

**CONSUMERS' USES AND GRATIFICATIONS OF COMMERCIAL WEBSITES
ADVERTISING IN KENYA: A CASE OF NAIROBI**

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**A Thesis Submitted to the Graduate School in Fulfillment of the Award of
Doctor of Philosophy Degree in Communication and Media of Chuka University**

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DECLARATION AND RECOMMENDATION

Declaration

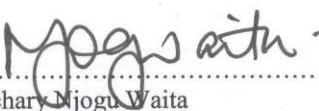
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DEDICATION

This research is dedicated to my dear parents Jeremiah and Cecilia, my brother Elias Muriithi, loving wife Addrine and our son and daughter, Mark and Mercy, you are the reason for my struggle.

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My success in completing this research is due to the favour of God in courage and strength as I laboured toward the conclusion of this study.

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ABSTRACT

Commercial websites can be considered as ways of promoting businesses whereby companies use online advertising in order to focus on ways of increasing the sales of a service or a product. Practitioners and researchers are in unison by indicating that such websites have many potentials in the business arena. Numerous studies done on purposes and gratifications are in traditional media and internet general use. The knowledge relating to usage and gratifications of commercial websites advertising in Kenya remains scanty. This research addressed this gap by applying Uses and Gratifications Theory (UGT) as a structure to analyze usage and gratifications of business websites in Nairobi, Kenya. Therefore, this study aims at analyzing consumers' usage of commercial websites, gratifications gained from these websites and the challenges experienced by the users while online. This study applied descriptive research approach to gain knowledge of underlying consumers' usage and gratifications of Kenyan commercial websites advertising. It focused on Nairobi the capital city, which was purposely selected and preferred because of its well-developed communication infrastructure; electricity supply, fibre optic cable internet connectivity and has the highest number of internet (4G) users with 85% of all Facebook users in Kenya residing in Nairobi. This study used selective purposive sampling procedure as it allowed a deeper understanding of the research objectives. The sampling frame consisted of Nairobi's commercial websites users with a sample size of 384 respondents from a target population of one million users. Structured questionnaires were used in collecting primary data distributed to commercial web users in cyber cafes, academic institutions, and offices in the Central Business District. Descriptive statistics was used to evaluate collected data using categories based on research objectives using SPSS. This study established that the most common reason users offered for visiting commercial websites was to share media such as pictures, videos, music and blogs. Six categories of reasons for using commercial websites were identified as socialization, information seeking, convenience, entertainment, relaxation and passing time. This research also found that the most widely held gratification obtained from using commercial websites was to share media content, such as pictures, videos, music and blogs. This is classified under socialization. The other gratifications obtained were categorized as information, convenience, entertainment, and relaxation and passing time. The challenges faced by commercial websites users identified in this study were slow loading, clutter, high costs, fraud, identity theft, and complexity of use. The reasons as to why consumers avoid certain commercial websites were found to be immorality, addiction, risk of loss of money, manipulation and poor advertisements. The research findings suggests useful guidelines and commendations for companies in search of establishing a presence on the web, as well as web-based businesses. It also offers an understanding of consumers' usage and fulfilments of commercial web advertising. This study will benefit online businesses, online researchers, webmasters, e-entrepreneurs and e-marketers on how best to persuade and serve clients through management of online advertising platforms.

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ABBREVIATIONS AND ACRONYMS

Ads:	Advertisement.
A.R.C.C:	African Regional Centre for Computing.
C.A.K:	Communication Authority of Kenya.
CMC	Computer Mediated Communication
Com:	Commercial.
DMA:	Direct Magazine.
e:	electronic.
GO:	Gratifications Obtained.
GS:	Gratifications Sought.
ISP:	Internet Service Provider.
UGM:	Uses and Gratification Model.
U G T:	Uses and Gratifications Theory.
U&G:	Usage and Gratifications.
U.S:	United States.
NGO:	Non-Governmental Organization.
OLX:	On Line Exchange.
SNS:	Social Networking Sites.
SPSS:	Statistical Package for Social Scientists.
TV:	Television.
WIS:	Web-based Information Services
WWW:	World Wide Web.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Internet connectivity and its fast growing usage has formed commercial websites; a new platform for international business providing fresh chances for advertising and selling of commodities online with the channel becoming, more accessible, more intelligible, and less costly (schepers & Wetzels, 2007). The web is innovative; thus presenting a new paradigm shift in the way business is conducted online and is routinely incorporated into contemporary marketing practice (Gao, 2003). The web has a vast potential in both communication and e-marketing as modern society has become information oriented and is changing from traditional mass coverage media towards interactivity, a collection of computer mediated technologies and profitmaking interfaces which are internet represented (Drèze & Zufryden, 1997; Stafford & Stafford, 1998).

Despite a "dot-com bust" a few decades ago that hurried hyperbolic positivity on e-business and broadcast endeavours, links between businesses, internet, media corporations, publicity and internet are integral features of the business backdrop (McAllister & Turow, 2002). Business websites have become a remarkable platform for analyzing web advertising since they comprise different formats of web advertising positioned throughout the site as tools of advertising and publicity themselves (Janoschka, 2004). Existence of businesses and services on website is relatively cheaper with the advantage of targeting a more sophisticated and segmented audience (Berthon, 1996). These characteristics turn websites into 'virtual marketplaces' where interactive tools facilitate firms with online existence to form and also reinforce relations with potential clients (Kotler & Keller, 2013).

Web pages have turned into a novel method which uses posters, posters and many other types of online advertisements contending for clients' responsiveness. Business-related websites supplement traditional communication media channels namely print, radio, television, indoor and outdoor advertising that advertisers have been in use for the past century (Lebo, 2003). Profitable websites are extensively used in numerous sales and marketing undertakings, from gathering of clients and product information to giving out facts and figures needed in order to decide on a sale online to diverse stakeholders.

Websites are used for business publicity, retrieval of information, product and service communication, purchase, delivery of goods, and as a consumer support instrument (Lebo, 2003).

The Web has opened an opportunity to almost everyone due to its capability of conducting sustainable businesses via internet by linking persons internationally lacking physical boundaries (Janoschka, 2004). Online sites also provide modern prospects for advertisers through offering inventive techniques so as to communicate, promote and deliver goods and services to their potential customers (Lebo, 2003). Sellers are gradually adopting websites to promote goods and services; internet sellers function exclusively online, though others own online shops as additional physical shops (Kotler & Keller, 2013). Over 95 % of online consumers in in USA and Europe have previously experienced web advertising (Nielsen's Report, 2009).

The awareness that Internet is a business platform is gaining popularity in Africa's virtual space with the adoption of new phenomenon of online commerce such as online buying, online selling and advertising online. Online shopping on commercial websites in Africa is most popular in Nigeria at 64 %, trailed by South Africa at 62 %, then Kenya with 57 %, Tanzania at 39 % and Uganda with only 9 % among others (Consumer Insight's Research, 2019). Web is equally economical and easily accessible compared to old marketing media and therefore many small businesses can take part as it evades traditional categorized supply platforms, permitting prompt entrance to global markets, resulting to added competition for same buyers leading to customers having greater control over purchase experiences unlike in the past (Dholakia & Rego,1998).

Business websites are a significant piece of a company's communication plan; even websites that don't retail products or services to their clients directly are also instrumental tools in information dissemination, therefore intensifying online presence of a business, a service or a trademark (Allen, Kania & Yaeckel, 2001). Virtual locations stimulate a varied communications from broad information regarding a business firm to specific information about obtainable goods or facilities; the organization's task, standards, history, organogram, directors, reputation and community dealings, can also be communicated through a business site (Young & Foot, 2005).

Websites are recognized as commercial outfits and despite comprising many formats of online advertisements of products, they are also considered as advertisements about the company and more importantly, these webpages act as evolutionary and navigation paths to homepages for the company (Dholakia & Rego, 1998).

Benefits of having commercial websites consist of a superior corporate image, improved consumer services, market enlargements/growth, discounts, in addition getting different opportunities. It enables companies to accomplish virtual transactions and improved customer service. Organizations that lack business websites generates a perception that they are not strategically positioned to compete for clients with similar industries (Sterne, 1996).

Price Water Coopers (2014) projected e-commerce being the fastest growing platform not only for overheads, but also among the biggest online markets which is approximated to be US\$1000 billion by 2019. Therefore online consumers' access, usage and gratification data will be remarkable as clients search for products and services, while advertisers and sellers seek websites as key channels to engage potential buyers. These admissions serve to demonstrate the importance which companies universally accord to online advertising.

As customers are now showered with more options of online shopping locations, an understanding of their online behaviour will become vital to businesspersons, developers of online advertising sites and markets. Hence, this becoming a requirement and upward task of enticing buyers to support and consume online market offerings. (Lebo, 2003).

Websites can be grouped into six different categories centered on the goals of the sites namely; corporate existence, search agent site, content provision, online storefront, shopping mall and inducement site (Hoffman, Novak & Chatterjee, 1995). It is imperative to fully comprehend the modern practices and consumers' communications through the internet and also to look at uses and gratifications in the website context and its value (Kannan, Chang, & Whinston, 1998).

The need to advertise online to buyers and to sustain e-markets calls for an understanding why clients elect to use websites has great significance in the e-commerce business model (Eighmey & McCord, 1998). Therefore online business models need to embrace understanding of consumers' usage of commercial websites (Bellman, & Johnson, 2000). Specific familiarity of consumers' needs in accessing commercial websites will offer online commerce with the capacity to best and cost-effectively serve their clients in addition to progressing theoretical expansion (Stafford & Stafford, 2001).

An examination of the Kenyan online customer's usage and satisfactions of commercial websites advertising is a critical component of e-commerce. This is because clients need to successfully anticipate their wants in order to exploit the increasing populace of Kenyan online users (Wanjoga, 2002). One approach to gaining a clear understanding of Web advertising is to examine the reasons related to customers' web usage to get information about products and facilities (Lebo, 2003).

1.2 Statement of the Problem

Although Websites have been identified as key marketing tools and channels that offer great potential and benefits in advertising of products and services, studies on usage and satisfactions of business websites advertising in Kenya remains scanty because previous studies focused on traditional media and general internet usage. This research addresses this gap by analyzing usage and gratifications of commercial websites in the country.

1.3 Purpose of the Study

The purpose of this research is to analyze consumers' usage and gratifications of commercial websites advertising in Kenya: A case of Nairobi.

1.4 Objectives of the Study

This research was guided by the following research objectives:

- i. To analyze the reasons for commercial websites usage in Kenya.
- ii. To interrogate the gratifications gained from use of commercial websites in Kenya.

- iii. To investigate the challenges faced by consumers while using commercial websites in Kenya.

1.5 Research Questions

- i. What are the reasons for using commercial websites in Kenya?
- ii. What are the gratifications gained from using commercial websites in Kenya?
- iii. What are the challenges faced by consumers when using commercial websites in Kenya?

1.6 Significance of the Study

Knowledge generated from this research will offer a better understanding of business websites marketing in several ways. The identified gratifications identified will guide marketers, and researchers better understand why consumers access commercial websites and their activities on these sites. The knowledge of consumers' motivations will help researchers to clearly understand media usage effects. The research offers useful guidelines and recommendations for companies seeking to launch their goods and services via websites and communicate their business's activities. This research practically presents strategic suggestions in addition to guidelines for the improved web advertising in Kenya. It will also benefit academicians of journalism and mass communication in the fields new media and online advertising, webmasters, marketers and entrepreneurs of online businesses on what methods to best attract, attend as well as retain customers on websites and social networking sites through the management of online advertising platforms.

1.7 The Scope of the Study

This research aimed to analyze customers' usage and satisfactions gotten from business websites and the challenges encountered by operators of these sites in Nairobi, Kenya. Consumers use commercial of websites, to fulfill their reasons for a certain media use leading to gratification or dissatisfaction. Persons with precise intentions for media use and choices are inspired by specific self-defined usage and gratifications reasons. The basic social and individual backgrounds such as, age, personal interests, experience, and education can affect individuals thinking and their requirements from the media choosing the ones that fully meets their needs. Therefore, this study postulates that users

are aware and can name their motivations and satisfactions for use of various commercial websites.

1.8 Assumptions

In this study, the following assumptions were made:

- i. Consumers of commercial websites advertising messages are in Kenya especially in Nairobi where the study was conducted.
- ii. Users exposed themselves to commercial website usage.
- iii. The users took an active role in selecting commercial websites as an advertising medium and integrating it into their lives.

1.9 Operational Definition of Terms

Consumer:	User of a business website.
Gratification:	Enjoyable emotive contentment from a commercial website.
Internet:	Is the global system of computer networks.
Web:	An Internet-based system that allows users publish themselves to the entire world.
Website:	Is an assortment of related website pages on a website server.
Reason / motivation:	The satisfactions users seeks from a website.
Web advertising:	Posting of communications on commercial websites
Use:	Consumption and generation of content.

1.9.1 Chapter Summary

Commercial websites and Social networking sites enable the direct link between consumers and digital marketers and proves to be a much-needed resource if business organizations are to compete with one another today. There is need for organizations to embrace the advances in internet technology and more importantly comprehend how to utilize to the maximum commercial websites their advantage more importantly in advertising company's products and services through digital marketing.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction

This segment presents reviewed writing addressing business sites as the highly crucial online publicity platforms and theoretical arguments advanced by scholars on varied usage and satisfactions of business websites. By use of Uses and Gratifications Theory, the study analyzed makes use of gratifications gotten from commercial websites advertising in Kenya and the challenges experienced by the users while online.

2.2 The Concept of Commercial Websites

Scholars have observed the need to investigate the consumers' understandings and perceptions toward commercial websites particularly the notion involving usage and gratifications of these sites as an advertising medium (Dholakia & Rego, 1998). Commercial websites are platforms of internet marketing designed by business organizations; a convergence of advertising, product image creation and purchasing (Lebo, 1997). These sites are created as trade tools having many forms of online advertisements to sell goods and services. The sites usually have information about particular companies such as existing services and profitable results (Dholakia & Rego, 1998). This study considered commercial websites as a dominant online advertising platform for products and services, businesses, individuals, image creation and public relations in both virtual markets and social networking sites because of its ability to create a rich interactive experience for the user.

Gustafson and Tilley's (2003) study found that commercial websites host countless forms of online advertisements for their goods and services and for other companies. These advertisements appear in various presentations namely; pop ups, posters, and sponsorship ads. The sites are known as interactive because of their capability to link up clients to one another and the advertisers unlike traditional media. This is so because internet permits access to business sites and other customers' thoughts and product appraisals for example, bulletins, products reviews, and advertiser/client chat. The interactivity of commercial websites is an important foundation for this study in analyzing uses and gratifications of web advertising because it allows quick flow of communications and exchange of thoughts between advertisers and potential clients and client to client.

According to Cho and Cheon (2005) commercial websites sustain the ability of advertisers and marketers to increase consumer relations by supporting comprehensive shared and individualized promotional messages of products for customers that are specifically looking for information of the company's goods or facilities thus sellers must avail several tools that are interactive on their sites that interest, hold and interact with all clients. In the same study, Cho and Cheon (2005) concluded that commercial sites offer a comparatively easy and an economically rational method of information distribution to an extensive audience. Their study revealed that with increased use of private computers, many businesses are using websites to introduce their trades to numerous audience and that these sites habitually contain organization's profile, events and commercial information, which appeared to be largely for suitability of their clients. This research found that apart from computers smart phones are extensively used in Kenya to access commercial websites and social networking sites.

Dholakia and Rego (1998) found that websites are established as business outfits and despite comprising many formats of online advertisements of products, they are also considered as advertisements about the company and more importantly, these webpages act as evolutionary and navigation paths to homepages for the company. This study not only looked at commercial websites as an advertising tool but also as an avenue to build and establish a company's image online, for promoting a business or service.

Web marketing, moves the clients-seller connection to another upper level of interactivity (Urgo, 1997). Customers connect through advertisement aimed at accessing supplementary information, or seize opportunity so as to obtain the product from the site during surfing. Customers can also buy goods and services from the displayed inside web advertisements (Zeff & Aronson, 1999). Online advertising is all common meeting point of brands, information giving, and purchase all housed in a site (Zeff & Aronson, 1999). The current study considered a commercial website typically a place or a component where buyer-seller relationship is established through interactivity as users actively engaged with the site capturing and retaining their attention.

Rodgers and Thorson (2000) acknowledged types of online advertising presentations found online. They include pop ups, banners, sponsorships, interstitials, key word searches and hypertext links whereby many of these options are available. Publishers and advertisers however are not limited to the options. Advertisers can select various hybrid-sponsorship models which can be website pages, tabs or cons (Ha, 2003). Li and Leckenby (2004) subdivided website advertisements into: emails, classifieds banner ads, interstitial, sponsorships, slotting fees recommendations, advergames (online games help support some goods or services), and three-dimensional imagining. Interactive Advertising Bureau (2005) recognized component descriptions for online marketing business in United States. Conferring to their modern criteria, ads units are classified by the following coinciding groups: searches, banners, rich media classifieds, sponsorships, referrals generation, slotting fees, emails and ads banners. While there are varieties of designs to define website ads, a number of the frequently renowned ads include sponsorship, banners, keyword searches interstitials, rich media pop-ups, hyperlinks and classifieds (IAB, 2005). The marketing formats found on the webpages were of concern to this study because website usability is grounded on aspects making it much better for customers to visit a site and achieve their objectives.

Grounded on the conclusions of conventional media, Eighmey and McCord (1998) examined consumers' usage of business sites. They were concerned with the usage and gratifications perspective and examined the clients experience related to these sites. Eighmey (1997) having used a collection of consumers' satisfaction statements as an evaluation to appraise commercial sites found users' perceptions of commercial websites as guided by three elements namely; information positioned in an entertaining context; logical organizational of ideas relating to objectives of the site; and accomplished strategies. Their studies indicated that information involvement, personal status and entertainment value are three key motivating reasons for visiting commercial websites while the current study found convenience, information seeking, entertainment and socialization as major motives for surfing commercial websites.

Online transactions can occur over a range of platforms away from the Internet, for example on private networks such as electronic funds transmissions and direct response television and telephone; but apart from these setups, without commercial websites usage no ecommerce can take place since a website is the medium over which much of

business to customer selling takes place (Eighmey, 1997; Novak Hoffman, & Yung, 2000; Eighmey & McCord, 1998). By use of content examination and verbal disapproval to catalogue sites categories, Young and Foot's (2005) study investigated 500 business sites. Their survey pointed out that business websites were meant for companies' efforts in image building and not avenues to search for career opportunities. In a related study of content analysis, Liu (1997) found that a corporation's online existence was to enhance and publicize the image of the organization, improve relations with the public, and invite consumers to surf for goods and services and to gather users' feedback. The reasons examined in this study are why consumers decide to use a commercial website with focus on consumer motivations to use commercial websites, a subject that is related to the justification that commercial websites usage is a link in the virtual purchasing process.

Dholakia and Rego's (1998) study tried to categorize the types of marketing information contained on moneymaking sites. Their study findings specified that majority of profitable sites were small in size and that many of business organizations used internet in the late 1990s for traditional advertising objectives. They indicated that website usage depends on how easy it is for a consumer to achieve his objectives. Their study identified the following four challenges to a website's usability namely, bad first impression, links which are structured poorly structured links, extreme site text, and the inability to be consistent. They concluded that messages contained in these webpages was not attracting visitors to the sites. This research recommends that website design should be carefully thought in order to construct websites that are user-friendly.

Jones (2007) research examined businesses' webpages of 1996 and 1997 and compared them with those of 2006. The survey established that web design of business homepages was similar in 2006 unlike 1996 and 1997, and noted an improvement in normalization of the 2006 business sites homepages length, presence, location and speed of the search engine. This study also explored more on advertising content placements on a webpage, and found that viewability on home page and inside pages of commercial websites about products and services are affected by ad clutter as it reduces noticeability and advertisement's impact because each advertisement competes for consumer's attention. This research looked at web usability as a critical factor in web development because

in traditional media, advertisers can control which ads consumers see, when and how, but in commercial websites, the control has switched from advertiser to consumer.

Vaughan and Wu's (2004) study investigated Chinese sites of best technology corporations and found that hyperlinks was an indicator of performance information, intelligence and web data excavation. The finding of this research consider hyperlinks as routes to corporate information on websites and not a business performance indicator tool for the companies. According to Qureshi and Hoppel (1995) research on the perspectives of gender variation in computer usage, computer mediated communications and perspectives are scarce. Ono's (2003) study indicated that females were considerably less (12%) expected than males to surf through internet in their homes. According to Weiser's (2000) research, he recognized the presence of gender variations in likings for precise web uses. His study elaborated that the males' internet use was generally for two aims, specifically entertainments or relaxation, while womenfolk make use of internet mostly for socialization and academic support.

Wanjoga's (2002) investigation on customer perceptions of internet in Nairobi concentrated on online promotion practices. His research indicated that users were interacted with virtual advertisements but lacked precise choice of business sites. Waukau (2011) carried out a survey on the usage of internet marketing in Kenya using mobile phones but narrowed it to clarifying practices of internet usage, adoption and its merits. The contributions on commercial websites is inadequate in both studies above done in Kenya because none of them explores uses and satisfactions of websites publicity in Kenya. Thus, this research investigated usage and satisfactions obtained from business sites as the most essential platform of virtual advertising, usage of this innovative avenue in a marketing framework, the motives that push consumers to go online and how these clients relate with advertising messages and amongst themselves on business websites.

Wu's (2008) content analysis study analyzed and compared the literature of three categories of hospitality sites namely; private, public and externally-funded. The results of this research indicate that commercial websites employ interactive marketing toward client orientation and that users prefer sites that provide simplified contact information e.g. e-mails, location addresses, telephone numbers, product reviews and answers to

Frequently Asked Questions (FAQs) so as to heighten interactivity amongst advertisers and potential customer. His study found that private owned sites were significantly concerned with issues of interactivity while foreign-funded and state sites were more concerned with information provision function. Gustavsen & Tilley (2003) study of 16 business sites on interactivity and found that commercial sites at that time recorded low interactivity levels. Cho & Cheon's (2005) survey examined the usage and interactivity of business sites in United Kingdom, U.S.A, South Korea and the, Japanese. The findings of their inquiry indicated that American and European websites emphasized more on user-message as well as client-marketer interactivity, while eastern sites stressed more client-client interactivity. This study found that in Kenya interactivity is mainly between marketer versus client and client – client in both commercial websites and social networking sites.

