behavior, and post-purchase communication and evaluation (Mangold; Faulds, 2009).

The new communications paradigm developed in the research article enables marketing managers to recognize the power and critical nature of the discussions being carried on by customers using social media.

2.4.4 Marketing and Social Media

Social Media(SM) can be defined as a group of internet based applications that exist on the website platform to enable the Internet users from all over the world to interact, communicate, and share ideas, content, thoughts, experiences, perspectives, information, and relationships (Briscoe,2009; Kaplan & Haenlein, 2010; Scott, 2007). Social networks (such as Facebook and MySpace), online communities, micro blogging tools (such as Twitter), photo sharing sites (such as Flickr and Photobucket), social tagging (such as Digg), and video creating and sharing services (such as YouTube) are examples of social media.

Boyd and Ellison (2010) have defined social network sites as; “web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users within whom they share a connection, and view traverse their list of connections and those made by others within the system.”

They differentiate the terms social network sites from social networking sites for two reasons. They explain the two terms are different in terms of the scope and emphasis. “Networking” emphasizes on initiating relationship between strangers. However, social networks offer more than relationship initiation.

They allow individuals to articulate and make known their social networks. Barefoot and Szabo (2010) define social media marketing as use of social media channels to promote a company and its products. They believe social media marketing comprises of the traditional web-based promotion strategies, including email newsletters and online advertising.

Robert and Kraynak (2008) explain the social media is changing the role of the customers into advertisers and marketers of the company. Customers can create positive or negative pressure according to their experience of the companies' product and services. Akar and Tobui (2011) suggest that social media and website are not the same. They explain that the Web in general, refers to online applications and the term social media refers to the social features of Postman (2008) explains that social media is the advance type of Web-based application in which the content is created and shared by the participants.

Social media is a trend in marketing. Marketers are beginning to realize the importance of social media as an influential strategic tool to reach out to customers. Castronovo and Huang (2012) suggest marketing intelligence, promotions, public relations, product and customer management and marketing communications should reap the benefit from social media, since there is an increasing interest among consumers to utilize internet and consumer-generated content. Forrester researchers, Bernoff and Charlene (2011) emphasize on the role of social media in marketing success. They suggest that marketers should try to seek ways to participate in the online discussion to reach out to customers.

Constantinides, Amo, and Romero (2010) believe that the information shared by customers using social media platform are considered more reliable than direct information from the companies regarding their product and services. Chen (2008) consider online consumer reviews as a new component in marketing communication mix which play a significant role as free "sales assistants".

Nonetheless, not everyone agrees on the significant role of social media in improving marketing activities. Martin (2009) argues that in advertising age, social media is not an effective marketing tool. He believes social media platform is for social interaction and marketers are diminishing the main purpose of this platform. Dury (2008) suggests that marketing should not be mixed with social media as it destroys the underpinning purpose of this medium.

Furthermore, Chris Brogan (2007) in his blog argues that social media and marketing are separate discipline. He explains since social media allows people of like-minded to interact, it should not allow marketers to own this tool. Odden (2009) also agrees that social media should not be used as direct marketing platform.

Pehlivan and Weinberg (2011) suggest social media is neither an alternative for traditional marketing, nor it is one-size-fits-all marketing. They propose a model of social media mix in which they have recognized the variation in social media type and the kind of marketing objectives they meet. They suggest marketers need to use the right kind of social media in order to achieve their marketing objectives.

An important element in a brand success is to gain trust from customers. Social media marketing is an effective tool to create this trust. Joel (2007) explains that companies without creating value, opportunity for two ways communication and transparency will not survive. He points out that the necessity of utilizing social media channel to strengthen the brands, especially at the time that social media platforms are accepted and expected by customers.

Godin (1999) argues that branding and direct marketing via social media are acceptable where companies have used corporate sponsored social media such as product support forum to promote the brand or products or services or engage with the customers.

2.4.5 Social Networking as we know it today

Today, social networking is an essential part of life for people from around the world. Social networking is a form of social media, used for interactive, educational, informational or marketing purposes and entertainment. Social media comes in many forms, but all of them are related: blogs, forums, photo sharing, social bookmarking, widgets, and video, just to name a few. Today, social networking websites allow users to perform marketing activities including sales and advertising, upload photos and videos, and interact with other traders and friends.

Social networking is tools to join groups, learn about latest news and events, play games, chat and to share music and video though some of people are using social networks. The top social networking sites of today are: What are App, Facebook, You Tube and Twitter. (Pojman, 1998)

