

**MODERATING ROLE OF SOCIAL FACTORS ON THE EFFECT OF  
INTEGRATED MARKETING COMMUNICATION ON PERFORMANCE OF  
FAST FOOD RESTAURANTS IN NAIROBI CENTRAL BUSINESS DISTRICT,  
KENYA**

**BY  
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**OCTOBER, 2018**

## DECLARATION

### Declaration by the student

This thesis is my original work and has not been presented for examination in any other university nor institution of higher learning.

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### Declaration by the Supervisors

This thesis has been submitted with our approval as University Supervisors.

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## **DEDICATION**

This research proposal is dedicated to my loving parents Mr. Fredrick Musyimi and Mrs Tina Musyimi for their love, support and patience during my period as a student.

## ABSTRACT

Universally, Integrated Marketing Communication (IMC) plays a pivotal role in providing adequate intrinsic information which impacts on consumer satisfaction which leads to overall performance of fast food restaurants. In this regard the study was designed to assess the moderating role of social factors on the effect of integrated marketing communications on the performance of fast food restaurants in Nairobi central business district. The study was guided by the following specific objectives; to examine the role of public relations, social media networks, sales promotion and advertising on the performance of fast food restaurants in Nairobi CBD. Further the moderating role of social factors on the effect of intergraded marketing and communication on the performance of fast food restaurants in Nairobi CBD. Subsequently five hypotheses drawn from the five objectives were tested. The study was conducted between June 2018 and September 2018. The study was grounded by the social exchange theory and theory of reasoned action. The study adopted an explanatory research design. The target population was 144 key informants which included 48 managers and 96 heads of departments sampled from all the 48 fast food restaurants in Nairobi CBD. In this study census was adopted to arrive at 144 key informants which represented the sample size for the study. Primary data was collected by use of questionnaires while secondary data collected by reviewing literature. Collected data was analyzed by use of inferential and descriptive statistics with the aid of SPSS version 24.0. Inferential statistics included multiple regression and coefficient of correlation and, An ANOVA while descriptive statistics used included mean, frequencies, standard deviation and skewness and kurtosis. Pre-testing of the instrument at selected fast food restaurants. Cronbach's alpha coefficient was used to ascertain whether the instrument met the reliability threshold of 0.7 or above. The value for public relations ( $\beta=.253$ ), social media networks ( $\beta=.264$ ), sales promotion ( $\beta=.385$ ), advertising ( $\beta=.306$ ), were positive. All variables were significant. Further, results of multiple regressions revealed that social factors moderate the relationship between integrated marketing communication and the performance of fast food restaurants with  $F=60.279$  at  $P=.000$ . Thus the study concludes that the adoption of public relations, social media networks, sales promotion, and advertising would enhance performance of fast food restaurants. However with the introduction of social factors the contribution of public relations, social media networks, sales promotion, and advertising in enhancing performance of fast food restaurants is weakened. This implies that the management of fast food restaurants should pay high premiums in strategically formulating and implementing integrated marketing and communication with regard to social factors which can effectively galvanize high performance of fast food restaurants.

## TABLE OF CONTENTS

|   |           |
|---|-----------|
| DECLARATION .....   | ii        |
| DEDICATION .....  | iii       |
| LIST OF TABLES .....  | viii      |
| OPERATIONAL DEFINITION OF TERMS .....   | ix        |
| LIST OF ABBREVIATIONS AND ACRONYMS .....  | x         |
| ACKNOWLEDGEMENT .....   | xi        |
| <br>  |           |
| <b>CHAPTER ONE .....</b>  | <b>1</b>  |
| <b>INTRODUCTION.....</b>  | <b>1</b>  |
| 1.1 Background Information.....   | 1         |
| 1.2 Statement of the Research Problem .....   | 4         |
| 1.3 Purpose of the Study .....  | 5         |
| 1.3.1 Specific Objectives .....   | 5         |
| 1.4 Research Hypotheses .....   | 6         |
| 1.5 Significance of the Study .....   | 7         |
| 1.6 Scope of the Study .....  | 7         |
| 1.7 Limitations of the Study.....   | 7         |
| <br>  |           |
| <b>CHAPTER TWO .....</b>  | <b>8</b>  |
| <b>LITERATURE REVIEW .....</b>  | <b>8</b>  |
| 2.1 Introduction.....   | 8         |
| 2.1.1 Concept of Performance .....  | 8         |
| 2.1.2 Integrated Marketing Communications (IMC).....  | 11        |
| 2.1.3 Fast Food Restaurants in Kenya .....  | 12        |
| 2.2 Theoretical Review .....  | 14        |
| 2.2.1 Social Exchange Theory .....  | 14        |
| 2.2.2 Theory of Reasoned Action (TRA).....  | 15        |
| 2.3 Empirical review .....  | 16        |
| 2.3.1 Role of Public Relations on the Performance of Fast Food Restaurants .....                          | 16        |
| 2.3.2 Role of Social Media Network on the Performance of Fast Food Restaurants .....                      | 19        |
| 2.3.3 Role of Sale Promotion on the Performance of Fast Food Restaurants.....                             | 23        |
| 2.3.4 Role of Advertising on the Performance of Fast Food Restaurants.....                                | 26        |
| 2.3.5 Moderating role of Social Factors on the effect of IMC on Performance of Fast Food Restaurants..... | 30        |
| 2.4. Conceptual Frame Work .....  | 32        |
| 2.5 Critical Review .....   | 34        |
| <br>  |           |
| <b>CHAPTER THREE .....</b>  | <b>36</b> |
| <b>RESEARCH METHODOLOGY .....</b>   | <b>36</b> |
| 3.1 Introduction.....   | 36        |
| 3.2 Research Design.....  | 36        |
| 3.3 Study Area .....  | 36        |
| 3.4 Target Population.....  | 37        |
| 3.5 Sampling Frame .....  | 37        |

|  |           |
|--|-----------|
| 3.5 Sample and Sampling Technique.....   | 38        |
| 3.6 Data Collection Instrument and Procedures .....  | 38        |
| 3.6.1 Data Collection Procedure .....  | 39        |
| 3.6.2 The Pilot study .....  | 39        |
| 3.6.3 Validity of Instruments .....  | 39        |
| 3.6.4 Reliability of Instruments .....   | 40        |
| 3.7 Data analysis and Presentation.....  | 41        |
| 3.7.1 Assumptions of Multiple Regression.....  | 42        |
| 3.8 Ethical Considerations .....   | 44        |
| <b>CHAPTER FOUR.....</b>   | <b>45</b> |
| <b>DATA ANALYSIS, INTERPRETATION AND DISCUSSION .....</b>  | <b>45</b> |
| 4.1 Introduction.....  | 45        |
| 4.2 Response Rate.....   | 45        |
| 4.3 Demographic Characteristics of the respondents.....  | 45        |
| 4.4 Descriptive Statistics for the Variables.....  | 47        |
| 4.4.1 Descriptive Statistics for Public Relations in Fast Food Restaurants .....   | 47        |
| 4.4.2 Descriptive Statistics for Social Media in fast food restaurants .....   | 49        |
| 4.4.3 Descriptive Statistics for Sales promotion in fast food restaurants .....  | 50        |
| 4.4.4 Descriptive Statistics for Advertising in fast food restaurants.....   | 52        |
| 4.4.5 Descriptive Statistics for Social factors .....  | 54        |
| 4.4.6 Descriptive Statistics for performance of fast food restaurants .....  | 55        |
| 4.5 Regression Assumptions .....   | 57        |
| 4.5.1 Test for Normality.....  | 57        |
| 4.5.3 Test for Multicollinearity.....  | 59        |
| 4.5.4 Test for Autocorrelation.....  | 60        |
| 4.6 Regression Analysis.....   | 60        |
| 4.6.1 Effects of Public Relations on Performance of Fast Food Restaurants .....  | 60        |
| 4.6.1.2 Regression Coefficients of Performance of fast food restaurants as explained by Public relation .....                            | 62        |
| 4.6.2 Effects of Social Media on Performance of fast foods restaurants .....   | 63        |
| 4.6.2.1 Regression Coefficients of Performance of Fast Food Restaurants as explained by Social Media .....                               | 65        |
| 4.6.3 Effects of Sales Promotion on Performance of fast food restaurants .....   | 66        |
| 4.6.3.1 Regression Coefficients of Performance of Fast Food Restaurants as explained by Sales Promotion .....                            | 68        |
| 4.6.4 Effects of Advertising on Performance of fast food restaurants as explained by Sales Promotion .....                               | 69        |
| 4.6.4.1 Regression Coefficients of Performance of fast food restaurants as explained by Advertising.....                                 | 71        |
| 4.6.5 Moderating role of social factors on the effect of integrated marketing communication on performance of fast food restaurants..... | 72        |
| 4.6.5.1 Regression coefficients of fast food restaurants as explained by IMC .....   | 74        |
| 4.7 Hypotheses Testing.....  | 76        |
| 4.8 Discussion.....  | 80        |

|  |            |
|--|------------|
| 4.8.1 Effect of Public Relations on Performance of Fast Food Restaurants in Nairobi CBD .....  | 81         |
| 4.8.2 Effect of Social Media Networks on the Performance of Fast Food Restaurants in Nairobi CBD .....   | 82         |
| 4.8.3 Effect of Sales Promotion on the Performance of Fast Food Restaurants in Nairobi CBD .....   | 83         |
| 4.8.4 Effect of Advertising on the Performance of Fast Food Restaurants in Nairobi CBD .....   | 84         |
| 4.8.5 The Moderating Role of Social Factors on the effect of Integrated Marketing and Communication on Performance of Fast Food Restaurants in Nairobi CBD ..... | 84         |
| <b>CHAPTER FIVE .....</b>  | <b>86</b>  |
| <b>SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS .....</b>  | <b>86</b>  |
| 5.1 Introduction.....  | 86         |
| 5.2 Summary of Findings.....   | 86         |
| 5.2.1 Effect of public relations on the performance of fast food restaurants in Nairobi CBD. ....  | 86         |
| 5.2.3 Effect of sales promotion on the performance of fast food restaurants in Nairobi CBD .....   | 88         |
| 5.2.4 Effect of advertising on the performance of fast food restaurants in Nairobi CBD .....   | 88         |
| 5.2.5 Moderating role of social factors on the effect of integrated marketing and communication on the performance of fast food restaurants in Nairobi CBD ..... | 89         |
| 5.3 Conclusion .....   | 89         |
| 5.4. Recommendations.....  | 92         |
| 5.5 Area for Further Research.....   | 92         |
| <b>REFERENCES.....</b>   | <b>93</b>  |
| <b>APPENDICES.....</b>   | <b>106</b> |
| APPENDIX I: INTRODUCTION LETTER .....  | 106        |
| APPENDIX II: QUESTIONNAIRE.....  | 107        |
| APPENDIX III: FAST FOOD OUTLETS IN NCBD .....  | 114        |
| APPENDIX IV: HISTOGRAMS .....  | 116        |
| APPENDIX V: LETTER FROM THE UNIVERSITY .....   | 119        |
| APPENDIX VI: RESEARCH AUTHORIZATION.....   | 120        |
| APPENDIX VII: RESEARCH PERMIT .....  | 121        |

## LIST OF TABLES

|  |    |
|--|----|
| Table 4.1: Respondents Demographic Characteristics .....   | 46 |
| Table 4.2: Public relations Descriptive Statistics .....   | 48 |
| Table 4.3: Social Media Descriptive Statistics .....   | 50 |
| Table 4.4: Sales Promotion Descriptive Statistics .....  | 52 |
| Table 4.5: Advertising Descriptive Statistics.....   | 54 |
| Table 4.6: Social factors Descriptive Statistics.....  | 55 |
| Table 4.7: Performance of fast food restaurants Descriptive Statistics .....                                       | 56 |
| Table 4.8: Test for Normality .....  | 57 |
| Table 4.9: Test for Linearity .....  | 59 |
| Table 4.10: Model Summary .....  | 61 |
| Table 4.11 ANOVA .....   | 62 |
| Table 4.12: Regression Coefficients .....  | 63 |
| Table 4.13: Model Summary .....  | 64 |
| Table 4.14 ANOVA .....   | 64 |
| Table 4.15: Regression Coefficients .....  | 66 |
| Table 4.16: Model Summary .....  | 67 |
| Table 4.17 ANOVA .....   | 67 |
| Table 4.18: Regression Coefficients .....  | 69 |
| Table 4.19: Model Summary .....  | 70 |
| Table 4.20: ANOVA.....   | 70 |
| Table 4. 21: Regression Coefficients .....   | 72 |
| Table 4.22: Goodness of fit model summary.....   | 73 |
| Table 4.23 ANOVA .....   | 74 |
| Table 4.24 Regression coefficients of social factors and predictors of integrated<br>marketing communication. .... | 76 |
| Table 4.25: Summary for Hypothesis Testing .....   | 80 |



## OPERATIONAL DEFINITION OF TERMS

|  |   |
|--|---|
| <b>Advertising</b>                         | :Any paid form of non-personal communication about an organization, good service or idea by an identified sponsor. The paid aspect of this definition is important because the space for the advertising message normally must be bought. |
| <b>Fast Food</b>                           | :Food sold in a restaurant or store with preheated or precooked ingredients, and delivered or served to the customer in a form of take away.  |
| <b>Integrated Marketing Communication:</b> | A strategy in which different communication tools like advertising, public relations, sales promotion, direct marketing and personal selling work together to maximize the communication impact on target consumers.                      |
| <b>Performance</b>                         | :The extent to which organizations meet its objectives  |
| <b>Public Relations</b>                    | :A management tool designed to favorably influence attitudes towards an organization, its products, and its policies.   |
| <b>Sales Promotion</b>                     | :A demand –stimulation device designed to supplement advertising and facilitate personal selling.   |
| <b>Social Factors</b>                      | :The socio-cultural aspect of a society.  |
| <b>Social Media</b>                        | :Internet and Web-based tools and services that enable anyone the ability to publish information be it data, audio, or video on the Web.  |

**LIST OF ABBREVIATIONS AND ACRONYMS**

|                |   |  |
|----------------|---|--|
| <b>CBD</b>     | : | Central Business District                                  |
| <b>ICT</b>     | : | Information Communication Technology                       |
| <b>IMC</b>     | : | Integrated Marketing Communication                         |
| <b>KFC</b>     | : | Kentucky Fried Chicken                                     |
| <b>NACOSTI</b> | : | National Commission for Science, Technology and Innovation |
| <b>NCBD</b>    | : | Nairobi County Central Business District                   |
| <b>ROA</b>     | : | Return on assets   |
| <b>ROI</b>     | : | Return on Investment                                       |
| <b>SMEs</b>    | : | Small and Medium Enterprises                               |
| <b>SPSS</b>    | : | Statistical Package for Social Sciences                    |
| <b>TRA</b>     | : | Theory of Reasoned Action                                  |
| <b>WOM</b>     | : | Word of mouth  |

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background Information**

In the contemporary era it is almost universally accepted idea that the main purpose of existence of restaurants is satisfying the consumer, which engenders their maximal performance. In this regard Integrated Marketing Communication (IMC) plays a pivotal role to fast food restaurants by providing adequate intrinsic, employment status, educational level and cultural differences (O'guinn, Allen, Semenik & Scheinbaum, 2014). It is only through performance that fast food restaurants are able to grow and progress (Nganga', Lagat & Kiet, 2016)

Hotels use appropriate strategies to meet and exceed the expectations of their customers which in turn engender high performance (Kangogo et al., 2013 ). The most effective ways by which consumers' needs could be satisfied is one of the main objectives of IMC (Camelia, 2012). Fast food restaurants just like hotels must view customer relationship as an asset, consider customer retention as a priority and be committed to meeting customers' needs and expectations (Wambui et al, 2016 ). IMC is an interactive and systemic process of cross-functional planning and optimization of messages to stakeholders with the aim of communicating with coherence and transparency to achieve synergies and encourage profitable relationships in the short, medium and long-term value (Porcu, Salvador & Kitchen, 2012). IMC represents an alternative approach that can replace traditional marketing approaches focused on transactions as it is consumer-oriented and focused on a relationship marketing approach (Gordon, 2012). Marketing has evolved from a logic focused on transactions and products to being focused upon the development of long-

term relationships and the underlying improvement of resources and competencies in order to create and sustain customer value (Porcu et al., 2012 ).

Consumers need to be persuaded through effective communication to the positive attributes that functional foods offer or represent so that they can link the health effects and superior quality attributes to the product. A person might be able to acknowledge the health or environmental benefits of consuming a food without which they will be less likely to consume it (Wansink, Westgren & Cheney, 2010). In this regard educating consumers through effective marketing communication is crucial in boosting sales and consequently performance of fast food restaurants. This position is corroborated by many authors who highlight the positive impact of marketing communications on performance of fast food restaurants (Ewing, 2010; Schultz & Kitchen, 2012).

In the contrary Nana et al. (2011) notes that despite the huge investments and the concerted efforts in IMC, many organizations are not successful because the impact on a customer's behavior is uncertain. This poses challenge to most trading firms, fast food restaurants being no exception, on how to measure and evaluate the impact of their IMC efforts on their business performance as a whole. Despite these challenge, fast food restaurants should focus on strategies geared towards invoking positive behaviour amongst consumers. However it remains quintessential for fast food restaurants to embrace IMC strategies for purposes of projecting an image of uniqueness to make the restaurant stand out from the other competitors (Norazilawati, 2011).

In a global market characterized by high dynamism and fierce competition customers need understand the benefits that can be obtained by consumption or use of products or

services of fast food restaurants (Clow, 2010). Ashton, et al. (2010) opines that in past three decades the fast food restaurant industry has experienced one of the highest rates of poor performance. A company's marketing communication's effectiveness generates favorable performance in Slovenian companies (Damjana & Bruno, 2012). Eastern Bloc countries are in direct competition with Ireland as a tourism destination calling for the adoption of IMC as a marketing strategy as a panacea (Corr, 2010). Kentucky Fried Chicken (KFC), Nando's, and Steers in the fast food industry in South Africa are experiencing performance challenges hence intensifying their marketing strategies as a defensive way to counter the impact imposed by competition (Mornay, 2009). According to Kenya Food Market Report (2017), the restaurant business in Kenya has been growing rapidly over the last couple of years evidenced by the expansion of major food chains in Kenya such as Java and the entrance of new international brands in the country.

These underpin the fact that hotel industry faces a lot of marketing challenges which compromises on their performance. Nonetheless, lack of empirical evidence about the role of IMC on the outcomes obtained by the organization, it is difficult to specify accurately the effects of IMC on performance of fast food restaurants just like other organizations (Porcu et al., 2012). However, from an operational perspective, it can be deduced that IMC is likely to produce benefits in the coordination of marketing communication activities. Despite this there is a general agreement that much more research in this area is needed (Damjana & Bruno, 2012). Besides there are limited studies done in the Kenyan context regarding the moderating role of social factors on the relationship between integrated marketing communication and performance of fast food

restaurants. This altogether has informed the design of the current study to fill in the existing gap in literature.

## **1.2 Statement of the Research Problem**

Determining and satisfying the needs of customers through products that have value and accessibility and whose features are clearly communicated is the general purpose of any business (Osterwalder & Pigneur, 2010). It is therefore fundamental for fast food restaurants to embrace integrated marketing communication in order to inform customers of their products for maximal performance. This is justified by the fact that customers are a critical component of performance of the fast food restaurants. Therefore enhancing customer satisfaction can engender high performance of the fast food restaurants. This can be achieved through communication of a good and clear concept which conveys a message and an image of the fast food restaurant to the customers. The hotel sector accounts for a significant growth of 4.1% which has led to rigid marketing to attract and maintain a commanding market share of Nairobi's 3.8 M residents to spur the performance of the fast food restaurants (Afamah, 2017). This poses marketing challenges which compromises on their performance. This poor performance is further compacted by the use of traditional marketing approach by fast food restaurants to attract customers who are diverse in perception and expectation of what good service constitutes poses a marketing challenge to the hotel industry. The downside of traditional marketing is the high cost and it is a one-way communication (Cave, 2016).

In this regard IMC represents an alternative approach that can replace traditional marketing approaches. IMC can help hotels integrate the different needs of customers due

to the two way nature of communication thus increasing their performance. Bantock (2017) in his study on IMC: improving the performance of McDonalds found out that IMC increased performance of McDonalds. Davydova (2016) in his study on IMC in restaurant chains found out that the success of the company depends on evaluation of the IMC strategy and specific rules for an efficiency of its' components. Cheruiyot, (2014) in her study on IMC and performance of Kenya Post and Savings Bank found that IMC enhance the company's performance.