According to the studies reviewed above, commercial websites are significant formats for web advertising created by a businesses to deliver general information about the business, this includes goods or service information, company values mission history and vision, the administrative structure, strategic company posts and others. These studies also revealed that consumers found gratification in seeking of information allotted to them on commercial websites about products, services, jobs, educational and research materials and that interactivity is vital constituent of commercial websites. The current study explored challenges as a component away from usage and gratifications that can be thought as limiting factors to both commercial websites and social networking usage.

2.3 The Concept of Commercial Websites Advertising

Scholars have observed the need to investigate the consumers' understandings and perceptions toward commercial websites particularly the notion involving usage and gratifications of these sites as an advertising medium (Dholakia & Rego, 1998). Commercial websites are platforms of internet marketing designed by business organizations; a convergence of advertising, product image creation and purchasing (Lebo, 1997). These sites are created as trade tools having many forms of online advertisements to sell goods and services. The sites usually have information about particular companies such as existing services and profitable results (Dholakia & Rego, 1998). The current study considered commercial websites as a dominant online

advertising platform for products and services, businesses, individuals, image creation and public relations in both virtual markets and social networking sites because of its ability to create a rich interactive experience for the user.

Gustafson and Tilley's (2003) study found that commercial websites host countless forms of online advertisements for their goods and services and for other companies. These advertisements appear in various presentations namely; pop ups, posters, and sponsorship ads. The sites are known as interactive because of their capability to link up clients to one another and the advertisers unlike traditional media. This is so because internet permits access to business sites and other customers' thoughts and product appraisals for example, bulletins, products reviews, and advertiser/client chat. The interactivity of commercial websites is an important foundation for this study in analyzing uses and gratifications of web advertising because it allows quick flow of communications and exchange of thoughts between advertisers and potential clients and client to client.

According to Cho and Cheon (2005) commercial websites sustain the ability of advertisers and marketers to increase consumer relations by supporting comprehensive shared and individualized promotional messages of products for customers that are specifically looking for information of the company's goods or facilities thus sellers must avail several tools that are interactive on their sites that interest, hold and interact with all clients. In the same study, Cho and Cheon (2005) concluded that commercial sites offer a comparatively easy and an economically rational method of information distribution to an extensive audience. Their study revealed that with increased use of private computers, many businesses are using websites to introduce their trades to numerous audience and that these sites habitually contain organization's profile, events and commercial information, which appeared to be largely for suitability of their clients. This research established that apart from computers smart phones are extensively used in Kenya to access commercial websites and social networking sites.

Dholakia and Rego (1998) found that websites are established as business outfits and despite comprising many formats of online advertisements of products, they are also considered as advertisements about the company and more importantly, these webpages act as evolutionary and navigation paths to homepages for the company. The

current study not only looked at commercial websites as an advertising tool but also as an avenue to build and establish a company's image online, for promoting a business or service.

Web marketing, moves the clients-seller connection to another upper level of interactivity (Urgo, 1997). Customers connect through advertisement aimed at accessing supplementary information, or seize opportunity so as to obtain the product from the site during surfing. Customers can also buy goods and services from the displayed inside web advertisements (Zeff & Aronson, 1999). Online advertising is all common meeting point of brands, information giving, and purchase all housed in a site (Zeff & Aronson, 1999). The current study considered a commercial website typically a place or a component where buyer-seller relationship is established through interactivity as users actively engaged with the site capturing and retaining their attention.

Rodgers and Thorson (2000) acknowledged types of online advertising presentations found online. They include pop ups, banners, sponsorships, interstitials, key word searches and hypertext links whereby many of these options are available. Publishers and advertisers however are not limited to the options. Advertisers can select various hybrid-sponsorship models which can be website pages, tabs or cons (Ha, 2003). Li and Leckenby (2004) subdivided website advertisements into: emails, classifieds, interstitial, sponsorships, slotting fees recommendations, advergames (online games help support some goods or services), and three-dimensional imagining. Interactive Advertising Bureau (2005) recognized component descriptions for online marketing business in United States. Conferring to their modern criteria, ads units are classified by the following coinciding groups: searches, banners, rich media classifieds, sponsorships, referrals generation, slotting fees, emails and ads banners. While there are varieties of designs to define website ads, a number of the frequently renowned ads include sponsorship, banners, keyword searches interstitials, rich media pop-ups, hyperlinks and classifieds (IAB, 2005). The marketing formats found on the webpages were of concern to this study because website usability is grounded on aspects making it easy for consumers to visit a site and achieve their objectives.

Grounded on the conclusions of conventional media, Eighmey and McCord (1998) examined consumers' usage of business sites. They were concerned with the usage and gratifications perspective and examined the clients experience related to these sites. Eighmey (1997) having used a collection of consumers' satisfaction statements as an evaluation to appraise commercial sites found users' perceptions of commercial websites as guided by three elements namely; information positioned in an entertaining context; logical organizational of ideas relating to objectives of the site; and accomplished strategies. Their studies indicated that information involvement, personal status and entertainment value are three key motivating reasons for visiting commercial websites while the current study found convenience, information seeking, entertainment and socialization as major motives for surfing commercial websites.

Online transactions can occur over a range of platforms away from the Internet, for example on private networks such as electronic funds transmissions and direct response television and telephone; but apart from these setups, without commercial websites usage no ecommerce can take place since a website is the medium over which much of business to customer selling takes place (Eighmey, 1997; Novak Hoffman, & Yung, 2000; Eighmey & McCord, 1998). By use of content examination and verbal disapproval to catalogue sites categories, Young and Foot's (2005) study investigated 500 business sites. Their survey pointed out that business websites were meant for companies' efforts in image building and not avenues to search for career opportunities. In a related study of content analysis, Liu (1997) found that a corporation's online existence was to enhance and publicize the image of the organization, improve relations with the public, and invite consumers to surf for goods and services and to gather users' feedback.

Dholakia and Rego's (1998) study tried to categorize the types of marketing information contained on moneymaking sites. Their study findings specified that majority of profitable sites were small in size and that many of business organizations used internet in the late 1990s for traditional advertising objectives. They indicated that website usage depends on how easy it is for a consumer to achieve his objectives. Their study identified the following four challenges to a website's usability namely, bad first impression, excessive website text, poorly planned links, and nonexistence of consistency. They concluded that messages contained in these webpages was not

attracting visitors to the sites. This research recommends that website design should be carefully thought in order to construct websites that are user-friendly.

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According to the studies reviewed above, commercial websites are significant formats for web advertising created by a businesses to deliver general information about the business, this includes goods or service information, company values mission history and vision, the administrative structure, strategic company posts and others. These studies also revealed that consumers found gratification in seeking of information allotted to them on commercial websites about products, services, jobs, educational and research materials and that interactivity one of the major components of websites. Challenges were explored in this study as a component away from usage and

gratifications that can be thought as limiting factors to both commercial websites and social networking usage.

2.4 The Idea of Interactivity in New Media

Recently, mass media has been experiencing a significant revolution characterized by new media in the form of phone networks, computers, communication networks, multimedia technology as well as the advancement of the Internet. These forms of new media (CMC- Computer Mediated Communication) reveal many diverse patterns of communication between the features of relational communication such as demassification, interactivity, synchronization and the features of mass communication, for instance, massification and the utilization of novel technology (McMillan & Hwang, 2002). According to Downes and McMillan (2000), novel media is associated with various advantages which differentiate them from old-style media such as: demassification, selectivity, interactivity, harmonization, juxtaposition, inexpensiveness, prodemocracy forums, speed and advertising tool. This research considered interactivity generally to be the major trait of new-found media.

In this regard, various scholars in messaging expertise are considered to have worked towards discovering the interactivity level associated with the new media while also describing the characteristics exhibited by such communication in this particular field (Zack, 1993; McMillan & Schultz, 1999, 2000; Hwang, 2002; Rafaeli, 1988; Goertz, 1995). In the modern-day generation, computers have made it easier for person-to-person interactions in the telecommunication field. As a result, this has made two-way media lively and real (Rogers, 1986). Therefore, this study found it suitable to first start looking into the conceptual definitions, scopes, kinds, and features of interactive communication common with new media before deeply scrutinizing the functions of commercial websites advertising and the role it plays in selling of products and services online.

According to Katz, Blumler & Gurevitch (1974), it is usually assumed that the members of this media audience are lively and this is based on the gratification theory. The major aspect that is associated with this assumption is the interactivity factor. Additionally, other media models have worked towards addressing this aspect and some of them are two-step flow, magic bullet, selective attention as well as perception models. All these

have worked towards finding out the significance of interactivity as seen in mass messaging avenues. Towards the late moments of the 20th century, whereby many discoveries were made regarding interactive media, the receiver was considered an active participant and this affected how communication was facilitated. As a result, users determine which information they would want to be associated with rather than what they obtain from the communication sources. Some websites even allow users to add more information instead of just receiving what has already been encrypted or written down. As a result, this diminishes the line between the receiver and the source as shown by Kenney, Gorelik & Mwangi (2000). Interactivity was examined in this study as the highly beneficial feature of newfangled machineries and making an avenue for a substantial re-examination of communication studies of new media including commercial websites.

Although for an extended period, interactivity has been viewed as an aspect of mass communication and its major notion, scholars have lacked compromise in the determination of the dynamics of this notion. This is because of its instinctive plea and the fact that's scholars from different fields such as computer science, advertising, and information science have divergent definitions (Wu, 2005). The massive implications as well as clear descriptions coined by researchers originating from many cademic fields have led to the lack of harmony in defining interactivity (Rafaeli, 1988, Ha & James, 1998, Rafaeli & Sudweeks, 1997). However for a better understanding, interactivity associated with new media needs to be defined and distinguished.

Kiousis (2002) subdivided the notions associated with interactivity into three subsections. These include communication context (setting), technology (medium) as well as user perception. Other two scholars who are McMillan & Hwang (2002) also characterized these descriptions regarding method, features, discernment, and/or collective methods. These meanings can further be separated into 4 groupings: user perception, the medium, collective, and the process methods. The edifices of CMC broadcasting are represented by chats, hyperlinks, uploads, downloads, search engines, and email, as well as multimedia. Some other investigators are cagy on interactivity as the tangible element of the CMC (Kenney, Gorelik & Mwangi, 2000). These abstract demarcations held on the kinds of conduits comprised of the communiqué conversation for instance; Jensen (1998) established interactivity to be: a degree of a media's

probable capacity to give the operator a chance to apply pressure on the mediated communication or content. Lombard and Snyder-Dutch (2001) likewise recognized this notion as an element of a way through which users can impact the way content and form are presented. Consequently this research considered interactivity as an element of a medium, as well as concentrated on the characteristics that give room to user control.

Another group of researchers concentrated on the discernment of users in the descriptions of interactivity. The first one is Day (1998) who claimed that the principle of cooperative communication is known as the utilization of info directly from the operator instead of a case about him or her. Kiouisis (2002) recognized this notion as the aptitude of operators to identify the capability to be an imitation of relational messaging and intensify their awareness of telepresence. In addition, Wu (2005) engrossed on the alleged interactivity as kind of interaction while putting it as a double-sided idea involving routing and directness. Schumann, Artis and Rivera (2001) labeled it as a medium's feature, and not a chin of the medium. The current study postulates that a medium merely works to enable the interaction and accordingly concentrated on the choice of the operator to interrelate as a central word in describing the concept.

From the process viewpoint, scholars concentrated on actions such as exchange, awareness, reaction and action, and contribution as vital scopes of interactivity (Pavlik, 1998; Steuer, 1992; Haeckel, 1998; Rafaeli, 1988). For instance, Rafaeli (1988) additionally described this aspect as a manifestation of the degree, which in a particular sequence of networking interactions, any later or third message is linked to the amount to which prior connections denoted in previous broadcasts. He designated that interactivity is an idea which is one dimensional, and that it commands receptiveness. However, Steuer (1992) concentrated on describing the concept regarding actual involvement. This research considered the notion as the degree whereby operators can contribute to the modification of the content as well as form of an interceded setting in actual span.

Further, Pavlik (1998) denotes that interactivity refers to two-way communiqué amid the consumer and the source, or, more largely multi-directional message between many consumers (receivers) and sources. This meaning echoes the significance of this type

of messaging. Haeckel (1998) noticed that advertising interaction is both a person-to-technology or individual-to-individual conversation intended to influence a modification in the acquaintance or conduct of one individual; from this viewpoint, this major concept could be labelled as the degree to which an individual keenly engrosses in marketing dispensation by relating with publicity mails and promoters (Cho & Leckenby, 1999). This description further enlightens the exchange amid the sources and the users. For one to illustrate the process of communication, the previous descriptions emphasized on the interchange procedures as well as prompt conceptual differences utilizing diverse relationships which can include interchange between sources and users, two-way communique, exchange, responsiveness, responses, actual-time contribution, as well as activities. However this investigation looked at interactivity as a shared communication amongst sources and consumers, consumers and consumers or largely back and forth communication concerning any number of sources and users.

The fourth group of scholars, which include Heeter, 1989; Ha & James, 1998; Kioussis (2002), Hanssen, Jankowski, & Etienne, 1996 worked hard towards associating the terminologies of medium, discernment and/or procedure together with their explanation of interactivity as outlined in the following description: Based on Heeter (1989), interactivity can be defined as a particular multi-dimensional idea which entails the complexity of offered selections, the quantity of determination put by the users, their receptiveness, monitoring of information, the affluence with which data can be engaged in addition, as well as the simplification of relational communiqué. Heeter identifies the terms indicated above - medium (difficulty of choice accessible, and comfort of adding information), selectivity (effort operators should apply, and checking the use of information) as well as process (simplification of the relational engagement and communication responsiveness to the consumers) – while defining the concept of interactivity. Features associated with this concept were subdivided into close to three terminologies. These are equality (comprising of elements which include mutual activity, participants, exchanges of roles, as well as control), responsiveness (feedback's nature, time taken to react, and reciprocated discourse) as well as practical unrestrained setting such as social existence, bandwidth, transparency, and artificial intelligence (Hanssen, Jankowski, & Etienne, 1996). This examination describes

interactivity comprising of the following components; impartiality (medium), process (responsiveness), and practical setting (process).

There is a need to define interactivity regarding the grade to which both the audience and the communicator reply to, or are enthusiastic to ease the communication between each other. Kioussis (2002) claimed that interactivity is the notch whereby a messaging technology can generate an arbitrated setting whereby the members can interconnect. This can be one-to-many, one-to-one, or many-to-many perspectives, both rhythmically and haphazardly. They would then engage in joint communication associations (third-order dependency). Regarding human beings as the users, moreover, this concept in this study refers to the users' capacity to distinguish the involvement as an imitation of relational communication as well as to raise their exposure regarding telepresence.

2.4.1 Categories of Interactivity

According to Jensen (1998) interactivity can be categorized depending on dimensions and the numbers of scopes that were offered for describing this term. One-dimensional ideas of interactivity is moderately modest archetypal of interactivity that functions from a single dimension which has been outlined in scholarly works done by Rafaeli (1988) and Rogers (1986) claimed that this concept is whereby new systems of communication typically have a computer as one constituent to converse with the operator, almost likened with a person who contributes in a dialogue. The author indicates that this concept is viewed as a variable that is mass media which include radio, TV, newspapers, and film. However, they are engaged in low degrees. Founded on this description, the present study regarded the extent of interactivity for several particular communication machineries such as computers and smart phones on a rating from the low one to high.

Szuprowicz (1995) came up with a 2D notion of interactivity, claiming that for one to comprehend all matters and problems linked to collaborative networking on hypermedia networking and communications it is essential to describe and categorize several groups and levels of interactivity which are in disposal. This concept is determined better through the type of multimedia info movements represented by the following components; evidence flow-one of the 2Ds and he disconnected the info flow into three primary classes: User-to-documents interactivity (an interaction between

exact documents and users), Computer-to-user interactivity (clarified as more experiential connections between operators and numerous distribution stages) and user-to-user interactivity (elaborated as shared transactions between multiple users). Interactive multimedia basics encompasses object-oriented management, delivery (broadcasting) and interactive access or links (Steuer, 1992). Inside all such groups, program evidence movements rely on interactive admittance boundaries, distribution amenities, or object-oriented influence of free montage fundamentals, which were of concern to this investigation because of commercial and social interactivity on business websites and social networking sites.

In three-dimensional concepts of interactivity several scholars (Kiousis, 2002; Steuer, 1992; Hanssen, Jankowski, & Etienne, 1996, 2001) designated that there exist three scopes of interactivity. Steuer (1992) abstracted this concept founded on three fundamentals namely range, speed, and mapping, which support in enabling users' operation of content regarding the practical method: range of choice accessible, speed of responsiveness, and charting competences of the medium. Coyle and Thorson (2001) also recognized that speediness, as well as the control of a user are three vital magnitudes of site interactivity. The duo stress what is being perceived instead of practical feature of this concept? Kiousis (2002) engrossed on the fundamentals of messaging to sightsee the scopes of interactivity; Kiousis highlighted the three features as the vital scopes that make up interactivity. These include the structure of the used medium in terms of technology, the traits of the environment as well as the perceptions that people have at any particular instance. This investigation examined the three scopes of interactivity under challenges or difficulties that Kenyans faced while using commercial websites especially perceived speed of responsiveness, safety and complexity of use which formed the basis for the need of improvement in web design in Kenya.

A 4D model notion of interactivity, where four interactivity scopes could be traced in the scholarly works of researchers such as Jensen, 1998; Goertz, 1995; and Zack, 1993. In this regard, Zack (1993) proposes that the elements below come up as a result of the sought-after literature regarding the features of media interaction. This regards the instantaneous and incessant interchange of data; the utilization of plentiful cues which are nonverbal; the possibly unprompted, fickle, and developing headway of

observations; the capacity to interject or forestall; affinity; turn-taking designs; as well as the utilization of sets of adjacency. He explained manager's significance regarding the utilization of electronic communication to control teams while dealing with certain tasks. The scholar further recognized four dimensions associated with interactivity and they are; continuous interchange of data, use of numerous, and non-verbal cues, possibly unprompted, changeable and developing headway of explanations and the capability to interject or forestall, however this study recognizes these features as a preserve of new media including websites as virtual communication channels..

Ha and James (1998) cited the void expectations of interchange as well as the affinity citing these as the vital aspects when put into use in the set of messaging media. The authors suggest that interactivity is the extent whereby the correspondent and the spectators retort to, or are enthusiastic to ease their mutual desires. They propose choice, liveliness, connectedness, information group and mutual communiqué as the five major magnitudes of communication media interactivity. Downes and McMillan (2000) also came up with a 5D description of interactivity which is made up of communicational direction, control levels, effective flexibility, responsiveness, and place sense, and the apparent objective of communication. Heeter (1989) embraced the one-dimensional interactivity idea which had been fronted by Rafaeli. He also added responsiveness as another aspect to make the scopes six. The rest are as follows:

- i. The available choice and complexity: This measurement can be defined as discernment and anxieties regarding the degree in which operators are given an option of accessible information (in this regard, information involves any kind of content in media, be it pleasurable, convincing or informative).
- ii. Strength that operators should apply: This is the extent of energy that the users should apply to access info.
- iii. User responsiveness: The 3D of interactivity regards the grade to which a particular medium could respond swiftly to the user in question. (Systems in media could also interject a person who replies to questions raised by the user, for example, the individual who operates a telephone. Therefore, systems in media can be receptive to the users in terms of technology)
- iv. Checking of the usage of information (for example, when a system is capable of tracking users). Modern know-hows are shifting the landscape of response. With old-style broad casting which include radio, television, as well as

newspaper, response can be defined mainly to the users of media writing or calling to those in charge of managing stations (editors). With a number of modern tools, the manner in which the user selects info can be considered incessant in checking the use of a system. Some of them include cable TV which is interactive and videotext. The possible unremitting checking of such a use has insinuations for promoting as well as for software design structure aspects to satisfy the operators' welfare.

- v. Affluence of tallying info: With some modern expertise, operators act as the source of information, giving evidence which is broadcasted to users from different parts of the world. Broadcasting TV transmits closely unprogrammed content for the user (except the comment by an editorial). Electric notice boards, conversely, are computerized systems which use telephone to connect users to messaging platforms having contents by the user. This scope is the degree of the kind of users who can put additional content to a mass system to target ordinary audience.
- vi. Simplification of interactive communication: This aspect can be considered as degree to which a system of media allows for relational communiqué amidst certain operators and various equipment such as transmission TV that permits for no relational communiqué (Heeter, 1989). Modern media technologies (such as home computer, cable TV, Internet, satellite transmission, and video cassette recorder (VCRs), as well as high definition television (HDTV) have molded a novel kind of messaging and have contributed to exotically dissimilar communiqué conducts which necessitate a great amount of distinct participation as per Rogers (1986). This novel sort of announcement, or the aspect which has been regarded as CMC (computer-mediated communication) contains exclusive features which differentiate it from various types of messaging (cluster, interpersonal, and mass structures communication); its diverse kinds to hint on an interconnection between mass and relational communication.

CMC can also be used to represent the technologies affecting communication and not necessarily the communication which happens between people and instruments. There is no need to focus on electronic mail alone but discussion groups which utilize this medium and how groups can obtain info from the contemporary Internet through the web (Heeter, 1989). Others include groupware, computer conferencing schemes, and

electronic notice boards (Heeter, 1989). Annually, it appears that a novel kind of CMC is introduced. Some of them are short-messaging service (SMS), instant messaging (IM), ICQ (I Seek You), as well as web logs (blogs) (Herring, 2004). Terminologies such as online media, digital convergence, new media, as well as computer-generated messaging started being propagated in both scientific studies and online. Consequently, the enquiry of the effect of the net on old-style mass broadcasting has advanced into various productive practical research and theoretical deliberations (Oblak, 2005). Interactivity studies above reveal that such systems, as associated with new messaging know-hows have become a norm, are cost-effective, quick, and independent; per se, their appeal endures to develop in other places including Kenya as evident in the current study.