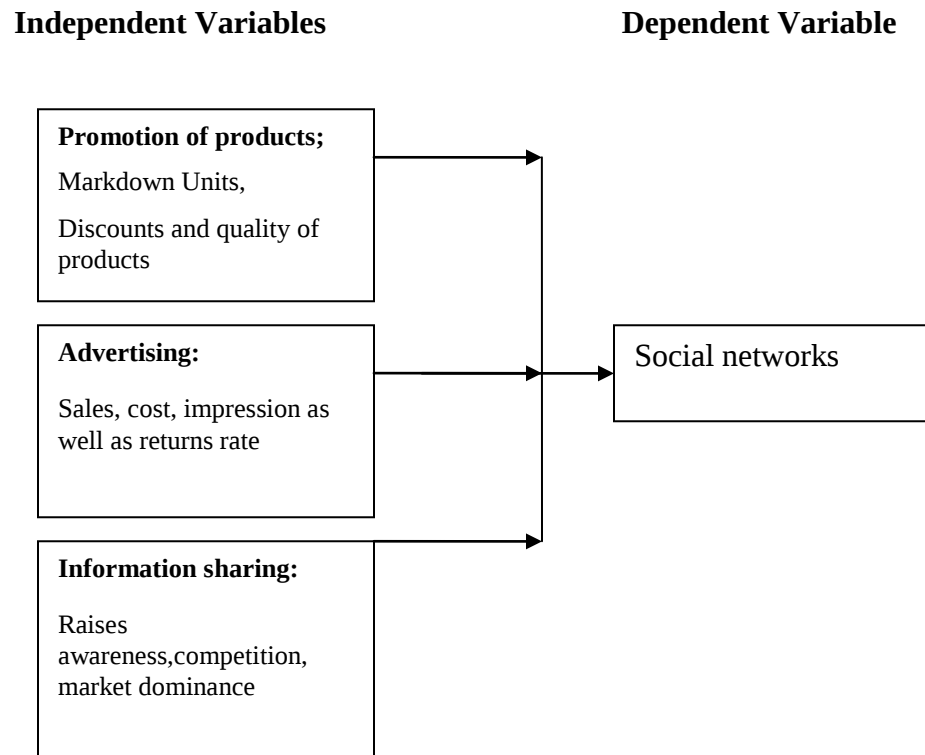
2.5 Knowledge gap

Based on the empirical study, it is evident that numbers of researches related to this topic are quite few. This is also justified by the researcher's experience on the issue under study. However, there is no documented evidence indicating that the same study was done at Zantel. Therefore findings, conclusion and recommendations from this study will cover the gap.

2.6 Conceptual frame work

It is narrative outline or diagrammatic presentation of variables to be studied in hypothetical relationship between and among the variables. (Smyth, 2004); therefore it shows the relationship between dependent and independent variables

Figure 2.1 Conceptual frame work



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Area of the study

The research was conducted within Zantel marketing department. Zantel was chosen by the researcher because it is one among the new promoted mobile company within the country. The area was chosen because the company is operating in the country and used with different people from youth to adults are accessing its products through social networks media, further, researcher can easily interact to get reliable information concerning the study and other related role of social media networks as a new marketing tool in telecommunication companies, as a case study of Zantel.

3.2 Research design

Aaker et al, (2002) defined a research design as the detailed blue print used to guide a research study towards its objectives. According to this definition, a research design was detailed plan of work done to achieve the research objectives. Similarly, it is a conceptual structure within which research was be conducted; it constitutes the blueprint for the collections, measurements and analysis of data, Kothari, (2001). This study used a qualitative design which supplemented by quantitative design to enable the generalization of the findings.

The qualitative aspects of the study aimed at obtaining data expressed in non numerical terms while the quantitative aspects aimed at measuring and analyzing variables with statistical procedures (Cress Well, 2003). Beside the above, the qualitative approach to this study involved as a case study approach.

In addition the study were restrict by time and money (Burgess, 1984) Basing on the role of social media networks as a new marketing tool in telecommunication companies, Zantel a case study area.

3.3 Study population

Population is a group of individuals, objects or items from which measurement are taken (Kombo and Tromp, 2006). The study on perception targeted to Zantel marketing department. The study population involved 50 respondents whereby 30 respondents were from marketing department while 20 respondents had been obtained from the consumers. This enabled the researcher to identify and focus population at the field.

3.4 Sample and sampling techniques

A purposive sampling in qualitative research is to purposefully select participants or site that was the best help to the researcher to understand the problem and the research question (Kombo, 2006).

In this technique, the researcher selected all respondents who provided key information. The researcher through this technique obtained enough information about the phenomenon under the study, whereby all correspondents in marketing department along other consumers of Zantel was mapped and assigned a specific identity.

3.4.1 Stratified random sampling

This technique involves identifying groups in population. The sample can be proportionally selected or on the basis of equal number from each group (Enon, 1995)

In Grady et al (2008) the study examines the views of research participants on the role of social media network in a hypothetical marketing tool in telecommunication companies. In particular, it examines views regarding individual on the role of social media networks as a new marketing tool in telecommunication companies. Here, the total population is stratified according to Zantel marketing department and their strategies as well.

However, the technique is always based on the researcher knowledge about the homogeneous or heterogeneous nature of the population under the study e.g. Age, sex, classes distribution within the population in marketing department and responding consumers.

3.5 Data collection techniques

Data collection methods/ techniques are means to secure information from individual for survey research purpose. The study used both primary and secondary data. Primary data are fresh data and collected for the first time, and thus happens to be original in character. Kothari, (2004)

3.5.1 Primary data

Primary data is a term for data collected from a source. Kothari, (2006). Primary data has not been subjected to processing or any other manipulation, and are also referred to as primary data.

3.5.2 Questionnaire

A questionnaire is a formatted set of questions that is drawn up to meet the objectives of the study. (Kothari: 2004). Questionnaire method was employed in primary data collection although interviews were also used. Data were collected from fifty (50) respondents. Questionnaires were distributed to respondents whereby the tool assisted the researcher to collect data from the respondents in the streets, gardens, homes, garages and convenient places for the interviewees. This helped the researcher to obtain in depth answers.

3.5.3 Interview

This method was administered face to face with respondents. During the interview, probing questions was applied to get deeper information from respondents. This method was useful as it helped to collect the required information and to understand

different people's perception on the topic under study and was suitable for intensive investigation Kothari (2004).

This was done by conducting 10 face to face interviews with the workers in Zantel marketing department. The research asked respondents questions in order to find out what they do feel or think about the role of social media networks as a new marketing tool in telecommunication companies, as a case study of Zantel, as a case of Zantel marketing department and this made it easier to compare answers further helping to inform the study. The tool also permitted the researcher to ask more complex and follow up questions which was not possible in the questionnaires. The interviews helped the researcher to take account of non verbal communications.

3.5.4 Observation

Observation was made during data collection in order to understand the physical of the study area. The motive behind adopting direct observation was, first, subjective bias is eliminated if observation is done accurately. Secondary, the information obtained under this method relates to what is currently happening, thirdly, it is relatively less demanding of active cooperation on the side of respondent.

3.6 Secondary data

Secondary data; is data collected by someone other than the researcher. Common sources of secondary data for social science include censuses, organizational records and data collected through qualitative methodologies or qualitative research. Primary data, by contrast, are collected by the investigator conducting the research. (Kothari, 2003)

Secondary data analysis saves time that would otherwise be spent collecting data and, particularly in the case of quantitative data, provides larger and higher-quality databases that was unfeasible for any individual researcher to collect on their own. In addition, analysts of social and economic change consider secondary data essential, since it is impossible to conduct a new survey that can adequately capture past change

and/or developments. So due to those techniques used for secondary data collection.