Nonetheless, there is a general agreement that much more research in this area is needed (Damjana & Bruno, 2012). In addition there are limited studies done in the Kenyan context regarding the moderating role of social factors on the effect of integrated marketing communication on performance of fast food restaurants. This altogether has informed the design of the current study to fill in the existing gap in literature by assessing the moderating role social factors on the relationship between IMC and performance of fast food restaurant in Nairobi CBD.

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

To investigate the moderating role of social factors on the effect of integrated marketing communication on performance of fast food restaurants in Nairobi CBD.

#### **1.3.1 Specific Objectives**

The study was guided by the following specific objectives:

- i. To examine the effect of public relations on the performance of fast food restaurants in Nairobi CBD.
- ii. To determine the effect of social media networks on the performance of fast food restaurants in Nairobi CBD.



- iii. To examine the effect of sales promotion on the performance of fast food restaurants in Nairobi CBD.
- iv. To assess the effect of advertising on the performance of fast food restaurants in Nairobi CBD.
- v. To determine the moderating role of social factors on the effect of integrated marketing and communication on the performance of fast food restaurants in Nairobi CBD

#### **1.4 Research Hypotheses**

The study was guided by the following research hypotheses:

**H<sub>01</sub>:** There is no significant effect of public relations on the performance of fast food restaurants in Nairobi CBD.

**H<sub>02</sub>:** There is no significant effect of social media networks on the performance of fast food restaurants in Nairobi CBD.

**H<sub>03</sub> :** There is no significant effect of sales promotion on the performance of fast food restaurants in Nairobi CBD.

**H<sub>04</sub>:** There is no significant effect of advertising on the performance of fast food restaurants in Nairobi CBD.

**H<sub>05</sub>:** There is no significant moderating role of Social factors on the effect of integrated marketing communication on performance of fast food restaurants in Nairobi CBD.

### **1.5 Significance of the Study**

The study is of significance to policy makers in the hospitality industry in solving shortcomings which are market oriented through IMC to engender high performance. The government can also adopt the recommendations of this study in boosting performance. Practitioners in the hospitality can also benefit from this study as it brings to focus the relationship between IMC and organization performance. To researchers this study is a useful source of information for related studies in future.

### **1.6 Scope of the Study**

The scope of the study was to assess the role of IMC as constructs of the independent variable on performance of fast food restaurants in Nairobi CBD. The study gathered information from general managers, service managers and head chefs of fast food restaurants in order to get varied thoughts, opinions, and comments about the relationship between the study variables. The study focused on fast food restaurants in Nairobi CBD. The survey was conducted between the months of June 2018 and September 2018.

### **1.7 Limitations of the Study**

Confidential information was likely to hinder the researcher from gathering adequate information for the study. In consequence, the researcher clarified the purpose and importance of the study to the respondents. The study was performed during the respondents' routine jobs as a result, finding time to fill in the questionnaires was difficult. This necessitated constant communication between the researcher and the respondents to find the opportune time for data collection. The study was conducted fast food restaurants thus the results may not be applicable to other hotels and other sectors.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter is organized into different parts which include concept of IMC, performance of fast food restaurants, review of theories that have relevance to IMC and reviews of IMC tools as variables affecting the performance of fast food restaurants.

##### **2.1.1 Concept of Performance**

Performance is a measure of the results achieved. Performance efficiency is the ratio between effort extended and results achieved. The difference between current performance and the theoretical performance limit is the performance improvement zone (Law, 2013). Performance assumes an actor of some kind but the actor could be an individual person or a group of people acting in concert. The performance platform is the infrastructure or devices used in the performance act (Ismael et al., 2010). There are two main ways to improve performance: improving the measured attribute by using the performance platform more effectively, or by improving the measured attribute by modifying the performance platform which in turn allows a given level of use to be more effective in producing the desired output (Rummler & Brache, 2012).

Performance relates to how successfully an organized group of people with a particular purpose perform a function (Louise, 2012). Performance can be defined as the extent to which organizations meet its objectives. Performance is determined in light of the organization's goals and the strategies put in place to achieve those goals. Organizational performance refers to how well an organization is doing to reach its vision, mission, and

goals (Rummler & Brache, 2012). In most profit making organizations, performance is determined by the amount of profit made during its operations. In general performance of an organization is greatly determined by the leadership, amount of resources available, Structure and infrastructure and employees. Performance involves performance improvement concept of organizational change in which the managers and governing body of an organization put into place and manage a program which measures the current level of performance of the organization like market performance and then generates ideas for modifying organizational behavior and infrastructure which are put into place to achieve higher output.

The primary goals of IMCs are to increase effectiveness and efficiency which improves the ability of the organization to deliver goods and or services (Osisoma et al, 2016). At the organizational level, performance improvement usually involves softer forms of measurement such as Guest satisfaction and Customer turnover surveys which are used to obtain qualitative information about performance from the view point of customers.

Performance has been the most important issue for every organization, be it a profit or nonprofit one (Ismaeletal., 2010). However, defining, conceptualizing and measuring performance has not been an easy task (Ismael et al., 2010). Organizational performance has many conflicting definitions and it is not a new phenomenon to academics and industrialists (Jurgita & Lolita, 2015). Performance is a combination of productive assets made up of human, physical and capital resources for the major reason of fulfilling vision or shared purposes (Rummler & Brache, 2012).

It is also defined as the measure of how a manager utilizes the resources of the organization efficiently and effectively to accomplish the goals of the organization as well as satisfy all its Total Stakeholders. Performance involves the recurring activities to establish organizational goals, monitor projects towards the goals, and make adjustments to achieve these goals more effectively and efficiently (Powell, 2014). Organizational performance is the real output measured against the expected or intended output (Tashman & Marano, 2010). Organizational performance is made up of three areas which are: financial performance that is made up of profit, return on assets (ROA), return on investment (ROI); product market performance such as sales, and market share; and shareholders return such as total shareholder return (Osisioma et al., 2016).

Basically, different scholars use different measurements based on the scope of the study; most measurements used in measuring business performance are: Profit, Return on Investment (ROI), turnover or number of customers, design quality and product improvement (Saeidi et al, 2015). In contrast to manufacturing sector, the service sector uses different indicators, such as bedroom-occupancy rate, break-even point and guest satisfaction to assess the performance (Morrison & Teixeira, 2014). SMEs are often very reluctant to publicly reveal their actual financial performance, and scholars have deliberated on the need for subjective measures in evaluating business performance (Zulkiffli & Perera, 2011).

All industries (including the restaurant and café industries) have some 'rules of thumb' which include not only their key drivers, but also Key Performance Indicators (Wright, 2016). These key performance indicators can reflect a restaurant's financial health, customer satisfaction, marketing efforts, management effectiveness and certain operating

costs (Suttle, 2017). Key performance indicators are used by fast food, casual dining, mid-scale and even fine-dining establishments. Restaurant owners and managers are encumbered by increased pressure to control costs and improve operational efficiency which can guarantee service delivery.

The current study measures organization performance by use of Guest satisfaction and customer turnover. Customer satisfaction is another key performance indicator for restaurants. Restaurant companies usually like to measure key elements of their restaurant, such as food quality, hospitality, speed of service and cleanliness. Some restaurants use mystery shoppers to visit their units at unannounced times (Suttle, 2017). Most restaurants keep track of their advertising expenditures and return on investment. For example, many restaurants advertise in coupon magazines that are distributed to residences in their area. The restaurant will usually keep track of the number of customers who use the coupons (Wright, 2016).

### **2.1.2 Integrated Marketing Communications (IMC).**

Integrated Marketing Communications is a strategy in which different communication tools like advertising, public relations, social media, sales promotion, direct marketing and personal selling work together to maximize the communication impact on target consumers (Rashid et al., 2013). Integrated marketing entails the co-ordination of all the marketing activities, in order to maximize all the joint effects. An IMC (as part of integrated marketing) would thus involve choosing marketing communication options that reinforce and complement one another (Andrews & Shimp, 2017).

Each strategy has its own importance which can be accessed from the results and impact of that strategy. IMC is proposed as a key competitive advantage in many organizations because sales and profit can be increased while saving the time, money and stress by applying IMC. It makes easy availability and access of goods and services and makes message more efficient and reduces product related risks in the mind of consumers (Rashid et al., 2013). Therefore IMC remains critical in ensuring that all aspects of a brand's marketing communication is delivered in a consistent message towards that end.

According to Tsikirayi et al. (2012) budgetary restrictions and poor quality product as barrier in planning and implementing the IMC. The attendant consequences of budgetary restriction are poor promotion which undermines the sale of good quality product, while poor quality product negates the impact of good promotion due to boycott of product by the users. Vantamay (2011) indicated the five factors to measure the effectiveness of IMC program; these factors are Customer responses, Market performance, Brand exposures, Communication effect and Channel support. This study assessed how the tools used in integrated marketing communication affects the performance of fast food restaurants in Kenya.

### **2.1.3 Fast Food Restaurants in Kenya**

Fast food restaurants quick service food outlets specializing in serving meals such as chicken, chips, soft drinks and hamburgers. Many businesses are shifting their focus to meet the growing demands of consumers for example most supermarkets now include a deli, bakery, and a prepared-foods section as well as offer fast-food service (Linda, 2013). Media has played its own important role in creating socials perception on

changing trends on health and lifestyle in the food industry (Abhijeet, 2016 ). It can therefore be argued that this has shifted eminence to healthy foods, adopting low calorie foods and aspersions to junk food.

Besides mobility of people has increased and people spend a lot of time commuting to and from work hence the need for fast food service (Schlosser, 2012). This has been compounded by the increased presence of women in the workplace which has resulted in less time available for them to prepare meals at home. These busier consumer lifestyles and dual-working families have led to solutions being sought in using ready-made meals from fast food restaurants (Gikonyo & Berndt, 2015).

The Kenyan restaurant business scene has witnessed a radical transformation not only due to new foreign entrants come in, but also a revolution in the strategies that the existing players employ Kaniu, (2007) cited in (Sparks, 2014). In this regard most of the restaurants have engaged in aggressive promotional campaigns while others have decided to venture on specific niche of the market. In the restaurants business, competition has been intense with foreign firms from countries such as South Africa setting shops locally. Nairobi has specifically seen the establishment of a number of foreign owned restaurants. The up market places and the suburbs of the City have become host for Italian, Chinese, Ethiopian, Indian and French delicacies specialists besides the local restaurants. Majority of these restaurants are situated in Lavington, Upper Hill, Kilimani, Parklands and Westland's areas of the City. In this regard the current study seeks to find out whether the IMC has got a role in the growth of these restaurants in the Kenyan market which is culturally diverse.



## **2.2 Theoretical Review**

The two integrated communication marketing and performance of fast food restaurant related theories that the study will adopt include theory of reasoned action by Martin Fishbein and Icek Ajzen in 1967 and Persuasion theory Social Exchange Theory Malinowski, 1922; Mauss, 1925.

### **2.2.1 Social Exchange Theory**

The Social Exchange Theory (SET) was proposed by Homans (1961) in sociology and Thibaut and Kelley (1959) in psychology (Pervan & Lester, 2002). The basic assumption of the SET is that parties enter into and maintain relationships with the expectation that doing so will be rewarding (Lambe et al., 2008). In fine the theory assumes that the major force in interpersonal relationships is the satisfaction of both people's self-interest. Self-interest is not considered necessarily bad and can be used to enhance relationships. Interpersonal exchanges are thought to be analogous to economic exchanges where people are satisfied when they receive a fair return for their expenditures (MediaBUZZ, 2012).

The theory applies to IMC because it breaks down the main human factors involved in forming relationships with a gain to both sides. It is certainly valuable to keep these factors in mind when analyzing and monitoring marketing efforts in the hospitality industry. Especially the emotion of a valuable customer relationship and satisfaction should not be underestimated in a world of often difficult interpersonal relationships. Emotion enters the theory when clients finally feel the joy from the reward. Clients feel the sense of completion and accomplished. They also feel good, satisfied, relieved, and excited. Throughout this IMC restaurants can create bonds, meaning positive

relationships. These positive relationships have the capacity to engender high performance of the fast food restaurants.

The caveat to this theory is that it becomes impossible to make an operational distinction between what people value, what they perceive as rewarding, and how they behave. Rewards, values, and actions appear to be defined in terms of each other (Turner, 1978) cited in (West & Turner, 2018). Thus, it is impossible to find an instance when a person does not act in ways so as to obtain rewards.

### **2.2.2 Theory of Reasoned Action (TRA)**

The theory of reasoned action was developed by Martin Fishbein and Icek Ajzen in 1967 and was derived from previous research that began as the theory of attitude. The theory is meant to explain the relationship between attitudes and behaviors within human action and behavior. TRA is used to predict how individuals will behave based on their pre-existing attitudes and behavioral intentions. According to this theory individual's decision to engage in a particular behavior is normally based on the outcomes the individual expects will be experienced as a result of performing the behavior (Rogers et al., 2002).

According to TRA, the attitude of a person towards a behavior is determined by his beliefs on the consequences of this behavior, multiplied by his evaluation of these consequences. Beliefs are defined by the person's subjective probability that performing a particular behavior will produce specific results. This theory therefore suggests that external stimuli influence attitudes by modifying the structure of the person's beliefs. Moreover, behavioral intention is also determined by the subjective norms that are

themselves determined by the normative beliefs of an individual and by his motivation to comply to the norms.

In relation to the to the study that is the role of integrated marketing communications on the performance of fast food restaurants can be achieved through public relations, advertising, social media networks and sales promotion. According to Colman & Andrew (2015) the theory of reasoned action suggests that stronger intentions lead to increased effort to perform the behavior, which also increases the likelihood for the behavior to be performed. Hence the organization can adopt such measures like public relations, advertising, social media networks and sales promotion to change people perception with an intention to boost its performance.

TRA on its own is not sufficient to predict behaviors in which volitional control is limited. According to the assumptions of the model, effects of external variables, such as past behavior, on intention and behavior should be mediated by the TRA constructs. However, a number of studies have shown that there is a residual effect of past behavior on the target behavior (Yzer et al., 2004). In this regard it cannot be concluded that such measures taken by the organization for example good public relations, advertising, social media networks and sales promotion can automatically change people

## **2.3 Empirical review**

### **2.3.1 Role of Public Relations on the Performance of Fast Food Restaurants**

Bryson, (2018) defines public relations as the management process whose goal is to attain and maintain accord and positive behaviors among social groupings on which an organization depends to achieve its mission. Its fundamental responsibility is to build and

maintain a hospitable environment for an organization. “Public relations” has become a catchphrase in the discipline of public relations (Stokes & Rubin, 2010). Public relations play in the strategic management of an organization thus performance. Organizations do not exist in a vacuum. They influence and are influenced by diverse factors within the environment. Specific problems and issues, along with different publics arise and recede around organizations.

Nowadays one of the most important tasks for managers in the hotel industry is to provide and sustain customer satisfaction. Customer requirements for quality products and service in the tourism industry have become increasingly evident to hotel industry (Chen & Chen, 2010). Guest relationships are a strategic asset for the organization and customer satisfaction is the first step in defining business objectives (Kumar & Reinartz, 2018). In this regard, good relationships can create customer’s higher commitment and increase their return rate. Long-term and reciprocally beneficial relationships between customers and the hotel is becoming very important because of the positive correlation between guests' overall satisfaction levels and the probability of their return to the same hotel (Amoako et al., 2012). Hotels are increasing their investments to improve service quality and the perceived value for guests so as to achieve better customer satisfaction and loyalty, thus creating a healthy relationship with each customer. Relationship quality has a remarkable positive effect on hotel guests’ behavior: it creates positive Word of Mouth (WOM) and increments repeated guest rates.

Newsom et al, (2012) have pointed out that public relations have widely embraced reputation management to demonstrate the economic viability of the public relations

function. Specifically, Grunig, (2013) maintained that the accountability of public relations at the organizational level could be demonstrated well by showing the effect of reputation on performance of the organization. This implies that organization that has adopted and demonstrated a good practice relation has a chance of having more customers and a good reputation that can lead to its growth and expansion.

For the service industry, the cost of developing a new customer is at least 5 to 9 times the cost to maintain an old customer (Gallo, 2014). How to enhance customer satisfaction and customer loyalty will be the important factor that can be enhanced through a good public relation. Past studies indicate that customer loyalty will be positively impacted by customer satisfaction (Deng et al, 2010). This can be achieved through public relation where the organization must come up with a proper way on how it handles its customers.

Deng et al, (2010) pointed out that the factors that impact customer loyalty may have some other important factors which are not included in the consideration. Some scholars found that when customers benefit from the past frequent consumption behavior, relationship inertia will be formed, and the past consumer behavior will be continued then there will be no strong motivation to look for alternative plans the service provider can therefore maintain the current relationship with the customer (Amoako et al., 2012). In this regard service industry particularly the hospitality should be consistent in relation to the services that they are providing in order to maintain good relation with the customers.

According to the study carried out by Cheng et al., (2011) found that the consumption of food and service, consumers have the inertia behavior. In addition, consumers will have the habitual repeated purchase behavior due to convenient purchase or other factors.

Colgate and Danaher (2010) proposed that relationship inertia is the basis of human nature. When the customer is used to a certain product, he/she will not have the motive that is too strong to look for alternatives plans, which means habit is an automatic behavioral tendency responding to a person's past development (Limayem & Hirt., 2013). In other words, inertia is a specific future behavioral intention a person usually does and also shows, which allows the current behavior to continue. This can only be achieved by the organization depending how it handle or relationship it build among its customers.

Therefore people will continue and repeatedly do things in the way they are used to. Behavior is guided by rapid, easy, and the least attention grabbing perceived process, and can be a parallel processed with other activities, which does not have further thought or rational analysis on their behavior, and is just based on the habit (Fiske & Taylor, 2013). Customers often form a dependent and characteristic relationship with a specific food or service quality depending on how they are handled by the organization. They will not have a motive that is too strong to look for alternative food service.

### **2.3.2 Role of Social Media Network on the Performance of Fast Food Restaurants**

Social media network has recently been adopted by a small group of organizations' integrated marketing plans. There by infusing a mix of advertisement, public relations, their sales promotion to produce a customer focused message. With the evolution of platforms such as Facebook, Twitter and YouTube, hospitality industries have the opportunity for exceptional access to the guest (Lanz, 2010). Since social media network is so available to anyone with an internet connection, it can be a platform that can be

recommended to the hospitality industry to increase their product awareness and encouraging direct feedback from their customers.

Social network is the perfect platform for communication that applies perfectly with marketing in the current world. With the emergence of social media and subsequent trend of change in media consumption hospitality industry has been able to reach customers and this has led to increase in business performance and growth. Since social media networking is a blend of sociology and technology, it has contributed to transformation of information flow from monologue (one to many) into dialogue (many to many). With social networking participation, openness, connectedness, interactivity, collaboration and information sharing of the product and services has been enhanced (Nyekwere et al., 2014). This has made it possible for the organization to reach many customers locally and in any other part of the world.

Social media may be interpreted in different ways depending on who is looking at it and what approach one takes. In general, it relies on Internet and Web-based tools and services to enable anyone the ability to publish information be it data, audio, or video on the Web (Cann, Dimitriou, & Hooley, 2011). The hospitality industry has yet to identify the effectiveness of marketing through the use of social media network. There is an abundance of advantages such as low cost investment, direct customer communication, brand communication and also it acts like a verbal evidence theory that people tend to believe when compared to commercial advertising (Hailey, 2010). Direct communication provides a two-way communication with the customers and social media network. This

communication medium promotes honesty and transparency. It can be considered a social vehicle and a platform for communication to take place on a virtual environment.

With the growing trend towards social media marketing, it is now reflected as an item in some marketing budgets. These individuals in hospitality should always keep in mind the benefits of social media network. With the advancement of technology, social media is and will be very much part of our daily lives. According a study carried out by Nielsen 57% of customers will research for online reviews before making a purchase of a product or service as this enables customers to have informed decision in regard to the product and services that is being offered (Nielsen Company., 2010). Online marketing can take place in several social media networking, and that should be taken into consideration for the marketing strategy in enhancing services in hospitality industry. Each service provided by the organization particularly in hospitality industry must be treated with great care, so a blend of social media network tools such as Twitter, Face book, YouTube and Corporate Blogs if necessary. Through social media network people are likely to post both favorable and unfavorable opinion (Kietzmann, 2011). This is because if they are used wisely they can lead to increase in organization performance which may result to more profit and in the long run business growth.

Social media networking provides a window to marketers not only to present products and services to customers, but also to listen to the customers' grievances and suggestions. Social media networking makes easy for organizations to identify various peer groups or influencers among various groups, who in turn can become product and services and help



in growth of the organization. This can be done on very nominal expenses (Neti, 2011). This is because information shared on social media can reach many people.