2.4.2 Characteristics of New Media

New media is essentially diverse from any other types of messaging interchange (Greenberg, 2008). New knowledge has enabled communiqué exchange to be much convenient and less costly. The new mass media has numerous benefits that differentiate it from old-style form of media for instance selectivity, immediacy, interactivity, synchronization, multimedia, asynchronization, demassification, pro-democratic forums, speed and low cost (Kiouisis, 2002). Computer Mediated Communication implies more than a plain technological advancement over what was there before. It cannot be precisely evaluated by simply assessing the promptness and effectiveness through its capability to transfer messages or the wide-ranging assortment of approaches that can be employed in reaching its audiences (Herring, 2004). Computer Mediated Communication has the ability of connecting massive physical expanses, and generating different communities of publics who were previously existing only as clusters of secluded personalities, though fundamentally it has similarly changed the landscape of information by allowing communicators to generate their personal uniqueness and authenticity (Kiouisis, 2002). Interactivity is commonly presumed to be an ordinary characteristic of person-to-person dialogue, nevertheless it is now suggested to transpire in CMC situations in this study. For instance, interactivity is among the key features of two-way electronic text systems and some software design efforts such as interactive video games in the course of online advertising.

The existence of mails to the editor in chief, talk shows and the diverse programs on television, radio and the listener's contribution in broadcasts, are altogether characterized by interactivity (McMillan, 2006). In interactive communications, the two flanks (source and the receiver) are all involved in conversation. Two-way and varied-ways of communication occurs almost immediately as messages stream bilaterally (Schultz, 1999). Interactive messaging (mainly new media) can exist in form of asynchronously or synchronously; for example in chat rooms occurrences of this type of information interchange frequently happens synchronously. Conversely, several website creators prefer the usage of communication boards as they use them actively in generating a public forum for the consumers of a certain site. The information boards, also permit the users to connect asynchronously with similar consumers, sometimes publicly and occasionally in private or person-on-person. Communication boards therefore occur off the old-style editorial possibility of mass mediated communication where the roles played by the disseminators and the receivers are detached.

In the virtual message mode settings, users are mutually sources and receivers of messages in any given situation (Chung, 2007). Technology mediated communication is both asynchronous and synchronous automated mail during workstation communication (Walther, 199). Demarcated control is the notch to which an operator can decide on the effectiveness, and arrangement of a communication action, pursuit for substitutes and enter information content into storage (Rogers & Allbritton, 1995). The twofold or multiple participants in the shared communication are normally in control over their interchange of information. Consequently, they choose to inform the individuals involved in an interactive communication contributors and not receivers or sources of messages. Internet is understood to offer its users the sense of being through its shared facilities such as online conferences, mailing lists and Internet Relay Chat among others.

More current ideas of CMC stresses on the properties of its mass shared approaches of CMC, such as virtual conferencing, sending names and scrutinizing information which does not require the type of active individual participation which is related with commitment of certain dialogue groups (Oblak, 2003). Therefore it can be argued that the merging of information technology has ended the distress linked with demassification, because users turn out to be further and further fragmented (Ha &

James, 1998). Selectivity in shared messaging is the degree to which consumers are presented with varieties of accessible information. Consequently the more options there are to the consumer the more preferences the medium offers suggesting greater interactivity available for the consumer or the channel (Chung & Zhao, 2004). Technology mediated messaging denotes a extensive range of equipment that enable interactive sharing of information and human communication over computer systems, such as e-mailing, dialogue groups, chatting, instant messaging and pages on web (Barnes, 2003). Therefore this study looks at communication mediated by computers as impersonal, interactive and personalized communication.

CMC is detached in natural or tentative situations wherever users or consumers have limited time settings for communication or when the objective of the dealings does not take into account of social objectives, circumstances which could be rare. Moreover, mediated communication is objective once a result is preferred and executed over specified technological utilities. CMC stands interactive once consumers have intervals to share information, build trademarks, and also to compare prices, it becomes hyper-personal the moment users create brands and achieve relations. These features associated with CMC are interrelated to interactivity; as selectivity is linked to consumer control and other capabilities such as speed which is associated with using information technology.

2.4.3 Online Communication

According to Roberts (2003) online communication is seen as one of the frequently used CMC formats and is conducted online. Therefore, this technology is made up of chat rooms, user groups, notice boards, and webpages among others (Soukup, 2000). It also boasts of applications which include online advertising, online journalism, and e-commerce among others and was in practice since the early 1990s and the late 1980s (Soukup, 2000). During the emergence of the Internet between 1995 and 1996, it was hard to believe that it would take on the economy as it did. Customers were commonly apathetic and occupational managers believed that sufficient time as on their side to assist in the acclimatization of various necessities. To the amazement of many people, it is viewed to have dispersed through the universal business more rapidly compared to various medium. In the past, the radio seized more time to reach the targets, which is 50 million listeners. However, the TV also took twice longer (Roberts, 2003). This

research approves that online communication is the most significant component of new media made possible by wide Internet spread and access in Kenya.

Various features exist which are connected to the Internet, thus characterizing it. Such separate it from other channels that have existed in history. Online and Internet communiqué would easily be recognized because it offers a solitary, mutual stage for interchanges and dealings globally. Firms and customers can obtain info from any company which is web-enabled effortlessly through cooperative infrastructures in this intermediate; because the net has various collaborative devices which are emails, Multi-User Dungeons (MUDs), IRC, Electronic Bulletin Board, search engines, among others (Soukup, 2000). Online communication is universal in range. Supposing the essential structure is presented, any discrete, for-profit or not-for-profit association globally can link to the Internet and make use of its roles precisely, just like the rest of the users. It gives the chance for administrations to contest on an equal frolicking arena irrespective of the distance and size. According to Roberts (2003), the net is a messaging linkage, which is always on. It is a communication network for many-to-many than for one-to-one nets such as telephone or many-to-one systems such as radio and TV. The current study point out that Internet permits consumers and businesses that are similar to access entertainment, information, as well as businesses services.

2.5 Types of Online Communications

Online communication permits masses of individuals to browse the Internet in order to hunt for commercial interchange, entertainment, information as well as have a sense of community (Roehm & Haugtvedt, 1999). The marvelous development of the net, and specifically the worldwide network, has steered a vital bulk of firms and consumers contributing in a universal connected market. These growths on the Internet are increasing outside the set-up for the global net as a messaging avenue to a vital sight of the web as a novel arcade (Hoffman et al., 1995). The collaborative stature of the new-fangled broadcasting, mainly the net, has unlocked up a cosmos of bigger independent leeway (McChesney, 1996). Protagonists of virtual communication claim that working debates will increase the speeds of political contribution and make the way for a self-governing influence (Papacharissi, 2004). He was of the view that circulation of conversation quarters on the Internet has shaped chances for persons to engross in communal effect efforts throughout the year. The social influence explored in this

research is mainly the aspect of online advertising and the influence between clients and advertisers in regard to products and services.

Due its unique properties cyberspace users 'meet' for social interaction which may highly differ from the person-to-person or physical interaction as per Okdie & Guadagno (2008). The Internet is viewed to have grown to be a vital avenue for educating and online learning, for example, unit summaries as well as lecture records dispatched on an email, a website, class email grades, assignment submissions, online contacts, and references, with tutors or even researchers (Amundsen & Sohbat, 2008). Apart from the parts mentioned earlier, others exist which include instructional, health, lifespan, online journalism, radio stations and online TVV among other uses (Thurlow, Lengel & Tomic, 2004). This has the implication that when companies adopt the Internet at a faster rate, they can easily work with creative ways to market their products in CMC settings which was a major concern of this study.

2.5.1 Online Advertising Concept

It has been thought that online advertising brings together information distribution, branding, and sales dealings. This can be viewed as a way of marketing and selling various messages online (Zeff & Aronson, 1999). It can also be regarded as any vending memo online (Cho & Leckenby, 1999). The examples of collaborating publicity include advertisements on home shopping, videogames, commercial online aspects, kiosks, online service, and CD-ROMS. Regardless of this, online publicity and promotion is considered the dominant medium that people can use to interact (McMillan, 2007). Therefore, such kind of promotion is regarded as one example of collaborating advertising, or integrated (Garrand, 1997). Other scholars such as Leckenby and Li (2000) described this promotion type as either unpaid or paid performance or campaign of services, products, and ideas by a recognized guarantor by interceded avenues connecting reciprocated accomplishment between producers and the consumers. According to this study the interactive advertising described above takes place in commercial websites and social networking sites.

Generally, advertising is considered a paid way of communicating regarding a company to a specific audience using various mass media type which can include TV, radio, public transport, magazines, direct post as well as catalogues (Janoschka, 2004).

Customers can select the advertisement in order to get additional information or even go ahead to make their orders and pay online. Traditionally, advertisement was conducted through mass media in most of the cases and retail companies paid more focus to this aspect (Zeff & Aronson, 1999). (McMillan, 2007). The scholarly work of Garrand (1997) established that online advertisements not only build cognizance of a product, but instead are considered to regularly also intended to inspire “click-through” directed to a site which deals with specific services or products which are offered in the particular banner. In addition the current study suggests to web designers to include links and follow-up buttons to other webpages with similar products and services in order to effectively guide clients when online.

2.5.2 Existing Differences between other Types of Publicity and Online Advertising

Janoschka (2004) exposes that online promotion differs from other kinds of publicity by allowing clients to interrelate with the announcement. Also, scholars have scrutinized invasiveness, or whereby it is considered to lack. They have claimed that it is a crucial aspect of advertising that is done online. For instance, most advertisements are stage in moments where main shows go into breaks so that many people can be reached. On the other hand, online advertisements are placed a click away from the major banners or hyperlinks. Thus, a consumer can have to request to view the ads. One can also prevent pop-ups and avoid ads. There are also pop-under advertisements which take time on screen even when the site is closed down (McMillan, 2007). His study found that settings of promotion messaging and the terminology publicity media have conventionally been practical to CMC as avenues to differentiate publicizing from direct ads, personal selling, as well as sales promotions which are individualized. This research differentiates operational marketing from other kinds of marketing and promotional activities by three activities namely interactivity, intrusion and the possibility to request or order for certain advertisement.

Nevertheless, in the future, IT might focus on more specific audiences from the current personalized messages which are found in the mass communication sector (Pavlou & Stewart, 2000). According to Janoschka (2004), online publicity is accessible the whole day the entire year. This is also more affordable than the traditional media. Through this medium, it is easier for clients to locate information online which will be helpful

to them. Garrand (1997) established that a transfer or available example does not cost the promoter any penny. In this regard, one cannot compare print ads and the online ones. Thus it is cheaper to advertise online than on radio, television, newspapers and magazines.

Online shopping is viewed as one of the crucial merits of using the net. It could easily integrate fresh collaborative structures to set one's shopping, such as discussion for a, email inquiries, sales representatives and video submissions (Spiller & Lohse, 1998); customers can now purchase or vend items through shop stores online such as Jiji, Amazon, among others. The advertiser can utilize the existing space and present the audience with what is demanded for in terms of the services and products. The site can also display links whereby one can acquire more info about the product to make a choice to buy it. This is distant call from the stark limitation of space for the case of print and broadcast ads (Garrand, 1997). Online campaign is also distinct from other promoting kinds in that, since, it is in apposition to engage people in a 24-hour, direct, and concurrent communiqué. Also, it offers establishments a higher command and control over the available content or information. In brief, the net helps in rewriting available rules of marketing communication (Weber, 1996). This study concurs with the two scholars above (Weber and Garrand) that Internet has altered how companies interconnect and offers abundant chances, and also the new-fangled barriers to publicists and establishments, and also offers recommendations on how to improve commercial websites design for effective communication.

2.5.3 Purposes of Online Advertisements

Online advertisements ought to attain not less than three essential purposes so as to be successful. Firstly, they need to entice the attention of the user. They should also attract others to click. Lastly, they are supposed to meet the expectations of the users (Janoschka, 2004). The drive of online publicity is generated by its decent incorporation of three vital marketing network volumes namely transaction- where the buyer pays for services and goods, Communication- the exchange of info; and circulation- the transfer of the purchased to the buyer from the seller. The extended purpose also originates from the plane combination of all the types of advertising messaging, comprising of public relations, advertising, direct marketing, and sales promotion (Li & Leckenby, 2007). The Internet acts as an advertising medium which offers various rewards over

outmoded broadcasting. With its capability to concentrate on clientele, its publicity is more operative; with its elasticity in intermingling with clients, the Internet combines various marketing functions in a structurally better process (Mangani, 2000). For commercial uses, operational promotion provides possible reimbursements which cannot be accessed through old-style publicity intermediate. As per Schlosser and Kanfer (1999), there was a need to recognize the welfares of operational promotion in brand information, ease of updating, information richness, global exposure and data collection, among others such as role playing. It is crucial to note that online advertising is vital in targeting specific individuals, thus ensuring that businesses perform well.

Television, billboard, print and radio medium are fashioned in a way that the message comes up precise and memorable. However, online promotion does not get inhibited in most of the instances. The use of the Internet has ensured that consumers are provided with rich content egarding the products that they are interested in (Schlosser & Kanfer, 1999). Sustaining an Internet promotion is viewed as more cost effective compared to traditional forms of ads. Additionally, content presented online allows for changes and modifications to suit the customers' needs at any given time (Schlosser & Kanfer, 1999). Online ads also contain aspects which are relevant in maintaining brands since they also give crucial info regarding the company and the facilities as well as products (Schlosser & Kanfer, 1999). The two researchers in their (1999) study confirmed that in return for this data as well as other vital incentives for products and services, a firm can put together the information regarding the items online to be accessed by those who browse the web. Their visits will be recorded and counted so that the company can determine the progress that it has in the marketing venture. Feedback is considered in this study as the capability of the internet, in particular social media sites such as Facebook, Twitter, and Whatssap as a component of interactivity.

According to Schlosser & Kanfer (1999), the Internet is also associated with the capability to put together responses from customers regarding the product in question. The Internet enlarges the firm's market to comprise international consumers, permitting individuals from diverse parts of the world to have access to the site. Online promotion is meant at promoting and selling commodities of several corporations in the worldwide marketplace through the web (Mittal et al, 2006). Since the Internet is highly interactive, it is associated with greater elasticity and this makes it more robust

compared to the traditional media (Schlosser & Kanfer, 1999). This is basically because of the transmission method as well as the information remitted. Companies can improve the existing relationships by enhancing accessibility to the users. Purchase doubt should also be eradicated so that customers can be confident of products. The Internet can also be used to persuade the customers and this will ensure that they buy more goods. The information offered should also be detailed to inform the decisions made. Since the study has indicated that Internet advertising is good, it is crucial to appreciate the fact that clients can get involved in online purchases whenever they wish without having to rush. This is unlike a situation whereby customers need to visit a physical store that has actual opening and closing hours.

2.6 Online Advertising Nature of Commercial Websites

Business sites are considered part of the online promotion and they are ways in which online ads can be hosted so that products can be sold in large scale. They can also promote commodities from other companies (Cass, 2007). These advertisements manifest themselves in many forms which include interstitials, sponsorships, banners, and pop ups among others. These sites are viewed as crucial ways of advertising commodities and they help in delivering information compared to traditional channels of advertisements (McAllister & Turow, 2002). This is because the Internet permits ease of admission to profitable sites and the promotion of other products and ideas. Some of the assessment methods used include online discussion forums, consumer reviews, and bulletin boards. Cho and Cheon (2005) found that websites sustain the capability among managers to ensure that customers are offered with detailed information of what they want. The customers can also intermingle as much as possible. Therefore, this research suggests that vendors should offer various tools which are highly interactive so that they can entice clients.

2.6.1 Overview of Commercial Websites Marketing Strategies

Whereas business websites advertising is the emphasis of this study, it is necessary to consider a collection of website advertising strategies as categorized in the table below.

Table 2.6.1
Overview of Commercial Websites Marketing Strategies

Type of Internet Marketing Strategy	Description
Search Engine Optimization	Search engine optimization comprises design, writing and encoding a website in a certain way that allows improvement of the volume and quality of visits to a website via surf engines over a webpage in the normal search outcomes (contrary to paid commercials forwarded using the search engine findings). Typically the early a website appears in the search outcomes, the more customers will surf that site. Search Engine Optimization comprise a number of skills to escalate website traffic flow (for instance item submissions to additional web locations that comprise businesses' website addresses and link exchanges).
Affiliate Advertising	It comprises business agreements with various individuals also company associates that usually market the corporation's products for a commission after transactions. Affiliate marketing connects with various Internet advertising tactics since affiliates can apply a multiplicity of marketing tactics. These approaches consist of SEO, paid search engine advertising, email promotion and exhibition publicity. A typical affiliate promotion arises when web seller or a business contracts webmasters to place the seller's banner advertising messages or buttons company website. Webmasters will obtain a transfer payment or commission after sales as soon as the buyer has ticked the associate link.
Online Display Advertising	This refers to the use of the Internet as a publicity channel where paid promotion messages appear on other business sites and search engine outcome pages. These promotion messages are funded by the companies or are exchanged among websites.

2.6.2 Significance of Commercial Websites

It is usually challenging for companies to make their presence felt online. Mostly, companies can use their advertising tools to perform most of the purposes of the site. All these can make it easier for companies to maintain their images and compete well with the rest of the rivals. Such tools can also make it easier for firms' positions to be solidified. Another factor is to reinforce the firm's financial position (Argenti & Forman, 2002). The cumulative incidence of both commercial and large enterprises on the Internet expands the market audience and also enhances competitions. It also enhances discernibility in the market (Volpo & Piggott, 1997). They added that the profits of commercial websites include maintaining a good company reputation, bestowing a crucial service to clienteles, cost reduction, increasing visibility, finding new forecasts, and the extension of the markets.

Commercial sites are also viewed to offer various marketing objectives as per Hoffman, Novak & Chatterjee (1995). The benefits offered by this medium are many and can be felt in both the company and client levels. One of the advantages to customers is that it hints on the products that one needs to try and also offers diversity (Garrand, 1997). Commercial sites also help in marketing information regarding a company and give the management and opportunity to track their sales and many other transactions. This will also give them solutions to customer service at cost-effective prices which will enhance sustainability. It can also give valid information on whether the company is well-organized or not (Urgo, 1997). This study established that commercial websites permits businesses to deal with various transactions in to satisfy various clients.

Consumers view evidence a primary merit of being uncovered to the commercialization of sites (Gao, 2003). Information is classified as a purpose which satisfies the needs of many customers as they are offered with information that they need to conduct their daily activities. This is backed up by gratification theory (Preece, Moodley & Brown, 2006). Many commercial websites are known to host information regarding services and products offered by a certain company and concentrate on selling these commodities to a wider audiences regardless of the country they are in (Hwang, McMillan & Lee, 2003). This has established that the capability of most of the sites to manage large amounts of data and give the customers a chance to choose their favorite products online.

The sites also offer a chance to access services and products which could not be accessed in real-life situations. Thus, the business selection is increased and creates a conducive environment to doing business and meeting the needs of the clients. The information offered to the customers is also rich (Urgo, 2017). The competition associated with sites also increases effectively and this is considered to increase in the future. Commercial sites have also been considered to be highly competitive and they help companies to sell their products while winning more clients. Customers can have access to goods and services online and can also read more regarding them before making an order (Hoffman, Novak & Chatterjee, 1995). As Internet and broadband prices decline, more purchases and sales are recorded as customers have witnessed better access and this has enhanced usage overtime. Demands have also risen and this has stabilized the existing prices (Plunkett, 2008). The current study has demonstrated that business websites are considered as an environment which change the existing landscape in the online businesses.

Amazon, as a bookselling platform, is a good example of how websites help companies. This is because it takes the company to a global scale. Websites are vital in creating a chance for retailers, distributors and manufacturers to reach a wider audience and sell many books (Preece, Moodley & Brown, 2006). The medium is also offering recreational uses making the customers feel good to be associated with it (Hoffman, Novak & Chatterjee, 1995). These commercial sites also harbor many elements associated with company advertising. Some websites also have crucial information which is required by investors and stockholders. This information also helps perspective customers to make crucial decisions as to which goods they should associate with or purchase online. The aspects are able to enhance fruitful relationship with the stakeholders. Some other sections of the site are known to give useful information regarding branding and marketing the company. Websites can be accessed any time of the day upon the request of the customers (Hwang, McMillan & Lee, 2003; Metzger, 2004). However, marketers are faced with various barriers which are as a result of the complexity of this medium. Since the medium is cheaper, many companies find it the best choice to marketing their goods. Thus, this leads to congestion and higher competition in the process. This is associated with lower barriers to entry. Secondly, the web is known for overturning the ranking system that was associated with advertising in the past. This makes the other channel partners worthy competitors. As a

result of low entry problems as well as more exposure, distributors, manufacturers, and retailers can embark on selling similar services and products (Dholakia & Rego, 1998). This research was interested in identifying and analyzing various challenges encountered by consumers while online which shed light on how best to construct and operate effective commercial websites.

Commercial websites are advertising media since they host various adverts in terms of popups and banners while also promoting themselves. This is because the pages tend to publicize themselves (Janoschka, 2004). Marketers also utilize websites for public relations activities apart from marketing and advertising. This helps them to get response from the public and announcing various activities which interest the public. Sites also command a wide range of audiences and determine which information should be shared and how this should be done (Janoschka, 2004; White & Raman, 1999). The customers are also in liberty to decide which information to get and where to obtain it as well as how to use it. This shows how interactive websites can be and are considered to be highly convenient to the customers (Dholakia & Rego, 1998). Thus, they are appealing to the customers and make a lasting impact to them while they are online. Dialogues can also be started well and propelled online so that they can have a lasting impact. Through websites, information can be tailored to communicate certain aspects to the customers. Furthermore, the marketer is in a position to attain crucial information from the clients in terms of feedback and use it to advance its agenda in the market now and in the upcoming years (Hoffman, Novak & Chatterjee, 1995). According to Hoffman and other researchers, unlike traditional marketing, customers are offered with a better control of the sites and this can help in processing a variety of data online. In the negative side, graphics and popups which intrude the pages annoy customers and this is considered as one of the challenges in this study.

2.6.3 Sorts of Commercial Websites

There exist two wide groups of sites and these are interactive and static. In the first category, interactive websites are viewed as part and parcel of Web 2.0 community which allows customers (site visitors) as well as site owners. On the other hand, static sites are concerned with the capturing of information that enthusiasts have produced to serve as avenues for entertainment and also for personal use (Dholakia & Rego, 1998). Most of the websites are aimed at making more money and meeting the needs of the

business models and selling contents to the online world. This helps in building advertisement platforms which will enable sales both direct and indirect ones to increase the profit-making capacity of the firm. Most of the commodities are provided through the brick and mortar mediums and stores and most of the contents are free while others require one to login or register. Some of the platforms which require payments include WordPress among others. This helps one to build a site that can be used in marketing and selling information for a certain company (Hoffman, Novak & Chatterjee, 1995). This definition can be held as the most basic and the one regarded by this study as a working explanation.