3.7 Data analysis

The obtained data were analyzed qualitatively as well quantitatively to ensure consistence and better estimate on the role of social media networks as a new marketing tool in telecommunication companies, as a case study of Zantel

3.7.1 Qualitative data analysis

The components of verbal discussion were analyzed in detail by content analysis method. Structural functional analysis seeks to explain social facts related to each other within the social system and manner in which they are related to physical surrounding. Whereby documentation, conceptualization, coding, and categorize used to examine relationships and displaying data.

3.7.2 Quantitative data analysis

Quantitative data was coded to facilitate data entry in a computer. The quantitative data were collected through structured and semi-structured questionnaires whereby data was analyzed using Statistical Package for Social Science (SPSS version 16.0) for construction of charts and this help to maximize clarity.

CHAPTER FOUR

RESULTS, DISCUSSION AND FINDINGS

4.1 Introduction

This chapter presents discussion on the findings from the study. It is divided into two main parts. The first part presents socio-economic characteristics on two groups of respondents. The social characteristics are sex, age, education level and occupation of the respondents on the role of social media networks as a new marketing tool in telecommunication companies, as a case study of Zantel. The second part of the chapter discusses the findings on how social media networks as a new marketing tool in telecommunication companies, as a case study of Zantel.

Table 4.1 Respondent Demographics

Characteristics	Category	Frequency	Percentage
Gender Distribution	Male	31	62
	Female	19	38
Age of the respondents	20-30	24	48
	31-40	18	36
	41-50	6	12
	51+	2	4
Marital status	Single	13	26
	Married	28	56
	Widow	3	6
	Divorced	6	12
Education of the respondents	Certificate	5	10
	Diploma	12	24
	Degree	30	60
	Masters Degree	3	6
Respondents working experiences	More than 2 years	21	42
	More than 3 years	26	52
	More than 5 years	3	6

Source: Field data, 2015

4.2 Respondents distribution by Sex

This table shows that, there is much number of men than women using social media networks as a new marketing tool in telecommunication companies, not only large number of men who are using social network working men are also more than women.

Apart from that this field of marketing failed to respond the policy of the government which considers gender balance in both private sector and public sectors, whereby women are few compared to men, according to respondents who were women they urged that because of employment opportunities in the country they have decided to work in the field as a way of improving their living standards.

4.3 Respondents age

According to the table above, many respondents' were in between 20 to 30 years of age, the age which is better because they have strength and ability to perform their activity well, so it is feasible for them to perform well their marketing activities in their working areas.

However, others who ranges 31-40 years they are having more experience but they can't perform well their marketing tasks compared to those who are under 40 years of age.

But also the researcher discovered that, the numbers of respondents who are above 41 years are few compared to youth because of their old age it is difficult for them on the role of be as a new marketing tool in telecommunication companies

The collected data shows that 15 (30%) respondents were single while 27 (54%) respondents were married, widow ranked with 4(8%) of the respondents and the remaining 4(8%) respondents were divorced as shown in the table above

Moreover, in this area the researcher was referring to the working circumstances, situation and all the surrounding including all necessary working conditions, bearing

in mind that Zantel is preferred as a fastest mobile; it was considered necessary to get view of different workers at the working place.

The researcher inquired to know how the respondents were feeling on the role of social media networks as a new marketing tool in telecommunication companies.

4.3 Education of the respondents

According to the table above, the study involved different respondents with different level of education as follows, certificate level 5 equivalent to (10%) respondents, those who were having Diploma level of education were 12 (24%) respondents, while those who were having bachelor degree level were 30 equivalent to (60%) and those with masters degree were 3 (6%) respectively, according to the revealed data it shows that majority of respondents working in Zantel marketing department are having bachelor degree followed by diploma level .However, those with certificate and masters degree levels of education are few.

4.4 Working experience of respondents

The study intended to see on the role of social media networks as a new marketing tool in telecommunication companies. The data shows that, 21 respondents equivalent to 42% have been working at Zantel marketing department for more than two year, 26 respondents equivalent to 52% have being subscribing Zantel through social media networks for more than3 years, while those who have been subscribing Zantel through social media network for less than 5 years were 3 respondents equivalent to 6% .

4.5 Analysis on persuasion of advertising to buy Zantel product

The investigation was done so as to determine whether persuasion of advertising influence customers to purchase Zantel product, whereby it was revealed that most of the respondents nearby 36 (72%) urged that through advertising they have been persuaded to purchase and use Zantel products, while remaining 14 respondents

equivalent to 28% have disagreed that they have not been persuaded by Social media to purchase Zantel products as shown in the table below:-

Table 4.2: Analysis on persuasion of advertising to buy Zantel product

	Responses	Frequency	Percent
Valid	Yes	36	72
	No	14	28
	Total	50	100

Source: Field data, 2015

4.6 Analysis on factors which influenced consumers to use Zantel product

The analysis was done to determine factors that influence consumers and motivates consumers them to purchase Zantel products apart from social media networks. The investigation aimed at understanding different views among respondents and workers whereby the results revealed that most of the respondents 14 (28%) responded that they are influenced by advert message through social media, and 18 (36%) of the respondents said that they have been influenced by available packages including the network speed, while others 10 (20%), respondents mentioned brand image and the remaining 8 respondents equivalent to 16% responded that they have influenced to use Zantel product because of the quality of the product available as shown in the table below;