Through Social media network firms have penetrated quickly into the public, and they are continuing using them as a part of their marketing for the product and services they are offering (Dimitriadis, 2014). One of the major benefits for the hospitality industry is to boost the sales by using social media networking. The firm can benefit on various aspects including sales revenue. But it is not clearly reflected the linkage between the sales and other advertising effects with the exact value of sales difference before and after using of social media networking.

There are multiple reasons to opt any of the media vehicles by the advertisers (Hossain and Bahar, 2015). If the firm wants to build the brand awareness within mass, TV could be the best media, which can easily attract the new potential consumers (Ansari & Joloudar, 2011). But it may not be possible to get the feedback from the consumers on adverts; this means that there is no interaction between the audience or consumers and firm. The rapid change of the communication pattern has provided by the social media where both consumers and firms can interact with each other. This will be beneficial and helpful to get the confidence on product and to generate sales by the firm (Slater, Mohr & Sengupta, 2010).

TV adverts have the time limitation and short span of time can be provided by the advertisement policy to express the salient features and benefits of a particular product. Based on the adverts on social media the detailed description of the products and services can be provided and shared which helps in influencing general opinions and attitude

formation (Chu & Yoojung, 2011). Hence it enables the consumer to have confirmed opinion regarding product of service being offered by the firm. Immediate feedback and reactions of the customers can be recorded and shared on social media globally (Chu & Yoojung, 2011). The firm can also make some adjustment concerning consumer's views and suggestions.

Although social media have provided the liberty to express and share the feelings about the products and services (Chu & Yoojung, 2011). Adverts can synergize awareness creation, but purchase intent building is not possible through online TV adverts (Andrews & Shimp, 2017). It may lead to lack of purchase of the product since firm location is very important and the target consumers cannot also be ignored.

### **2.3.3 Role of Sale Promotion on the Performance of Fast Food Restaurants**

Sales promotion is media or non- media marketing strategy adopted for a predetermined, limited period at the level of consumer, retailer or wholesalers in order to trigger trials, enhance consumer demand or improve product availability (Doyle, 2011). Sales promotions cannot be conducted on a continuous basis, because they will eventually become ineffective. This implies that, for sales promotion to be truly effective, it must be short and sweet, offered for a limited time and perceived to have value. Whereas advertising offers reasons to buy a product or a service, sales promotion provide reasons that would trigger immediate sales.

Sales promotion is actually meant to motivate the customer now (Rosenbloom, 2012). The basic objectives of sales promotion is to introduce new products or service in the market, attract new customers, motivate current customers to buy more, for the

organization to remain competitive among other reasons. Sales promotion offers a direct inducement to act by providing extra worth over and above the kind of product and services that the organization is offering (Sam & Buabeng, 2011). This temporary inducement according to them, are offered usually at a time and place where the customer will be informed and make a decision to by product and services offered.

With the change in technology more product are being introduced in the market and this means that the organization has to device a means on how they can reach and persuade customers. This persuasion can be in the form of discounts, free gifts, bonuses, free air time among other sales promotional activities. These sales promotional activities according to Kotler and Armstrong (2010) create a greater level of immediate response than any other marketing communication activity. This is because the organization will meet customer and through these meeting they can convince or persuade them in relation to the product that is being offered.

Previous research has shown that sales promotion can encourage behavioral responses such as start using a different brand, stockpiling, purchase increase, product experiment and spending larger amounts. From an economic perspective, promotions leads a product switch by increasing the utility of a product that otherwise would not have been purchased. From a behavioral perspective, transaction utility provides an added impetus for buying a brand that otherwise would not have been purchased (Oliver, 2014). This that for a product or service to reach the target population there should be a sale promotion to persuade people to buy that particular product.

Purchase acceleration means that a customer purchases a product at an earlier time as the result of a sales promotion for reasons similar to those of the stockpiler (Oliver, 2014). Consumption related behaviors are mostly taken individually or collectively. Sale promotion studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants, and also tries to assess influences on the consumer from various categories of people such as family, friends, reference groups, and society in general.

Do (2011) assesses that when a purchase decision is made, the purchase decision can be affected by unanticipated situational factors. Some of these factors according to them could be directly associated with the purchase, for instance the outlet where the purchase is to be made, the quality to be bought, when and how to pay. Most instances, firms remove the need to make this decision by either including the essentials in the form of sales promotion tools like coupons, discounts, rebates and samples.

The additional benefit whether in cash or in kind offered to consumers through sales promotion is highly likely to influence their purchase behavior or decision (Chen & Chen, 2010). After considering the possible options, the consumer makes a purchase decision and the consumer's choice depends in part on the reason for the purchase. According to Kotler and Armstrong, (2010) the consumer may act quickly, especially if sales promotional tools are used or the consumer may postpone making any purchase. This will depend on the way sale promotion has been carried out and how the consumers have perceived the information in relation to the quality of the product and service.

The firms and its sales team provide consumers with the market information whenever they engage consumers in efforts to inform or persuade them in an attempt to communicate with them. Sales promotion therefore provides a suitable link by providing consumers with samples of the products and service for them to test them as well as provide consumers with most needed information concerning the product and service Kotler and Armstrong, (2010). This will enable the consumer experience the benefit in case they make decision to use a particular product.

The use of some of these promotional tools helps in determining decision consumers are likely to make and therefore it can guide the organization in coming up with effective decision to convince the customers to buy particular product (Nagle & Müller, 2017). The consumer is therefore provided with the relevant information, get the opportunity to try the product and get to know whether it satisfies their needs and also enjoy a cost reduction. Sales promotion is therefore used to draw consumers to the product and they end up making an impulse purchase as a result of the strength of the sales promotional tool (Nagle & Müller, 2017). When sales increases the fast food restaurants may end up experiencing growth reaching more customers and this may be healthy for the their performance.

#### **2.3.4 Role of Advertising on the Performance of Fast Food Restaurants**

Advertising is the powerful tool since it has a persuasive impact all categories of the customers (Kotler & Armstrong, 2010). Advertisement particularly through television offers most extensive coverage and highest reach among the audience. Advertisement has the advantage of intrusion value, which is the ability to intrude upon audience without

their voluntary attention. Visual images and sounds can be incorporated to capture the viewer's attention and present persuasive messages that may persuade the audience who may eventually start using such product or seeking services from a particular organization. Products and services can be demonstrated on television in a manner which is not possible in print, radio or in text messages (Kaplan & Michael, 2010). But still it is not enough to broadcast the advertisements unless knowing its effectiveness on the audiences and fulfilling the objective of communications and sales. If an advertisement is not convincing to the audience then the organization may end up not meeting its objectives.

According to Ansari and Joloudar (2011) advertisements are having high impact on the audiences to attract, interest to purchase, desire for purchasing, action of purchasing and customer's satisfaction. This means that each advertisement, if it works at all, stimulates its immediate response: the continuum, however far into the future, is merely the continued repetition of such responses. Advertisement works immediately and the strength of this effect very much influences the total sales effect and most of the advertisements have very less active life as it decays very fast (Newstead et al., 2009). In relation to the above information not advertisement can be successful and hence the organization should make a follow up on the response of the audience before investing more resources on the product and services it offers to its customers.

The advertisement has recently become a key strategy for firms to in coming up with various products and services with an intention of attracting larger number of customers. According to Kaplan and Michael (2010) Advertisement can be adopted as one the internet based programs that aim to help consumers share their opinions, information,

and past experiences through the sites, content areas, and blogs of social networking. This may include various online applications and platforms which are designed to ease interactions, support, and the dissemination of information (Kotler & Armstrong, 2010). Such media advertisements take different forms such as: weblogs, wikis, social blogs, podcasts, micro blogging, rating, pictures, video, and social bookmarking. With various options available the targeted population can be easily access and can make possible for the organization to reach people who are likely to benefit from products and services offered by the organization.

The main purpose of advertisement is to empower customers to show their perceptions about products or services in the public domain. It is a fact that advertisements which are publicized through social media programs reinforce the market visibility which would ultimately lead to greater chances of negotiation for customers (Constantinides & Fountain, 2016). Strong brands pay high attention to the social media advertisements and recognize its power in establishing, maintaining their relationships, communicating, and interacting with their potential customers in current marketplace environment that is characterized by high interactive marketing. Many customers believe that through advertisement on social media, they can share their opinions and views to many people in a very short time, and this indicates that consumers are recently more used to easily get the news and faster instead of searching for information. According to Soewandi, (2015), social media emerged as a new mechanism for the organization to interact with its customers and other way around. This has made it easier for the organization to spend less in trying to meet and share with its customers.

According to Brodie et al.(2013) stated that with the aid of social media, organizations can air advertisement that it can help them to communicate with loyal customers and improves the perceptions of people toward the offered product or services, then share information and learn better about the customers. The channels of social media are regarded as effective in terms of cost and also a useful way to obtain necessary information on consumer-to-consumer connection (Godes & Mayzlin., 2010). This implies that advertisement made through social media can reach many people hence the organization may spend less money

A study carried out by Ahmed and Zahid (2014) demonstrated that advertisement through social media and internet technologies has facilitated the interaction and communication between a brand and its customers. They further stated that several organizations are now following advertisement in order share information about their products and services. In the modern world organizations seek to communicate to their potential customers through various social media channels. A number of previous studies by Schivinski and Dabrowski (2014) indicated that social media advertisements play an important role in building strong equity. According to Kim (2012), social media advertisements play a significant role in predicting brand reputation. Soewandi (2015) also found that advertisement had significant positive effect on customer loyalty and organization image. With positive image the organization will be able to attract more customers and this will enable it to grow.

Even though some studies have linked the purchase of certain product and services with the influence of advertisement they have not been able to establish the long term effects



of advertisement (Ahmed. & Zahid, 2014). It is also not clear or convincing to link advertisement to the sales growth as it is very difficult to assess at what point of time sales increased by the influence of which media vehicle (Ahmed & Zahid., 2014). This means this means that the organization cannot rely on the advertisement for its growth since the outcome may not be certain.

### **2.3.5 Moderating role of Social Factors on the effect of IMC on Performance of Fast Food Restaurants**

The socio-cultural aspect of a society improves the efficiency of fast food restaurants, with increased civilization people prefer to enjoy life and taking meal outside the home (Aazir & Qazi, 2012). The food intake of the people of any country is related to a number of factors like income of consumers, employment status, educational level and cultural differences (O'guinn, Allen, Semenik, & Scheinbaum, 2014). Due to global change the life styles of people change gradually, they spend more money on fast food rather than spending on higher education, computers, books, magazines, newspapers, videos and recorded music (Schlosser, 2012).

Few studies have examined the effects of neighborhood access to fast food outlets on individual health outcomes. The studies that have taken place have all been in the U.S, and there is scant evidence for an association between access to fast food retailing and individual health outcomes (Burdette & Whitaker, 2014). A positive correlation was built between per capital income of customers and visit of customers to different type of restaurants. Customers with higher incomes go to restaurants more frequently in comparison with customers with lower incomes. Fast food business has pessimistic effect on social practices of the general public, as the gain in the mass (weight) is found to be

directly proportional to the fast food especially in women (Donovan & Henley, 2010). The customers pay out at fast food outlets shows the better life style of people according to economic condition (Donovan & Henley, 2010). According to Donovan these factors affect the advancement of fast food industry and with a better management to these circumstances managers can raise profit and remain up-to-date with time.

The restaurants have adopted healthier menus. They included more and more low calorie options. However, it is not just the health trends; other trends have also affected the industry. Brands are focusing on attracting and retaining customers. They have made their menus and services customer friendly. Increased staff hospitality and better delivery options have again brought customers flocking to fast food joints. The fast food brands like McDonalds, KFC, Dominos, Subway and Wendy's have focused on reputation, better service and healthier food (Ansari & Joloudar, 2011).

Reputation has become important for two reasons. First, it is the competition between the brands. From McDonalds to Subway, there are hundreds of global and local brands competing for market share (Abhijeet, 2016 ). Next, it is an era of social shares. Any negative news can spread like wild fire and can immediately affect your public image. Losing reputation in the markets means losing customers. However, the brands remain more than ready to respond to such disruptive attacks. They keep well managed social media accounts to engage their fans and followers and to respond to concerns in real time.

Moreover, the attack on junk food led to people adopting low calorie foods. Such changing social trends impact the sales of the entire industry. The industry was held liable for the increasing childhood obesity (Ashton, et al., 2010). As a result, it had to

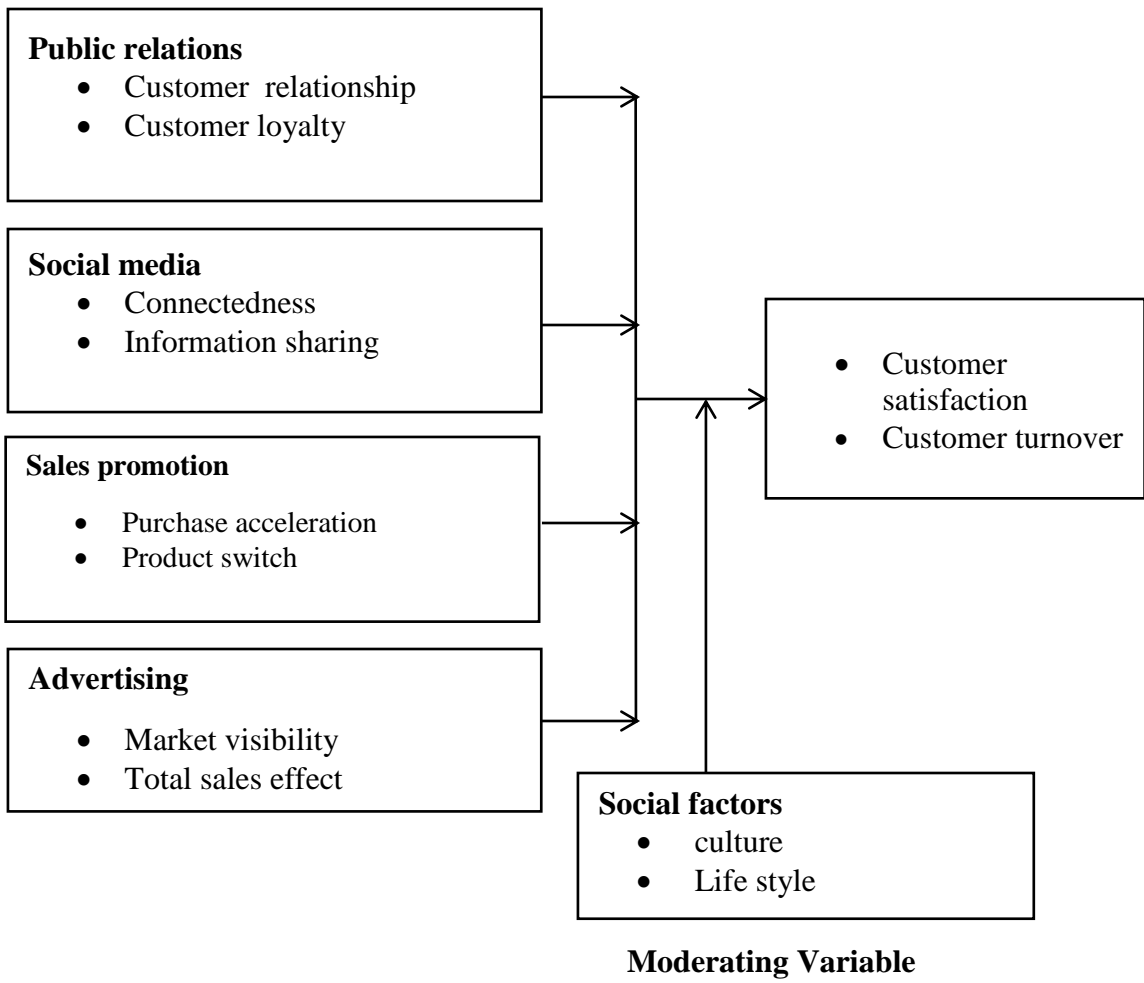
adopt measures like showing the nutritional content on the label and reduce calories in the items. Cultural factors might also play an important role since some cultures do not encourage the consumption of fast food. Still, most cultures have adopted it with changes to suit the local preference (Abhijeet, 2016). Social communications can effectively boost users' behaviors to be in accordance with an online social community, thus facilitate their acceptance and responses toward social media advertising, with users' group intention as an intervening factor (Fue et al., 2017). In fine Social capital, which refers to the wealth of one's "connections", are fundamental to subsistence markets and in consequence performance of an enterprise (Andrés & Blocker, 2015).

#### **2.4. Conceptual Frame Work**

A conceptual framework is an analytical tool with several variations and contexts used to make conceptual distinctions and organize ideas (Shields & Rangarjan, 2013). Conceptual framework shows the way ideas are organized to achieve a research project's purpose. This study conceptualizes the effect of IMC on organization performance with respect to fast food restaurants. This conceptualization is informed by the argument of IMC key competitive advantage in many organizations because sales and profit can be increased while saving the time, money and stress thus improving organization performance. The Independent variables will be communication tools like advertising, public relations, sales promotion, social media networking adopted from (Rashid et al., 2013). Dependent variable will be organization performance which will be measured by customer satisfaction and Customer turnover. The moderating variable will be social factors measured by culture and life style.

**Independent Variable**  
**(Integrated Marketing Communications)**

**Dependent Variable**  
**(Organization Performance)**



Adopted from (Damjana & Bruno, 2012) and modified by Author, 2018

## **2.5 Critical Review**

One of the fundamental problems of public relations is conflicts with routines and current work that this affair is caused to be ignored public relations from strategic macro planning. Unfortunately, many public relations are faced with a shortage of specialist in communications science (Daymon & Holloway, 2010). There may be lack of awareness by senior management from effective role of public relations in convincing and attraction of people's participation that this requires the necessary training to change the attitude of senior managers. Some public relations scholars have pointed out that the role of public relations is not well recognized in strategic management. For instance, Grunig., (2013) maintained that only a few of these scholars have recognized or described the role of public relations. This implies that more research needs to be carried out in relation to the effect of public relations on the performance of fast food restaurants.

The use of some of these promotional tools helps in determining decision consumers are likely to make and therefore it can guide the organization in coming up with effective decision to convince the customers to buy particular product (Cox & Britain, 2000). But sale promotion may not be effective if a product has an inferior quality, sales promotion will lead to little impact on brand loyalty (Sam & Buabeng, 2011). This implies that for a sale promotion to win customer interest the product should meet their expectation that is when it can be successful.

This study has tried to link the purchase with the influenced advertising media but not really able to consider the long term effects of TV and other advertising media (Ahmed & Zahid., 2014). Although advertisement have been linked the purchase of the products

with the influenced media vehicle, but not clearly or convincingly to the sales growth as it is very difficult to assess at what point of time sales increased by the influence media (Ahmed & Zahid., 2014). Since not everybody is exposed to social media it may be difficult to tell whether what has been aired has reached intended customer at the same time age also matter because category of people don't access to certain social media.

Although social media has provided the liberty to express and share the feelings about the products and services (Chang & Thorson, 2014), adverts can synergize to create the awareness, but purchase of some of the product and services may not be possible through online social media networking (Chang & Thorson, 2014). This may be due to some of the product and services offered by hospitality industry for example perishable product and cannot be preserved for a longer duration.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter describes the research methodology that was used to gather information, on procedures to be adopted in conducting the research, the techniques which were used in analysis and the presentation of data collected. This chapter therefore focuses on the research design, population, and sample, sampling technique and data collection instruments and data analysis which will be applied during the study.

#### **3.2 Research Design**

This study adopted an explanatory research design. Explanatory research is conducted in order to help us find the problem that was not studied before in-depth (Yousaf, 2018). It is actually a type of research design which focuses on explaining the aspects of your study in a detailed manner. The main aim of explanatory research is to identify any causal links between the factors or variables that pertain to the research problem. The explanatory design enabled the researcher identify the moderating role of social factors on the effect of integrated marketing communication on the performance of fast food restaurants in order to make conclusions. This design provided for a detailed research, which in turn allows a more comprehensive coverage of the fast food restaurants under study.

#### **3.3 Study Area**

The study was conducted in Nairobi Central Business District, Kenya with a population of 3.36 million in 2011, Nairobi is the second-largest city by population in the African

Great Lakes region after Dar es Salaam, Tanzania. Nairobi is 696 km<sup>2</sup> (269 sq mi). Nairobi is the 10th-largest city in Africa, including the population of its suburbs (ESA., 2018). Nairobi has 48 large fast food restaurants listed in Appendix VI Nairobi County Council Licensing Data, 2016 (NCBD). The choice of fast food restaurants in Nairobi CBD was justified by the fact that Nairobi CBD has the greatest concentration of fast food restaurants as the capital city (Kungu'u et al, 2014).