There are other numerous diverse categorizations of business websites which differ mainly regarding their objectives and goals and the business types which they tend to represent. Scholars have categorized the sites into six distinct classes in line with their aims. These include company presence, online storefront, mall, content provider, search agent site and incentive website (Dholakia & Rego, 1998). Online storefront sites are known to propose direct sales via electronic sets or challenges which come in highly advanced avenues or formats. Customers tend to order services and products via forms which are filled out, registered or through surface mail (Hoffman, Novak & Chatterjee, 1995). This research commend that Internet attendance sites (image, flat ads, as well as information) offer a practical incidence for firms and can also work towards indicating the prospective and current rivals as well as customers.

Flat Advertisements are referred to as electronic flyers which are written on a single page with hyperlink or media links. They can be outlined in a magazine or a newspaper although flat ads are considered as simpler than those in print media. In IPI (Internet Presence Image), the consumers are taken into a period of emotional appeal instead of being lucid. Additional information regarding the product which include how it is used and many others are indicated to direct the consumers on what they would like about the commodity or service. Such sites of information are also considered to be meaningful since they provide more rational data that would tell them more about the company that they would like to be associated with (Hoffman, Novak & Chatterjee, 1995). Searchable database, sponsored and content-fee-based sites ensure that the consumer pays for content provided. This is done through access fee. In sponsored content, it is not necessary that the visitors are charged, thus, reducing the need to force

the visitors into paying for the information they get. Regarding the third type of model, advertisers remit some money to the person who provides the information so that users can access it through searchable databases as outlined by Hoffman and the rest of his colleagues. The mall site is made up of a bunch of storefronts which are held online which have various goods that are up for sale. As a result, the provider is paid rent to offer real-estate virtually to the customers who visit the storefront. This survey pays keen interest on types of commercial websites as a way leading to deeper understanding of gratifications and uses of most of such business-based sites as well as the role they play in advertising of products and services.

Furthermore, incentive site stands for an exclusive type of sales promotion which lures a potential client to a website. Its aim is to attract the customer to business sites behind the main one. Therefore, this ensures that marketers benefit from the given traffic that is directed to their sites to (Argenti & Forman, 2002). Keywords are also used to enable the search engine sites to recognize other databases which are crucial for marketers. This is done through the web. The work of the software agents is to come up with searches which are in line with the given databases (Dholakia & Rego, 1998). Another unique way of classifying the locations is grounded on the sectors that they stand for or represent. In research done in 1997, Ho indicated that around forty industry categories which include advertising, accounting, automobile, apparel, airline, banks, Brokerage, beverage, construction, computers, data services, cosmetics, healthcare, food, hotels, furniture electronics, internet services, jewelry, insurance, mining, TV/movie, oil and gas, office supplies, publishing, pharmaceuticals, wines/spirits, textile, trucking/shipping, telecommunication, and software among others. However this investigation has categorized commercial websites into two main domains namely static and interactive websites.

There exist many varieties of commercial websites each one focusing on a specific content, form and usage. These websites can be categorized in a number of ways. The following such classification in Kenya is described in the table below.

Table 2.6.3
Commercial Websites Classifications

Website Type	Description	Examples
Affiliate Site	It is a website, usually a small number of pages, purposely to retail a third person's product(s). The dealer obtains an agreed commission after closing the transaction.	OLX
Agency Affiliates	This refers to supported portals that lessens its custom and syndicated information from other message providers for a settled payment.	Junction Commission, sellers such as eBay, Yahoo.
Archive sites	These sites are used to conserve treasured electronic information endangered by way of destruction. For instancet since 1996 and Google Collections or messages sent to discourse communities.	virtual Collection
Blogs (weblogs)	Sites commonly used to support online journals such as dialogue forums. Various bloggers use weblogs similar to editorial segment of a daily to express their thoughts on issues stretching from governance to faith, entertainment, education and others. Several bloggers are experts and they are remunerated to write on a specific matter, and therefore are frequently found on sites dealing with news.	WordPress
Brand-building sites	Sites whose purpose is to create knowledge or awareness of a product online. These websites generally do not retail something, rather concentrate on establishing a brand online. Trademark building websites are commonly for cheap, huge-volume fast selling consumer products.	Unytd.com (Kenya) Pulsar Limited
Celebrity websites	Are websites with information that concerns a superstars, celebrities or a prominent character. These websites can be sanctioned (celeb's endorsement), fan-base (operated by followers or fans associated with the celebrities devoid of any implied endorsement).	jimcarrey.com www.celebritysites.com

Comparison buying website	A website that allows shoppers to use a search engine to search and match brands centered on cost, properties, questions or any additional standards.	Shopping.com
Community site	A site that permits individuals with related interests and hobbies to connect with one another, habitually by chatting or short text messages.	Myspace, Facebook, orkut, VK
Classified ads site	Websites that publish small adverts	www.nation.co.ke
Company sites	They are designed to make background facts about an enterprise, a corporate, or service available to clients.	corporatestaffing.co.ke
Dating website	A website where single consumers can search for willing persons searching for lasting relationships, courtship, companionship or mere friendship. A number of these affairs are for paid services, however free dating sites are also available. Almost all dating websites function basically as social networking sites.	Amazon
e-commerce websites	Websites for advertising products and amenities for only online transactions and permitting e-shopping.	Amazon.com
Interactive Media sites	Are websites that allows consumers to upload and sight media for example movies, photographs, videos, and music.	YouTube
Gaming & Gambling websites	Are websites that allows customers to engage in gambling and play online games or both.	Sportpesa, Quora, Betika, Betin, Stack Exchange Network
(Q&A) sites	Is a website that allows consumers to enquire and obtain answers or responses.	(Q&A) Kenya
Microblog site	A small and an easy way of web-blogging. These small blogs are restricted to definite number of letterings and function like updates on Facebook.	Twitter
Review site	It's a site where individuals usually post evaluations of goods and services.	Yelp, Rotten Tomatoes

Search engine site	It's website that catalogues materials on Internet and online daily papers and e-books or an intranet and lately on e-books and provides links to feedback to questions.	Google Search, Bing, DuckDuckGo, Ecosia
Social networking site	A website where consumers connect with each other by sharing media, for instance photos, movies, music, videos and blogs.	WhatsApp, Facebook, Tweeter
Social news sites	These sites contain stories sent by users usually rated based on their popularity. Consumers are usually free to make comments about the stories including likes and thumbs up. The posted stories include humor, hobbies and personal experience. Social news sites are seen as part of free self-expression.	Kahawa Tungu
Crowd funding website	Is site responsible funding projects requesting users or supporters to donate for worthy causes.	Kickstarter

2.6.4 Construction of Commercial Websites

Fruitful business-related sites have vital basics which ought to be executed with the highest level of professionalism as well as skill to provide the users with the best experience. These can be named as the company's basic information, homepage, information which can easily be downloaded, and the highest clarity of info. There are also mechanisms which enhance web presence and a chance to get access to FAQs (frequently asked questions) (Cowie, 2008). Newsletters, press statement, as well as reports gotten on many commercial websites are often just meant to ensure that info is highly accessible regarding the company and this is for the good of the stakeholders (Cornelissen, 2008). How commercial sites are also structured affect the outcome such as satisfying, enticing and attracting the customers' interest at any particular instance (Ranganathan & Ganapathy, 2002). Fruitful structure offers high convenience to any person who decides to make way to the site to get information as per Huang & Liaw (2004). Three crucial scopes exist as to how a website should be structured and managed and these are formats, content, as well as access. The access to a web is considered as one of the aspects of overall marketing plan and part of the crucial building blocks of a domain name (Preece, Moodley & Brown, 2006). The current study

separates two straightforward groups of business sites elements namely interactive features as well as information content.

The content of a business website can be regarded as sections which can either support or sell the services and products and they can be crucial in making a name for the company. Regarding customer relations, one would be required to compare information. When a blog is written well, it might act as a vital traffic engine which would be a factor of competitive advantage that would help in regulating process and keeping the customers informed over the existing commodities in the market especially those presented by the company in question (Potts, 2007). This also trickles down to the 'about us' section. One can also use information on commercial websites to detect changed structures, classify competition, and regulate prices while informing the customers. It can also show how other execute aspects are conducted in the market (Volpo & Piggott, 1996). There are usually changes associated with the commercial website info. Such information can substitute the traditional ways of advertising and make its impact felt in the market. Various medium and small sized firms which were hardly reached through the traditional means are now accessible by net. Experts are expected to comprehend such sort of data to give the best treat to companies in the market (Urgo, 1997). Urgo further indicates that content creators or promoters should ensure that their sites are offering enough information such as contacts. Press releases, and information about the firm so that the interest on the products would be elevated. This would further enhance interactivity in the site.

Contact data is crucial for every firm to submit the needed information. Some of them comprise of mailing address, phone numbers, links and many others. Most of the domains should reflect the company unlike in the case of plain addresses. Thus, more information can be offered to reach more clients regarding specific departments and the executive systems (Potts, 2007). Customers find it hard depending on a company which has limited contact info and this might bring down sales to a larger extend. There is a need to make sure that the clients are happy accessing the site (Potts, 2007). Potts claims that press releases can work wonders as they help in promoting certain services and products. Typically, the major aim of the press statements is to help in editorial mentions.

Mentions are not charged online as compared to typical advertising. Thus, they are considered free promotional stuff. Through press statements, people have been informed about crucial events that need to be covered online. They are based on company's developments such as the need to open a new office among other news items. They also touch on the investment capacity and many other factors in the firm. Companies can utilize this opportunity to ensure that they create a library which goes public and acts as a hub for research. Additionally, press statements can also be availed both offline and online. The application of PR will ensure that aspects such as content components, performance, value, quality and availability are enhanced in marketing. Others include special offers, usage instructions, shape and packaging and the approval for products and services. All these are vital in the endorsement of a product at any particular instance (Dholakia and Rego, 1998). Others include how the product is approved by relevant authorities and the way ideas are developed which should reflect the company's information.

Interactive structures of commercial websites echo the goals of the advertising plan of a company. For instance, certain sites are made up of menu pieces for stockholder facts which can show which evidence targets the shareholders and the third parties. A menu item associated with career marketing involves those which target the prospective employees. Such features would ensure that the shareholders strike a good rapport with the company and associate with it further. The other sections of the commercial websites give room for branding and the delivery of product reviews as indicated by Hwang, McMillan, and Lee (2003). The managers of commercial sites have to respond to customers and this makes them satisfied with what they need to buy. Data mining also ensures that it is easier to determine the behaviors of the customers as well as their purchasing patterns. An example is Amazon which has mastered this art. Customers can also ask questions which can easily be handled by the management. An example is J. Crew's site which directs clients over certain queries regarding the clothing and related aspects such as colors, fitting and the fabric as well as pricing.

Firms convey extra information over their sites by widening the scope of interactivity in communication with the customers (Spulber, 2004). Other scholars who include Cho & Cheon (2005) broke down the features to twenty-three interactive ones. The main ones are consumer (that is message contact made up of keyword search, virtual reality

display, multimedia programs, dealer locator, games, software downloading, and speed choice among others. Another one is Consumer marketer contact (CMK) which includes online order, site survey online solving problems, tracking order status, and product survey as well as the suggestion of new items or products, online discussions, and electronic passwords. The other feature is Consumer – consumer contact (C-C) made up of user groups, surfer positions, electronic postcards, online chatting and the rest of the consumers. The Internet product is referred to as the domain name and in other instances, it is supposed to be highly relatable to firm's name. A good example of such domains is Virgin.com which is associated with the Virgin Group firms. When choosing a domain name, one should be careful since it carries weight in presenting the company and it should not contribute to misdirection. Therefore, it is advisable to have a close link between the brand name as well as the domain name (Preece, Moodley & Brown, 2006). These scholars reached a consensus that web creators are ought to create straightforward domains and utilize the existing technology. Thus, web design should appear in the best way possible considering colors, design and the scripting. All these should be interwoven to make the best out of the site. Serving the customers in the right way is regarded as one of the best incentives which has instant results and does not need to be overlooked in the long run. Thus, the methods that this study recommends should be considered for the success of online businesses.

Considering that changes in color are viewed as part of an interactive function on the side of the user, it should be capitalized on (Lee et al, 2004). The construction of business websites needs to be sensible in the crucial stages to avoid cases whereby one has to redo the screens or having to change the existing structure. This would involve adding more elements to the knowledge management system for functionality. The design of such sites should be considered as a way of reducing costs instead of using a lot of resources. In the process, this should ensure that the information is linked to the business and that it resonates with the employees and customers (Walker, 2001). If a site is designed properly, it needs to have various elements which include multimedia shows, personal choice helper, keyword search, games, software downloading, speed choice, site survey among others such as response, comment, and product review. Cho & Cheon, (2005) also claim that they need to consider electronic postcards, user groups and cyber community aspects among others. The recommendations of the current study

include that the website should act as a great informational source for what the company plans to do as well as what should be offered to the clients.

2.6.5 Types and Functions of Web Advertisements

Thorson (1996), suggested that ads can be categorized into five key classifications which are namely; issue, public service publication, product/service, business and political. The categorization applied to all communication medium, which include the Internet. According to Janoschka, (2004) Internet advertisements can also be categorized in accordance to their historical advancement and technical development. They can be static, animated, far ahead and interactive models. The findings of this study paid attention to this classification because each category has a different technical and content approach, the way it invites clients to visit a website or an online store, or to provide more contact information about the advertisers.

The first stage of website advertisement is termed as static; as it has ability to implement animated visuals, but only fixed pictures. This elaborates that there's only one potential visual appearance of the website advertisements. Static website advertisements should draw the users' response through static graphic and design textual information. As a result of inadequate space, more significant information would be provided. Second-stage website advertisements are termed as animated; this presentation allows the presentation a series of images so as to create an impression of motion in the website. The features of animated website advertisements could easily change, recur, or break at some points. Having several static images, animated website advertisements can easily broaden their advertising message by taking advantage of the extra space to provide additional information compared to static website advertisements (Janoschka, 2004). According to Mangani (2000) static content includes website pages; eBooks; social media advertisements; banner ads; social media profiles; whitepapers; videos and one-way webinars while dynamic content examples were; blogs, clear website content, social media feeds and emails (post-conversion features modified to provide a lead) and personalized dynamic ads.

The third - stage of website advertisements is known as interactive; and tries to find interaction with consumers by persuading users to click on personal information search centered on the consumer's choice. Interactive website advertisements utilizes

components which allows the consumer to key in data, for instance, selecting predetermined issues and keyword search (Janoschka, 2004). Internet advertisements requires to achieve three key functions so as to be effective: have the ability to capture the consumer's attention; purposed to persuade consumers to click; and meet consumer's expectations (Janoschka, 2004). This inquiry considered commercial websites advertising as an effective interactive marketing strategy through social media, existence of online communities and blog operations.

The role of web advertising originates from a vertical incorporation of three marketing channels capabilities namely, communication-information transfer among the retailers and customers; transactional- the purchaser makes payments on product; distribution-transfer of the bought product from retailers to the customers. The extended purpose thrives from all horizontal incorporation marketing communication models, this also consist of direct marketing, advertising, sales promotion and public relations (Li & Leckenby, 2007, Mangàni, 2000). This research takes into account that the objective of online promotion is to entice buyers by the use of a call-to-action statement, which allows the consumer access an online store or website, or get more information from the advertiser. Thus advertising can be described as basically an action catalyst aimed at bringing clientele, products and services together.

For businesses, online advertising creates potential advantages that are unavailable in the convectional advertising media; Schlosser and Kanfer (1999) acknowledged significances of internet advertising as: brand info, easiness to update, Information abundance, easy global data collection, customization, improved and customer-business association, and purchase facilitation. Traditional means of marketing compared to digital marketing is an almost unfair comparison. This investigation found that the benefits of online advertising such as convenience, easy to adjust, timely results, more coverage, product information, easy to share, greater engagement and precise targeting as what separates the two.

In the framework of communication advertising, advertising media has been conventionally used to mass media communication so as to differentiate advertising from personal selling, individualized sales promotions and direct advertising. Nevertheless, the influence of information technology has transformed mass

communication into individualized messages finally shifting the attention of the initially adopted mass advertising to a greatly focused and concentrated clientele (Pavlou & Stewart, 2000). Online publicity differs from traditional advertising by allowing users to interrelate with the ad; customers can easily click on the advertisement to gather more information, or go ahead and buy the commodities in the similar ad session (Zeff & Aronson, 1999). Therefore interactivity of commercial websites in this research is considered as the main reason in distinguishing traditional forms of advertising from online advertising.

According to McMillan, (2007) banner advertisements can create a brands awareness, however they are often aimed at encouraging “click-through” to an online site that regularly retails the goods or services shown on the banner. However internet advertisements are placed a single-click away after hyperlinks, banners or other Internet advertisements. In principle, the users have to bid the advertisement other than having them intruding their activities. Online advertisers are intelligently creating their advertisements intrusive to clients by the use of features such as pop-up advertisements that occur on top of a messages, interstitial advertisements that “take over” the screen and pop-under advertisements which later remain top of the screen once the target website is closed (McMillan, 2007). This inquiry found that the advertisers need to engage rather than disrupt consumers. The desperation to have their messages noticed, resulted in an increase in intrusive ads and clutter in most websites.

Online advertising is cheaper for business in comparison to the conventional communication media and allows a user to find information an online site other than hiring a sales assistant (Janoschka, 2004). A viewable or a download sample will charge nothing to the advertiser; on this essence there’s is no contrast between prices of online advertisement and expensive print broadcasts advertisement (Garrand, 1997). The current study concur with the findings above that marketing online is cheaper and convenient compared to traditional advertising approaches and this makes online advertising more convenient and informative.

Online shopping has significant benefits; as it integrates new cooperative tools to sequence shopping, this include email enquiries from sales agents, dialogue opportunities for clientele pay per view on video and voice channels; users can now

purchase or retail their products or services through online stores such as Conrad, E-bay, Amazon and many others (Spiller & Lohse, 1998). The advertiser will easily get consumer to a site and use spaces required to showcase their products. The website has relations to multiple images and pages contained in the marketer's website also links to that of the product to assist the consumer fully comprehend the product details or information. This is more advantageous compared to print and broadcast advertising space limitation (Garrand, 1997). Website advertising, unlike other types of advertising has the capability to involve individuals in a direct, all user, and instant communication. Also, it offers businesses with a regulation of its information content and its distribution. Internet connectivity fully has transformed businesses communications processes through providing fresh chances and also new contests, to the businesses and advertisers (Weber, 1996). The findings of this research established the fact that most devices that allow consumers to get connected to the Internet is rapidly growing and that everyday consumers can use smart phones, laptops, netbooks, and iPods, which are all an easy way to access the web with their own challenges.

2.7 The Concept of Social Media Advertising

With the changes in the Internet over recent few years, businesses are working towards networking in the social scenes and acting as role models to the society. Since internet is more accessible than before, it is crucial to note that more people can easily access social networks and companies have tried to exploit this aspect. Some of the social media platforms include Twitter and Facebook (Gruzd et al, 2011). One major aspect that has provided for this interaction is the Web 2.0 submissions which have ensured that the Internet is moved to the social setting, thus, achieving a lot in the market (Lai & Turban, 2008). This results into interconnectivity in online platforms and the online societies are created by this aspect. It has also been indicated by Lu and Hsiao (2010) that online societies as well as SNSs are efficient in the modern network technology and they can allow for the distribution of info with a wide range of customers in different regions of the globe. Through social platforms, consumers are in a position to come up with content and create rapport with other users in various social forums.

There exist various service online through the Internet. Thus, companies are given options as to which would be better for them in the market. Some of them include networks like LinkedIn and Facebook, Micro-blogs such as Friend Feed and Twitter,

video which can include Vimeo and YouTube and ratings and reviews in terms of Amazon and Yelp. Social media offers an abundance of services on the Internet as well as many others (Ali, 2011). Regardless of the many types, social media is the leading in Kenya whereby Facebook has an excess of 8 million users whereby a half of this use it daily (CAK, 2019). Other platforms have also contributed in the access to information and these are Wikipedia and blogs. Through them, people can learn more about companies and also share the same information with colleagues. This study has therefore offered a review on the expansion of retailers and how social media has been used in the meeting the needs of the marketing strategy.

In e-commerce, SNSs are vital since customers take part in the creation of content and sharing the same. This makes cyberspace a more interactive platform (Liang & Turban, 2011). In the contemporary world, consumers are in a position to access various sources of information which can be used to their benefit (Senecal & Nantel, 2004). This brings up the idea of customer involvement in marketing which bears more results than one would expect (Lai & Turban, 2008). Through social media, customers are provided with various tenets in order to improve marketing. Some of the tenets include aggregating auctions, propagating word-of-mouth, sharing vital business information and building the reputation of a product among others. All these sustain the consumers (Ballantine & Stephenson, 2011). Social media interactions also uphold social values and have a positive impact on reliance and many other marketing aspects (Ali, 2011). Liang and Turban (2011) claim that as social media as well as SNSs grow, consumers become the target since they determine whether goods would be sold or not. Thus, the marketing approaches need to build trust in the organization together with the customers. By doing so, they would have a positive impression on the customers' purchasing power and intentions in the market. Brands would also be built through such platforms.

Members of social networking sites forums are willingly codependent on others who might be on forums with the capability to produce assessments as well as evaluations, which might include Amazon.com to help customers to review and rate brands (Senecal & Nantel, 2004). Using sites allows customers to come up with content that offer guidance and direction to other users (Ali, 2011). This current development has witnessed Internet societies as well as an automated net of persons appear on communal

supports whereby the members are prone to sharing various data at a faster rate (McLure & Samer, 2005). The upcoming creation of Internet-based businesses would be grounded on the societal aspect where solid relationship between customers and the companies is maintained (Ridings & Gefen, 2004). Such societies provide companies with the right opportunity to achieve an enhanced association management system for its customers. For example, enabling a fresh advancement whereby firms can increase enactment. This research suggests such forums play a vital role in improving users' contact with what they feel acquainted towards and can have a positive influence on their intent to buy the goods and services.