Table 4.3: Factors that influenced consumers to use Zantel product

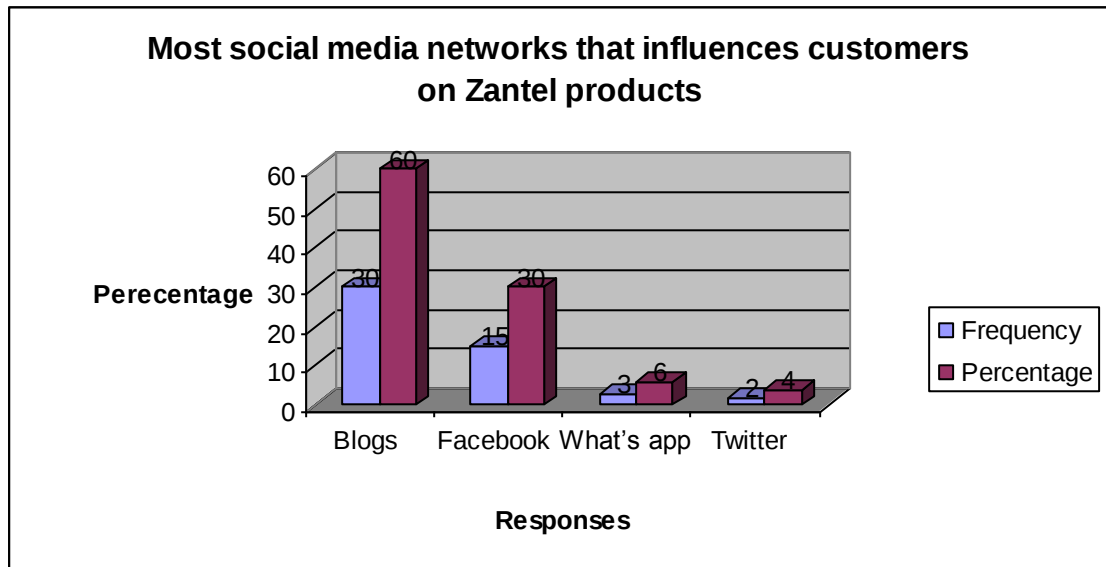
	Responses	Frequency	Percent
Valid	Advert message	14	28
	Available packages	18	36
	Brand image	10	20
	Quality of the product	8	16
	Total	50	100

Source: Field data, 2015

4.7 Social network medium mostly influences customers about Zantel product

The question on social network medium mostly influences customers about Zantel products was asked to know the medium that is used to advertise Zantel products as it influence customers more compared to other medium in Tanzania; the results show that 60% of the respondents said that, blogs is the most medium mostly influencing customers about Zantel products, followed by 30% of the respondents who mentioned facebook as the second social network medium mostly used to influence customers upon Zantel products, those who mentioned what's app as a medium that used mostly to influence customers about Zantel were 6% and the remaining 4% of the respondents mentioned twitter as one the medium that influenced customers. This implies that many respondents are using social networks to influence customers. However they urged that social network media are the best to access and circulate information easily compared to other media as shown in the figure below:

Figure 4.1: Social network medium mostly influences customers about Zantel product

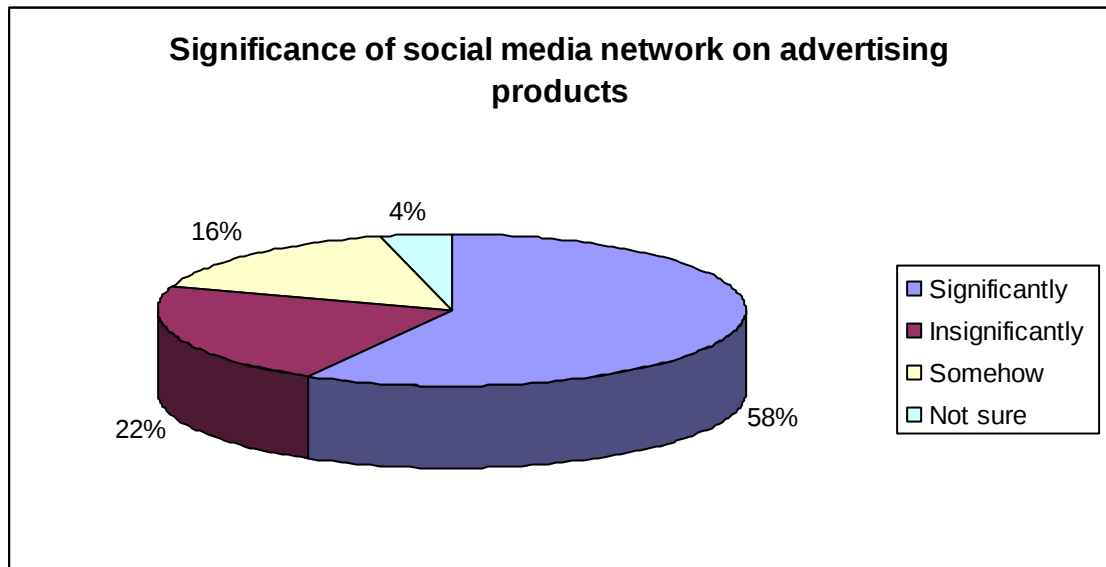


Source: Field data, 2015

4.8: Significance of social media on advertising products

Another important factor considered on if social media is important in telecommunication, is in the consideration with if they are leading the mobile company to be leading in the market. It was revealed that most of the respondents' equivalent to 58 percentage agreed that, social media networks has contributed the company to be leading in the market, while 22% disagreed, that social media network does not contribute for the company to be a market leader among mobile company industry while the remaining 16% of the respondents said somehow social media network leads Zantel being the market leader and the remaining 4(8%) of the respondents said they are not sure on if social media leads Zantel being the market leader. This implies that, social media network in one way or another is attributing to the increase of sales on the product produced by the company as what Zantel mobile company is doing in advertising as shown in the figure below.