### **3.4 Target Population**

According to Mugenda and Mugenda (2012) a population is a complete set of cases, objects or individuals with some common characteristics that are observable. The target population was 144 respondents from the large fast food restaurants operating in the Nairobi County Council Licensing Data, 2016 (NCBD). The restaurants have been categorized by the County Council of Nairobi as large restaurants based on the area size which they occupy. The large fast foods restaurants were chosen as they are strategically located in the main streets. 48 of the large fast food restaurants listed in Appendix VI. Amongst the targeted population, 48 were general managers while service managers and head chefs were 96 all of who will be purposively picked from the fast food restaurants.

### **3.5 Sampling Frame**

According to Ritchie, Lewis and Elam (2013) a sample frame is a source list from which the sample is to be drawn; it contains the names of all items of a given population. The sampling frame consisted of all fast food restaurants in Nairobi CBD as indicated in Appendix II.



### **3.5 Sample and Sampling Technique**

A sample size refers to the number of people in the respondent group determined by the scope of the research (Collis & Hussey, 2014). An ideal sample should neither be excessively large nor too small (Collis & Hussey, 2014). Sampling technique refers to the method of selecting the sample so desired; it explains the sampling design of a given study (Ritchie, Lewis & Elam, 2013). Sample designs may be based on two factors; the representation principle and the element selection technique. In this study census technique was adopted to arrive at 144 respondents. Mugenda and Mugenda, (2012) explains that census is an enumeration of all items in a population which must be consistently defined for the purpose of study. A census was adopted to collect information from all participants in the population. Census was adopted because it enhances the acquisition of detailed information about small sub-groups within the population.

### **3.6 Data Collection Instrument and Procedures**

A structured and pre-tested questionnaire based on the specific objectives was used to gather data quantitatively. A pre-test of the questionnaire was conducted after which corrections were made on wording, layout, sequencing and validity of the questions, the final draft of the questionnaire were disseminated . A five point attitudinal scaling was used to measure levels of attitude or extent to which they agree or disagree with a particular question or statement. Questions involving both open and closed ended questions. The items adopted a 5 point Likert Scale (1-Strongly disagree, 2-Disagree, 3-Undecided, 4-Agree and 5-Strongly agree).

### **3.6.1 Data Collection Procedure**

The data collection procedure refers to the method of administering the data collection tool (Salkind, 2010). The primary data was collected through the questionnaires which were administered after obtaining a research permit from The National Council of Science and Technology Institute (NACOSTI) and permission from respective fast food restaurants through research assistants. Questionnaires were administered through the use of research assistants.

### **3.6.2 The Pilot study**

The pilot study was done on two randomly selected fast food restaurants in Nakuru town because of proximity. Thus the researcher used the chief executive officers from the fast food restaurants. These were 14 respondents from the sample size include 10% of the sample size. Ary, et al., (2018) describes pilot test as a procedure that is administered by a researcher with an aim to test the efficacy of a research instrument just prior to the actual research study. In this context therefore tests of sound measurement was performed on the research tools. These tests of sound measurement comprised of validity, reliability as explained in detail as follows.

### **3.6.3 Validity of Instruments**

Validity is described as the extent to which the research findings accurately reflect the phenomena under study (Collis & Hussey, 2014). The internal validity was used to show to what extent the collection and analysis and interpretation of data relates with the research variables. The content validity was achieved by ensuring relevance of the

research results with theoretical approaches and literature reviews (Ary, Jacobs, Irvine & Walker, 2018).

To ensure content validity, the researcher reviewed the literature in order to identify the items required to measure the concepts for example, public relations, social media networks, sales promotion and advertising. The questionnaire was then given to the supervisor who read and analyzed it to see whether the questionnaire made sense (Salkind, 2010). Validity was also achieved through adoption of pretested constructs in the questionnaires and training of the research assistance on administration of questionnaires which were used in data collection. Careful sampling of items was ensured for their representativeness.

#### **3.6.4 Reliability of Instruments**

Reliability is the absence of differences in the results if the research were repeated tool (Salkind, 2010). The researcher operationalizes reliability as credibility, accuracy, and consistency of the data collected and the results presented. In this study, reliability was determined by use of internal consistency technique. The rationale for internal consistency is that the individual items should all be measuring the same constructs and thus correlates positively to one another. Internal consistency was measured through Cronbach's alpha coefficient. The test of reliability was calculated using the Statistical Package for Social Science (SPSS) version 24. The Cronbach's alpha coefficient ranges between 0 and 1, higher alpha coefficient values means that scales are more reliable. As a rule of thumb, acceptable alpha should be at least 0.70 or above (Collis & Hussey, 2014). The overall reliability co-efficient of the instrument after the pilot testing yielded the following results: Public relations had five items whose alpha was 0.83, Advertising had

five items which the alpha was 0.74, Sales Promotion had five items whose alpha was 0.71, Social media had five items whose alpha was 0.73 and performance had five items with an alpha of 0.85, social factors as the moderator had five items with an alpha of 0.73. These are higher than the minimum acceptable value of alpha which should be at least 0.70 or above (Collis & Hussey, 2014). Therefore the response items were considered reliable.

### 3.7 Data analysis and Presentation

The questionnaires was edited and coded to improve the quality of data. The process of editing involved going through the questionnaires to find out if the respondents were able to answer the questions and whether there is a blank response. Tabulation involved counting the number of cases that fall into various categories. Data was analyzed using descriptive and inferential statistical techniques where under inferential statistics multiple regressions was used to determine the effect of a set of independent variable (IMC )on dependent variable (performance of restaurants), coefficient of correlation, An ANOVA test was used to figure out whether there is need to reject the null hypothesis or accept the alternate hypothesis. Descriptive statistics used included mean, frequencies, standard deviation and skewness and kurtosis. Data was analyzed using the Statistical Package for Social Sciences (SPSS) Version 24.0 package.

The regression model is as follows:

$$y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon \dots \dots \dots \text{i}$$

$$y = \beta_0 + \beta_1 X_1 * Z + \beta_2 X_2 * Z + \beta_3 X_3 * Z + \beta_4 X_4 * Z + \epsilon \dots \dots \dots \text{ii}$$

Where  $y$  is performance of restaurants, dependent variable;  $x$  is IMC,  $\beta$  is the standardized regression coefficient.

$\beta_1 \dots \beta_4$  = the slope representing degree of change in independent variable by one unit variable.

$X_1$  = Public relations,

$X_2$  = Social media networks

$X_3$  = Sales promotion

$X_4$  = Advertising

$Z$  = Social factors as the moderating variable

$\epsilon$  = Error term

$\beta_0$  = y intercept

Quantitative data was extracted from the structured questionnaires by use of frequency tables and diagrammatic presentations. Patterns of commonalities were collated, as significant differences in the range that answers were given (Brannen, 2008). Tables were used in presentation to allow for visual clarity of presented data as well as frequency tables that quantify data inconsonance to the narration of the research results.

### **3.7.1 Assumptions of Multiple Regression**

Regression is an analysis that assesses whether one or more predictor variables explain the dependent (criterion) variable. The study tested for linear relationship, normality, multicollinearity, autocorrelation regression assumptions.

**Normality:** Regression assumes that variables have normal distributions. Non-normality distributed variables (highly skewed or kurtotic variables, or variables with substantial outliers) can distort relationships and significance tests. In this study the assumption was tested by use of skewness and kurtosis (Osborne , 2013). Doane and Seward (2011) indicate that data skewness values must fall within +1 and -1 and kurtosis values must be in the range of +3 and -3.

**Linearity:** Estimates the relationship between dependent and independent variables and checks if the relationships are linear in nature (Chatfield & Lindsey, 2010). If the relationship between independent variables and the dependent variable (DV) is not linear, the results of the regression analysis under-estimate the true relationship (Stevens, 2012). Pearson Correlation coefficient was used to test for linearity. The Pearson correlation coefficient,  $r$ , can take on values between -1 and 1. The further away  $r$  is from zero, the stronger the linear relationship between the two variables. The sign of  $r$  corresponds to the direction of the relationship. If  $r$  is positive, then as one variable increases, the other tends to increase. If  $r$  is negative, then as one variable increases, the other tends to decrease. A perfect linear relationship ( $r=-1$  or  $r=1$ ) means that one of the variables can be perfectly explained by a linear function of the other (Williams, 2015).

**Multicollinearity:** Multicollinearity refers to a situation in which two or more explanatory variables in a multiple regression model are highly linearly. Multicollinearity was tested with three central criteria: Correlation, Tolerance and Variance Inflation Factor (Osborne & Waters, 2013) . The Variance Inflation Factor (VIF) measures the impact of co linearity among the variables in a regression model. The Variance Inflation Factor (VIF) is  $1/\text{Tolerance}$ . VIF value should be  $\leq 10$  VIF exceeding 10 indicates the

presence of multicollinearity, Tolerance should be between 0 -1 (Williams, 2015). The correlation coefficient between a factor and itself is always 1; hence the principal diagonal of the correlation matrix contains 1s'. This therefore means it is an identity matrix hence no multicollinearity (Osborne & Waters, 2013).

**Autocorrelation** occurs when the residuals are not independent from each other (Osborne & Waters, 2013). The linear regression model was tested for autocorrelation using Durbin-Watson test. Dubin Watson can assume values between 0 and 4, values around 2 indicate no autocorrelation. As a rule of thumb values of  $>1.5$  and  $< 2.5$  show that there is no auto-correlation in the data (Field, 2010).

**Homoscedasticity:** This assumption describes a situation in which the error term (that is, the “noise” or random disturbance in the relationship between the independent variables and the dependent variable) is the same across all values of the independent variables. Heteroscedasticity (the violation of homoscedasticity) is present when the size of the error term differs across values of an independent variable (McDonald, 2017). This assumption was tested through visual inspection of scatter plots (Allison, 2015).

### **3.8 Ethical Considerations**

The researcher sought for informed consent from respondents by making them aware that the information being sought for was for an academic purpose. In addition, anonymity and confidentiality was maintained in all respects. As an ethical measure, the researcher also treated the respondents with respect and courtesy. This ensured that the respondents give candid responses to the questions. Respecting the participants rights to refusal to take part in the research and maintenance of objectivity during data collection, analysis and report stages.

## CHAPTER FOUR

### DATA ANALYSIS, INTERPRETATION AND DISCUSSION

#### 4.1 Introduction

This chapter presents results of data analysis. As part of the descriptive statistics, the demographic variables analyzed included gender, level of education, period of service and position of key informants. The purpose of the study was to assess the moderating role of social factors on the effect of integrated marketing communication on the performance of fast food restaurants in Nairobi CBD, Kenya. Integrated marketing communication was analyzed in terms of public relations, Advertising, Sales Promotion, Social media (independent variables), Performance of fast food restaurants (dependent variable) and social factors as the moderator.

#### 4.2 Response Rate

144 questionnaires were administered subsequently 126 questionnaires were returned from which, 12 questionnaires were discarded for either lack of response, being improperly filled, or being incomplete. The researcher ended up with 114 correctly filled questionnaires, which represented a response rate of 79.2%. This response rate was deemed adequate for external validity. According to Francis, et al., (2010) any response of 50% and above is adequate for analysis thus 79.2 % is even better.

#### 4.3 Demographic Characteristics of the respondents

Respondents were asked to provide information regarding their demographic profile that included; gender, level of education, position held and period of work in their profession.



Results presented in Table 4.1, Majority of the employees were males (60%) and females (40%), which means that the population of either gender was more than one third of staff population. This suggested that the fast food restaurants in Nairobi CBD were adhering to the principle of gender parity in employment. The highest level of education attained included Certificate (36%), Diploma (38 %), Bachelors' (21%), and Post graduate (5.3%). Which implied that the most of staff in the food restaurants had attained certificate level of education and above hence could understand what is sought by this study and even interpret questionnaire well. With regards to the positions held, general managers (32.4%), Service managers (40.4%), Head chefs and (27.2%), Majority of employees had served for more than five years at 65%.The implication of this was that they had adequate experience to give information that the researcher could rely on.

**Table 4.1: Respondents Demographic Characteristics**

| <b>Demographics</b>        | <b>Cases</b>     | <b>Frequency</b> | <b>Percentage</b> |
|----------------------------|------------------|------------------|-------------------|
| Gender                     | Male             | 68               | 60                |
|                            | Female           | 46               | 40                |
| Level of education         | Certificate      | 41               | 36                |
|                            | Diploma          | 43               | 38                |
|                            | Bachelors        | 24               | 21                |
|                            | Masters          | 6                | 5                 |
| Position of key informants | General Managers | 37               | 32.4              |
|                            | Service Managers | 46               | 40.4              |
|                            | Head Chefs       | 31               | 27.2              |
| Period of work             | 0-5              | 40               | 35                |
|                            | 6-10             | 44               | 39                |
|                            | 11-15            | 24               | 21                |
|                            | Over 20yr        | 6                | 5                 |

#### **4.4 Descriptive Statistics for the Variables**

The findings from the study were analyzed using descriptive statistics, which included Skewness, kurtosis, means and standard deviations. Means and standard deviations for the independent and dependent variables were computed from the respondents' responses. The purpose of means and standard deviations was to provide a general picture of how the respondents perceived the moderating role of social factors on the effect of integrated marketing communication on the performance of fast food restaurants in Nairobi CBD, Kenya.

##### **4.4.1 Descriptive Statistics for Public Relations in Fast Food Restaurants**

The researcher sought to establish the level of agreement to various aspects of public relations as per objective one. Five response items were used to examine the prevailing status of public relations in fast food restaurants in Nairobi CBD. According to the findings presented in Table 4.2, 80.7% of the respondents agreed and strongly agreed that good public relation can create customer's higher commitment and increase their return rate ( $M=4.21$   $SD=1.060$ ), 8.8 % were in disagreement and 10.5% were undecided. 73.7% of the respondents both agreed and strongly agreed that Public relation has widely embraced reputation management to demonstrate the economic viability of the organization ( $M=4.05$   $SD=1.02$ ) while 9.7% and 16.7% were in disagreement and undecided respectively. Besides, a majority of the respondents both agreed and strongly agreed (71.9%) Public relations have enhanced customer satisfaction and customer loyalty ( $M=3.88$   $SD=1.191$ ), 14% disagreed and strongly disagreed while 14% were undecided. 76.3% of the respondents were in agreement that Public relation has helped to maintain customer and organization relationship ( $M=4.10$   $SD=1.056$ ), 7.0 % disagreed

and strongly disagreed while 16.7% undecided. Lastly 78.9% of respondents agreed and strongly agreed that With public relation consumers has habitual repeated purchase behavior due to convenient purchase or other factors (M=3.91 SD=.888), 3.5% disagreed while 2.6% were undecided. The implications of these results are that fast food restaurants are embracing public relations strategies so as to acquire better performance results. This argument is supported by the fact that relationship quality has a remarkable positive effect on hotel guests' behavior: it creates positive Word of Mouth (WOM) and increments repeated guest rates (Kim , 2012).

**Table 4.2: Public relations Descriptive Statistics**

| <b>Responses</b>   | <b>SD %</b> | <b>D%</b> | <b>UD%</b> | <b>A%</b> | <b>SA%</b> | <b>MEAN</b> | <b>SD</b> |
|--|-------------|-----------|------------|-----------|------------|-------------|-----------|
| Good public relation can create customer's higher commitment and increase their return rate.                         | 3.5         | 5.3       | 10.5       | 28.1      | 52.6       | 4.21        | 1.060     |
| Public relation has widely embraced reputation management to demonstrate the economic viability of the organization. | 0.9         | 8.8       | 16.7       | 31.6      | 42.1       | 4.05        | 1.012     |
| Public relations have enhanced customer satisfaction and customer loyalty.   | 7.0         | 7.0       | 14.0       | 35.1      | 36.8       | 3.88        | 1.191     |
| Public relation has helped to maintain customer and organization relationship.                                       | 4.4         | 2.6       | 16.7       | 31.6      | 44.7       | 4.10        | 1.056     |
| With public relation consumers has habitual repeated purchase behavior due to convenient purchase or other factors.  | 3.5         | 2.6       | 14.9       | 57.0      | 21.9       | 3.91        | .888      |

#### **4.4.2 Descriptive Statistics for Social Media in fast food restaurants**

Research objective two sought to establish the effect of advertising on performance of fast food restaurants in Nairobi CBD. Thus; five questionnaire items were used to examine the prevailing status of advertising in the fast food restaurants in Nairobi CBD. Results presented in Table 4.3 revealed that a total of 79% of the respondents both agreed and strongly agreed that Social media networks have the advantage of intrusion upon audience without their voluntary attention ( $M=4.40$   $SD=1.140$ ), 14.4 % were in disagreement while 7.0% were undecided. Besides, a majority of the respondents agreed and strongly agreed 59.9% that Social media networks present persuasive messages ( $M=3.62$   $SD=1.435$ ), 30.7% were in disagreement while undecided were 9.6%. A total of 77.2% of the respondents also agreed and strongly agreed that Social media networks stimulate audience to develop an immediate urge to buy the product ( $M=4.25$   $SD=.965$ ), 7.0% disagreed while 15.8% were undecided. A total of 67.6% of respondents agreed and strongly agreed that social media networks work immediately and the strength of this effect very much influence the total sales effect. ( $M=4.02$   $SD=1.137$ ), 8.8% strongly disagreed and disagreed while 23.7% were undecided. Lastly 85.1% of the respondents agreed and strongly agreed that social media networks trigger customers to show their perceptions about products or services in the public domain. ( $M=4.27$   $SD=.801$ ), 3.5% were in disagreement while 11.4% were undecided. It can be observed that social media as a communication platform has been adequately embraced by the hospitality industry to increase their product awareness and encourage direct feedback from their customers.

**Table 4.3: Social Media Descriptive Statistics**

| <b>Responses</b>   | <b>SD %</b> | <b>D%</b> | <b>UD%</b> | <b>A%</b> | <b>SA%</b> | <b>MEAN</b> | <b>SD</b> |
|--|-------------|-----------|------------|-----------|------------|-------------|-----------|
| Social media networks have the advantage of intrusion upon audience without their voluntary attention              | 4.4         | 9.6       | 7.0        | 35.1      | 43.9       | 4.40        | 1.140     |
| Social media networks present persuasive messages.   | 8.8         | 21.9      | 9.6        | 17.5      | 42.1       | 3.62        | 1.435     |
| Social media networks stimulate audience to develop an immediate urge to buy the product                           | 0           | 7.0       | 15.8       | 22.8      | 54.4       | 4.25        | .965      |
| Social media networks work immediately and the strength of this effect very much influence the total sales effect. | 4.4         | 4.4       | 23.7       | 20.2      | 47.4       | 4.02        | 1.137     |
| Social media networks trigger customers to show their perceptions about products or services in the public domain. | 0           | 3.5       | 11.4       | 39.5      | 45.6       | 4.27        | .801      |

#### **4.4.3 Descriptive Statistics for Sales promotion in fast food restaurants**

Research objective three sought to establish the effect of sales promotion on the performance of fast food restaurants in Nairobi CBD. The study conceptualized that sales promotion had an effect on performance of fast food restaurants in Nairobi CBD. Thus; five questionnaire items were used to examine the prevailing status sales promotion in fast food restaurants in Nairobi. Results presented in Table 4.4 reveal that a total of 67.6% of respondents both agree and strongly agree that sales promotion attract new customers, and motivate current customers to buy more, for the organization to remain

competitive among other reasons. ( $M=3.81$   $SD=1.316$ ), 27.2% strongly disagreed and disagreed while 5.3% were undecided. Besides, a 57% of the respondents both agreed and strongly agreed that sales promotion offers a direct inducement by providing extra worth over and above the kind of product and services that the restaurant is offering ( $M=3.77$   $SD=1.168$ ) while 19.3% disagreed and strongly disagreed while 23.7% were undecided. 72% of respondents agreed and strongly agreed that sales promotion creates a greater level of immediate response than any other marketing communication activity ( $M=4.09$   $SD=1.179$ ), 18.4 %. Strongly disagreed and disagreed. 9.6 % were undecided. 64 % agreed and strongly agreed that sales promotion provides consumers with most needed information concerning the product and services ( $M=3.99$   $SD=1.216$ ), 14.9 % strongly disagreed and disagreed 21.1 % were undecided. Lastly 62.3% of the respondents tended to agree and strongly agree that sales promotion provides the consumer the opportunity to try the product and know whether it satisfies their needs and also enjoy a cost reduction ( $M=3.94$   $SD=1.185$ ), 17.5 % disagreed while 20.2 % were undecided. This implies that the fast food restaurants have embraced sales promotion to offer a direct inducement of customer awareness. Strategic use of sales promotion contributes positively towards realization of an organizational goal through sales increments.