The term "social media" is often used in the place of SNSs. Although it is different because it permit its operators to interact with one other by establishing individual profiles and allowing family colleagues and friends to gain access to them (Kaplan & Haenlein, 2010). Therefore, it provides the environment for social networking to occur hence offering the perfect place that consumers can use to access information on what to purchase. Hence, it is important that companies come up with a model that allows them to conduct business through social media (Liang & Turban, 2011). This is the latest way of conduction business online and inspires one to use social media to contact customers (Hajli, 2013). The readiness to consumer technology refers to the way that people tend to take advantage of new technology to attain certain objective both at the workplace and at home (Cha, 2009). The willingness to employ consumer technology is critical for retailers when marketing products through sites for social networking. Social media has developed from offering the service of communication between family and friends to a place where businesses can be conducted and products are now posted and sold through it. Retailers and marketers take advantage of it as a way that consumers can access their shops. The way that technology has advanced through the introduction of well-developed search have enhanced the ability of marketers to reach to new shoppers. (Hajli, 2013). Social media has also enhanced the unanimous appearance of businesses (Cha, 2009). However, social commerce and media are critical to e-commerce works.

Giving services to social media shoppers allows businesses to develop their retailers because most of them use these sites. The different sections of consumers using these sites signifies that a huge target market variety can be achieved (Cha, 2009). It allows

retailers with the right forum to endorse their product and services to prospective customers. According to Ballantine and Stephenson (2011), marketing can thus work together with customers to advance products, generate proper advertisements, show where promoters are, and act as a network to activities in the store, consequently portraying the social media's role in establishing a retailers strategy for marketing products. Studies reviewed above show that developments within these sites have established communities of consumers that are critical in new ways that firms and consumers can relate to and share important information to the brand and products. For instance, communities of new and virtual brands have been known to come up with spaces for retailers and consumers to network with each other by marketing.

2.7.1 The Number of Active Kenyans on Social Media

The number of active Kenyans on these platforms rose in 2018 as shown by the “State of the Internet in Kenya 2018” survey that was done by Communications Authority of Kenya (CA). It pointed out that by September 2018, an estimated 12m people had WhatsApp as an interaction site with 7.1m others taking advantage of Facebook. There were another 8 million Kenyans that were documented to be using YouTube while 4 million were said to be using Instagram. Instagram is found to be popular because it allows people to post their pictures. However, many brands have not embraced it for business purposes. The report also pointed out that an estimated 1 million Kenyans were using LinkedIn with a majority of them using it for job searches. Twitter on the other hand has been found to be instrumental in articulating issues and driving agendas in the country. It is crucial in ensuring that the government is held accountable for its actions and fighting injustices and other issues.

The report has highlighted that 1 million Kenyans use Twitter with Snapchat having the least number. It highlights that the number of people using snapchat was at 250,000 at the time. “Increased internet penetration and mobile subscriptions as detailed above have contributed to the growth of locally generated content and the corresponding proliferation of the blogging and Social Media communities,” the study points out. Sochin Limited also conducted another study in 2018 and pointed out that 86% of Kenyans that use both Facebook and twitter are around Nairobi with the other percentages distributed around the country. A summary of Kenya's social media platforms and their monthly usage is shown below.

Table 2.7.1
The Number of Kenyans on Social Media

Sites	Users in Millions per Month
WhatsApp	12
YouTube	8
Facebook	7.1
Instagram	4
Linked	1
Twitter	1
Snapchat	0.25

According to CA (2018) these numbers of social media users are vital for the growth of e-commerce and communication and marketing professionals should take advantage of. Therefore firms should come up with strategies for marketing through social media. This form of marketing provides businesses with a wide range of people in different geographical locations. These new platforms are arguably the most untapped by traditional forms of media. The main aim of marketing is to get into the emotions of their customers; marketers that achieve this goal are successful in creating their brand awareness. Social media provides one with the best sites for attracting audience through relevant imagery and text. These are therefore essential in attracting traffic to their websites and increasing the rates of conversion. A firm that intends on increasing their conversion rates needs to embrace this form of marketing as the more customers inquire, the more the sales increases through e-commerce and these buyers can be able to easily decide to buy. (Rongas, 2017). The report (CA, 2018) summarizes by urging digital marketers to take advantage of social marketing because it is represent future Kenyan business environment.

According to Digitalk Report (2019) a look into the Nigerian market shows that 85% are on social media followed by Kenya at 81%. South Africa, on the other hand, are third with 80% followed by Uganda and Tanzania consecutively. It is clear that there is an increasing shift from that way that social media users use these sites and do not only use it for shopping, chatting and watch videos but also use it in receiving news on various contents and sharing them across these sites (Digitalk Report, 2019). This report points out that the main attraction of these sites are in the fact that the consumption of news is customized to the tastes of each person and this, in turn, leads to less and less people watching TV and listening to other offline forms of media. It remains to be one

of the most important ways for users to obtain information on various issues and many Africans have stated that on a typical day they log into their social media sites to stay updated on various issues.

2.7.2 Use of SM as a Tool for Marketing

In this current world determined by technology, these sites have grown to come to be the bridge that ensures that retailers can grow their marketing strategies to ensure that they explore new markets (Garrand, 1997). Chi (2011) describes the utilization of social media to market as a link that unites consumers and products and that it offers one a personal method of interacting with customers. The communication methods and tools have significantly improved over the years with the introduction of these sites. Therefore, firms should learn how to incorporate these site in their firm's plans (Mangold & Faulds, 2009). This is crucial for those institutions which intend on attaining competitive advantage over its competition through using social media to advertise.

The use of these sites have completely altered the manner in which companies communicate together with most of their clients. Mangold as well as Faulds have asserted that these sites have used the traditional IMC tools with an increasingly enhanced word of mouth where managers do not have a control on how the frequency and the content of data is shared. Firms are limited in their control on information contents and their distribution. Therefore, companies should not ignore such content. They need to be in a position to respond and monitor conversation whether negative or positive that surround the company's brand. However, there are other ways that firms can impact the way that discussions are done to be consistent with the mission of the institution (Mangold & Faulds, 2009). Marketing through social media allows firms to advance their understanding of the needs of their consumers and hence establish a better relationship.

Companies can use social media to supplement its marketing strategies. It can come up with social media strategies that can be in line with their other contemporary marketing efforts and ensure that it maintains its consistency. It can take advantage of blogs as a way to communicate and receive feedback from its customers (Mangold & Faulds, 2009). Customers will feel that they are more engaged in the way that their products

are designed when they are allowed to give their feedback and reviews, for instance, customers who shop at Starbucks are always allowed to give their feedback on what they think of their products through the site “My Starbucks Idea” (Neti, 2011). In other words, the users of these sites are allowed to give their suggestions which are then voted by other customers. These suggestions provide ideas for new products and actions that should be done concerning its current products. It allows the customer to feel that he or she is part of the company by allowing them to give suggestions on what they want. This means that Starbucks empowers its consumers by directly asking them what they want. Therefore, once they act on these suggestions, the company enhances its customer relations.

Many firms such as Starbucks, Southwest Airlines and Comcast have created Twitter accounts that help customers on decisions, give apologies in cases where they make mistakes and share new ideas. By doing this, companies can be able to enhance transparency in their operations, thus, increasing trust with its customers. The utilization of Twitter to act as a platform for customer service allows companies to enhance positive brand image which in turn help customers in solving their problems in an affordable and efficient ways as compared with the use of call centers and emails. (Parr, 2009). An efficient customer service enhances brand loyalty. However, such big companies have enough resources that can be directed to creating a more improved customer relation. an industry report on social platforms which was written in 2011 by Social Media Examiner that was done on more than 3,300 marketers on their social media use asserted that marketing through social media consumes more time and an estimated 58% of them use at least 6 hour a week on social media while another 34% stated that they use these sites for at least 11 hours every week (Stelzner, 2011). 88% of these marketers, however, report that the highly significant aspect of social media is that it is critical in the creation of business exposure. They also pointed out that it has more traffic as compared other ways with 72% in support of this and 62% say that it offers improved rankings to companies. An estimated more than half of those sampled said that these social media sites had helped in coming up with qualified leads for their products. Around 90% of them state that these sites are crucial for their businesses with those with small businesses the more likely to agree with this assertion. There was also direct relationship between the time that marketers use on social media to their weekly (Stelzner, 2011). New entrants to social media, conversely, pointed out that 595 of them

spend between 5 and 1 hour in a week with those with more experience spending an average of 6 hours on these sites. These marketers also stated that these sites had reduced the overall costs of marketing. The financial cost consideration was done on the amount of time that it took for it to be successful. It also established that marketers preferred to use Facebook and Twitter compared to other sites which are in the same category (Stelzner, 2011). Accordingly the main social media picks for marketers in Kenya were WhatsApp, YouTube and Facebook with 24 million Kenyans actively using them.

Stelzner's (2011) study concludes that using social media to market allows firms to understand the needs of customers hence come up with the right solutions for their problems. The main basis of any transaction is the client. Therefore, these social networking sites gives companies different avenues to inaugurate proper associations with their clientele. Although, these social media sites are different and each one offers varying ways of marketing.

A study conducted by Starbucks (2011) established that in a sample of five small enterprises, one has an established strategy for social media. If these businesses do not come up with the right goals and strategies, they cannot be able to establish whether they are making progress or not. Businesses without these strategies have also been found to report less satisfaction with the use of these sites and fail to create new leads (Neti, 2011). According to Stelzner (2011) these small companies should come up with a comprehensive plans when using these sites. Due to the diverse strategies that are employed on social media, there is the need for more strategies. There are various ways that these businesses can use social media. These include gaining feedback from customers, driving traffic to their website and promoting the firm's deals. The tools and tactics which are used to communicate with customers have changed over the years. These tools are essential in ensuring that there is communication between consumers and the company. These sites include blogs, chatrooms and forums which give firms a chance to create a dialogue with potential clients. Although, customers can, similarly, obtain information on the companies together with their brands and commodities. There is the question of the importance of creating Facebook as well as other sites when the company already has a website (Halligan, Shah, & Scott, 2009). When a firm wants its

messages to reach more people, it is crucial that it creates a presence in social media sites because it has more traffic s compared to the websites.

The main question that managers need to ask themselves is on how they can decide on what strategy will be best for their ideas since these social media sites are different. Marketers need to identify the purposes they need to achieve in their marketing and the suitable way to approach it in social media (Weinberg & Pehlivan, 2011). The people that are tasked with coming up with the social media strategy in a firm should consider the different social media sites and their suitability to different strategies. A research conducted by Weinberg and Pehlivan (2011) pointed out two important elements that can be used to elaborate the difference in these sites. These include how deep and information half-life. These are critical elements used to guide the process of making decision in the institution. The information half-life refers to the amount of time that the information will be available on the screens and the message it will be passing. Information depth, on the other hand, is used to refer to content richness and the amount of information that it contains. Sites such as twitter allows for brief and fast engagements and conversations. Therefore information shared on this sites are shallow and have a shot half-life. It is therefore ideal for establishing brand recall and awareness. The half-life of other blogs such as Wordpress are considered to be longer and but still shallow regarding the depth of information that it contains. Therefore these blogs are ideal for building brands, and enhancing the customer knowledge of the product. Various topics are discussed by these online communities. Since these interactions carry on for long time, these information are seen to have longer half-life and have depth of information (Weinberg & Pehlivan, 2011). These communities are instrumental in creating and keeping relationships between organizations and communities. Sites such as Facebook are known to have a considerably shorter half-life compared to other websites, however, its information is deep. Therefore, it can be utilized in tracking and influencing the beliefs and attitudes that consumers have (Weinberg & Pehlivan, 2011). This research has looked into the main issues utilized in differentiating and guiding the way that social media is utilized.

A marketer needs to monitor all the methods that can be used for their contents and identify the people that are targeted with the method. They will then need to look into the way they these activities will be undertaken and then initiate the process of

advertising. The consumer's voice is currently more important as compared to that of the organization in the social arena. Institutions need to be devoted in setting aside resources to create proper relationships between them and the consumers. The study therefore recommends that firms should ensure that their interests with consumers are addressed and partner in their ideas.

2.7.3 Purposes and Strategies of Social Media Advertising

Part of the critical objectives of advertising through social media and making it a device for communication is that it enhances the accessibility of the business to its costumers (Neti, 2011). These firms take advantage of these sites in creating a buzz and concurrently obtain feedback from their customers. It offers the only way that can direct customers on the stages that they take as they make their decisions (Saravanakumar & Suganthalakshmi, 2012). Despite Facebook, twitter, and Google+ containing the largest number of users, other visual platforms of sharing media have a large irate of interaction and record a faster growth with changed techniques that clients can use in engaging with the brand. The interaction rate of Instagram for instance is estimated to be around 1.4% and has around 130 million operators on a monthly basis as compared to Twitter which has a communication proportion of around 0.3% with more users at round 210 million in a month (Mahapatra, 2013). Comparing this with other traditional forms that are costly to businesses, social media does not require huge budgets (Hanna, Rohm & Crittenden, 2011). Firms take advantage of sites such as Facebook, YouTube and twitter that help them reach more audiences as compared to the contemporary media like TV and radio which are more expensive with less audience (Mahapatra, 2013). Consumers now have the potential to post real time reviews on of the products that they purchase and offer comments on their views on the customers service they receive, they can also advice on ways that the products can be done to improve its impacts. (Neti, 2011). This has improved the way that firms relates with their consumers since a large percentage of them are on these online sites.

Twitter gives businesses the ability to advertise their products with messages that are limited to 140 words. These messages appear on the timelines of the users through the use of hashtags, emoji's, videos and other methods that attract viewers to them (Hanna, Rohm & Crittenden, 2011).it is also crucial in providing customer service by companies. Some firms ensure that their customer support department is available

online on a regular basis to build trust and loyalty as fast response enhances customer trust (Mahapatra, 2013). Facebook pages are however more important than Twitter since it is more comprehensive and one can link it with twitter pages at the same time send event reminders to consumers. By May of 2015, it is reported that 93% of marketers take advantage of Facebook to conduct their advertisements (Mahapatra, 2013). In 2011, a study revealed that an estimated 84% of the clicks towards websites on advertisement links can be traced to Facebook (Mediapost.com). Therefore, Kenyan companies should take advantage of these sites in conducting their marketing activities.

LinkedIn can be considered as a highly professional social networking stage that allows professionals or corporations to stake their professional profiles thus creating a network for companies and professionals to meet (Oremus, 2014). Once a member creates a profile, they are able to advertise themselves through the use of widgets. They can employ a range of social networking pages for advertising such as blog entries or Twitter stream onto their linked in profiles (Evans, 2012). In essence, LinkedIn allows its members the opportunity to meet business partners and generate sales leads. Just like in Facebook pages, LinkedIn users can create “Company Pages,” a platform where companies can advertise their commodities as well as interact with potential and existing clients (Oremus, 2014). Most employers and leading businesses prefer to use LinkedIn when recruiting employees rather than other portals or strategies such as Spam Mails that are randomly sent to potential job seekers. According to Slutsky’s study (2012), it was found that most companies have developed an affinity to information from LinkedIn during recruitment rather than a limited email.

WhatsApp is another social media platform created by Jan Koum as well as Brian Acton. In 2014, WhatsApp became part of Facebook, even though, it remains a single entity due to the objective of maintaining a fast and reliable messaging service that is effective globally (Caravella, 2013). Initially, the platform began as a Short Message Service platform but as it developed, it supported different Medias such as photos, videos, location, voice calls, and documents. WhatsApp values the security of its users; therefore, it uses the one point to the other encryption service. This is to ensure that unauthorized personnel that is using WhatsApp cannot access the messages or listen to it. WhatsApp is widely spread; it covers over 180 countries around the world with over a billion users (Caravella, 2013). In business, it is used to submit personalized

promotional messages for clients. As compared to the regular SMS, it has many advantages such as tracking the Message Broadcast performance through the use of blue tick option. According to Mahapatra's study (2013), it was found out that most businesses employ the WhatsApp messaging services since it is cost effective in spreading a message or promotional activities. Moreover, it can also be used to submit bulk messaging services to target clientele or consumers through its broadcast option. According to this study, this option is referred as a convenient component of interactivity.

Yelp is another platform that consists of an online index of comprehensive commercial profiles. Just as Yellow Pages, firms can be searched by location. Unlike the others, Yelp is not widely spread and thus it is in operation is about seven nations within Canada and the United States. The account holders are able to access these platforms and the common operations include creation, sharing, and editing of business profiles. Some of these activities include data postings such as business contact information, location, services or products provided, and images. Additionally, the website allows for the composition of reviews about the business as well as a five-point scale rating. According to Evans (2012), talk and messaging options are made available for website frequent followers thus enabling them to engage their views and thoughts. By May 2014, over 200 million users had subscribed to Instagram. This platform has a higher engagement rate as compared to both Facebook and Twitter; it stands at 15 times higher and 25 times higher respectively (Bergstrom, 2013). A research named Scott Galloway, found that about 93% of prestigious brands are active on Instagram and employ their marketing mix as well (Caravella, 2013). The main goal of Instagram, when it comes to businesses and firms, is to assist firms connect with their target customers through a rich visual appeal (Evans, 2012). Additionally, Instagram provides its users with a platform where they can directly and openly communicate, thus making it perfect means for firms to connect with their potential and existing customers (Bergstrom, 2013). Many business brand are widely using Instagram as a means to boost their advertising. The platform is essential in creating a good momentum to capture the interest of the target clientele that have interests in the services or products offered by the company.

As compared to other platforms, Instagram has presented itself as a commanding platform used by most vendors to address their prospective and existing clients through the sharing of transitory messages as well as sharing pictures. According to Oremus (2014), out of the global leading brands, about 71% are employing Instagram as its marketing channel. Most businesses using this platform mostly employ it for the purposes of communicating and connecting with their prospective and present clients. It allows companies to create personalized presentation of their products; therefore, it allows the company to showcase a true and a better image of themselves. The essence of Instagram is the fact that images can be viewed easily. It creates an intellect that an incident is happening there and then, thus creating an accurate and personal image of the organization.

Snapchat is another famously used picture and messaging exchange service application; it was first founded in Stanford University in 2011 by Evan Spiegel Reggie Brown, and Bobby Murphy. The initial purpose for its development was to allow its users to easily send and receive messages and images; they were only available within a span of 1-10 seconds before they fail to exist. The application rapidly became famous among the social media users and currently, the platform has over 158 million regular users (Mahapatra, 2013). According to a study by Slutsky (2012), it was found that Snapchat users were opening their applications at an average of 18 times per day; this means that the average time they used the application is between 25 and 30 minutes daily.

Another popular platform for advertisement is YouTube; it is developed in a way that it suits its target clients. The consumer's style, taste, and preferences are reflected in the commercials through the language used. Moreover, the YouTube's promotional messages are synced with the video content required; thus a great advantage to its users. The commercials or ads presented are in line with the contents of the video, thus creating relevance. Another advantage to the users is that they are presented with promotional opportunities. In YouTube, sponsoring a video is a possibility; for instance, when one is searching for a dog training video, then he or she may be presented with a relevant sponsored video from a relevant topic such as a dog toy firm (Kincy, 2011). YouTube also provides an opportunity for its publishers to earn money by engaging in platforms such as partner programs offered by YouTube. Companies or

organizations then pay YouTube to access the premium “channel” that advertises services and products for the organization.

Most companies that employ the use of blogs to popularize their brands and attract their existing and prospective clients through platforms such as social media are knowledgeable on the need for information, accessibility, and originality (Evans, 2012). According to a number of studies from 2009, it was found that consumers tend to view coverage from bloggers or digital media to be rather credible and neutral as compared to print media; they do not see them as independent or free (Slutsky, 2012). Blogs are essential in businesses since they allow for deeper information on products and services; they may include aspects such as testimonials. Moreover, it can connect to and from other blog pages and social media networks. Blogs can be used as promotional techniques for maintaining customers and can be regularly updated. Also, it can be a good platform for acquiring subscribers and followers who can be linked directly with a number of social media network pages. The advantage of online communities is that it allows organizations to connect with their consumers. Such sites enable employees in organizations to evaluate the performance of their companies as a way of evaluating their stand in the corporate environment (Bergstrom, 2013). There are businesses that prefer to avoid integrating these sites to their contemporary strategies. Also, some corporate standards have been created with online interactions (Neti, 2011). The present reading argues that it is essential for organizations to take advantage of the four key aspects that consumers uphold such as involvement, information flow, control, and open communication; all these are essential in developing a business-consumer relationship advantage.

Popular Social Bookmarking sites, for example Slashdot, Digg, Delicious, Diigo, Reddit, and Stumble upon, are employed in social advertising. The essence of each of these websites is to curate, collect, and organize contacts to different other sites that consumers anticipate high quality; this strategy is known as “crowd sourcing.” This allows for slapdash social network users to prioritize and organize links by considering their over-all grouping or relevance. As a result of the wide user base of these platforms, a link of any kind, the minor websites may create a prompt rush of attention in the aimed website. Apart from the user generated promotional activities, the said sites tend to offer adverts within user categories and communities (Kincy, 2011). The placement

of ads in selected communities have a great potential in the creation of traffic as compared to ads purposely selected through browser history and cookie (Mahapatra, 2013). Additionally, some websites have applied certain measures to create more appropriate ads for its users through enabling their consumers to which ads would be frequently shown in the pages (Bergstrom, 2013). The aptitude to readdress target specific and large numbers of web traffic is a great asset especially for social media marketing.

2.7.4 Brand Communities that are Virtual

VBC is a rather important new topic that is analyzed from the way that it relates to the utilization of social media in promotion. One can describe VBC as the process of uniting consumers with common interest on one product and brand as outlined by Georgi & Mink (2012). A Brand Community, conversely refers to people that are interested in one product or trademark. Therefore, VBC's comprises of the mix of brand sites which means the consumption and creation. According to Casaló, Favián and Guinalú (2008), the VBC members trust that they are part of, then an upsurge in their contribution amount. Therefore, a positive contribution means loyalty to the product. This demonstrates that Trust is a critical feature in the existence of VBC. According to Cha (2009), it was found that security is an essential aspect that affects the consumer's perspective and opinions on social media networking thus eventually influence their trust. The enhancement of user's gratification is with VBC is as a result of the contribution of consciousness and group harmony since VBC is dependent on individual users (Casaló, Favián & Guinalú, 2008). They point out that, the influential power of the online contact and the VBC between consumers has an effect in their purchasing power.