Figure 4.2: Significance of social media network on advertising products

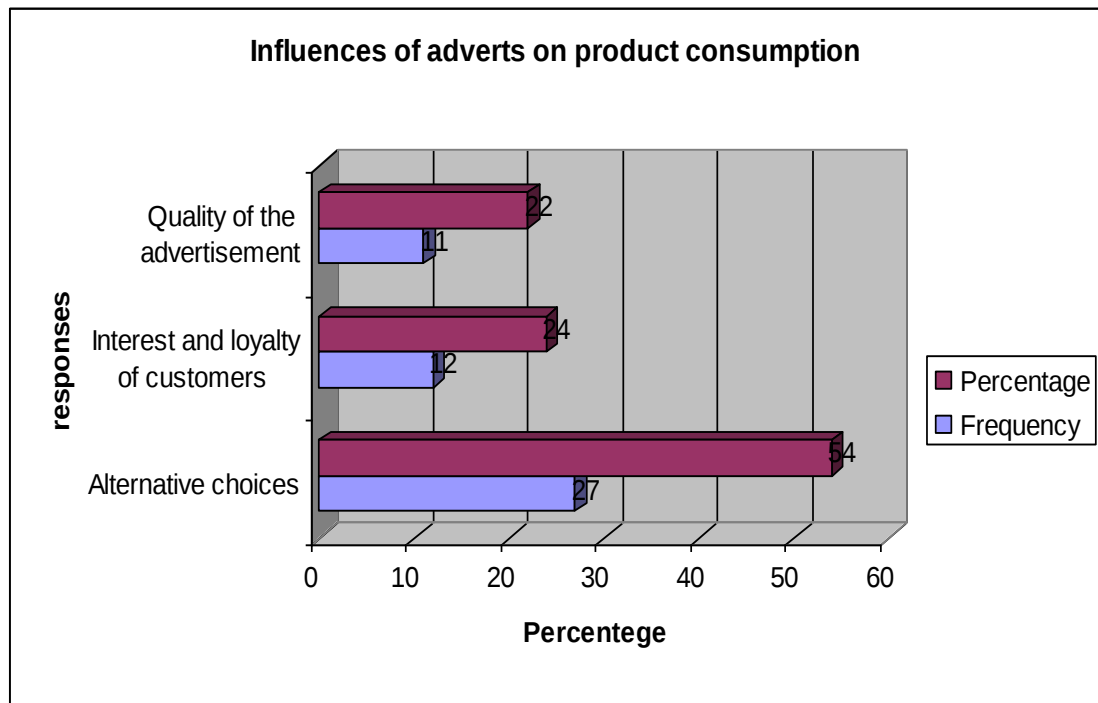


Source: Field data, 2015

4.9: Influences of adverts on product consumption

The study involved Zantel marketing staffs and Zantel mobile subscribers, as shown in the table above whereby it was revealed that, 27 respondents equivalent to 54% said that they do are influenced with advert on product consumption because of alternative choices, while other 12 (24%) respondents said that they are influenced by the adverts because of interest and loyalty of customers and the remaining 11(22%) respondents responded that they have been influenced by adverts on product consumption because of the quality of advertisement as shown in the figure below:

Figure 4.3: Influences of adverts on product consumption

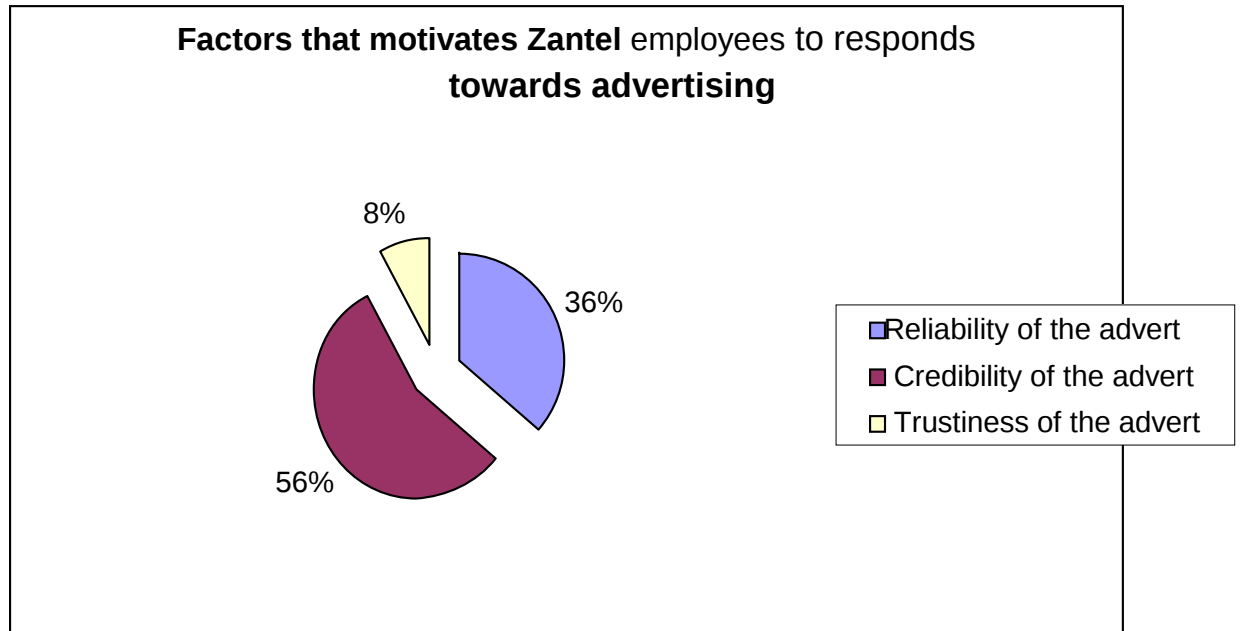


Source: Field data, 2015

4.10 Factors that motivates Zantel consumers to responds towards advertising

The analysis was done so as to determine factors that are motivating consumers to respond towards advertising, whereby the analysis revealed that, 28 respondents equivalent to 56% said that they are motivated by the credibility of the advert, while 18 respondents equivalent to 36% have urged that they are motivated through reliable of the advert and the remaining 4 respondents said that they are responding towards the adverts because of trustiness of the adverts being advertised by social network media as illustrated in the figure below:-

Figure 4.4: Factors that motivates Zantel employees to responds towards advertising