**Table 4.4: Sales Promotion Descriptive Statistics**

| <b>Responses</b>  | <b>SD %</b> | <b>D%</b> | <b>UD%</b> | <b>A%</b> | <b>SA%</b> | <b>MEAN</b> | <b>SD</b> |
|---|-------------|-----------|------------|-----------|------------|-------------|-----------|
| Sales promotion attract new customers, and motivate current customers to buy more, for the organization to remain competitive among other reasons.  | 3.5         | 23.7      | 5.3        | 23.7      | 43.9       | 3.81        | 1.316     |
| Sales promotion offers a direct inducement by providing extra worth over and above the kind of product and services that the restaurant is offering | 0           | 19.3      | 23.7       | 17.5      | 39.5       | 3.77        | 1.168     |
| Sales promotion creates a greater level of immediate response than any other marketing communication activity.                                      | 0           | 18.4      | 9.6        | 16.7      | 55.3       | 4.09        | 1.179     |
| Sales promotion provides consumers with most needed information concerning the product and services   | 2.6         | 12.3      | 21.1       | 11.4      | 52.6       | 3.99        | 1.216     |
| Sales promotion provides the consumer the opportunity to try the product and know whether it satisfies their needs and also enjoy a cost reduction. | 0           | 17.5      | 20.2       | 13.2      | 49.1       | 3.94        | 1.185     |

#### **4.4.4 Descriptive Statistics for Advertising in fast food restaurants**

Research objective four sought to establish the effect of advertising on performance of fast food restaurants in Nairobi CBD. The study conceptualized that advertising had an effect on performance of fast food restaurants. Thus; five questionnaire items were used

to examine the prevailing status of advertising in fast food restaurants in Nairobi CBD. Results presented in Table 4.5 reveals that a total of 66.7% respondents agree and strongly agree that advertising helps in attitude formation ( $M=3.74$   $SD=1.160$ ), 21% disagree and strongly disagree while 12.3% were undecided. 65.8% of the respondents agree and strongly agree that advertising helps in building brand loyalty and Equity ( $M=3.68$   $SD=1.100$ ), 16.7% disagreed and strongly agreed while 17.5% were undecided. Besides, a majority of the employees at 59.7% agreed and strongly agreed that advertising establishes good relationship with potential customers ( $M=3.67$   $SD=1.062$ ), 14.9% were in disagreement while 25.4% were undecided. 56.2% of respondents agreed and strongly agreed that advertising creates good image and promoting repeated purchase of the product or service ( $M=3.64$   $SD=1.198$ ), 21.9% were undecided while 21.9% were undecided. 85.9% of the respondents were in agreement that advertising is a powerful tool capable of reaching and motivating large audiences ( $M=4.20$   $SD= .970$ ), 7.0% were in disagreement while 7.0% were undecided. This implies that advertising remains the most salient practice adopted by the fast food restaurants for purposes of customer relationships building in an easy and cost effective manner.



**Table 4.5: Advertising Descriptive Statistics**

| <b>Responses</b>  | <b>SD %</b> | <b>D%</b> | <b>UD%</b> | <b>A%</b> | <b>SA%</b> | <b>MEAN</b> | <b>SD</b> |
|---|-------------|-----------|------------|-----------|------------|-------------|-----------|
| Helps in attitude formation.  | 2.6         | 18.4      | 12.3       | 36.0      | 30.7       | 3.74        | 1.160     |
| Building brand loyalty and Equity.  | 4.4         | 12.3      | 17.5       | 42.1      | 23.7       | 3.68        | 1.100     |
| Establishes good relationship with potential customers                            | 2.6         | 12.3      | 25.4       | 35.1      | 24.6       | 3.67        | 1.062     |
| It creates good image and promoting repeated purchase of the product or service   | 2.6         | 19.3      | 21.9       | 23.7      | 32.5       | 3.64        | 1.198     |
| Advertising is a powerful tool capable of reaching and motivating large audiences | 3.5         | 3.5       | 7.0        | 41.2      | 44.7       | 4.20        | .970      |

#### **4.4.5 Descriptive Statistics for Social factors**

The moderating variable of the study was social factors. The study conceptualized that social factors could have an effect on performance of fast food restaurants. To this end, five questionnaire items were used to assess social factors that could influence the performance of fast food restaurants. Results displayed in Table 4.6, reveals that 88.6% of respondents concurred that the menus of fast food restaurants are customer friendly (M=4.34 SD= .751) while 2.6% were in disagreement while 8.8% were undecided. 88.5% of the respondents were of the view that It is easier to use take away meals or go to a restaurant. (M=4.30 SD= .819), 12.5% were in disagreement while 7.0% were undecided. 85.1% of the respondents were also in agreement that sharing food with peers in a restaurant is a good way to know people and cement friendships. (M=4.33 SD= .975), 5.3% were in a disagreement while 9.6% were undecided. 85.1% of the

respondents agreed that the wiser choices of fast food restaurant are based on nutritional and food preparation information. (M=4.39 SD=.760), 0.9% were in disagreement while 14% were undecided. 72.5% of the respondents also agreed that they Customers avoid junk from fast food restaurant because of health issues (M=4.39 SD= .836) while 4.6% were in disagreement. This implies that social factors such as gender, age and income level, culture and lifestyle of consumers affected their perception and purchase intention. Thus any strategies adopted by the fast food restaurants should take cognizance of the interplay between social factors and strategies of IMC in use and needs of their client.

**Table 4.6: Social factors Descriptive Statistics**

| <b>Responses</b>   | <b>SD %</b> | <b>D%</b> | <b>UD%</b> | <b>A%</b> | <b>SA %</b> | <b>MEAN</b> | <b>SD</b> |
|--|-------------|-----------|------------|-----------|-------------|-------------|-----------|
| The menus of fast food restaurants are customer friendly   | 0.0         | 2.6       | 8.8        | 40.4      | 48.2        | 4.34        | .751      |
| It is easier to use take away meals or go to a restaurant  | 0.9         | 3.5       | 7.0        | 42.1      | 46.5        | 4.30        | .819      |
| Sharing food with peers in a restaurant is a good way to know people and cement friendships.       | 3.5         | 1.8       | 9.6        | 28.1      | 57.0        | 4.33        | .975      |
| The wiser choice of fast food restaurant is based on nutritional and food preparation information. | 0.0         | 0.9       | 14.0       | 29.8      | 55.3        | 4.39        | .760      |
| Customers avoid junk from fast food restaurant because of health issues.                           | 0.0         | 2.6       | 14.9       | 23.7      | 58.8        | 4.39        | .836      |

#### **4.4.6 Descriptive Statistics for performance of fast food restaurants**

The dependent variable of the study was performance of fast food restaurants. To this end, five questionnaire items were used to assess the performance of fast food restaurants. Results displayed in Table 4.7, reveals that 59.7% of respondents concurred

that the restaurant has realized increased customer base (M=3.61 SD= 1.141) while 19.3% were in disagreement while 21.1% were undecided. 79% of the respondents were of the view that customers are satisfied with the services (M=3.98 SD= .691), 1.8% were in disagreement while 19.3% were undecided. 71.1% of the respondents were also in agreement that there is increased market share as compared to our competitors (M=3.95 SD= .818), 3.5% were in a disagreement while 25.4 % were undecided. 61.4% of the respondents agreed that the sales volume have improved (M=4.39 SD=.760), 0.9% were in disagreement while 35.1% were undecided. 93.8% of the respondents also agreed that there has been high customer retention (M=4.39 SD= .604) while 6.1 % were undecided. This implies that the fast food restaurants have witnessed customer satisfaction, retention, sales volume increment in performance associated with their management strategies.

**Table 4.7: Performance of fast food restaurants Descriptive Statistics**

| <b>Responses</b>  | <b>SD %</b> | <b>D%</b> | <b>UD%</b> | <b>A%</b> | <b>SA%</b> | <b>MEAN</b> | <b>SD</b> |
|---|-------------|-----------|------------|-----------|------------|-------------|-----------|
| The restaurant has realized increased customer base             | 4.4         | 14.9      | 21.1       | 35.1      | 24.6       | 3.61        | 1.141     |
| Customers are satisfied with the services.                      | 0.0         | 1.8       | 19.3       | 57.9      | 21.1       | 3.98        | .691      |
| There is increased market share as compared to our competitors. | 0.0         | 3.5       | 25.4       | 43.9      | 27.2       | 3.95        | .818      |
| The sales volume have improved                                  | 0.0         | 3.5       | 35.1       | 44.7      | 16.7       | 3.75        | .774      |
| There has been high customer retention                          | 0.0         | 0.0       | 6.1        | 48.2      | 45.6       | 4.39        | .604      |

## 4.5 Regression Assumptions

To determine which among the aspects of integrated marketing communication and social factors affect performance of fast food restaurants in Nairobi CBD. However, before multiple regression analysis was conducted, assumptions of regression analysis were first tested.

### 4.5.1 Test for Normality

Normality of data was assessed using Skewness and Kurtosis statistics (Tabachnick & Fidell, 2007). Hair, Money, Samouel and Page (2007) indicated that data skewness values must fall within +1 and -1 and kurtosis values must be in the range of +3 and -3. If both tests have been fulfilled, then the data can be considered as normally distributed and no any skewed distribution. Results presented in Table 4.8 reveal that normality assumption was supported. None of the Skewness and Kurtosis values fell outside the stated ranges.

**Table 4.8: Test for Normality**

| <b>Construct</b> | <b>Skewness<br/>Statistic</b> | <b>Kurtosis<br/>Statistic</b> |
|------------------|-------------------------------|-------------------------------|
| Public relations | -.328                         | -.698                         |
| Social Media     | -.026                         | -.335                         |
| Sales Promotion  | -.308                         | -.633                         |
| Advertising      | -.193                         | -.213                         |
| Social Factors   | -.240                         | -1.070                        |
| Performance      | -.411                         | -.185                         |

Histograms are a good way of getting an instant picture of the distribution of data (Field , 2009). Therefore histograms were also employed in the study to test for normality on the

data analysis that was used in the study that is; regression and ANOVA was based on the assumption that the data were normally distributed. The researcher made the evaluation by checking how far the data deviated from a bell- shaped normal distribution Appendix IV Histograms.

#### **4.5.2 Test for Linearity**

Pearson's correlation coefficients were used to test linearity assumption. The purpose of using correlation was to identify IMCs that provide best predictions for conducting regression analysis. The inter-correlations among the variables are shown in Table 4.9. From the results, it can be seen that correlations among the IMCs were significant. Correlations between public relations, social media, sales promotion, advertising and social factors, where  $r=.677^{**}$ ,  $r=.579^{**}$ ,  $r=.693^{**}$ ,  $r=.411^{**}$   $r=.603^{**}$  respectively were also positively and significantly related to performance of fast food restaurants where  $P<0.01$ . Linearity assumption was therefore satisfied. This implies that all the IMCs and social factors under study jointly have a positive and significant impact on performance of fast food restaurants in Nairobi CBD as such it behooves the management of the fast food restaurants to pay high premiums on these social factors to secure high performance of fast food restaurants.

**Table 4.9: Test for Linearity**

|                         | <b>Public relations</b> | <b>Social Media</b> | <b>Sales Promotion</b> | <b>Advert ising</b> | <b>Social factors</b> | <b>Performance</b> |
|-------------------------|-------------------------|---------------------|------------------------|---------------------|-----------------------|--------------------|
| <b>Public relations</b> | 1                       |                     |                        |                     |                       |                    |
| <b>Social Media</b>     | .551**                  | 1                   |                        |                     |                       |                    |
| <b>Sales Promotion</b>  | .599**                  | .382**              | 1                      |                     |                       |                    |
| <b>Advertising</b>      | .159                    | .092                | .181                   | 1                   |                       |                    |
| <b>Social factors</b>   | .510**                  | .469**              | .548**                 | .199**              | 1                     |                    |
| <b>Performance</b>      | .677**                  | .579**              | .693**                 | .411**              | .603**                | 1                  |

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

#### 4.5.3 Test for Multicollinearity

First correlation matrix was obtained for all the factors and scrutinized for chances of Multicollinearity. Correlation matrix gives the correlation coefficients between a single factor and every other factor in the investigation. The correlation coefficient between a factor and itself is always 1; hence the principal diagonal of the correlation matrix in Table 4.9 contains 1s. This therefore means it is an identity matrix there was no multicollinearity (Kothari 2009). The Variance Inflation Factor (VIF) measures the impact of co linearity among the variables in a regression model. Values of VIF that exceed 10 are often regarded as indicating Multicollinearity (Tabachnick & Fidell, 2001). All variables involved in the linear relationship will have a small tolerance. Some suggest that a tolerance value less than or equal to 1 (Osborne & Waters, 2013). According to table 4.25 Variance Inflation Factor (VIF), Tolerance is within the threshold ranges hence no multicollinearity.

#### **4.5.4 Test for Autocorrelation**

Linear regression analysis requires that there is little or no autocorrelation in the data. Autocorrelation occurs when the residuals are not independent from each other (Tabachnick & Fidell, Using Multivariate Statistics (4th ed.), 2001). The linear regression model was tested for autocorrelation using Durbin-Watson test. As a rule of thumb values of  $1.5 < d < 2.5$  shows that there is no auto-correlation in the data. According to table 4.22 the Durbin-Watson was 1.453 which was within the range hence there was no autocorrelation.

#### **4.6 Regression Analysis**

##### **4.6.1 Effects of Public Relations on Performance of Fast Food Restaurants**

The model summary presented in table 4.10 involves public relations as the only independent variable. The coefficient of determination (R square) of 0.459 indicated that the model explained only 45.9 % of the variation or change in the dependent variable with the remainder of 54.1 % explained by other factors other than public relations. Adjustment of the R square did not change the results substantially, having reduced the explanatory behavior of the predictor to 45.4%. This implies that an increase of public relation leads to an increase in the performance of fast food restaurant by 45.9%.

**Table 4.10: Model Summary**


---

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .677 <sup>a</sup> | .459     | .454              | .331                       | 1.850         |

---

a. Predictors: (Constant), Public Relations

b. Dependent Variable: Performance of fast food restaurants

Second, the ANOVA output was examined to check whether the proposed model was viable. Results shown in Table 4.11 reveal that the F-statistic was highly significant ( $F=95.011$   $p<0.05$ ), this shows that the model was valid. Thus the null hypothesis is rejected hence it can be concluded that public relations significantly affects the performance of fast food restaurants.



**Table 4.11 ANOVA**

| <b>Model</b> |            | <b>Sum of Squares</b> | <b>Df</b> | <b>Mean Square</b> | <b>F</b> | <b>Sig.</b>       |
|--------------|------------|-----------------------|-----------|--------------------|----------|-------------------|
| 1            | Regression | 10.395                | 1         | 10.395             | 95.011   | .000 <sup>b</sup> |
|              | Residual   | 12.254                | 112       | .109               |          |                   |
|              | Total      | 22.649                | 113       |                    |          |                   |

a. Dependent Variable: Performance of fast food restaurants

b. Predictors: (Constant), Public Relations

The model significantly improved the ability to predict Performance of fast food restaurants. Thus, the model was significant.

#### **4.6.1.2 Regression Coefficients of Performance of fast food restaurants as explained by Public relation**

Results of the regression coefficients presented in Table 4.12 shows that the estimates of  $\beta$  values and give an individual contribution of a predictor to the model. The  $\beta$  value tells us about the relationship between performances of fast food restaurants with each predictor. The positive  $\beta$  value indicates a positive relationship between the predictors and the outcome. The  $\beta$  value for public relations (.677) was positive. The positive  $\beta$  values indicates the direction of relationship between predictor and outcome. From the results (Table 4.12) the model was then specified as:-

$$y = \beta_1 X_1 + \varepsilon \dots \dots \dots \text{Equation 4.1}$$

$$\text{Performance of Restaurants} = .677 \text{ public relations} + \varepsilon$$

The coefficient of the variable indicates the amount of change one could expect in performance of fast food restaurants given a one-unit change in the value of that variable, given that all the variables in the model are standardized basing on the standardized coefficients. Result reveal standardized regression coefficient for public relations ( $\beta=0.677$ ), implies that an increase of 1 standard deviation in public relations is likely to result in a 0.677 standard deviations increase in performance of fast food restaurants. T-test was used to identify whether the predictor was making a significant contribution to the model. When the t-test associated with  $\beta$  value is significant then the predictor is making a significant contribution to the model. The results show that public relations ( $t=9.023, P<.05$ ),

**Table 4.12: Regression Coefficients<sup>a</sup>**

| Model            | Unstandardized Coefficients |            | Standardized Coefficients |       |      | Collinearity Statistics |       |
|------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|                  | B                           | Std. Error | Beta                      | t     | Sig. | Tolerance               | VIF   |
| 1 (Constant)     | 1.899                       | .211       |                           | 9.023 | .000 |                         |       |
| Public Relations | .503                        | .052       | .677                      | 9.747 | .000 | 1.000                   | 1.000 |

a. Dependent Variable: Performance of Fast food restaurants

#### 4.6.2 Effects of Social Media on Performance of fast foods restaurants

The model summary presented in table 4.13 involves social media as the only independent variable. The coefficient of determination (R square) of 0.335 indicated that the model explained only 33.5% of the variation or change in the dependent variable with

the remainder of 66.5% explained by other factors other than social media. Adjustment of the R square did not change the results substantially, having reduced the explanatory behavior of the predictor to 32.9%. This implies that an improvement or adoption of social media has explains 33.5% improvement in the performance of fast food restaurants

**Table 4.13: Model Summary**

| <b>Model</b> | <b>R</b>          | <b>R Square</b> | <b>Adjusted R Square</b> | <b>Std. Error of the Estimate</b> | <b>Durbin-Watson</b> |
|--------------|-------------------|-----------------|--------------------------|-----------------------------------|----------------------|
| 1            | .579 <sup>a</sup> | .335            | .329                     | .367                              | 1.785                |

a. Predictors: (Constant), Social Media

b. Dependent Variable: Performance of fast food restaurants

Second, the ANOVA output was examined to check whether the proposed model was viable. Results shown in Table 4.14 reveal that the F-statistic was highly significant ( $F=56.359$   $p<0.05$ ), this shows that the model was valid. This implies that social media significantly affects performance of fast food restaurants.

**Table 4.14 ANOVA**

| <b>Model</b> | <b>Sum of Squares</b> | <b>Df</b> | <b>Mean Square</b> | <b>F</b> | <b>Sig.</b>       |
|--------------|-----------------------|-----------|--------------------|----------|-------------------|
| 1 Regression | 7.582                 | 1         | 7.582              | 56.359   | .000 <sup>b</sup> |
| Residual     | 15.067                | 112       | .135               |          |                   |
| Total        | 22.649                | 113       |                    |          |                   |

a. Dependent Variable: Performance of fast food restaurants

b. Predictors: (Constant), Social Media

The model significantly improved the ability to predict performance of fast food restaurants. Thus, the model was significant.

#### **4.6.2.1 Regression Coefficients of Performance of Fast Food Restaurants as explained by Social Media**

Results of the regression coefficients presented in Table 4.15 shows that the estimates of  $\beta$  values and give an individual contribution of a predictor to the model. The  $\beta$  value tells us about the relationship between performances of fast food restaurants with each predictor. The positive  $\beta$  value indicates the positive relationship between the predictors and the outcome. The  $\beta$  value for social media (.579) was positive. The positive  $\beta$  values indicate the direction of relationship between predictor and outcome. From the results (Table 4.14) the model was then specified as:-

$$y = \beta_1 X_1 + \varepsilon \dots \dots \dots \text{Equation 4.2}$$

$$\text{Performance of fast food restaurants} = .579 \text{ Social Media} + \varepsilon$$

The coefficient of the variable indicates the amount of change one could expect in Performance of fast food restaurants given a one-unit change in the value of that variable, given that all the variables in the model are standardized basing on the standardized coefficients. Result reveal standardized regression coefficient for social media ( $\beta=0.579$ ), implies that an increase of 1 standard deviation in employee participation is likely to result in a 0.579 standard deviation increase in performance of fast food restaurants. T-test was used to identify whether the predictor was making a significant contribution to the model. When the t-test associated with  $\beta$  value is significant then the predictor is

making a significant contribution to the model. The results show that social media ( $t = 7.507, P < .05$ ).