It has also been established that there are many vital systems of social connections within the stated VBCs such as eCCI; these are connections taking place between the consumers using e-services (Georgi & Mink, 2012). Accomplishing the chance to communicate with one another is a critical part of customer involvement in that they have become sites that retailers can communicate with consumers (Georgi & Mink, 2012). They also established that eCCI consumers have a critical function of determining the decisions of each other in consumption.

The creation of a new concept of eCCIq by Georgi and Mink in 2012 saw about seven factors that enables the eCCIq success. They include security, convenience, quality, content, social, hedonic, and atmosphere. An eCCI example is when a client does an review of the fit and the item's color that he/she has identified on an online. The quality of the eCCI is determined when an inquiry to a product is quickly replied appropriately, "swiftly, and welcoming manner" by another customer (Mangold & Faulds 2009). The contact between consumers is a good example of aspects identifiable to eCCIq such as convenience and social.

Also, it is important that retailers take caution of their presence in these sites even at times when the clients dictate their activities since their presence is what drive these customers to the shops. Firms should be careful of the various issues that determine their existence on social media such as the social identify consumer. Muñiz & Jensen Schau (2007) established that the culture and nature of these online groups determine how they look at certain products and brands. The customs of these groups forms the basis of the beliefs, values and objectives that they follow. Social identity refers to those beliefs and other values, which affect the related features of such groups (Zeng, Huang, & Dou 2009) robust social group members have greater chances of accepting online services (Zeng, Huang, & Dou, 2009). This is visible in the event that a Facebook group is designed for luxury products, advertisements of other luxury products can appear in sites similar to these. Muñiz and Jensen Schau (2007) established that the sense that products present is essential in determining the decision of consumers to purchase a product while others are only bought because of the because of the reputation that the product has.

Additionally, the members of VBC value advertisements which are pertinent to the subject associated with the community. Jensen Schau and Muñiz (2007) discovered that both promotion and branding yield dissuasion of the essence intended of the announcement so as to portray the connotation of a particular team, regarding this context the product community. A Virtual Brand Communities or VBCs can change or influence the accurate denotation of an advertisement by how it demonstrates or customs an advertisement for classifying. Most often than not, VBC's modify the nature of a poster regarding the manner in which it is portrayed on the communal forum. Such a prototype can change a commercial to blend in to its community's subject, thus, the

promotions' actual sense is affected a lot. A person's uniqueness witnessed within various social media platforms together with the societal community's beliefs influence on the manner in which individuals detect announcements showed on social platforms. Customs in a community could be influenced by operators' ethnic upbringings too.

2.7.5 Utilization of Social Media Platforms in Generation of Social Support

Currently, a huge sum of social broadcasting forums have been advanced that smooth the headway of distributing information and coming up with unique content online (Chen *et al.*, 2011). There exist a variety of platforms which enable these actions. These include YouTube, Facebook Wikipedia and Twitter among others. Individuals make use of such tools to partake on online discussions where they obtain information and share more as time goes by. They can also conduct evaluations, approvals, as well as appraisals to interrelate with others. Actually, persons are fascinated online to share info and obtain social reinforcement. Evaluations are one of the significant areas which have appeared from public media. Assessments directed by customers are highly available for services and products creating a variety of inordinate value (Nambisan, 2002). Essentially, customers are stimulated actively by many organizations to evaluate and review commodities in online forums (Bronner & de Hoog, 2010). These happenings as shown in this study, are, therefore thought to elicit microelectronic word of mouth and that such transmitted data as generated through the platforms impact the purchasing decisions of the clients.

Studies suggest that clients' evaluation have developed very fast online (Chris *et al.*, 2008). An excellent example is Amazon that utilizes buyer evaluations, with nearly ten million existing (Do-Hyung *et al.*, 2007). The Internet users as well as platforms are some other crucial instances of social platforms. Such communities currently act as vital platforms to obtain or share information regarding services and prices (Chen *et al.*, 2011). Commendations also act as other crucial instruments which are extensively applied by probable customers. Studies have exposed that probable customers are more attracted to the commendations of other users instead of the information generated by the vendors (Ridings & Gefen, 2004). Therefore, such exchanges, offered via social media, have the tendency of intensifying trust levels while minimizing apparent threat.

Simulated biospheres as microelectronic settings for part of another vital advancement of Web 2.0, a novel technique coming up with information and sharing it via the Internet as per Mueller and other researchers. They ease people's contacts for commercial and social reasons. Most of the users tend to learn through hands-on approach and they consider this done through stimulated space (Mueller et al., 2011). Conversely, as the prevalence associated with the employment of social platforms rises, individuals can effortlessly be in a position to post vital information regarding their encounters while predetermining the quality of what is shared by other users is becoming hard (Chen et al, 2011). The fact that some users can conceal their identities poses a threat to other consumers regarding the safety of content (Chen et al., 2011). En route for these culminations, when individuals get to join groups and make their presence felt by contributing in various instances (Ridings & Gefen, 2004). The apparent love, care and support that such individuals obtain from the rest of the colleagues is considered as social support and is vital for their lives and self-esteem (Cobb, 1976). Ballantine and Stephenson (2011) Studies show that SNSs as well as online communities produce both emotional and informational sustenance.

Both informational and emotional sustenance are considered to be two vital scopes of online social support in an online setting. An excellent example is Twitter and it shows how individuals support others socially whenever contributing to discussions. It can also appeal to many other people to be online and look for more information over such social media platforms. Likewise, studying social media is crucial in appreciating the way people create social interactions which are lasting on the net (Gruzd et al., 2011). Such connections which are online-based have been facilitated by social media items which include online forums, communities, evaluations, appraisals and commendations. All these tend to generate online social sustenance. They are also having high chances of raising the level of e-commerce confidence for consumers and sellers.

Trust is viewed as a foundation fashioned towards increasing online businesses. In relationships such as those between business and the consumer, trust is upheld in the measurement of transactional risk (Gefen, 2002). Trust holds a significant part in e-commerce (Pan & Chiou, 2011). Many definitions of trust exist and are grounded on diverse scopes of compassion, integrity, aptitude, empathy and competence (Gefen,

2002). In this regard, people use two-dimensional scales of measures of trust and these are compassion competence and competence itself. All these incidences represent doubt and risk as seen in online settings. Compassion as well as trustworthiness are two major scopes of conviction as per Ba & Pavlou (2002) which are elaborated further by the study. Trustworthiness-based trust can be distinct as the conviction that any other get-together within a given transaction is dependent and consistent on information associated with certain information. According to Ba & Pavlou (2002), compassion is viewed as ceaseless relationship between a seller and a buyer. Thus, based on this study, belief is observed in the pretext of the transactions which are conducted online through online communities and SNSs.

The consumers' interconnectivity through social media as seen in communities, commendations, and evaluations is more possibly to create rapport in online business. Social contact in SNSs allow for people of the same class to develop and didge the initial provider of trust. The socialization among consumers occurs via social media unswervingly and it is steered by consumers who happen to be gotten within social contacts and by the product they support during their participation (Ba & Pavlou, 2002). Consumers' social connection given rise by the activities taking place in social media by importantly influencing on the obvious conviction of patrons (Pan & Chi, 2011). The connections on these podia come up with social sustenance. When social sustenance is enhanced via social platforms, thus, affects trust (Gefen, 2002). Moreover, comments which are considered to be highly positive, as well as response and greater evaluations facilitates a trust of higher levels in the side of the seller. Appraisals are considered to benefit the users and have positive effects on their attitude as well as on the intention to but by creating an impression which perceived to be beneficial (Chi, 2011). In various online social communities, contacts of many people can be eased while ensuring that they stick together and get inspired to work in their initial networks. The outcomes of earlier education designate that both the quantity and eminence of information that the customer evaluation produce have an impact on their intent to purchase through increased trust (Chi, 2011). Social Media Marketing (SMM) utilizes sites of media to raise discernibility on the Internet and to endorse services and products. Sites located in social media are associated with many benefits in coming up with strong business and social networks used in getting information and exchanging experience and ideas.

2.7.6 The Importance and Requirements for a Successful Social Websites Advertising

Social media networks have gained a high level of attention over the past years yet, advertisers have not entirely embraced the channels to influence the consumers (Perrin, 2015). Presently, the amount of time spent by users online outweighs the marketing spent on online media for example, USA users spent over 45% of their time in social sites, but only 3% of the total US marketing spent is on online advertisements (Boyd, 2007). The social media has confirmed to be of inordinate position first, it can reach a large audience population. For instance, in 2018, the best three vital social media sites, all had approximately 162 million exclusive guests in US only. This accounted for approximately two-thirds of the USA populace who are Internet consumers and almost half of the US population (Hintikka, 2017). Secondly Marketing on social platforms is quite cheap in comparison to other conventional channels; it has generally a high reach at a lower cost (Griffith, 2017). Social networking websites have enabled customers and allows them to be imaginative (Kotiranta-Hautamäki, 2015). Businesses can tap this opportunity by involving customers themselves in the process of advertising through social networking websites. This study therefore recommends that online advertisers needs to work on the capability of social media websites to attract huge traffic online to reach their clients in large numbers.

Thirdly marketers have ease in access to information about users and their hobbies and interests, permitting customization of their target clients and ads to a step above the other advertising channels. For instance, if an internet user lists sporting as a hobby in their Facebook's account profile, the website's marketing structure will create ads centered on that specific interest (Jayson, 2014). Also, Individuals are using cumulative amounts of time in the internet, particularly on social sites. This can be regarded as an outcome of several traditional functions such as news updates and television programs of the traditional marketing media being moved to social channels such as YouTube and Digg. This has resulted to marketers' progressive search for ways to access the clients who spend much time online.

For companies to be successful on social networks, forthcoming advertising campaigns and publicity must be unobtrusive to make sure that consumers pay attention to their messages. Business organizations are progressively depending on the configuration of

social networking sites to spread messages between their consumers through technology savvy word of mouth methods for example as sharing of articles, applications and videos (Perrin, 2015). In order for corporation to attract desired attention on social media websites, their advertising messages needs to be delivered in creative ways that have not been used before. Social websites developers need to be imaginative when working on the overall website framework. The advertisers on these sites ought to utilize the structure of social networking websites for instance applications on Myspace and Facebook for convenient sharing of messages and images in order raise awareness between consumers. According to Perrin's (2015) study, intrusion is ad clutter referred to as too many advertisements displayed on a website or a web page. Clutter diminishes ads effectiveness negatively impacting on the brand and product awareness and that this was a reason for avoiding certain commercial websites in Kenya.

Although current literature suggest that clientele would possibly have social usage of commercial websites evaluated, social opportunities of websites usage and gratifications had not so far been described, social media gratification is attained when social networking sites makes it possible to share and link with family, friends, co-workers, associates and also strangers, building up a linkage of networks in order to keep in touch, share daily experiences, interests and preferences, opinions, photos and videos (Perrin, 2015). Social media is considered the usage of Internet applications and online services which allow passing of information among people. The variance between both social and mass media is the point that clients are not inert addressees, but can respond to the received data for instance, by reacting to the content (Hintikk, 2017). Contrasting the previously used channels of communications, social media is not restricted to time nor geographical locations. These facts in conjunction with its affordability, speed and interactivity were found to be the bases of its success by this study.

Boyd and Ellison (2007) claim that the wide variety of social media channels is widespread. As new trending applications keep on reappearing, the most common ones have a tendency to maintain their position as the commonly utilized channels for example Twitter, Instagram, WhatsApp among others (Rongas, 2017). Increased smartphones usage in Kenya has led to social media becoming more easily accessible

since the large collective locations have mobile applications while some social media apps have been limited to smartphones use. The platforms have entirely transformed the way through which businesses interconnect with their clients. This transition has both positive and negative outcomes to the businesses. The transfer of information is no more limited by distance nor time. Access of information has now become easy and everything can be found in the internet with information being readably accessible (Grifith, 2017). The constantly evolving communication apps in Kenya have created absolutely fresh tests to different businesses that must be lectured successfully to meet clients' needs.

Using social platforms demands for intelligence of 'a situation' and they want to stay updated. It is fundamental for firms which are vigorous on social platforms to be acquainted with knowledge on how to use its tools and specific content strategies. In order to create the right kind of contents, the business has to hear out its clients, since this communication operates both ways (Kotiranta-Hautamäki, 2015). This is the main alteration in what communication used to be and the social media presence now. It has evolved from publishing which is single way to interactive media communication, making it possible for audiences to immediately respond to the received information.

When generating a marketing strategy for social media, the significant point, is the target clientele. One requires understanding the desired customers to identify how to influence them most affectively. Use of social media varies as per class, educational level, age and nationality among others. The obvious target users to reach are young individuals. A study spanning 27 nationwide reviews of Americans on social media usage, indicates that over 90% of the population aged 18-29 years regularly use social media compared to the older generation with the percentage use below 35% the age of 65 and above (Perrin, 2015). This poses a challenge to businesses targeting the older generation bracket in social websites advertising.

As communities join these social platforms, customers can intermingle directly with the companies. This communication can be of much privacy to consumers compared to the conventional techniques of advertising. Social sites play a similar role as the words of mouth, specifically e-word (but from the mouth). Through the Internet's capability to spread to many individuals globally, it has issued online advertising an authoritative

say and a huge influence. Blogs and Social sites allow users to repost or retweet commentaries made by other users concerning products being advertised, this occurs relatively often on some social websites. Since the product's information is to be placed on the social sites and is getting (retweeted) repeated, more circulation of the information about the product/company is brought (Grifith, 2017). Social media network sites enable persons, companies and other firms to integrate with one another and form interactions and online communities.

Social media marketing directly links the customers to businesses that provide similar want, needs, and standards. Using the social sites, businesses are able to follow up their clients. This creates a subjective interaction which instills the feel of loyalty into the followers and prospective clientele. Similarly, by making a choice on whom to like and chat with on social websites, some goods or services can stretch to narrowly target online clients. Jayson (2014) observed that more than 80% of corporate administrators in USA acknowledged social networks as a fundamental to their business. Commercial retailers observed over 133% escalations in their total profits from social media marketing. This demonstrates the prominence devoted to social media marketing not only in America but other parts of the globe.

Ngenga's (2015) findings of a study on social media promotion usage on commercial growth with a focus on Airtel Kenya revealed that a company is able to reduce its marketing cost by using LinkedIn and Twitter. Tikima (2014) also investigated the influence social media has on client affairs with close scrutiny of Equity Bank, and found social media has a very influential platform for improving clients' affairs. Muchuki (2017) study on the part represented by social platforms in marketing of churches recognized that such advertising positively influences on church development, visibility of a brand and customer delight at PCEA Evergreen church. Ng'ang'a (2015) research on online marketing tactics of commercial banks revealed that internet marketing positively impacts on performance of Kenyan banks. Some scholarships have been conducted on Kenyan social media space, but none has been done on assessment of platforms as social networking websites centered on advertising and creating virtual groups as clientele that consume advertising messages with ability to express what they need, their wants and ethics.

2.8 The Use of Mobile Phones in Social Media Advertising

In the contemporary times, the popularity of mobile devices has risen significantly and it is recorded that more than 5.7 billion individuals are registered in social networks (Evans, 2012). In social media marketing, the use of mobile phones ensure that web browsing is easier and can help the users reach out to a variety of information online to use them to their benefit. Smart phones have also had an impact on how purchases are made online by giving the users an opportunity to analyze existing prices at any given time according to Caravella (2013). This has positively affected how customers give their reviews and also the way advertising, TV ratings and many other aspects related to the consumers are handled. There has also been a witnessed upsurge in social media consumption as seen in audio streaming and video on demand among others. In America, 100 million in excess of the users are anticipated to have access to a variety of content online through their mobile phones (Caravella, 2013). The revenue obtained from mobile video on demand can be classified into pay-per-view criterion, subscriptions and advertising. By 2013, the global user penetration of the Internet had surpassed the 73.4% mark and this is expected to increase to over 90% in the 2020. Nowadays, mobile marketing uses a strategy which ensures that businessmen and traders from diverse regions globally communicate with and engage their clients to ensure that sales increase significantly (Caravella, 2013). They do so while delivering on social media (Caravella, 2013). This study agrees with this research that that cellphone marketing is a tendency which is associated with the next generation in terms of promoting services and products.

Mobile phones are considered to have become important day in day out due to the fact that people across the world are interested in using them to connect with others and do business using them (Oremus, 2014). Consequently, various companies are coming up with ways of harnessing this medium to reach more customers. As a result, a number of businesses are gaining new customers day in day out. An example is Amazon which makes significant progress in using mobile phones as their marketing strategy (Evans, 2012). General Motors also does well in the same field. Companies are cognizant of the impact that mobile phones have in the marketing arena and are utilizing this aspect through voice and simple text messages which reach a wider audience in a given area. Individuals tend to make orders to various restaurants in the business sector. Also, they can order magazines in soft forms online through their phones (Neti, 2011). The studies

outlined above give a suggestion that the contemporary world has witnessed mobile marketing as one of the most crucial techniques that people use to attract customers and get vital information. This can be done without due consideration of the type of business that is undertaken. As a result, most of the marketing campaigns are successful.

Recent figures documented by the Communications Authority of Kenya (CA) show a high level of penetration of mobile phone usage and this is viewed to increase in the future as snapshots and videos are trending at a high rate. Those Kenyans who utilize social media, for example, have gotten a great reputation for themselves. The figure for the mobile phone subscribers in Kenya had reached 45.5 million on June 2018. The penetration of mobile phones had subsequently gotten to record highs since it increased from 97.8 percent to 100.1% in the first quarter signifying an active user base across the country. Over this duration, the high penetration is considered to be a factor of having users owning more than one SIM cards from many or one service providers. Such figures can also be supported by a report done by Kenya National Bureau of Statistics (KNBS) in the fourth month of 2018 which showed that around 30% of users in Kenya own over one SIM cards. This means that the use of mobile phone had taken root in Kenya in many households across the country. Such statistics show that there is a mean of 1.3 SIM cards per every subscriber. Kenya also has various cost-friendly smartphones given that the country's economy is developing at a higher rate. Low-income earners can also get such phones at comfortable prices and access the Internet. The rising Internet penetration will, therefore, mean that more businesses will flourish and this will make the future brighter for Kenya as a country. People can also get to learn a wide range of skills through the Internet and this will translate to more revolutionary businesses as ideas are translated to reality.

Use of Mobile phones in Social marketing is beneficial since cellphones have good social interacting abilities, giving the users an opportunity to have an instant web admittance to social sites. The mobile phones usage has rapidly developed, profoundly shifting the purchase process by permitting shoppers to find pricing and product info efficiently and also permitting companies to continuously remind and keep up to date their followers (Evans, 2010). Most organizations are providing Quick Response (QR) barcodes on their merchandises for clients to easily access the enterprise's website or

other virtual services using smartphones. His findings established that sellers are using QR codes in order to assist buyers' interact with varieties of the products though linking the codes to companies brand portfolio. Also, real-time bidding currently being used in the mobile marketing commerce is highly escalating due to its significance for instant Internet surfing.

The Nexage, a supplier of real-time ordering on mobile advertising in 2012, had a 39% growth in profits each month. Adfonic, a different mobile advertising publish channel, acquired a 22 billion increase in advertisement demands in the same year (Haridakis, 2009). Mobile gadgets are progressively becoming widespread, where over 5.6 billion persons are using them globally this has improved the manner in which customers interact within the social networks and has more effects for advertising (Haridakis, 2009). Mobile content consumption for instance video streaming or mobile audio streaming have grown in the US, above 100 million operators are estimated to admittance online audiovisual contents via their mobile phones (Leung, 2009). Mobile video income entails pay per view on transfers advertising and subscriptions. In the year 2013, global smartphone net users' infiltration was above 72.5%. The studies above reveal that when people get access to smartphones, they get more exposed to the web, therefore, opening avenues for social networking and mobile marketing.

According to Digitalk Report (2019) 96 % of Kenyans who use smartphones have access to the Internet. They use this platform to bank, shop, socialize, gamble, learn and also date, among other activities. Another percentage which is similar to the earlier one have been seen in Nigeria followed by South Africa which has 93%. Uganda and Tanzania have 87 and 91% respectively. Due to reduced prices of smartphones in Kenya, social media accessibility has become more widespread with some apps customized for Kenyan business transactions such as Mpesa, M-Chanjo, M-Kilimo, County Scorecard and KPLC billing, all restricted to mobile use (Obura, 2017). The report paints a picture that Internet acts as a crucial factor in African lives whereby Nigeria and Kenya are the key leaders in this famous transformation.

2.8.1 Mobile Advertising Environment

Mobile promotion is advancing at a high rate compared to any other advertisement platforms. It is much easier to send promotional texts to a wider audience and the impact

is easily felt over time as companies' record higher sales than anticipated. This might comprise of interactive messages to simple ones which target specific market segments as indicated by Caravella (2013). Tactics used in sales promotion can be utilized in a mobile ad network as well as many other systems in such cases. This technique is made up of professionals in the field who can come up with adverts suitable for mobile gadgets through the use of its ad network and system mechanist to come up with the right advertisement for target clients. In order for these adverts to be successful, one should come up with an ad that is attractive and triggers the target customers to sign up for a certain product or access the store to purchase. Therefore choosing the right media and content for the advertisement is crucial for the advert to be appealing and attract clients (Mahapatra, 2013). This research has, therefore, pointed out that in order for one to get the best out of mobile advertisement, one needs to come up with appealing banners, ensure that the perspectives of the customers are kept, the formatting is kept clear and the firm should continue to conduct small experiments in a bid to understand its audience and what triggers their behaviors.

In the current world, many people can access a mobile phone and hence, the use of mobile advertisement reaches more people compared to other method. It is even higher by 15% compared to Internet advertising. More people click on it compared to Internet adverts (Evans, 2012). This form of advertising has grown to be more popular with advertisers because people move around with their mobile phones and can easily access their messages rather than emails and other forms which may need one to use their computers (Evans, 2012). Similarly, Oremus (2014) the cost of using mobile advertising is lower than other methods and hence businesses can conduct more advertisements at a lower price as compared to other methods which are costly to effect. Customers find it to be more intimate and appealing than other forms.