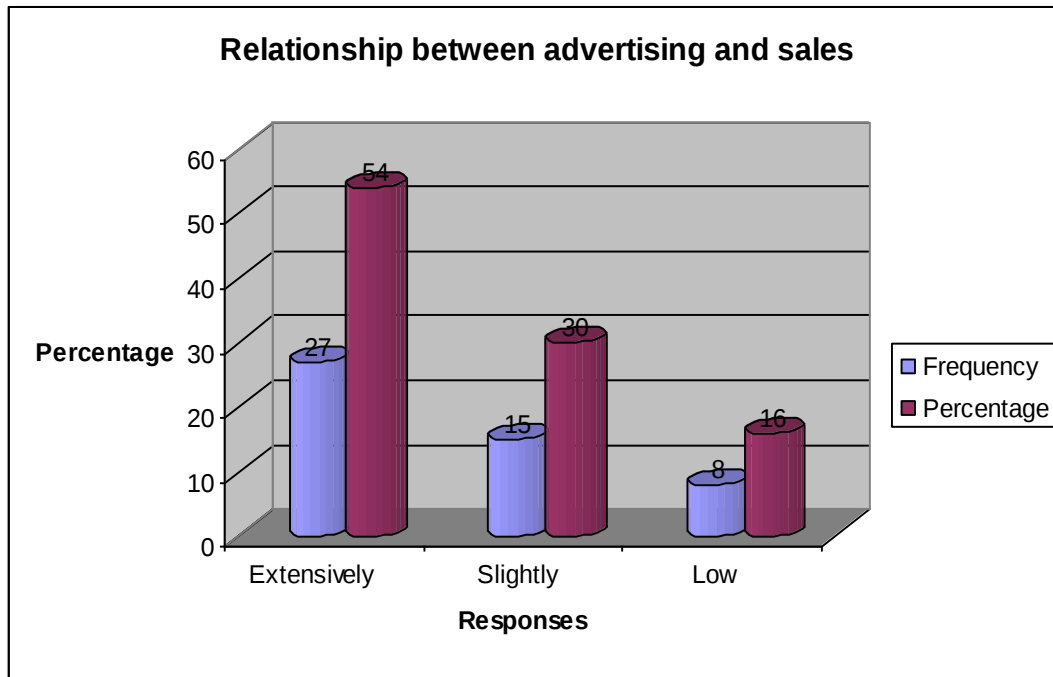


Source: Field data, 2015

4.11 Relationship between social media and business promotion

The question on extent that social media in the country used a media reliable for promoting business was asked to measure the reliability of social media network whereby in this study it was revealed that, 27(54%) of the respondents said that social media network is relating to promotion of business sales extensively that's why the sales are high, while 15(30%) of the respondents have ranked that social media promotes business slightly as the sales are at medium, and the remaining and the remaining 8(16%) have responded that social media networks promote business to small extent as shown in the table below:-

Figure 4.5: Relationship between advertising and sales



Source: Field data, April 2015

Table 4.4 factors motivating consumers to respond on social networks as new marketing tools

Responses		Frequency	Percent
Valid	Efficiency	35	70
	Reliability	15	30
	Total	50	100

Source: Field data, 2015

According to the data collected from the field shows that, 35 (70%) of the respondents said that efficiency of Zantel mobile network motivate consumers to respond on social networks as new marketing tools, while 15 (30%) of the respondents ranked

that reliability of social network gears them to respond towards social network as a new marketing tool

Table 4.5 Ways that should be taken to improve social media networks as a new marketing tool

Responses		Frequency	Percent
Valid	Education campaign	33	66
	Availability of free network	17	34
	Total	50	100

Source: Field data, 2015

The analysis was done to to improve social media networks as a new marketing tool. The investigation aimed at understanding strategies which could be used to improve social network as a marketing tool. Since most of them suggested different alternatives as shown in the figure below; whereby the figure shows that 66% of the respondents suggested that education campaign towards useful of social networks could be one among the strategies for improving marketing strategies, about 34% of the respondents suggested that availability of free network in the country would also improve social media networks as a new marketing tool

CHAPTER FIVE

DISCUSSION OF THE FINDINGS

5.1 Introduction

This chapter presents a discussion of the findings based on the research findings. The study assessed the role of social media networks as a new marketing tool in telecommunication companies, as a case study of Zantel.

The major focus was the to determine to assess the role of social media networks as a marketing tool in telecommunication company, find out the Economic factors that enforces telecom companies to use social media networks in promoting their products, assessing the effects of social media networks in marketing activities, identifying the factors that motivates consumers to respond on social networks as new marketing tools as well as analyzing ways forward that should be taken to improve social media networks as a new marketing tool.

5:2 Discusion according to the data presented

According to the table one from chapter four, the researcher realizes that, 62% of respondents are men and 38% respondents are women, this realizes that it is unequal sharing of social media network as a marketing tool.

Also the researcher analyzes that, many respondents' were in between 20 to 30 years of age, the age which is better because they have strength and ability to perform their activity well, so it is feasible for them to perform well their marketing activities in their working areas.

However, others who ranges 31-40 years they are having more experience but they can't perform well their marketing tasks compared to those who are under 40 years of age.

Further more in tables 4.3 and 4.4 respectively, the researcher focused on marital

status and education of workers as well. The data shows that, 15 (30%) respondents were single while 27 (54%) respondents were married, widow ranked with 4(8%) of the respondents and the remaining 4(8%) respondents were divorced, moreover, those who were having Diploma level of education were 12 (24%) respondents, while those who were having bachelor degree level were 30 equivalent to (60%) and those with masters degree were 3 (6%) respectively, according to the revealed data it shows that majority of respondents working in Zantel marketing department are having bachelor degree followed by diploma level.

Moreover the analysis of data in table 4:5, explain the working experience of workers as the researcher revealed that, data shows that, 21 respondents equivalent to 42% have been working at Zantel marketing department for more than two year, 26 respondents equivalent to 52% have being subscribing Zantel through social media networks for more than 3 years, while those who have been subscribing Zantel through social media network for less than 5 years were 3 respondents equivalent to 6%.