**Table 4.15: Regression Coefficients**

a. Dependent Variable: Performance of fast food restaurants

| Model        | Unstandardized Coefficients |            | Standardized Coefficients |       | Collinearity Statistics |           |       |
|--------------|-----------------------------|------------|---------------------------|-------|-------------------------|-----------|-------|
|              | B                           | Std. Error | Beta                      | T     | Sig.                    | Tolerance | VIF   |
| 1 (Constant) | 2.582                       | .252       |                           | 8.184 | .000                    |           |       |
| Social Media | .463                        | .062       | .579                      | 7.507 | .000                    | 1.000     | 1.000 |

#### 4.6.3 Effects of Sales Promotion on Performance of fast food restaurants

The model summary presented in table 4.16 involves sales promotion as the only independent variable. The coefficient of determination (R square) of 0.480 indicated that the model explained only 48.0 % of the variation or change in the dependent variable with the remainder of 52% explained by other factors other than sales promotion. Adjustment of the R square did not change the results substantially, having reduced the explanatory behavior of the predictor to 47.6%. This implies that through sales promotion the fast food restaurants are likely to improve in terms of performance by 48.0%

**Table 4.16: Model Summary**

| <b>Model</b> | <b>R</b>          | <b>R Square</b> | <b>Adjusted R Square</b> | <b>Std. Error of the Estimate</b> | <b>Durbin-Watson</b> |
|--------------|-------------------|-----------------|--------------------------|-----------------------------------|----------------------|
| 1            | .693 <sup>a</sup> | .480            | .476                     | .324                              | 1.417                |

a. Predictors: (Constant), Sales Promotion

b. Dependent Variable: Performance of fast food restaurants

Second, the ANOVA output was examined to check whether the proposed model was viable. Results shown in Table 4.17 reveal that the F-statistic was highly significant ( $F=103.473$ ,  $p<0.05$ ), this shows that the model was valid. Thus sales promotion significantly affects the performance of fast food restaurants.

**Table 4.17 ANOVA**

| <b>Model</b> |            | <b>Sum of Squares</b> | <b>Df</b> | <b>Mean Square</b> | <b>F</b> | <b>Sig.</b>       |
|--------------|------------|-----------------------|-----------|--------------------|----------|-------------------|
| 1            | Regression | 10.876                | 1         | 10.876             | 103.473  | .000 <sup>b</sup> |
|              | Residual   | 11.773                | 112       | .105               |          |                   |
|              | Total      | 22.649                | 113       |                    |          |                   |

a. Dependent Variable: Performance of fast food restaurants

b. Predictors: (Constant), Sales Promotion

The model significantly improved the ability to predict performance of fast food restaurants. Thus, the model was significant.

#### 4.6.3.1 Regression Coefficients of Performance of Fast Food Restaurants as explained by Sales Promotion

Results of the regression coefficients presented in Table 4.18 shows that the estimates of  $\beta$  values and give an individual contribution of a predictor to the model. The  $\beta$  value tells us about the relationship between performances of fast food restaurants with each predictor. The positive  $\beta$  values indicate the positive relationship between the predictors and the outcome. The  $\beta$  value for sales promotion (.693) was positive. The positive  $\beta$  values indicate the direction of relationship between predictor and outcome. From the results (Table 4.18) the model was then specified as:-

$$y = \beta_1 X_1 + \varepsilon \dots \dots \dots \text{Equation 4.3}$$

$$\text{Performance of fast food restaurants} = .693 \text{ sales promotion} + \varepsilon$$

The coefficient of the variable indicates the amount of change one could expect in performance of fast food restaurants given a one-unit change in the value of that variable, given that all the variables in the model are standardized basing on the standardized coefficients. Results reveal standardized regression coefficient for sales promotion ( $\beta=0.693$ ), implies that an increase of 1 standard deviation in sales promotion is likely to result in a 0.693 standard deviations increase in performance of fast food restaurants. T-test was used to identify whether the predictor was making a significant contribution to the model. When the t-test associated with  $\beta$  value is significant then the predictor is making a significant contribution to the model. The results show that sales promotion ( $t=10.172, P<.05$ ).

**Table 4.18: Regression Coefficients**

| <b>Model</b>    | <b>Unstandardized Coefficients</b> |                   | <b>Standardized Coefficients</b> |          | <b>Collinearity Statistics</b> |                  |            |
|-----------------|------------------------------------|-------------------|----------------------------------|----------|--------------------------------|------------------|------------|
|                 | <b>B</b>                           | <b>Std. Error</b> | <b>Beta</b>                      | <b>t</b> | <b>Sig.</b>                    | <b>Tolerance</b> | <b>VIF</b> |
| 1 (Constant)    | 2.291                              | .164              |                                  | 13.985   | .000                           |                  |            |
| Sales Promotion | .418                               | .041              | .693                             | 10.172   | .000                           | 1.000            | 1.000      |

a. Dependent Variable: Performance of fast food restaurants

#### **4.6.4 Effects of Advertising on Performance of fast food restaurants as explained by Sales Promotion**

The model summary presented in table 4.19 involves advertising as the only independent variable. The coefficient of determination (R square) of 0.194 indicated that the model explained only 19.4% of the variation or change in the dependent variable with the remainder of 80.6% explained by other factors other than advertising. Adjustment of the R square did not change the results substantially, having reduced the explanatory behavior of the predictor to 18.7%. This implies that when advertisement improves by one unit then performance of fast food restaurants would be explained by 19.4%.



**Table 4.19: Model Summary**

| <b>Model</b> | <b>R</b>          | <b>R Square</b> | <b>Adjusted Square</b> | <b>R Std. Error of the Estimate</b> | <b>Durbin-Watson</b> |
|--------------|-------------------|-----------------|------------------------|-------------------------------------|----------------------|
| 1            | .441 <sup>a</sup> | .194            | .187                   | .404                                | 1.163                |

a. Predictors: (Constant), Advertising

b. Dependent Variable: Performance of fast food restaurants

Second, the ANOVA output was examined to check whether the proposed model was viable. Results shown in Table 4.20 reveal that the F-statistic was highly significant ( $F=26.993$ ,  $p<0.05$ ), this shows that the model was valid. In this regard the null hypotheses is rejected which implies that advertising significantly affects performance of fast food restaurants

**Table 4.20: ANOVA**

| <b>Model</b> |            | <b>Sum of Squares</b> | <b>Df</b> | <b>Mean Square</b> | <b>F</b> | <b>Sig.</b>       |
|--------------|------------|-----------------------|-----------|--------------------|----------|-------------------|
| 1            | Regression | 4.399                 | 1         | 4.399              | 26.993   | .000 <sup>b</sup> |
|              | Residual   | 18.250                | 112       | .163               |          |                   |
|              | Total      | 22.649                | 113       |                    |          |                   |

a. Dependent Variable: Performance of fast food restaurants

b. Predictors: (Constant), Advertising

The model significantly improved the ability to predict performance of fast food restaurants. Thus, the model was significant.

#### **4.6.4.1 Regression Coefficients of Performance of fast food restaurants as explained by Advertising**

Results of the regression coefficients presented in Table 4.21 shows that the estimates of  $\beta$  values and give an individual contribution of a predictor to the model. The  $\beta$  value tells us about the relationship between performances of fast food restaurants with each predictor. The positive  $\beta$  values indicate the positive relationship between the predictors and the outcome. The  $\beta$  value for advertising (.441) was positive. The positive  $\beta$  values indicate the direction of relationship between predictor and outcome. From the results (Table 4.21) the model was then specified as:-

$$y = \beta_1 X_1 + \varepsilon \dots \dots \dots \text{Equation 4.4}$$

$$\text{Performance of fast food restaurants} = .441 \text{ Advertising} + \varepsilon$$

The coefficient of the variable indicates the amount of change one could expect in Performance of fast food restaurants given a one-unit change in the value of that variable, given that all the variables in the model are standardized basing on the standardized coefficients. Results reveal standardized regression coefficient for advertising ( $\beta=0.441$ ), implies that an increase of 1 standard deviation in advertising is likely to result in a 0.441 standard deviations increase in performance of fast food restaurants. T-test was used to identify whether the predictor was making a significant contribution to the model. When the t-test associated with  $\beta$  value is significant then the predictor is making a significant contribution to the model. The results show that advertising

( $t = 13.685$ ,  $P < .05$ ),

**Table 4. 21: Regression Coefficients**

| Model       | Unstandardized Coefficients |            | Standardized Coefficients | T      | Sig. | Collinearity Statistics |       |
|-------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|             | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| (Constant)  | 2.861                       | .209       |                           | 13.685 | .000 |                         |       |
| Advertising | .282                        | .054       | .441                      | 5.195  | .000 | 1.000                   | 1.000 |

a. Dependent Variable: Performance of fast food restaurants

#### **4.6.5 Moderating role of social factors on the effect of integrated marketing communication on performance of fast food restaurants**

From the model summary of multiple regression model, the results showed that all the four predictors (Public relations, Social media, Sales promotion and Advertising) jointly explained 72.6 per cent variation on performance of fast food restaurants. This showed that considering the four study independent variables, there is a probability of 72.6% ( $R^2 = 0.726$ ) in predicting performance of fast food restaurants without a moderator. However with a moderator the variables jointly explained 73.6 % ( $R^2 = 0.736$ ) variation in performance of fast food restaurants. This implies that when fast food restaurants embrace integrated marketing communication and proactively formulate policies in

support of integrated marketing communication, then performance of fast food restaurants is likely to improve.

**Table 4.22: Goodness of fit model summary**

| Model                | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | R Square Change | Durbin-Watson |
|----------------------|-------------------|----------|-------------------|----------------------------|-----------------|---------------|
| 1(without moderator) | .852 <sup>a</sup> | .726     | .716              | .239                       | .726            |               |
| 2 (With moderator)   | .858 <sup>b</sup> | .736     | .724              | .235                       | .010            | 1.453         |

a. Predictors: (Constant), Public relations, Social media, Sales promotion, Advertising

b. Predictors: (Constant), Public relations, Social media, Sales promotion, Advertising and Social factors

c. Dependent Variable: Performance of fast food restaurants

Table 4.23 reveals that the F-value of 72.194 and a p-value of 0.00 significant at 5% level of confidence indicate that the overall regression model is significant; hence, the joint contribution of the independent variables was significant in predicting performance of fast food restaurants is likely to improve. F-value of 60.279 and a p-value of 0.00 significant at 5% level of confidence indicate that the overall regression model is significant, hence, the joint contribution of the independent variables was significant in predicting performance of fast food restaurants is likely to improve. In this regard, we reject the null hypothesis stating that there is no significant moderating role of social factors on the relationship between the predictors of integrated marketing communication and Performance of fast food restaurants. Instead, the alternative hypothesis will hold true; stating that there is a significant moderating role of social

factors in the relationship between predictors of integrated marketing communication and performance of fast food restaurants.

**Table 4.23 ANOVA**

| <b>Model</b>          |            | <b>Sum of Squares</b> | <b>Df</b> | <b>Mean Square</b> | <b>F</b> | <b>Sig.</b>       |
|-----------------------|------------|-----------------------|-----------|--------------------|----------|-------------------|
| 1(without moderator ) | Regression | 16.443                | 4         | 4.111              | 72.194   | .000 <sup>b</sup> |
|                       | Residual   | 6.206                 | 109       | .057               |          |                   |
|                       | Total      | 22.649                | 113       |                    |          |                   |
| 2(Moderator)          | Regression | 16.674                | 5         | 3.335              | 60.279   | .000 <sup>c</sup> |
|                       | Residual   | 5.975                 | 108       | .055               |          |                   |
|                       | Total      | 22.649                | 113       |                    |          |                   |

a. Dependent Variable: Performance of fast food restaurants

b. Predictors: (Constant), Public relations, Social media, Sales promotion, Advertising

c. Predictors: (Constant), Public relations, Social media, Sales promotion, Advertising and Social factors

#### **4.6.5.1 Regression coefficients of fast food restaurants as explained by IMC**

Results of the regression coefficients presented in Table 4.24 show the estimates of Beta values and give an individual contribution of each predictor to the model. The Beta value tells us about the relationship between performances of fast food restaurants with each predictor. The positive Beta values indicate the positive relationship between the predictors and the outcome. The Beta value for public relations (.253), Social media (.264), sales promotion (.385) and Advertising (.306) were all positive without social factors as a moderator. With social factors as the moderator the Beta values for Public relations (.233), Social media (.340), Sales promotion (.295) and Advertising (.131) were also positive. The positive B values indicate the direction of relationship between

predictors and outcome. From the results in Table 4.48 the model can then be specified as:-

$$Y = .253X_1 + .264X_2 + .385X_3 + .306X_4 + \varepsilon, \dots\dots\dots \text{Equation 4.5}$$

$$Y = .233X_1 * Z + .232X_2 * Z + .340X_3 * Z + .295X_4 * Z + \varepsilon, \dots\dots\dots \text{Equation 4.6}$$

Where:

$X_1$ =Public relations

$X_2$ =Social media

$X_3$ = sales promotion

$X_4$ = Advertising

T-test was then used to identify whether the predictors were making a significant contribution to the model. When the t-test associated with Beta value is significant then the predictor is making a significant contribution to the model. The results show that Public relations ( $t = 3.626$ ,  $P < .05$ ), Social Media ( $t = 4.381$ ,  $P < .05$ ), Sales promotion ( $t = 6.104$ ,  $P < .05$ ) and Advertising ( $t = 5.997$ ,  $P < .05$ ) without a moderator. On the other hand, the results show that with a moderator Public relations ( $t = 3.553$ ,  $P < .05$ ), Social media ( $t = 3.783$ ,  $P < .05$ ), Sales promotion ( $t = 5.147$ ,  $P < .05$ ) and Advertising ( $t = 5.814$ ,  $P < .05$ ). These findings indicate that all the predictors of integrated marketing communication jointly significantly affect performance of fast food restaurants with or without a moderator.

**Table 4.24 Regression coefficients of social factors and predictors of integrated marketing communication.**

| Model            | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. | Collinearity Statistics |       |
|------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|                  | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| (Constant)       | .665                        | .205       |                           | 3.242 | .002 |                         |       |
| Public relations | .187                        | .052       | .253                      | 3.626 | .000 | .518                    | 1.930 |
| Social Media     | .211                        | .048       | .264                      | 4.381 | .000 | .692                    | 1.445 |
| Sales Promotion  | .232                        | .038       | .385                      | 6.104 | .000 | .630                    | 1.586 |
| Advertising      | .196                        | .033       | .306                      | 5.997 | .000 | .963                    | 1.038 |
| (Constant)       | .477                        | .222       |                           | 2.149 | .034 |                         |       |
| Public relations | .173                        | .051       | .233                      | 3.553 | .001 | .508                    | 1.969 |
| Social Media     | .186                        | .049       | .232                      | 3.783 | .000 | .648                    | 1.544 |
| Sales Promotion  | .205                        | .040       | .340                      | 5.147 | .000 | .559                    | 1.788 |
| Advertising      | .189                        | .032       | .295                      | 5.814 | .045 | .951                    | 1.052 |
| Social Factors   | .112                        | .055       | .131                      | 2.045 | .043 | .599                    | 1.668 |

Dependent Variable: Performance of fast food restaurants

#### 4.7 Hypotheses Testing

**H<sub>01</sub>:** There is no significant effect of public relations on the performance of fast food restaurants in Nairobi CBD. From the regression analysis table t value is = 9.747. Similarly, P value is equal to 0.000 that is less than 0.05. Table 4.25 is sufficient to show relative importance. Therefore, it is evident from the results that null hypothesis is rejected and alternate hypotheses are accepted as public relations significantly affect performance of fast food restaurants in Nairobi CBD. This implies that fast food restaurants should be strongly committed to public relations because this can foster higher customer's commitment and increase their return rate which would certainly

warrant an increase in the performance of fast food restaurant. This finding is further corroborated by Torres and Kline (2013) who argues that hotels are increasing their investments to improve service quality and the perceived value for guests so as to achieve better customer satisfaction and loyalty, thus creating a healthy relationship with each customer engendering their high performance. Relationship quality has a remarkable positive effect on hotel guests' behavior: it creates positive Word of Mouth (WOM) and increments repeated guest rates (Kim. , 2012). This finding is also underpinned by Social Exchange theory that posits that parties enter into and maintain relationships with the expectation that doing so will be rewarding (Lambe, et al., 2008).

**H<sub>02</sub>:** There is no significant effect of social media networks on the performance of fast food restaurants in Nairobi CBD. Hypothesis two postulated a lack of significant effect of social media networks on the performance of fast food restaurants in Nairobi CBD. According table 4.25 Standardized regression weight was found to be positive and explores that a positive relation is caused by independent variable in dependent variable. The value of t value is = 7.507  $p < 0.05$  which is significant. Therefore, these results are providing sufficient ground for rejection of null hypotheses and accepting alternate hypotheses. In fine these results confirms that social media networks has a significant effect on performance of fast food restaurants. This implies that fast food restaurants should offer more active support for their social media networks which is geared towards performance improvements linked to presentation of persuasive messages without voluntary attention to the audience has the capacity to engender high performance for the fast food restaurants. This finding is supported by the argument of inputs by Lanz, (2010) who opines that with the evolution of platforms such as Facebook, Twitter and YouTube,



hospitality industries have the opportunity for exceptional access to the guest. Social media networking makes easy for organizations to identify various peer groups or influencers among various groups, who in turn can become product and services and help in growth of the organization (Neti, 2011). These findings and arguments and submits to the theory of reasoned action suggests that stronger intentions lead to increased effort to perform the behavior, which also increases the likelihood for the behavior to be to (Colman & Andrew., 2015). Hence the fast food restaurants can adopt social media networks to change people perception with an intention to boost its performance.

**H<sub>03</sub>:** There is no significant effect of sales promotion on the performance of fast food restaurants in Nairobi CBD. This hypothesis postulated a lack of a significant effect of sales promotion on the performance of fast food restaurants in Nairobi CBD. From multiple regression results, in table 4.25 the value of  $t = 10.172$  and  $P=0.000$  in table 4.26. These results are providing sufficient ground for rejection of null hypotheses and accepting alternate hypotheses. In fine, it has been found to be true that sales promotion has a positive and significant predictor of performance of fast food restaurants in Nairobi CBD. This implies that effective sales promotion strategies motivate the customer buy (Mittal & Sethi, 2011), thus infusing a sense of satisfaction, pride and purpose in buying from the fast food restaurants and consequently increases their performance. These findings are supported by Sam and Buabeng (2011) who pointed out that sales promotion offers a direct inducement to act by providing extra worth over and above the kind of product and services that the organization is offering hence boosting their performance. This temporary inducement according to them, are offered usually at a time and place where the customer will be informed and make a decision to by product and services

offered. These findings are further underpinned by the theory of reasoned action and Social Exchange Theory.

**H<sub>04</sub>:** There is no significant effect of advertising on the performance of fast food restaurants in Nairobi CBD. This hypothesis postulated lack of a significant effect of advertising on performance of fast food restaurants in Nairobi CBD. From multiple regression results the value of  $t = 5.195$  and  $P=0.000$  in table 4.25. These results are providing sufficient ground for rejection of null hypotheses and accepting alternate hypotheses. In fine, it has been found to be true that advertising is a positive and significant predictor of performance of fast food restaurants. These findings are supported by Ansari and Joloudar (2011) advertisements are having high impact on the audiences to attract, interest to purchase, desire for purchasing, action of purchasing and customer's satisfaction leading to increased sales and high performance for an organization. Advertisement work immediately and the strength of this effect very much influence the total sales effect (Newstead et al. 2009). These findings are underpinned by both Theory of reasoned action and Social Exchange Theory.

**H<sub>05</sub>:** There is no significant moderating role of Social factors on the effect of integrated marketing communication on performance of fast food restaurants in Nairobi CBD. This hypothesis postulated lack of a significant effect of moderating role of Social factors on the effect of integrated marketing communication on performance of fast food restaurants in Nairobi CBD. From multiple regression results the value of  $F=60.279, P<0.05$  in table 4.25. These results are providing sufficient ground for rejection of null hypotheses and accepting alternate hypotheses. In fine, it has been found to be true that Social factors significantly moderates the effect of integrated marketing

communication on performance of fast food restaurants in Nairobi CBD. Social factors can affect consumer behaviors which is fundamental to subsistence markets and in consequence performance of an enterprise (Andrés & Blocker, 2015; Fue et al., 2017).