2.8.2 Strategies of Mobile Marketing on Websites

Mobile phones are increasing in popularity and this has brought about fresh means by which companies can advertise their merchandises. Hence many firms are coming up with websites that are suitable for mobile phones in a bid to advertise its products. These websites ensures that users can access company website through their phones and go through what is being sold. This method is increasing in popularity as the population of individuals with phones endure to grow. There are also technologies such as HTML5

that facilitate the creation of these websites as it comes with an improved way navigating through websites and creates pages that can easily be downloaded through mobile phones (Oremus, 2014). Companies can design websites that allows its users to have a one on one interaction while, concurrently, improving the manner in which they access company information through few and simple clicks. These mobile websites can be created separate from the firm's main website with a separate domain name. A firm can also decide to come up with a small website for each of its commodities. The main aim of these mobile websites is to ensure that customers are able to access the firm's services in an easier way. Evans (2012) argues that contrary to the contemporary websites that may have a variety of products and several information concerning the company, mobile websites are simple and contain little information on a particular product or service. It has tabs that allow one to purchase products, find a direction to the firm's offices and others.

The main concern that companies have when establishing mobile websites is to ensure that clients can access the relevant pages they are looking for with ease. The page title and the header of the website should have proper branding with the call to action tabs on the higher end and clear enough to ensure that one can easily click on them when he or she needs to. Other content should also be outlined in a clear manner to allow one to easily access them (Mahapatra, 2013). It should contain content that is mobile friendly which include a well-designed webpage images, text, blogposts and videos. One can decide to create some of the four main content types which include static information such as the contact us page which remains the same throughout and does not change. However, despite this, one should ensure that the content of this page is completely readable and that can be accessed through any device. There is also the dynamic content that involves content that can be posted and removed at a short time. These are content such as help tips. There are also downloadable content which include contents such as videos, PDF documents and audios that users can be able to download into their mobile phones. Another one is the streaming content which involves audios and videos which the users are not allowed to download but rather watch them online (Bergström, 2013). Hence, the creators of these websites should ensure that they create these four contents in a manner that can be easily accessed on mobile devices. These websites are the growing trend in the modern day and firms needs to establish these websites to ensure that they market their products and get the right leads to sell them.

2.8.3 Marketing Strategies using Mobile Apps

Mobile Apps are increasingly popular in the modern world and will continue to grow in popularity for a long time because they are more personal as compared to websites. Users will download the application when they feel that they will solve their needs (Mahapatra, 2013). This forms the reason why the revenue brought about by mobile applications are higher than those brought about by websites (Slutsky, 2012). These apps are specifically intended to run on cellphones, tablets, and smartphones (Caravella, 2013). Despite the benefits associated with these applications, one needs to consider whether the firm needs to come up with a mobile app. Bergström (2013) argues that online websites that are intended on offering customers with content do not need a mobile app but rather just a website. Although, there are those businesses like a game company that require one to use a camera will benefit with the use of a mobile app.

Mobile apps are incredibly beneficial to businesses in that it keeps the company clients on focus. For example, if a firm's clients are business people that mainly use Blackberry phones, game apps may not work for them. Therefore, one needs to understand the needs and interests of his or her clients before coming up with an app (Caravella, 2013). The two main sites that one can advertise their applications are the Apple App Store and the Android Marketplace. According to Slutsky (2012), these two sites are the right places for one to ensure that their apps can reach the right people. There are also other sites that these applications can be advertised on. These include the company website, Download.com, getjar and many more. Oremus (2014) in his study reveals that personalization is the most critical element of mobile application. This converts it from just a contemporary website to a tool that will help customers play games and purchase products online. This personalizes the entire process and one can have an intimate relationship with the firm where he or she is allowed to purchase products on the app while at the same time making the brand popular through a word of mouth.

2.8.4 Marketing through Mobile Social Media

Social media is a new-fangled invention which has a clear role in the modern day. It allows users to chat, tweet, like and comment on other people's posts. Companies can utilize these media to advertise their commodities and give customers a chance to comment on it (Oremus, 2014). Marketing through these sites allows a firm to tap on an estimated 71% of the people using mobile phones who have social media access

(Mahapatra, 2013). According to Oremus (2014) mobile devices are gradually replacing the role played by computers since they are highly portable and many people have access to it. This, therefore, makes it the right channel to conduct advertisements. The author also argues that mobile devices have been found to be more convincing as compared to websites' in the way that it convinces customers thus making it the right channel for advertising.

A good marketing strategy through social media is one that attract customers through the use of attractive images, visual media and headings. It should also be able to engage the clients through the use of an app. The use of social media is common across all mobile devices and hence is the perfect way to conduct marketing activities. Bergström (2013) Points out that there are several social aspects that a firm can use to reach a wider customer base. These include the fact that social media networking is handy compared to desktop, it is more intimate and has a wider reach of customers than websites.

2.8.5 Mobile E-Mail Marketing

According to Evans (2013) promotional messages and emails are easily noticed when they pop up on mobile phones than through computers. Hence advertising through mobile emails is an ideal way that one can use to promote his or her business. This is because one receives messages on real-time through his or her phone. This is therefore, the best way of advertising since one can send promotional text and receive feedback from potential clients. It is one of the most crucial ways that a firm can receive subscribers and other responses from customers since most devices require one to set up an email for their phones. It is also easier for companies since bulk emails can be sent through one click. Slutsky (2012) argues that despite the fact that the rate of delivery of this method of advertisement is high, there is the risk that some emails can fall off as spams with some failing to send from wrong email addresses. It is however an effective marketing strategy owing to the fact that it reaches more clients at a short time with affordable cost.

2.8.6 Using M –Commerce for Mobile Marketing

The use of mobile devices to buy and sell products has been growing in popularity in recent years. One can purchase anything from the comfort of his or her house and

receive delivery without having to move out of his or her house. One can also decide to sell his or her household items through a mobile phone (Mahapatra, 2013). M-Commerce is the utilization of cellphones in facilitating business. For example, when a person decides to buy an application through his or her phone, he or she will be considered to have conducted M-Commerce. There are a variety of things that can be bought and sold through mobile phones, this include, applications, songs, games and others. Caravella (2013) points out that the main benefit of carrying out M-Commerce is the huge size of potential sales that one can have. This is brought about by the high number of customers using smartphones in the modern day world.

2.8.7 Social Networks in the Future

Charlene Li (2009), claims that social networks will be common as air and we can easily get to anywhere we want to. This means that it will form an integral part in our lives and we cannot feel that we are socializing without it. Just like air, we will not live well when we do not have it. Li purports that even though many people utilize Facebook as a way to have fun and enjoy themselves, they can easily express how they relate with others in a two-dimensional manner. With the advancement of the net and media, people will easily feel that their relationships are multilayered compared to the case in the past. Consequently, we will get to be acquainted more with others and get advice from others in the best way possible.

Social networks in the coming years will be highly critical and they are expected to expand. Applications are expected to encompass presence, mobility, location awareness, and many other aspects which make the lives of various individuals more comfortable. This means that one would interact with a social network which travels in their pockets. Individuals will also be in a position to know new ideas and track those who are near them as well as the ones who are active online (Craig Schmugar, 2008). According to a survey by Pew Research Center (2010) on the future of social relations, certain participants have indicated that as Internet advances, meanings and language of various expressions are prone to change and have a constructive effect on their lives in several parts of the globe. This is based on constructs which include "friendship" and "privacy" among others. Some other members of the sample population claimed that novel "categories of relationships" would arise which would result in the creation of other medical and psychological syndromes which would be "variations of depression

caused by the lack of meaningful quality relationships," as well as a "new world society." According to Matthew Buckland (2009), Privacy is already an issue of concern now and it will continue to be for the social networks in future. There will be a lot of information about oneself that one won't be able to control. There will be inevitable abuse and misuse of the information.

Hussein (2010), points out that different social networking websites delivers any piece of information within seconds before it turns into major news item on news sites, news agencies or in print. But this technology can also spread lies and rumors and hence boundaries between news, information and rumors will gradually disappear. People will find it difficult to differentiate between them and will probably become confused, especially in light of the magnitude and density of news carriers. Andrew Nathan (2010) notes that mobile phones will continue having an impact in the way in which people conduct businesses given that mobile devices are many in different parts of the world.

In his research, Nathan (2010) claims that Blackberry, smartphone and the Internet will transform how the Internet is used in the next five years. This will not be solely based on the use of computers but also smartphones which appear in many forms. Moreover, he claims that virtual-reality will highly be revolutionary aspect of social networking. This will see the popularity of services which include Skype and OoVoo rising to high levels. Most of the people usually use video conferencing which cost less to ensure that they talk to their acquaintances and friends from many parts of the world. Such conferencing will enable people to lead a three-dimensional conversation. Kent Lewis (2009) also points out that social networks are going to be gaining momentum every year and that their popularity will be used towards improving marketing techniques at any given time. Currently, social networks can be considered as aspects of personal communication and collaboration as they are platforms for one's use. In other words, they are not meant for international use but to socialize with other individuals. The major challenge, therefore, is for some of the most significant social networks to come up with an environment which is highly relevant for promotion which would be sustainable to companies across the domain.

2.8.8 Marketing Approaches in Social Networking Websites.

In passive approach social, networks is a suitable foundation of market data and also a tactic to receive consumers' views. Blogs, community forums are channels where clients share views and endorsements of a product, service or a brand. Sheldon (2008) study revealed that organizations are capable to examine consumers' opinions and response created in social sites for advertising purpose through the notion that social network is a fairly cheap basis of the market aptitude used by salespersons and directors to follow up and give responses to consumers' known hitches and also identify market prospect.

For instance, the Internet blew up with pictures and videos of iPhone 6 smartphone "bend test" displaying the coveted smartphone may possibly bend using hand force. This lead to misunderstanding among consumers who had been waiting for weeks to the unveiling of the most recent variety of iPhone. Nevertheless, the Apple Company hurriedly provided a report explaining that the drawback was exceptionally erratic and the corporation took action to ensure the product's casing was much stronger and tough (Boyd & Ellison, 2007). Conventional market research techniques such as survey, data mining, and focus group which is inefficient and are more expensive and slow, takes longer to evaluate, marketers can make use of the social platforms to acquire real-time information regarding the users' behaviors and viewpoints on enterprise's brands or products. This is significant in the extremely competitive, dynamic and universal market of the 2010s.

According to Siau (2003) active approach in social networking channels can be used for direct marketing and public relations tools, a communication platform aiming for a particular clientele with social networks influencers and traits also as a suitable client engagement platform. Technologies preceding the social communication channels, for instance, television broadcasting and print media also have the capability to deliver the advertisement to objectively targeted consumers by advertisers, in an instance where ads are placed during a sports event broadcasts or a newspaper's sports section where it is possible to be viewed by keen sports supporters.

Nonetheless, social websites also can focus on clients more precisely through the use of internet techniques for instance Facebook where sellers can direct their

advertisements to particular audiences, for example, persons involved in political activism, social entrepreneurship, or audiovisual gaming. The tool enables this by checking out for keywords on customer's comments or posts (Perrin, 2015). This could be difficult for conservative media such as television, radio or newspaper to provide commercials that can be such specific.

Social websites are mostly regarded as a boundless tool for evading expensive marketing and are acknowledged for their ability to provide a fast, direct and a short path to influence consumers through a famous personality (Boyd & Ellison, 2007). For instance, an athlete endorsed by sports Product Company also creates a brand validation for the company. At some point, customers can visit shops to assess the products with famous athletes, but currently using the social platforms, which include Twitter, Instagram, and Facebook one can browse a famous sportsperson's, for example Lionel Messi's latest sports kit online within the click of a mouse button which he can easily advertise directly through his account (Batra, 2013).

Hyper-targeting utilizes both public profile data and the information that users consume but then conceal from the others. Most organization have been introducing some forms of online dialogs platforms with the public so as nurture customers relationships, for instance, Steve Jobs chief executive of Apple Technologies, and McDonald's Deputy Head Bob posts recurrently in their Chief Executive blogs, inspiring clients to interrelate and express their suggestions, ideas, or even provides remarks freely towards the business or its merchandise (Perrin, 2015). Facebook and Twitter are top social channels where consumers have the capability to hyper-target their ads because of their huge following.

Using the social web framework, engagement approach can be explained as the clients and shareholders relationship, such as customer support groups and groups that critique the companies and are dynamic contributors other than inactive viewers. The use of social networks in political or business contexts permits all clients to share their opinion regarding the enterprise's services products, or business practices. All the participating clients or non-clients via social media channels turns out to be a part of advertising department or can also be a barrier to marketing activities, as other clientele go through their optimistic or undesirable commentaries or evaluations (Perrin, 2015). The

invention of social network marketing has contributed to the development of a rapid gain of customers' interest in the products, this can finally be explained in the purchasing behavior. New internet promotion models of appointment and reliability have developed with the main purpose being to form consumers' involvement and product reputation. (Mahatanankoon, 2008). This means acquiring customers and prospective buyers and engaging them online is central to an effective social advertising.

Involvement in social networks with the aim of shared strategies can be subdivided into two fragments. The one main is proactive, which includes consistent posting of fresh internet content such as texts audios, videos, photos and conversations also the distribution of the information from others online sites using web links. The other part includes reactive discussions with social platforms consumers replying to those reaching out to the business' social profiles by comments or messages. Conventional media for instance television shows are restricted to a biased one-sided communication channel with consumers where a definite message is issued to the consumer with inadequate tools to obtain a client's response (Batra, 2013). Traditional channels for example print media, always provide the readers the options of replying letters to the executive editor, nonetheless this process is rather slow since the newspaper board has to assess the content and agree as to whether it's fit for publication. King (2008) established that the brands and services conventional media offered had gave regulation of information to the marketers, while social media networks flow of information and exposure depends on the consumer.

The main reason for adopting social media in marketing is because of its ability to act as an effective communication tool that enables the businesses to be accessible to the concerned users with their services or products. This is by making them noticeable to those with no information concerning them. These businesses make use of social networks to generate a buzz that targets consumers. Social media platforms form of marketing has that ability to point out each user's decision journey (Perrin, 2015). Businesses use channels such as YouTube, WhatsApp, Facebook, Tweets, and Instagram to influence a bigger target population than the use of conventional methods such as print, television or radio commercials alone at a lower cost. This has transformed the dimensions to which enterprises interact with clientele since an

extensive proportion of buyers interactions are taking place via online platforms due to higher visibility. Consumers have the a ability to post reviews of rates of customer service, products and services, make inquiries or raise concerns openly to the businesses through the platforms. In order to achieve this, corporations can hire staff to specially handle the social media relations in a suitable manner that can have an effect on increasing of consumers trust (Schepers, 2007). Consequently, social media advertising can be utilized by companies to form interactions of trust with clients.

2.9 Reasons for Using Commercial Websites Advertising

Katz, Blumler and Gurevitch (1974) found that consumers use mass communication media with the inclusions of websites, to fulfill their intentions or reasons for a certain media use leading to gratification or dissatisfaction. Korgaonkar and Wolin (1999) have argued that, a commercial website has the ability to gratify more compared to traditional media. Korgaonkar and Wolin (1999) subdivided online consumers' motives into seven elements namely; economic motivations, social escapism, information motivation, confidentiality in monetary transactions, interactive control inspirations, non-solicited and socialization privacy motivations. Since it is individual users who control the communication process on any medium by virtue of their authority to allow access, this study considered investigation of motives of websites usage as way of providing the understanding of the definite motives that lead consumers to online markets.

The Internet is debatably the most flexible passage of communication presently where its advent has only reinforced the “conjectural strength” of uses and gratifications model by agreeing that bit it motivates dynamic study into thriving communications channels (Ruggeiro, 2000). Initial scholarly works on Internet mainly concentrated on its overall usage. Charney (1996) examined the websites use amongst institutions of higher education students. The outcome showed that website is used, for entertainment, getting information, diversion and communications. In his research on exploration of Internet communication, he acknowledged need to communicate, search for information and interaction as the three major motivational features for using the Internet. The current study after examining the usage of commercial websites has recognized individual relevance, (convenience) information contribution and entertainment values as the main reasons for surfing over business sites.

Mondi, and Rafi (2008) applied the practicality of Uses and Gratification Theory to examine the effects of e-learning materials on student's apparent e-learning understanding. Their study established that there exist substantial affiliations concerning uses and gratifications expectation of the learners and their virtual learning involvements. Luo (2002) analyzed the influences of information, irritation, and entertainment, on numerous online users' activities such as attitude towards a website, website usage and gratification. The finding of his research similarly indicated that persons with precise intentions for media use and choices are inspired by specific self-defined usage and gratifications reasons.

Miller (1996) clarifies that online activities are principally driven by pursuing gratifications through interaction with the combinations of entertainment and escape and are process-oriented fulfillments and investigation. There are different significant details for the utilization of communication media as there is media consumers. The basic requirements, social individual backgrounds, situations, such as interests, and education can affect individuals thinking on their requirements from the media and the ones that fully meets their necessities. Therefore this study postulates that users are aware and can name their motivations and satisfactions for use of divers.

Bonds and Raacke (2010) concluded that persons specially make use of social networks for instance Facebook, twitter and MySpace to satisfy their needs for information, relationship and connecting with others users. Chen (2011) similarly established that individuals mostly use Twitter to satisfy their necessity to connect with to others through Twitter features such as following other users on the same. Hussein (2010) research established the causes for high YouTube usage by students was mainly entertainment, information-seeking, interpersonal expression motives that are suggestive of instrumental motivations and friendship reasons that indicate a ritualized motive. Bonds and Raacke (2010) study elaborates that persons who use social platforms, such as YouTube, do so as to fulfill their instrumental desires of convenient information-seeking, political evaluation, self-expression, entertaining arousal, and also for ritualistic need of gaining companionship. As identified by this study, the social utility and convenient information-seeking motives associated with YouTube drive users to take part in diverse online undertakings such as discussions, chats, sharing of

pictures, and videos, search for more information on political parties, policies and political candidates which has also been of concern by this research.

In terms of health information, Antheunis (2013) established that in Netherlands, healthcare professionals in gynecology and obstetrics use shared media channels such as LinkedIn, WhatsApp, Twitter, Facebook, and weblogs to fulfill influential requirements of growing healthcare related doctor-patient communication, knowledge, marketing, efficiency, or communication with colleagues. Also, they established that patients also make use of Facebook, Hyves and Twitter, to satisfy their desires of growing health-related reasons such as social support, knowledge, doctor-patient communications, advice and self-care. This implies that doctors, patients and other stakeholders in matters of health have specific health-related information seeking motives leading to YouTube as a source of gathering health information.

Rubin (1984) categorized motivations for use of social media into two scopes namely; ritualized motives and instrumental motives. Instrumental motives are objective oriented and active media usage for instance, search for information from the media, while ritualized motives indicates a less inactive media usage and purposive, for example using internet as a platform used to passing time. His study identified socialization, information seeking, convenience and entertainment as instrumental motives while ritualized motives were relaxation.

The table below elaborates the interrelationships between media needs, usage and gratifications.

Table 2.9

Relationships between Media wants/Needs and Usage and Gratification

Ritualized (diversionary) vs. Instrumental (utilitarian) media wants

Media requirements	Uses and gratification
Ritualized	Entertainment, escape and companionship
Instrumental	Information updates

Source: Self, 2018

In Table 2.9, ritualized media requirements are interrelated with the usage and satisfactions of entertainment, escape and companionship. Instrumental communication media is required to match the usage and satisfactions in relation to messages. Content and process satisfaction ought to be practical on web. For instance, consumers of certain sites can be driven by their need to access a specific-website info content. Online clients are interested through process-gratification which consists of random surfing and online site navigation.

In Uses and Gratifications Model motivations for media usage are categorized as instrumental, goal-oriented and ritualized or active, less purposeful and not active. Using a specific channel to actively look for information on a precise subject demonstrates instrumental motivation, whereas happenings on information and killing time illustrates ritualized motives (Kim & Rubin 1997). Researchers have acknowledged the motivations linked with an extensive variety of media outlets including newspapers, television, the internet, and social media as either instrumental or ritualized.

Chorrianopoulos (2002) made use of the U&G model to classify audiences' requirements in the framework of digital situation and the outcome established two groups of needs: instrumental and ritualized needs. The end result further exposed that apps that are more appropriate for the collaborating television atmosphere ought to focus on satisfying requirements which are ritualized (communication and entertainment) while instrumental needs such as material and communications should simply be involved as attachments to the ritualized requirements.

In U&G Model, Involvement is a user's task that signifies relations with the media contents and its consumers. Involvement is perceptive, and comprises explanation, the point where individuals consider about the extent to which online information is significant to what they used to be familiar with or exactly how much the content is important for their consumption or developmental, which comprises search of further gratifications over extra media usage or by conversing the information with other users (Rubin 1987). Online interactive contribution can contain post-exposure internet activities for instance chatting with other online users to search and share additional

information concerning issues of mutual interest. This study has pointed out that the precise motivations for media usage are interrelated to involvement.

McQuail (1998) acknowledged explanations for mass media use among them; integration; personal identity, entertainment and social collaboration. This study examined the fundamental inspirations and concerns consumers who described using online websites in learning about online shopping of products and services. Therefore understanding the potential motives for web use in this study was a way to gain knowledge on commercial websites advertising which will allow online advertisers to aim audiences and modify the website contents more successfully. Blumler (1974) considered the U&G concept and engrossed on the media roles. They well-defined five kinds of fulfillments attained by viewers over media texts: escapes, inform and educate, social relations, and entertain. The current study found two more fulfillments namely passing time and relaxation.

During the 1980s, the perceptions of socialization and communications intake were projected by Rayburn (1982). In general, many investigations were focused to the inspiration of viewers. Bryant (1984) scrutinized the link between users' mental features and their TV set selection. They identified that the TV viewing can seriously amend viewers' rate of stimulation, and hence, affect their sentimental and emotional behaviours.

According to a study by Ruggiero (2000), on the U&G theory, websites consumers can attain diverse levels of interactivities that propose the ways to grow new channels of communications. There are also studies conducted on the individual traits of the Internet users. In relation to Finn's study (1997) he scrutinized five sorts of characteristics in his study namely; neuroticism, agreeableness, extroversion, conscientiousness and openness, nevertheless he found it challenging to come up with a conjectural linkage to all types of communication activities. Most previous researches have given evidence that websites has played a helpful role in easing solitude and despair.

Rubin (2000) indicated that websites provides social existence a sense that individuals are emotionally existent and communication interactions are personal, sincere, active and sensitive. With its concealment and numerous groups of social connections, the

Internet has created new behaviours to the online individuality. The new individuality allows the Internet consumer to modify themselves and build a more socially linked self-compared to what they actually are in reality. The U&G concept attempts to expound why individuals are engaged in specific categories of media platforms with initiatives and actively absorb some contents to attain some level of gratification.