Furthermore, this shows that, the large number of respondents' have worked in the field for less than one year as it shows that 94% have worked in less than three years with the reason that it is their first employment.

5.2 Analysis on persuasion of advertising to buy Zantel product

The investigation was done so as to determine whether persuasion of advertising influence customers to purchase Zantel product, whereby it was revealed that most of the respondents nearby 36 (72%) urged that through advertising they have been persuaded to purchase and use Zantel products, while remaining 14 respondents equivalent to 28% have disagreed that they have not been persuaded by Social media to purchase Zantel products, the question was addressing the second objective of the study.

5.3 Analysis on factors which influenced customers to use Zantel product

The analysis was done to determine factors that influence consumers and motivates consumers them to purchase Zantel products apart from social media networks. The investigation aimed at understanding different views among respondents and workers whereby the results revealed that most of the respondents 14 (28%) responded that they are influenced by advert message through social media, and 18 (36%) of the respondents said that they have been influenced by available packages including the network speed, while others 10 (20%), respondents mentioned brand image and the remaining 8 respondents equivalent to 16% responded that they have influenced to use Zantel product because of the quality of the product available.

5.4 Number of visit paid by local people around national parks

5.5 Evaluation on social network medium mostly influences customers about Zantel product

The question on social network medium mostly influences customers about Zantel products was asked to know the medium that is used to advertise Zantel products as it influence customers more compared to other medium in Tanzania; the results show that 60% of the respondents said that, blogs is the most medium mostly influencing customers about Zantel products, followed by 30% of the respondents who mentioned facebook as the second social network medium mostly used to influence customers upon Zantel products, those who mentioned what's app as a medium that used mostly to influence customers about Zantel were 6% and the remaining 4% of the respondents mentioned twitter as one the medium that influenced customers. This implies that many respondents are using social networks to influence customers. However they urged that social network media are the best to access and circulate information easily compared to other media

5.6 Significance of social media on advertising products

Another important factor considered on if social media is important in telecommunication, is in the consideration with if they are leading the mobile company to be leading in the market. It was revealed that most of the respondents' equivalent to 58 percentage agreed that, social media networks has contributed the company to be leading in the market, while 22% disagreed, that social media network does not contribute for the company to be a market leader among mobile company industry while the remaining 16% of the respondents said somehow social media network leads Zantel being the market leader and the remaining 4(8%) of the respondents said they are not sure on if social media leads Zantel being the market leader. This implies that, social media network in one way or another is attributing to the increase of sales on the product produced by the company as what Zantel mobile company is doing in advertising

5.7 Influences of adverts on product consumption

The study involved Zantel marketing staffs and Zantel mobile subscribers, as shown in the table above whereby it was revealed that, 27 respondents equivalent to 54% said that they do are influenced with advert on product consumption because of alternative choices, while other 12 (24%) respondents said that they are influenced by the adverts because of interest and loyalty of customers and the remaining 11(22%) respondents responded that they have been influenced by adverts on product consumption because of the quality of advertisement

5.8 Factors that motivates Zantel consumers to responds towards advertising

The analysis was done so as to determine factors that are motivating consumers to respond towards advertising, whereby the analysis revealed that, 28 respondents equivalent to 56% said that they are motivated by the credibility of the advert, while 18 respondents equivalent to 36% have urged that they are motivated through reliable of the advert and the remaining 4 respondents said that they are responding towards

the adverts because of trustiness of the adverts being advertised by social network media

5.9 Relationship between social media and business promotion

The question on extent that social media in the country used a media reliable for promoting business was asked to measure the reliability of social media network whereby in this study it was revealed that, 27(54%) of the respondents said that social media network is relating to promotion of business sales extensively that's why the sales are high, while 15(30%) of the respondents have ranked that social media promotes business slightly as the sales are at medium, and the remaining and the remaining 8(16%) have responded that social media networks promote business to small extent.

5.10 Factors that motivate consumers to respond on social networks as new marketing tools

According to the data collected from the field shows that, 29(58%) of the respondents said that efficiency of Zantel mobile network motivate consumers to respond on social networks as new marketing tools, while 11 (22%) of the respondents ranked that reliability of social network gears them to respond towards social network as a new marketing tool and the remaining 10(20%) have argued factors that motivate consumers to respond on social networks as new marketing tools

5.11 Ways that should be taken to improve social media networks as a new marketing tool

The analysis was done to to improve social media networks as a new marketing tool. The investigation aimed at understanding strategies which could be used to improve social network as a marketing tool. Since most of them suggested different alternatives as shown in the figure below; whereby the figure shows that 66% of the respondents suggested that education campaign towards useful of social networks

could be one among the strategies for improving marketing strategies, about 34% of the respondents suggested that availability of free network in the country would also improve social media networks as a new marketing tool

CHAPTER SIX

SUMMARY, CONCLUSION AND RECOMMENDATIONS

6.1 Introduction

Marketing is one of the major tools companies used to direct persuasive communication with their present and potential customers. Marketing objective is a specific communication and achievement level to be accomplished with a specific audience in a specific period of time. If the desired result is to be achieved, the product must be good and acceptable to the consumer: adverts must be carefully planned in advance; right appeals claimed must be adopted; the right type of media must be provided; right distribution channel must be selected; the price of the product must be right i.e. acceptable to the consumers.

This research attempted to examine the effect of advertising on consumer behaviours and questionnaire examines the views of subscribers of Zantel as well as Zantel marketing department.

6.2 Summary of Findings

The study brought to the fore factors that motivate consumers to respond favorably to social media networks as a new marketing tool. Some of the factors identified were brand image, the product quality, advertising messages. The frequency of adverts was seen as a determine factors which create the awareness and draws the attention of consumers of the existence of a product.