**Table 4.25: Summary for Hypothesis Testing**

| <b>Hypothesis</b>  | <b>t and P values</b> | <b>Decision</b>        |
|--|-----------------------|------------------------|
| <b>Ho<sub>1</sub></b> : There is no significant effect of public relations on the performance of fast food restaurants in Nairobi CBD.   | t= 9.747,P<0.05       | Reject Ho <sub>1</sub> |
| <b>Ho<sub>2</sub></b> : There is no significant effect of social media networks on the performance of fast food restaurants in Nairobi CBD   | t=7.507,P<0.05,       | Reject Ho <sub>2</sub> |
| <b>Ho<sub>3</sub></b> : There is no significant effect of sales promotion on the performance of fast food restaurants in Nairobi CBD.  | t=11.401,P<0.05,      | Reject Ho <sub>3</sub> |
| <b>Ho<sub>4</sub></b> : There is no significant effect of advertising on the performance of fast food restaurants in Nairobi CBD.  | t=5.195,P<0.05        | Reject Ho <sub>4</sub> |
| <b>Ho<sub>5</sub></b> : There is no significant moderating role of Social factors on the effect of integrated marketing communication on performance of fast food restaurants in Nairobi CBD | F=60.279,P<0.05       | Reject Ho <sub>5</sub> |

#### **4.8 Discussion**

The main purpose of the study was to investigate the moderating role of social factors on the effect of integrated marketing communication on performance of fast food

restaurants in Nairobi CBD. From the results, there is no second opinion to the fact that integrated marketing communication affects the performance of fast food restaurants in Nairobi CBD both with and without social factors as a moderator. In fact, fast food restaurants can attain high performance by improving their marketing through IMCs strategies and taking cognizance of the social factors. This fact is underpinned by the findings of this study.

#### **4.8.1 Effect of Public Relations on Performance of Fast Food Restaurants in Nairobi CBD**

In acknowledging the role that public relations play in the strategic management of fast food restaurants, it remains the duty of the management and all the operators of the fast food restaurants need to ensure that public relations is at maximum potential to secure customer satisfaction. This is underscored by Fisk and Neville (2011) who posits long-term and reciprocally beneficial relationships between customers and the hotel is becoming very important because of the positive correlation between guests' overall satisfaction levels and the probability of their return to the same hotel. Multiple regression analysis showed that a significant relationship exists between performance of fast food restaurant and public relations as indicated in table 4.10,4.11 and 4.12. Therefore, it is evident from the results that public relations were found to be positive and significant predictor of performance of fast food restaurants. Public relations is fundamental in building product awareness, creating interest, providing information and reinforcing the brand. These finding supports the findings of Kimani, Kinyua and Wawire, (2014); Muchilwa, Odoyo, Oginda and Oima (2014) who found a significant

relationship between public relations and organization performance. This implies that fast food restaurants should be strongly committed to public relations strategies as this can help foster high performance.

#### **4.8.2 Effect of Social Media Networks on the Performance of Fast Food Restaurants in Nairobi CBD**

Since social media network is so available to anyone with an internet connection, it can be a platform that can be recommended to the hospitality industry to increase their product awareness and encouraging direct feedback from their customers thus transforming customer service and satisfaction (Carnoy, 2017). This argument is justified by the findings of this study. Standardized regression weight was found to be positive and explores that a positive relation is caused by public relations in performance of fast food restaurants as indicated in tables 4.13, 4.14, 4.15. Therefore, these results are providing sufficient ground to affirm that social media networks have a significant effect on the performance of fast food restaurants in Nairobi CBD. In this regard integrating social media sharing and posting to encourage brand promotion across social media platforms to build positive brand awareness and increase brand loyalty would hold supreme in engendering maximal performance of fast food restaurants. These findings support the argument of Parveen et al., (2015); Farzana et al., (2016); Arkigroup (2017) that there is greater positive and significant link between social media network organizational performance. Therefore, organizations must observe and measure the organization's brand via diverse types of social media which will help the organization to follow up the customers opinions about the organization and its products, it also provides

information about customer's comparisons among the organization and its competitors, also provides the necessary information to make decisions about their pricing policy and customer priority. This implies that the fast food restaurants should strategize on the use of social media network to engender brand loyalty and increase their performance.

#### **4.8.3 Effect of Sales Promotion on the Performance of Fast Food Restaurants in Nairobi CBD**

The third objective was to examine the effect of sales promotion on the performance of fast food restaurants in Nairobi CBD. It is quite evident level that no business organization that desire to survive can afford to neglect the importance of sales promotion in the marketing of its product or services this explained by results in tables 4.16, 4.17, 4.18. There is a significant and positive correlation between sales promotion and performance fast food restaurants in Nairobi CBD. These findings are in line with the findings of Oyedapo et al., (2012); Ibojo and Ogunsiji (2011) the results showed that there is a significant positive relationship between sales promotion and organization performance. The implication of these results is that fast food restaurants should give importance to sales promotion. The fast food restaurants should develop sales promotion strategies as it contributes positively towards realization of an organizational goal through sales increment. This calls for fast food restaurants to put more effort in managing sales promotion in a systematic and effective way to enhance their performance.

#### **4.8.4 Effect of Advertising on the Performance of Fast Food Restaurants in Nairobi CBD**

The fourth objective was effects of to assess the effect of advertising on the performance of fast food restaurants in Nairobi CBD. An advertisement is generally a notice or announcement in a public medium whose purpose is to promote a service, product, or event and of course creative advertising play a vital part in influencing customer acceptance towards fast food (Singam, et al., 2014). From the findings of this study there is significantly positive correlation between advertising and performance of fast food restaurants in Nairobi CBD as indicated in tables 4.19, 4.20. Multiple regression results shows that  $t$  is 5.195 and  $P=0.00$ . The model explained only 19.4% of the variation or change in performance of fast food restaurants variable with the remainder of 80.6% explained by other factors other than advertising. This is underpinned by the findings of (Grossman, 2012; Singam, et al., 2014) who found a positive and significant relationship between advertising and organization performance. This implies that managers should focus on advertising to establish successful relationships with customer to better inform them about the products or service in an easy and cost effective manner.

#### **4.8.5 The Moderating Role of Social Factors on the effect of Integrated Marketing and Communication on Performance of Fast Food Restaurants in Nairobi CBD**

The fifth objective was to determine the moderating role of social factors on the effect of integrated marketing and communication on performance of fast food restaurants in Nairobi CBD. In the context of restaurants, Hernández et al., (2011) have found that social

factors such as gender, age and income level, culture and lifestyle of consumers affected their repeat purchase intention. Social factors influence Customers' dining motivations which moderate the relationship between restaurant experiences and perceptions of brand image (Jin et al., 2012). From the findings of this study there is a significant moderating role of social factors on the effect of integrated marketing and communication on the performance of fast food restaurants in Nairobi CBD as indicated in tables 4.21, 4.22 and 4.24. This is underpinned by the findings of Andrés and Blocker, (2015); Fue et al., (2017) who found a positive and significant moderating role of social factors on the relationship between IMC and organization performance. This implies that managers should develop integrated marketing communication strategies in cognizance of social factors in order to develop a positive brand image and behavioral consequences amongst their clientele base.

These findings suggest that in the light of social factors, IMCs as a concept, when embraced by the fast food restaurants will contribute extensively to improving their performance. The synergistic effect of the social factors and IMCs under study cannot gainsaid in achieving high performance of fast food restaurants. This implies that the management of fast food restaurants should pay high premiums in formulating and implementing IMCs strategies in tune with social factors to effectively galvanize customer motivation and performance of their restaurants.



## CHAPTER FIVE

### SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Introduction

This chapter presents the summary of the study which sought to investigate the moderating role of social factors on the effect of integrated marketing communication on performance of fast food restaurants in Nairobi CBD. The study was guided by specific objectives and hypotheses. This chapter therefore presents the summary of the research work, conclusions drawn from the study, recommendations and areas of further research in relation to data analysis.

#### 5.2 Summary of Findings

The summary of findings was derived from the original research objectives with their hypotheses. The way the hypothesis has been tested for each variable is shown, and the eventual conclusion following the test was thus given.

##### **5.2.1 Effect of public relations on the performance of fast food restaurants in Nairobi CBD.**

In view of statistical results public relations was found to have a positive and significant relationship with performance of fast food restaurants in Nairobi CBD. This led to the rejection of the null hypothesis hence it can be concluded that public relations significantly affects performance of fast food restaurants. Thus an increase in public relations makes performance of fast food restaurants to increase. The implications of these results are that the fast food restaurants may acquire better performance results by

embracing public relations. Public Relationship quality has a remarkable positive effect on hotel guests' behavior, it creates positive Word of Mouth (WOM) and increments repeated guest rates hence increased performance. These findings are premised on Social Exchange theory that posits that parties enter into and maintain relationships with the expectation that doing so will be rewarding.

### **5.2.2 Effect of social media networks on the performance of fast food restaurants in Nairobi CBD**

Social media networks linked to increased organization performance, social media networks increases customer asses to information about restaurants and precipitation of brand loyalty. From the findings of this study social media networks was found to be significantly positively related to performance of fast food restaurants in Nairobi CBD. This informed the rejection of the null hypothesis. This implies that fast food restaurants should offer more active support for their social media networks which is geared towards performance improvements linked to presentation of persuasive messages without voluntary attention to the audience has the capacity to engender high performance for the fast food restaurants. This findings are corroborated by the fact that social media platforms provide the hospitality industries the opportunity for exceptional access to the guest. These findings and arguments and submits to the theory of reasoned action suggests that stronger intentions lead to increased effort to perform the behavior, which also increases the likelihood for the behavior and responses towards fast food restaurants. Hence the fast food restaurants can adopt social media networks to change people perception with an intention to boost its performance.

### **5.2.3 Effect of sales promotion on the performance of fast food restaurants in Nairobi CBD**

It is quite evident level that no business organization that desire to survive can afford to neglect the importance of sales promotion in the marketing of its product or services. Therefore sales promotion remains the most salient approach in securing high performance of fast food restaurants by transmitting information about the products and the fast food restaurants customers. The findings from this study showed a positive and significant correlation between sales promotion and performance of fast food restaurants in Nairobi County. These results are providing sufficient ground for rejection of null hypotheses and accepting alternate hypotheses. In fine, it has been found to be true that sales promotion has a positive and significant predictor of performance of fast food restaurants in Nairobi CBD. This implies that effective sales promotion strategies to motivate the customer buy. Sales promotion infuses a sense of satisfaction, pride and purpose in buying from the fast food restaurants and consequently increases their performance. These findings are further underpinned by the theory of reasoned action and Social Exchange Theory.

### **5.2.4 Effect of advertising on the performance of fast food restaurants in Nairobi CBD**

Advertising has become core in effective marketing communications and an essential part of a firm's success in introducing and promoting products and services. However, this depends on how advertising message has been strategically used to carefully target and impact on the target customer audience. Advertising has the capacity to engender high performance of the fast food restaurant. From the study findings it is true that advertising

has a positive and significant effect on the performance of fast food restaurants. The results of this study are provides sufficient ground for rejection of null hypotheses and accepting alternate hypotheses. Advertisements are having high impact on the audiences to attract, interest to purchase, desire for purchasing, action of purchasing and customer's satisfaction leading to increased sales and high performance for an organization. These findings are underpinned by both Theory of reasoned action and Social Exchange Theory.

#### **5.2.5 Moderating role of social factors on the effect of integrated marketing and communication on the performance of fast food restaurants in Nairobi CBD**

These findings suggests that in the light of social factors, IMCs as a concept, when embraced by the fast food restaurants will contribute extensively to improving their synergistic effect of the social factors and IMCs understudy cannot gainsaid in achieving high performance of fast food restaurants. This implies that the management of fast food restaurants should pay high premiums in formulating and implementing IMCs strategies in tune with social factors to effectively galvanize customer motivation and performance of their restaurants.

### **5.3 Conclusion**

From the findings, this study makes a number of conclusions. The study explored the relationship between the IMC constructs such as: public relations, social media networking, sales promotion and advertising on performance of fast food restaurants as well as the moderating role of social factors on the relationship between IMC and performance of fast food restaurants. The study concludes that these constructs are key in

enhancing the performance fast food restaurants in Nairobi CBD. This is evidenced by the fact that these constructs jointly and independently affect to some magnitude performance of the restaurants as per the study findings. The effect of all the constructs of IMC positively and significantly affects performance of the fast food restaurants. It therefore calls for the formulation, promotion of IMC oriented policies and focusing on their implementation. In consequence, it would become ingrained in management and operations of fast food restaurants and not just an additional component of their policies thus high performance of the restaurants.

The current study provides absolute support to the suggestion that Social factors and IMC should be recognized as a significant precursor for the performance of fast food restaurants. The study implies that in the light of IMC; sales promotion as a concept, when embraced by fast food restaurants, it will contribute extensively to improving performance of the restaurants as compared to public relations, advertising and social media networks on improving performance of fast food restaurants. However, it should be adopted besides public relations, advertising and social media networks and taking cognisance of the effect of social factors to enhance a synergistic relationship, which would eventually warrant higher performance of the fast food restaurants. The study provides evidence that the factors associated with IMC and social factors are overly indispensable in engendering maximal performance of fast food restaurants. In this regard as a strategic recipe which embeds these IMC dimensions within the fast food restaurants policy framework is evidently instrumental.

Public relations also remains a cornerstone for customer motivation and performance of fast food restaurants, this argument has espoused from the findings of this study that

public relations significantly affects performance fast food restaurants. It therefore remains incumbent upon fast food restaurant stake holders to synthesize public relations oriented IMC policies in order to affect the performance of the restaurants. In view of this, it remains inordinately necessary for fast food restaurants to analyze and strengthen their IMC practices which promote public relations as this would motivate and help retain customers who are a source of heightened performance.

The finding of this study further provides evidence on the role of social media networks in ensuring high performance of the fast food restaurants. In fact, social media networks improves the performance of restaurants by increasing awareness of customers responses and changes in customer preferences helping the restaurants to remain dynamic in the face of mercurial customer tastes and preference which translates to performance. Advertising remains incumbent for every organization for purposes of realizing improved performance as it breeds customer awareness. From the study it remains paramount for the management to ensure there is creative advertising in order to secure maximal performance for the fast food restaurants.

In the light of IMC, sales promotion as a concept, when embraced by the fast food restaurants will contribute extensively to improving performance as compared to other IMCs under study. However this doesn't devalue role of social media networks, advertising and public relations on performance of fast food restaurants but could highlight the priorities of fast food restaurants as far as ranking these variables. Such outcomes could also be ascribed to other factors not considered in this study which could have potentiated their effect on performance of the fast food restaurants. However the IMC should be bundled through mutually consistent policies to enhance their synergy in

achieving high performance of the restaurants. In fine strategic orientation of these IMCs and social factors remains the cornerstone for enhancing performance of fast food restaurants in Nairobi CBD.

#### **5.4. Recommendations**

In view of the findings of the study and the guidance from the literature review, it is apparent that strengthening the IMC in view of social factors in fast food restaurants is an important ingredient for eliciting high performance of fast food restaurants. While there are other factors crucial for performance of fast food restaurants. From the results, the fast food restaurants should pay more attention in addressing sales promotion, public relations, and advertising and social media networks strategic adoption for purposes of increasing their performance. In this regard, the current study recommends that IMC should be bundled through mutually consistent policies to enhance their synergy in achieving high performance of the fast food restaurants. In fine strategic orientation of these IMC and taking cognizance of the social factors remains the cornerstone for enhancing performance f fast food restaurants.

#### **5.5 Area for Further Research**

Several studies should be undertaken to gain a more comprehensive understanding on this theme in other contexts within the hospitality industry, future research should also include: other moderators on the relationship between IMC and performance of fast food restaurants.

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## APPENDICES

### APPENDIX I: INTRODUCTION LETTER

Dear Respondent,

I am Musyimi Peris Mueni student at University of Eldoret undertaking a master's degree in Hotel and Hospitality Management. I am undertaking a research on the *Moderating role of social factors on the effect of integrated marketing communication on the performance of fast food restaurants in Nairobi CBD, Kenya*. Any information you give will be handled with total confidence and at no time will you be required to identify yourself by name. I guarantee that this research will be used for purely academic purpose. Kindly complete the questionnaire to the best of your knowledge. In case of any enquiries please contact 0722334926; perismueni@gmail.com

Thank you

Peris Mueni

## APPENDIX II: QUESTIONNAIRE

This study focuses on the moderating role of social factors on the effect of integrated marketing communication on the performance of fast food restaurants in Nairobi CBD, Kenya. Please note that your responses are anonymous and confidential and will be used by the researcher only for purposes of research. Please answer all questions to the best of your knowledge.

### SECTION A: DEMOGRAPHIC INFORMATION OF PARTICIPANTS

(i) Gender of Key Informant:    Male (  )                      Female (  )

(ii) What is your level of education?

    Certificate    (  )              Diploma    (  )    Degree    (  )

    Masters        (  )

(iii) Position of Key informant

    General Managers (  )    Service Managers (  )    Head Chefs (  )

(iv) For how long have you worked in this restaurant?

    Less than 5 years    (  )

    Between 6-8 years    (  )

    Between 9-11 years    (  )

    Over 12 years        (  )

(v) What type of ownership is your institution?

    Locally-owned (  )    foreign owned (  )

**SECTION B:**

**Instructions:** Please indicate the extent to which you agree or disagree with each statement by placing a tick where appropriate using the following scale. 5 Strongly Agree, 4 Agree, 3 Undecided, 2 Disagree, 1 Strongly Disagree.

**PART I: Public Relations**

| Statement  | SA (5) | A(4) | N(3) | D(2) | SD(1) |
|--|--------|------|------|------|-------|
| Good public relation can create customer's higher commitment and increase their return rate.                         |        |      |      |      |       |
| Public relation has widely embraced reputation management to demonstrate the economic viability of the organization. |        |      |      |      |       |
| Public relations have enhanced customer satisfaction and customer loyalty.   |        |      |      |      |       |
| Public relation has helped to maintain customer and organization relationship.                                       |        |      |      |      |       |
| With public relation consumers has habitual repeated purchase behavior due to convenient purchase or other factors   |        |      |      |      |       |

Any other effects of public relations on performance fast food restaurants.....  
 .....  
 .....

**Part II: Social Media Networks**

| Statement  | SA (5) | A(4) | N(3) | D(2) | SD(1) |
|--|--------|------|------|------|-------|
| Social media networks have the advantage of intrusion upon audience without their voluntary attention.             |        |      |      |      |       |
| Social media networks present persuasive messages.   |        |      |      |      |       |
| Social media networks stimulate audience to develop an immediate urge to buy the product.                          |        |      |      |      |       |
| Social media networks work immediately and the strength of this effect very much influence the total sales effect. |        |      |      |      |       |
| Social media networks trigger customers to show their perceptions about products or services in the public domain. |        |      |      |      |       |

Any other effects of social networks on performance fast food restaurants.....  
 .....  
 .....



**PART III: Sales Promotion**

| Statement   | SA (5) | A(4) | N(3) | D(2) | SD(1) |
|---|--------|------|------|------|-------|
| Sales promotion attract new customers, and motivate current customers to buy more, for the organization to remain competitive among other reasons.  |        |      |      |      |       |
| Sales promotion offers a direct inducement by providing extra worth over and above the kind of product and services that the restaurant is offering |        |      |      |      |       |
| Sales promotion creates a greater level of immediate response than any other marketing communication activity.                                      |        |      |      |      |       |
| Sales promotion provides consumers with most needed information concerning the product and services   |        |      |      |      |       |
| Sales promotion provides the consumer the opportunity to try the product and know whether it satisfies their needs and also enjoy a cost reduction. |        |      |      |      |       |

Any other effects of sales promotion on performance fast food restaurants.....  
 .....  
 .....

**PART IV: Advertising**

| <b>Statement</b>  | <b>SA (5)</b> | <b>A(4)</b> | <b>N(3)</b> | <b>D(2)</b> | <b>SD(1)</b> |
|---|---------------|-------------|-------------|-------------|--------------|
| Helps in attitude formation   |               |             |             |             |              |
| Building brand loyalty and Equity   |               |             |             |             |              |
| It establishes good relationship with potential customers                         |               |             |             |             |              |
| It creates good image and promoting repeated purchase of the product or service   |               |             |             |             |              |
| Advertising is a powerful tool capable of reaching and motivating large audiences |               |             |             |             |              |

Any other effects of advertising on performance fast food restaurants

.....

.....

.....