The frequency of adverts also makes customers create some likeness for the product. The adverts that mostly attract respondent were the innovative adverts most of the respondent sought more information on the product before making decision to buy. Also, using different modes of advertisement makes changes of aware of products in a large scale. Modes like what's app, Facebook, blogs and twitter etc. gives desire publicity to a product. More use of modes may increase initial cost but it gives good

return to new products. Innovativeness makes adverts popular among the consumers and motivates them to purchase adverts specific products. The marketing product is received well by the target audience for follow-up action.

For consumers, there are several factors or events relevant to decision making that may be subject to frequency. The research investigated consumers' sensitivity of frequency information of a particular type. The process by which frequency information is acquired may differ significantly from other types of learning.

6.3 Conclusion

Following the findings of the study, several conclusions could be made. Effective and continuous advertising through social media network is one of the most important functions of any successful business. It is imperative that the products or service of any business received the proper exposure, and the way to achieve exposure is through advertising. Whether it is on the national or local level, social media networks are necessary to let people know about a business and its products especially in telecommunication Company. The goal of marketing is to target the segments of a population who have specific needs for a particular products or service in the most effective means available.

Innovative adverts plays adverts significant role of business by creating great advantage, which in turn brings huge returns in the form of profits, its influence the customers by providing true and updated information through social media network about the latest products and services available to them.

Furthermore, marketing taking place in social media network also creates awareness among the consumers through advertising. The words, colours, the cultural theme, the sound etc are the essential parameters that go a long way deciding the innovativeness of an advert.

The use of correct form of social media also indicates the creativity of advertising. Consumers adjust purchasing behaviour based on their individual needs and interpersonal factors.

Personal factors are also important to establish how consumers meet their needs. Realistic will buy what is practical or useful, and they make purchases based more on quality and durability than on physical beauty.

6.3 Recommendations

It is recommended that cultural and social values also play large roles in determining what product will be successful in a given market. If great values is placed on characteristics such as activity, hard work, and materialism, then companies who suggest their products represent those values are likely to be successful.

Social values are equally important if a manufacturer suggests their product will make the consumer appear more competitive in a place where those values are highly regarded, it is more likely consumers will respond.

Consumers also make decision based on an overall evaluation of their impressions, intuition, and knowledge based on past experience, when market research begin evaluating the behaviour of consumers, it is a mistake to rely on conventional wisdom, especially when it is possible to study the actual activities in which consumers are engaged when using a product or service.

Addition, sensory stimuli are important to marketing. When food packages are appealing or associated with other positive qualities, people often find that they “taste” better. It is hope that the major findings and recommendation of this research will make some significant contribution to knowledge in this area of advertising.

Basing on the results of the findings of the study it is recommended that in order to create the desire for purchasing, it is important for marketers to intensify their adverts in order to yield positive result. The intensity could be in the form of its coverage.

Along in the same line it is recommended that corporate bodies to adopt new marketing system according to time so that it would boost sales of their products.

It is recommended that marketing department in Zantel should capture customer's feedback as it will serve as a guide in drawing up service improvement strategies to meets the increasing consumer demands and expectation. For example improving or modifying networks service and intermittent breaks in network during calls.

Marketing research is very important in marketing; it is recommended that the management need to study their markets formally. They must undertake situation analysis, pre-advertisement and post advertisement studies to evaluate their performance and to determine the actual needs and wants of their target markets.

The management should also continue developing an attention-getting theme and jungles for its various products to raise the image of the company and effectiveness of their promotional campaign. The adverts theme should be more persuasive since there are more competitors on the ground more efforts should be made to make sure the network works effectively.

The promotion should be both consumer and trade-oriented and the packages must be more attractive. The company should do more on social media including, blogs, facebook, what's app, instagram as they are innovated as much as it can adverts and out-doors.

It is also recommended that the mobile company use types of advertising appeals in their advertising campaign: card stacking; this advertising appeal involves the display of a comparative study between two competing products. The fact in favour of the product to be advertised is selected.

6.4 Areas for Future Research

From this study therefore, the researcher recommends the following areas for future research;

This study looked the effect of advertising on consumer behaviour; as a case study of Zantel marketing department.

There is a need to study mobile companies in delivering services to its customers.

Future studies can also be done on how mobile company can influence on consumer behaviour. There is a need to study the correlation between advertising and consumers behaviour in the society.

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APPENDIX

QUESTIONNAIRE TO RESPONDENTS

Dear respondents,

I kindly, request for your contribution on the topic ‘assessment on the role of social media networks as a new marketing tool in telecommunication companies, as a case study of Zantel’. Your answer and any other information that you will provide are very useful for the success of this research, put tick inside the bracket for what you think is right.

A. General information

Please tick the appropriate response of your choice

1. Sex: (a) Male (b) Female

2. Age:

(a) 20-30 (b) 31-40 (c) 41-50 (d) 51+

3. Marital status

(a) Married (b) Not married

4. Education level:

(a) Certificate (b) Diploma (c) Degree

(d) Masters degree (e) others (Specify).....

5. How does social media network cover the role marketing?

a. Increased brand recognition

b. Improved brand loyalty

c. More Opportunities

6. Which factors influence you to use social media network?

a. Advertising concept

b. Personal factors

d. Perception about brand

7. Which of the following factors motivates you most to buy products from social media networks?

a. Brand name

- b. Product innovation
- c. Advertisement message

8. Which social network medium mostly influences customers about product?

- a) Facebook
- B) What's App
- C) Twitter
- d) Blog

9. What are the factors that gears telecom companies to use social media networks in promoting their products?

- a).....
- b).....
- c).....

10. What motivates business to engage in social networking while promoting products?

- a).....
- b).....
- c).....

11. To what extent does social media is in Tanzania promote business?

- a) Small extent
- b) Medium extent
- c) Large extent

12. What are the factors that motivate customers to respond on social networks as new marketing tools?

- a).....
- b).....
- c).....

13. What are the roles of social media networks in marketing tool in business?

- a).....
- b).....

c).....

14. What are the effects of social media network on consumers' behavior?

a).....

b).....

c).....

Thank you