**PART V: Social Factors**

| Statement   | SA (5) | A(4) | N(3) | D(2) | SD(1) |
|---|--------|------|------|------|-------|
| The menus of fast food restaurants are customer friendly  |        |      |      |      |       |
| It is easier to use take away meals or go to a restaurant.  |        |      |      |      |       |
| Sharing food with peers in a restaurant is a good way to know people and cement friendships.        |        |      |      |      |       |
| The wiser choices of fast food restaurant is based on nutritional and food preparation information. |        |      |      |      |       |
| Customers avoid junk from fast food restaurant because of health issues                             |        |      |      |      |       |

Any other effects of social factors on performance fast food restaurants.....  
 .....  
 .....

**PART VI: Performance of the Fast Food Restaurant**

| <b>Response item</b>  | <b>SA (5)</b> | <b>A(4)</b> | <b>N(3)</b> | <b>D(2)</b> | <b>SD(1)</b> |
|---|---------------|-------------|-------------|-------------|--------------|
| The restaurant has realized increased customer base             |               |             |             |             |              |
| Customers are satisfied with the services.                      |               |             |             |             |              |
| There is increased market share as compared to our competitors. |               |             |             |             |              |
| The sales volume have improved                                  |               |             |             |             |              |
| There has been high customer retention                          |               |             |             |             |              |

Any other performance outcomes of IMC used in fast food restaurants.....

.....

.....

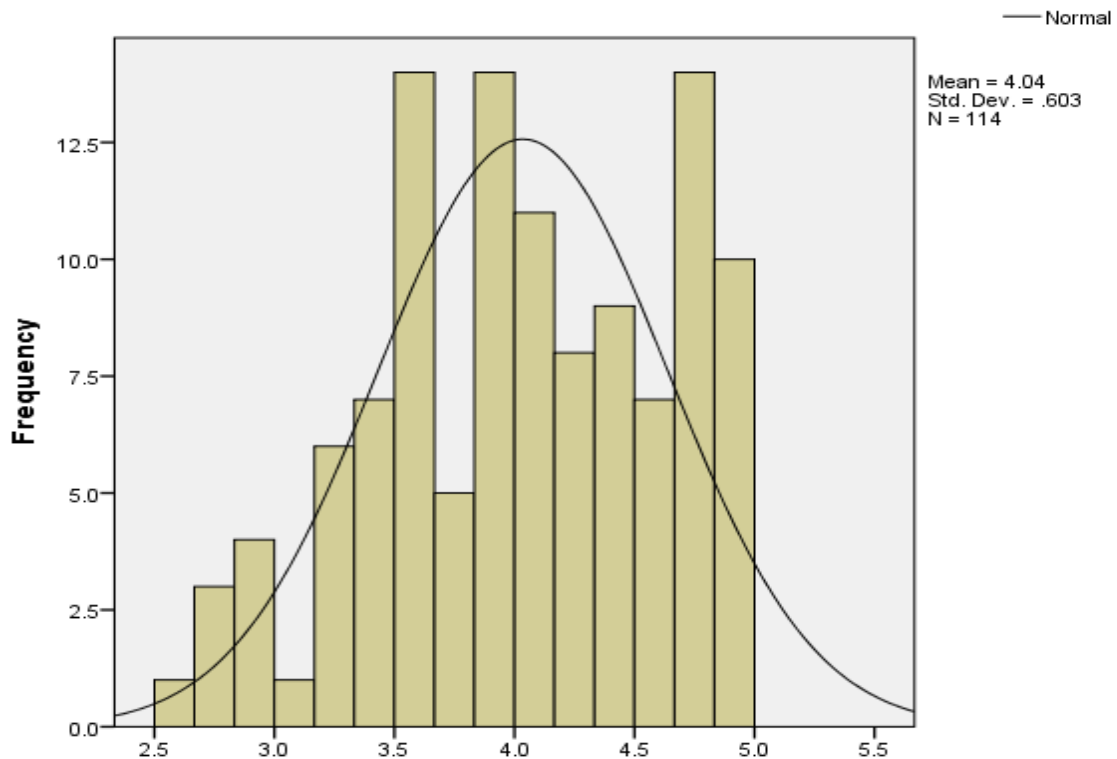
**APPENDIX III: FAST FOOD OUTLETS IN NCBD**

- 1 ACCRA ROAD CAFE LIMITED
- 2 ACTION MANAGEMENT
- 3 AL - YUASRA RESTAURANT
- 4 ALIS FAST FOOD
- 5 BETTER LIFE INDUSTRIES
- 6 BURGERLAND FAST FOODS LTD
- 7 CEFA ENTERPRISES
- 8 CELESTIAN DISTRIBUTORS LTD
- 9 CITY GATE RESTAURANT
- 10 EXPRESS MEALS
- 11 FISH & CHIPS (1968) LTD
- 12 FOOD SERVICE LTD
- 13 FRESH FOODS KENYA LIMITED
- 14 FRESH & FRIENDLY FOOD
- 15 G & R ANNEXE
- 16 G& R CAFE
- 17 GAWA FISH & CHIPS
- 18 GREENVIEW RESTAURANT
- 19 HOGGER LIMITED T/A STEERS
- 20 INNSCOR KENYA LTD
- 21JUS CHICKEN N LTD
- 22 K FRIES LIMITED
- 23 KARAMARG LIMITED
- 24 KENCHIC INN/SOUTHERN FRIED CHICKEN LTD
- 25 KENDA FISH AND CHIPS
- 26 KTD A (TEA HOUSE) LTD
- 27 LUCINA CHICKEN AND CHIPS
- 28 LUNCH BOX CAFE
- 29 LUSAN RESTAURANT
- 30 MARKET CAFE
- 31 MARKET SQUARE RESTAURANT
- 32 MC FRYS LIMITED
- 33 MC MIAS FAST FOODS LTD
- 34 MIGNON CATERERS
- 35 MUNYIRI FISH AND CHIPS
- 36 NAIROBI JAVA HOUSE
- 37 NAIROBI BURGER CHEF LTD
- 38 NEW CHICKEN INN

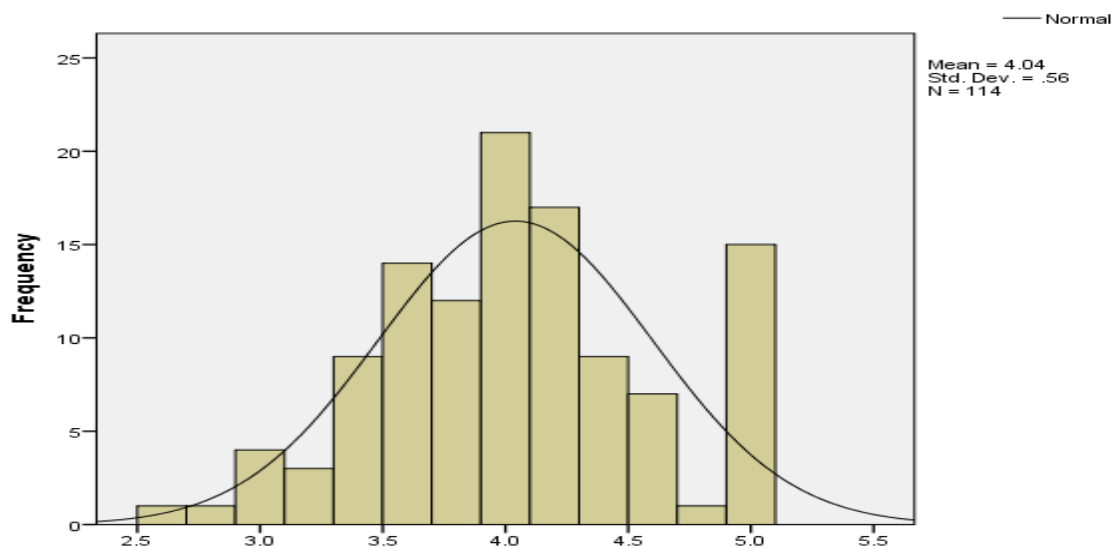
39 PORTAL CAFE LTD  
40 RED ROBIN FAST FOODS  
41 SLUSH LIMITED  
42 SOUTHERN FRIED CHICKEN LIMITED  
43 STOMACH CLINIC LIMITED  
44 SUPREME HOTEL LIMITED  
45 SWISS CAKE SHOP LTD  
46 THE COUNTRY KITCHEN  
47 UCHUMI COFFEE HOUSE  
48 Y NOT FAST FOODS

**Source:** Nairobi County Council Licensing Data, 2016, Nairobi City Council

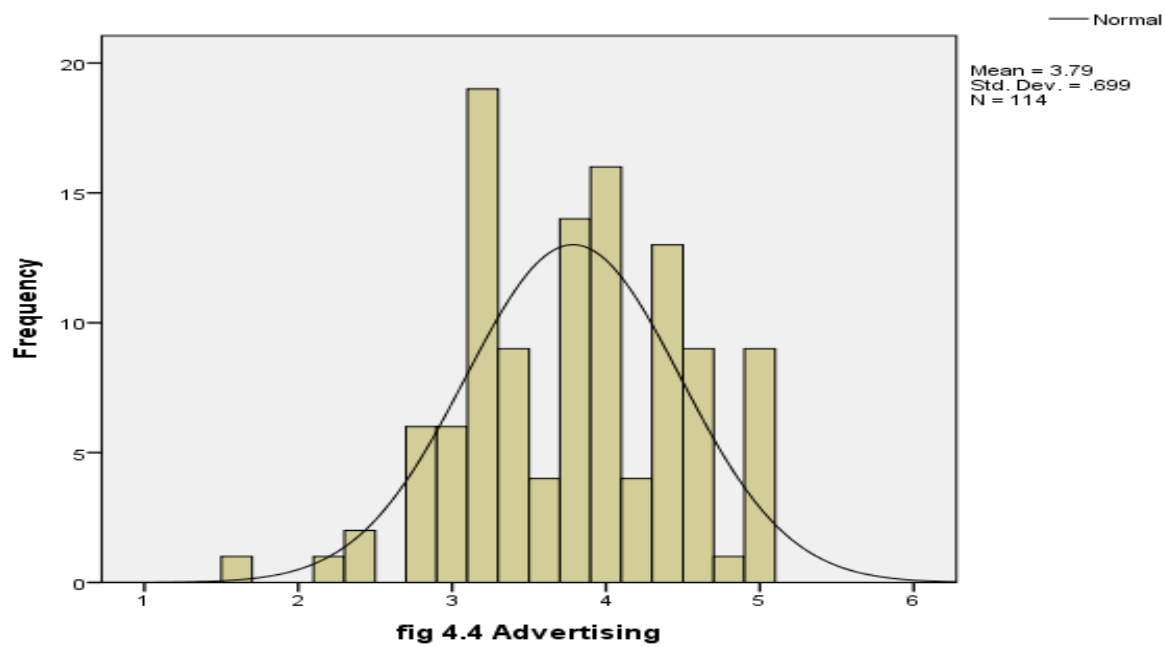
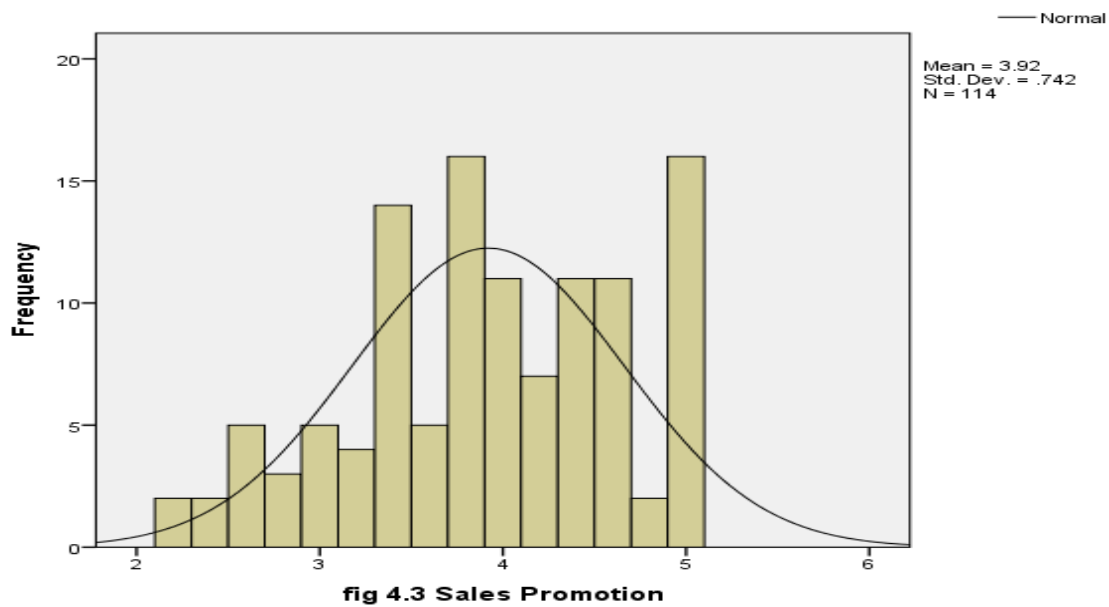
**APPENDIX IV: HISTOGRAMS**



**fig 4.1 Public Relations**



**fig 4.2 Social Media**





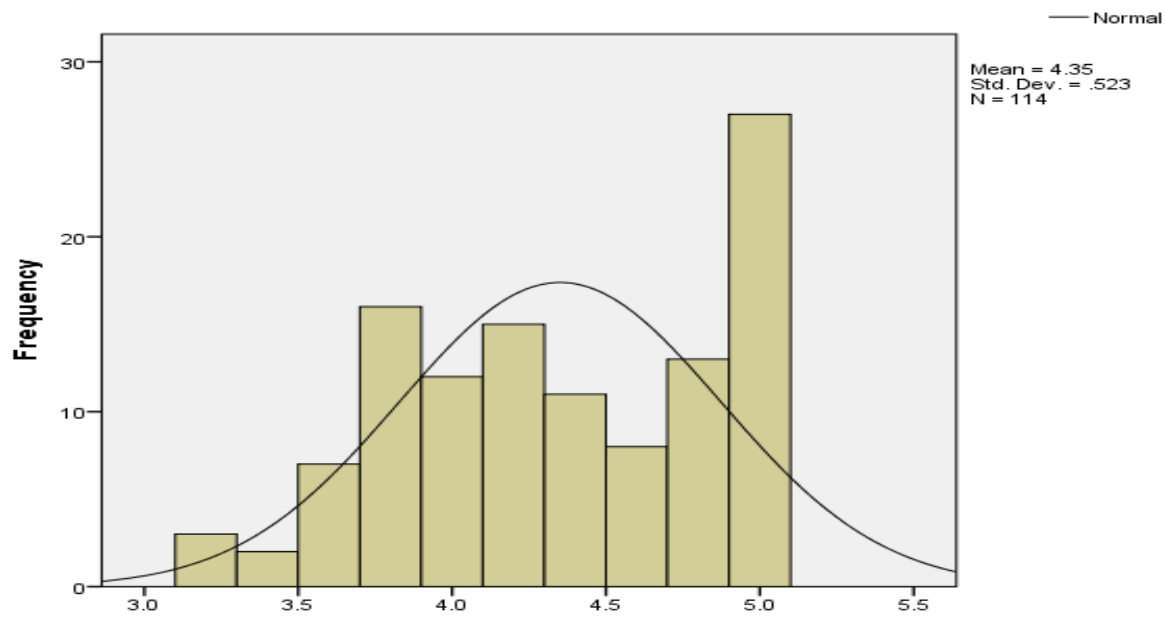


fig 4.5 Social Factors



fig 4.6 Performance of fast food restaurants

## APPENDIX V: LETTER FROM THE UNIVERSITY



P. O. Box 1125 - 30100, Eldoret, Kenya  
Tel: +254 53 2063257 / 2033712/13 Ext. 2352/3  
Mob: 0736 493555: Fax: +254 53 206 3257

### SCHOOL OF BUSINESS & MANAGEMENT SCIENCES Department of Hotel & Hospitality Management

REF: UoE/B/SBUS/PGM/097

06<sup>th</sup> August, 2018

The Executive Secretary  
National Commission for Science, Technology  
And Innovation  
P.O. Box 30623-00100  
NAIROBI

Dear Sir/Madam,

**RE: APPLICATION FOR RESEARCH PERMIT - PERIS MUSYIMI:  
SBM/S/PGHM/2002/15**

Reference is made to the above named who is applying to the National Commission for Science Technology and Innovation for a Research Permit.

Ms. Musyimi is a student University of Eldoret undertaking a Master Degree in Hospitality Management in the School of Business and Management Sciences. She has completed presenting her research proposal *titled Moderating Role of Social factors on Effect of Integrating Marketing Communication on Performance of Fast Food Restaurants in Nairobi Central Business District, Kenya.*

Any assistance accorded to her is highly appreciated by this institution.

Yours faithfully,

**HOD**  
 Hotel & Hospitality  
 Management Dept.  
 UNIVERSITY OF ELDORET  
**DR. RACHEAL KAREI**

**HEAD, DEPARTMENT OF HOTEL AND HOSPITALITY MANAGEMENT**

C.C. Dean, School of Business and Management Sciences

## APPENDIX VI: RESEARCH AUTHORIZATION



### NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY AND INNOVATION

Telephone: +254-20-2213471,  
2241349, 3310571, 2219420  
Fax: +254-20-318245, 318249  
Email: dg@nacosti.go.ke  
Website: www.nacosti.go.ke  
When replying please quote

NACOSTI, Upper Kabete  
Off Waiyaki Way  
P.O. Box 30623-00100  
NAIROBI-KENYA

Ref. No. **NACOSTI/P/18/89871/25163**

Date: **11<sup>th</sup> October, 2018**

Peris Mueni Musyimi  
University of Eldoret  
P. O. Box 1125-30100  
**ELDORET.**

#### **RE: RESEARCH AUTHORIZATION**

Following your application for authority to carry out research on *“Moderating role of social factors on effects of integrated marketing communications on performance of fast food restaurants In Nairobi Central Business District Kenya”* I am pleased to inform you that you have been authorized to undertake research in **Nairobi County** for the period ending **11<sup>th</sup> October, 2019**.

You are advised to report to **the County Commissioner and the County Director of Education, Nairobi County** before embarking on the research project.

Kindly note that, as an applicant who has been licensed under the Science, Technology and Innovation Act, 2013 to conduct research in Kenya, you shall deposit **a copy** of the final research report to the Commission within **one year** of completion. The soft copy of the same should be submitted through the Online Research Information System.

  
**BONIFACE WANYAMA**  
**FOR: DIRECTOR-GENERAL/CEO**

Copy to:

The County Commissioner  
Nairobi County.

The County Director of Education  
Nairobi County.

## APPENDIX VII: RESEARCH PERMIT

**THIS IS TO CERTIFY THAT:**  
**MS. PERIS MUENI MUSYIMI**  
**of UNIVERSITY OF ELDORET, 1264-60100**  
**EMBU, has been permitted to conduct**  
**research in Nairobi County**

**Permit No : NACOSTI/P/18/89871/25163**  
**Date Of Issue : 11th October, 2018**  
**Fee Received :Ksh 1000**

**on the topic: MODERATING ROLE OF**  
**SOCIAL FACTORS ON EFFECTS OF**  
**INTEGRATED MARKETING**  
**COMMUNICATIONS ON PERFORMANCE**  
**OF FAST FOOD RESTAURANTS IN**  
**NAIROBI CENTRAL BUSINESS DISTRICT**  
**KENYA**

**for the period ending:**  
**11th October, 2019**

**Applicant's**  
**Signature**



*[Handwritten Signature]*  
**Director General**  
**National Commission for Science,**  
**Technology & Innovation**

### THE SCIENCE, TECHNOLOGY AND INNOVATION ACT, 2013

The Grant of Research Licenses is guided by the Science,  
 Technology and Innovation (Research Licensing) Regulations, 2014.

#### CONDITIONS

1. The License is valid for the proposed research, location and specified period.
2. The License and any rights thereunder are non-transferable.
3. The Licensee shall inform the County Governor before commencement of the research.
4. Excavation, filming and collection of specimens are subject to further necessary clearance from relevant Government Agencies.
5. The License does not give authority to transfer research materials.
6. NACOSTI may monitor and evaluate the licensed research project.
7. The Licensee shall submit one hard copy and upload a soft copy of their final report within one year of completion of the research.
8. NACOSTI reserves the right to modify the conditions of the License including cancellation without prior notice.

National Commission for Science, Technology and innovation  
 P.O. Box 30623 - 00100, Nairobi, Kenya

TEL: 020 400 7000, 0713 788787, 0735 404245

Email: dg@nacosti.go.ke, registry@nacosti.go.ke

Website: www.nacosti.go.ke



**REPUBLIC OF KENYA**



**National Commission for Science,**  
**Technology and Innovation**  
**RESEARCH LICENSE**

**Serial No.A 21086**

**CONDITIONS: see back page**