Contemporary research relating to adoption of WISs specified that a utilitarian and hedonic need motivates a person's IT embracing decision. Godlewski and Perse (2010) study suggests that individuals utilize the net to retrieve info and in search of entertainment materials. Studies have conveyed the subsequent motivations Internet uses which include information seeking, convenience, and social interaction entertainment (Luoet, 2011). WISs are developing promptly, which permits consumers by allowing them identify amenities and satisfy their entertainment and info requirements.

The most significant demographic aspects when it concerns subject of Internet usage and satisfactions is gender. Weiser (2000) examined gender variances in Internet designs and partialities and established that more females were highly probable to be involved in communication that was intended to sustaining individual networks that were intimate and with work colleagues. Ono (2003) pointed out that men used the Internet to chase erotic interests whereas womenfolk were expressively probable to utilise internet at home unlike men.

Lin (1997) too acknowledged gender variances in the context of seeming easiness of Internet use, perceived effectiveness and pleasure where men significantly scored higher than their female colleagues. Marshalls (2003) research depicted that demographics and social-economic aspects for instance age, gender, education, and marital status as aspects that relate to online access. In regard to generational variation, Ray (2006) research found out that youths spend additional time using social networks and are more gratified compared to the elder generations.

The motivations for website advertising which includes business sites were measured using McQuail's scale (1987) used also by Ko, Cho and Roberts (2005) where they researched on Internet usage and gratification. For this study the researcher has

rephrased and advanced this model to make it appropriate to the study by using 31 items to identify the participants' gratifications motivations from profitmaking internet use. The motivations could be the needs expected to fulfill or a drive to visiting these type of sites. Shao (2010) recognized a User Generated Media model (UGM) for video websites centered on U&G concepts. The three video-site practice traits of the concept include consuming, partaking, and creating. The Consuming behavior represent the persons who simply read, or view for info and amusement. Partaking behavior include, consumer-to-consumer relations and users-to-contents interactions (scoring, adding to a track list, distribution, remarking), predominantly intended for social interactions and communal growth. Creating activities of User Generated Media in this research confers to the establishment and publications of individual works such as, images, acoustic, texts and video, mostly centered on expressiveness and self- actualization motives.

Consumers' behaviour relating to video-sharing sites is not only subdivided thrice (comprising surfing, producing and commenting) in the stages of participation, they are similarly combined into a broad "Prod-usage Behavior" grounded on consumers' open will (Brun, 2008). Consumers have come to be a part of content productions, expanding the method of creation of mutual information. In this important chain, a contributor plays a twofold role as consumers and producers as a result becoming "prod-users" (Brun, 2008). This study considered consumers of video-sharing sites as both consumers of websites content and producers of information especially in blogs, YouTube, whatsApp and facebook. These two roles taking place together on video-sharing websites are critical in online advertising.

2.9.1 Gratifications of Commercial Websites Advertising

There are numerous bases of users' satisfactions as there exist various gratifications required and consequent from communication media usage. According to a research by Katz, Blumler and Gurevitch (1974) users gratifications can result from three sources; disclosure to media per-se, media content and social contexts that demonstrates conditions of disclosure towards diverse media. This establishes that users spend more time in using the media in several ways, either through "passing" time or as a social instrument, all media are unique and have their own purpose. This study applies the media usage and gratifications view to create an enhanced understanding of the different factors that motivate profitmaking websites use, and ascertains two new media

uses and gratifications distinct to online advertisement which can be termed as socialization/interaction (using the platform for communication purpose) and convenience (simplifies work or adds to one's ease or comfort).

Eighmey and McCord (1998) were among the first researchers in relating the usage and gratifications philosophy to the Internet. They argued that satisfactions obtained from commercial websites such as information motivation, entertainment and also a new scope they found termed as individual involvement and ongoing relationship can be compared to other types of media. Individual involvement is interrelated to the level to which consumers embraced the websites to be personalized. Continuing relationship represents the consumers' willingness to visit the website for a second time. This research takes into account that consumers have alternate selections to accomplish their wants as broadcasting competes with several foundations of fulfillments. Nonetheless satisfactions can easily be acquired from a means' content for instance accessing a specific website, after cognizance of a category in the channel, for instance gaining access to an online advertising site, from overall experience of the platform.

The gratification module of the U> is the outcome of media usage termed as gratifications of wants and authorization of expectations (Rubin 1997). Research has specified that influential intentions for media usage and contribution are linked to gratification with use of media (Godlewski & Perse, 2010). Outcomes from prevailing U&G researches suggests that entities usage media both for contents carried by a channel for instance entertainment, information, or aimed at modest involvement of the media use procedure such as surfing, manipulating technology; are two comprehensive scopes are categorized as content and practice fulfilment (Cutler & Danowski, 1980). Content gratification refers to the information supported by the medium, and a process gratification concerns the tangible usage of the channel (Cutler & Danowski, 1980). In the past years of U&G researches, well-known communications theoretician William McGuire (1974) stated that it was not vital to identify the way a consumer came to a channel but what was more important is to know how the channel might hold a consumer as soon as a sample of its contributions has attracted a consumer.

Internet scholars are also concerned on how the channels increases and retains consumers (Barker, 1997), with a sense towards improving e-commerce outcomes

(Hanson, 2000). Originally U&G Internet scholarly works reveals that consumers' sites picks are usually fundamentally driven by contents deliberations than by browsing entertainment (Dr`eze & Zufryden,1997), consequently there are some initial recommendations that site contents might be further satisfying to the internet consumers than process gratifications of internet surfing. In order to understand the difference between content-centered motives and process-centered internet surfing effects in creating inspired internet usage, the differences amongst process and information gratifications precise to the online needs to be described in contexts with effective descriptions and subsequent processes that are definite to the channel. This is what requirements to be completed concerning the U&G Internet studies, as utmost of the initial Internet U&G researches remained grounded on outcomes established in TV set exploration and UGT extents centered on television researches consequently were not been extrapolative of Internet usage (Lin, 1999). Cho and Shah (2003) examined the affiliation amongst Internet usage and fulfilments framework in the digital split and found that online usage and gratifications vary across categories well described by demographic variations of age, social, and economic position. Their findings further discovered that consumers who were young and of low incomes position had a higher probability to using Internet to accomplish connection enjoyments and irrespective of age, consumers who were of low and high income earners were all highly probable to use internet in order to fulfil their knowledge needs.

Angleman (2000) expounded on the correlation among opinions and attitudes of Internet consumers and their patterns of consumption of the new media. His research established that there is a major variance concerning the way learners asses, perceive and utilize the Internet as a network of announcement. The research depicted that powerfully inspired audiences were more dynamically involved in several consumer undertakings during surfing and such users experienced more gratification subsequently. Rafeali (1986) during the evaluation of why and how learners use a college computer bulletin board, was able to depict that the consumers rarely skip the informative or factual messages, which point outs their strong attention on this types of messages. Maddox (1998) similarly projected that a significant motive as to why individuals surf the internet is in order to gather different information. This research point out that internet usage is predominantly viewed as a content loaded medium, and users try to establish more outlets for sharing and receiving information.

Korgaonkar and Wolin (1999), who carried out researches on consumers of e-commerce websites, recognized seven online gratification influences. Among these new factors such as 'privacy', 'transactional security and economic motivation' (Korgaonkar & Wolin 1999). Young and Foot (2005) examined motivations and satisfactions gained from the use of social media channels such as Facebook. They established that a larger portion of learners maintain and nurture interactions with their friends. The motives of entertainment and time passing was linked to use of newspapers and television in previous studies also established as significant predictors to use of Facebook medium. This study concurs with the findings above that persons utilize of the internet in order to obtain gratifications through conventional media such as information and entertainment, as well as diversion. However, with the rise of SNSs, this research has also found motives around companionship and psychological needs.

Wu (2008) with the use of content analysis examined and compared results of the use of three categories of hotels websites (private owned, state-owned and foreign-funded) to evaluate the features of the design which included (navigation, functionality and interactivity) also internet marketing activities on the sites. According to Wu (2008) only half of general websites and fewer sites provided the FAQ (Frequently Asked Questions) folios. The results of the findings depicted that majority of the websites provided the business contact information, which included email addresses phone/landline numbers and location addresses. With the use of three-step-method deep interviewing of online consumers, Maignan and Lukas's (1997) study examined users' insights and usage of websites and found four major shared usage of the internet Websites namely; an information source; a tool for communication; an object or place of consumption; a social system. Whereas the two studies above were concerned with content analysis and consumers' perceptions of websites uses this research dealt with analyses of usage and the gratifications of profitmaking websites in advertising and their relationship.

In an Indian Framework research conducted on Website usage and gratifications by, Roy (2008) recognized six gratification motivations. 'Career opportunities' and 'Wide exposure' were classified as content gratification causes. 'User-friendliness' and 'self-development' (easy to use) were regarded as process gratifications. The factors such as global exchange' and 'relaxation' was regarded as social gratification. Song (2004) pin

points that content satisfaction is similar to the instrumental use whereas process gratification transmits to usage. This study posits the existence of influential media use interests to differentiate amongst users whose mass media use behavior is no habitual and has less defined satisfaction objectives and that their media use is extensively deliberate and much concerned with the information.

This understanding presented a good approach to capture consumers' activities. Even though various researches have examined the correlation between playfulness and continuous use of Internet (Stafford & Stafford, 1998; Stafford & Stafford, 2001), the researches often oversee the negative aspects such as process irritation. According to Peterson (1997) criticisms of online marketing and advertising schemes mostly focus on frustrations or irritation brought about by connectivity. However the current study investigated more on perceived risks related to the purchasing process as well as connectivity and access. New media will often generate new satisfactions and motives between several user groups (Angleman, 2000). According to Lin (1999) the new scope of the users' inspirations and satisfactions needs to be recognized and satisfied. Even though the motives for using the Internet can differ among people, media channels and situations, most uses and satisfactions researches evaluate them basing on the possibilities namely habits, passing time, entertainment, information/surveillance, relaxation, companionship, escape and arousal. The findings of his research indicate that people seek the following categories of gratifications on commercial websites namely process, content and social gratifications. According to Lin, 1996, the Internet usage is also linked with a sequence of entertainment-oriented and also instrumental gratifications. Rafeali (1986) depicted that the principal motive of the users of the bulletin board are mainly entertainment, recreation, and distraction, this is trailed by understanding what other people think in regards to controversial issues through connecting with users who are of importance in a community. According to McQuail, (1994) the entertainment contents seems to content the users' necessities for pleasure, visual enjoyment, escapism, hedonistic, or emotive release. Johnson and Kaye (1998) in evaluation the Internet as a major basis of political facts, realized that web users primarily use the web for voter surveillance, guidance, social utility, and excitement. Ferguson and Perse (2000), conducted a similar research focused on the web as a substitute to television watching, found out the four key motives for web use as relaxation/escape, passing time, social information and entertainment. Internet use

integrates the components of mass and interpersonal communications. Their research identifies three distinct characteristics based on of websites usage and satisfactions model as convenience, socialization and surveillance.

Continuous relationships and Personal involvement also were acknowledged as new motive characteristics by Eighmey and McCord (1998) after the examination of user's reactions to websites. Pavlik (1996) distinguished that majority of online, individuals are enabled, communicate, act, or contribute to the extensive societal and political processes. This grouping of utilization can result in an increase in self-efficacy, self-esteem, and political awareness. Intensified relations also were proposed as drives for Internet use (Lillie, 1997). In a research conducted by Kuehn (1994), he responsively explained the interactive ability of the internet through sending of emails, group discussions, direct ordering of goods and services, and availability of links to aid in gathering more information (Schumann & Thorson, 1999; Ko, 2002). Similarly, the two studies suggested that commercial websites should be created to fully satisfy the consumers' necessity to gather valuable information and also provide social interaction opportunities for them.

According to Tossberg (2000) another important aspect of the internet use is the group support. The Internet provides a moderately secure location for information exchange, provision of support, and also act as a gathering place short of uncertainties of discrimination. With inclusion in the group, users can easily voice thoughts, judgments and apprehensions in a helpful online atmosphere (Korenman & Wyatt, 1996). Privacy in the internet motivates users to communicate easily and with no restrictions than they could in real life situations (Ryan, 1995). According to Braina (2001) with the fear of social accusation and punishment, marginal groups can as well take part in the communication practice as long as the technology is universally accessible. The findings of Tossberg (2000) show that commercial websites take an active role in developing healthy friendships and networks and gratify consumers need to socialize freely without fear of patronage.

McQuail (1994) specified that individuals made use of different media platforms to examine whatever was happening outside and within and their surroundings. According to Whiting and Williams, (2013) study, 32% of the participant used social media to

monitor or spy what other individuals are undertaking. Correspondingly, the traditional media has no capability cover all reports happening everywhere due to censorship, vastness of space, and fear, persons with mobile phones or cameras can easily record and upload, images, audios and videos on different social media channels. This champions the model of guerrilla journalism or citizen's journalism (Papoola, 2014). This study considered blogs and social networking sites not only for socialization but can also be used as an online "journals" where people post opinions, celebrity gossip, upload photos and video, report breaking news, question policies and legislation with no regard for ethics.

Ruggiero (2000) explains that, as establishment of new technologies represent individuals with a growing number of media platforms, motivation and gratification should develop to fundamental modules of audience analysis. According to Roy (2008) maintaining that so as to fully concentrate on the social-cultural effects of adoption of the new communications know-hows can be premature till we have fully understood the exact reason as to how and why persons are using of the media channels. This study therefore focuses on usage and gratifications perspective of business websites advertising (what individuals do with mass communication media) in contrast to social-cultural effects of new communications technology.

Scholars have acknowledged that Internet may well be used for both communicative and transactional intentions (Armstrong & Hagel, 1996). Given their extensive understandings of e-mails and other network platforms, hypothetical researchers instinctively comprehend the significance of the site as a device for communiqué; to many researchers habitual to make use of the websites for personal communications and interacting with others. Amongst the larger community, nevertheless, the probable social effectiveness of internet usage may not be as spontaneous. However, the probable usage and linked social satisfactions rising from clientele usage of the Internet as a shared setting are significant to explore (Armstrong & Hagel, 1996). Scholars may also well presume to ascertain developing shared satisfactions for consumers Internet usage. Assessments and dimension of motivational concepts will be determined by the factors one begins with, and aforementioned Internets UGT trainings have basically embraced procedures unswervingly from preceding television-centred researches (Eighmey, 1997; Newhagen & Rafaeli, 1996 ;). "Old" media usage and gratifications studies of

wireless radio as well as television at no occasion acknowledged anything above the content or process contrast of media use scopes. Latent social use scopes of the Internet are probably to be disregarded in researches that reformed before established use dimensions.

Salua and Emmanuel (2012) contend that social media has significantly improved the convectional patterns of communications (direct communication) without certainly eliminating the former. In a research conducted in the framework of mediamorphosis model, they established that social networks are an addition of head-on communication; circumstances where the two types of communications coexist and work in uncertain relationship. In other words, the Internet has dissolved the differentiations that exist among the traditional media of mass communication and has created a fresh command in mass communication process. In the era of Internet the spectators are not just passive recipients of media messages but they are also merchants of media contents. Audiences, for instance, do not just read newspapers or magazines, they do not just listen to radio or watch television; they also participate and create their own contents. This progress has brought some apparent trends which comprise users' fragmentation, merging, better users' control, various platforms, and consumers' generated information and mobile devices (Dominick, 2009). The internet has changed the manner of operation of traditional media like radio, television, newspaper and even interpersonal communication (Raacke & Bonds-Raacke, 2007). This research postulates that the augmented utilization of website as a communication tools has brought a new form of interaction.

Heinonen (2008) reveals that Internet has an adverse impact on the convectional media due to the inability of print broadcast to monetize its internet contents. Though a current research by Kionis (2011) recommend that there are strong indications that print media are moving towards monetizing their online contents in order to expand the income from the print advertising. Nyland (2007) exploited Uses and Gratifications method in mixture with the Model of Position to examine the utilization of SNSs and in what way those gratifications link with head-on communication and e-mails. The research identified television; they also participate and create their contents. This study research indicates that with the internet revolution, new media networks are emerging that not

only responds to consumer's uses and gratifications associated traditional media but adds another use and gratification called socialization.

This growth has brought some deceptive trends which include "user segmentation, merging, improved audience controls, various platforms, consumer generated contents and mobile devices" (Dominick, 2009). The Internet has altered the routine of process of convectional media like radio broadcast, TV, print media and even interactive communications. The study's findings have recognized that the increase use of website has a communications channel has conveyed new forms of uses and gratifications with new challenges.

2.9.2 Risks Perceptions Associated with Websites Buying

Perceived is the level to which as individuals express doubt about a service or product and mostly, the result (Jin & Suh, 2005). Regardless of the rise in population of online consumers, 59% of websites consumers define online buying as frustrating, overwhelming, and a confusing activity (Tsai & Yeh, 2010). A large number of abandonment rates of online businesses remain a concern. Jin and Suh (2005) found out that a main barrier in online buying is the perceived risk related to online purchasing. Online buying has for an extend time been considered an activity full of risk as customers end up buying items while having pitiable judgement. In the virtual buying contexts, the amount of apparent peril can easily be stretched as a result of restricted corporeal contact on the products and the marketers thus discouraging buyers from online purchasing (Jin & Suh, 2005).The uncertainty linked with online purchasing signifies the challenge. According to this study apparent risks linked with website shopping adversely influences online buying purpose and behaviour.

Products risks and performance threats are explained by the possibility of the products failure to reach the required performance requests initially projected (Jaafar, Lalp & Naba, 2012). Product risk is described as a frequently mentioned reason for decline of online shopping. For instance, product risk was established to be significantly impacting the rate of online buying (Jin & Suh, 2005). A moderately higher level of product risks is likely to occur during purchase of online, mainly for merchandise groups, due to buyers' inability to tangibly scrutinize and test products qualities online, suggesting that risks related to products ambiguity are expected to adversely affect

online buying plans for some products ((Jaafar, Lalp & Naba, 2012). For example, consumers distinguish a high rate of products risk for attire during obtaining online contrasting to when buying from old-fashioned suppliers.

Buyers have a trend to depend on diverse information sources so as to endorse a products quality and ensure that the possibility of gratification when buying different products. They vary in their partialities for online and convectional stores centered on the diverse significance related to different product characteristics (Pavlou, 2003). Therefore, scholars suggest that online products should be classified as whether there are dominant product aspects or non-digital or digital (Biswas, 2004). Arithmetical merchandises, are all the invention traits to be elaborated via the Internet. This has less integral product risk via the online platforms compared to a non-digital product which requires physical inspection (Masoud, 2013). According to Pavlou (2003) customers place higher value on the capacity to inspect and touch clothing products and will thus opt for convectional stores shopping. In the contrary, buyers place higher value on instant access to a products interrelated info during the purchase of products like computer software and thus, prefer buying digital products through online platforms. In addition, consumers may perceive a much higher level of products risks related to procuring non-digital products in contrast to digital products online. Buyers feel the risk for buying clothing products online for reasons such as, the failure to completely inspect products' features online, and significant variations in the features such as size, style, colour and fabric. Wood (2005) also found out that, clients reports more engrossed with buying items with features which are non-digital via online than in a store. The indecisive findings concerning the effect of particular apparent risk extents for online purchases intents and actions can be expounded through preceding investigation failures to justify for the effects of the categorization of products.

Privacy risk remains definite as the prospect of partaking individual evidence made known through online transactions (Masoud, 2013). Despite the online sales capability, fears concerning privacy get high amongst majority of the online shoppers. Wood, (2005) found that above 70% of Internet buyers in US restrict their purchases due to fears related to privacy and security of their private information. Nevertheless, Pavlou (2003) established that even though privacy intrusion fear was an often mentioned cause for declined online purchase, it doesn't suggestively influence the rate of online

purchasing and the search with intention to buy. Therefore, the influence of supposed privacy risk on buying intentions remains uncertain. Additionally, consumers' insight of privacy risk can change by product type, reliant on the sensitivity and complexity of the private info essential to allow an Internet buying. For instance, buyers are certainly needed to deliver additional individual info, for example, home addresses, colour, size, and particular likings for prices and styles while acquiring clothing products than when purchasing on the conventional stores. This study points out that online consumers' awareness of confidentiality risk deters any shopping.

Monetary risk is well-defined as the possibility of despair, a financial loss after an acquisition (Wood, 2002). There are diverse causes as to why online buyers might suffer from monetary losses while buying online. It's difficult for online buyers to examine if the prices of the products bought at a specific virtual store are at the bottommost accessible compared to other stores. Perceptions of such monetary risks clarify the reasons as to why online customers abandon carts (Pavlou, 2003). Financial loss can take place as a result of scams related to credit cards, which largely is an issue of concern amongst buyers who purchase online. Additionally, reports which pertain to the loss of financial value of various products are procured through online channels might not work effectively as anticipated. Moreover, buyers will be hesitant to obtain products through online because of inclusive costs such as, shipping or freight (Jaafar, Lalp & Naba, 2012). This study suggests that financial risks is adversely related with online purchasing and is established to be a durable predictor of consumers' intentions and activities such as tendency to abandon online purchasing.

Psychological risk is referred to as frustration, disappointment and embarrassment experienced if an individual's details are revealed. The website is frequently seen to infringe on consumer's privacy, a leading concern of several commercial websites consumers (Tsai & Yeh, 2010). The sentiments of others not in control over individuals confidential information when online is an emotional threat that inhibits a number of users from giving personal details to websites providers in order to acquire right to use information available onsite (Pavlou, 2003). This research postulates that the lack of suspicion and tendency to trust people online often lead to identity theft.

Delivery risk refers to probable loss of supply, which is associated to products lost and broken and goods sent to wrong places and mistaken individuals during online buying (Masoud, 2013). It similarly includes the threat of receiving commodities after delays or no delivery of the products altogether. Other components of delivery threats that make individuals scared is clients distress that in the course of transporting, products will get damaged because of bad packaging (Masoud, 2013). If a dealer can offer exact delivery to his customers, it increases confidence levels of doing online orders and reduces the supposed risk of delivery (Tsai & Yeh, 2010). Website needs to make sure that the merchandise is not expired and damaged in the course of delivery.

Quality risk refers to the products that are not available and a design that was not expected by the customer. In websites buying, buyers rely on inadequate information and pictures displayed on webpages because products cannot be seen, touched and tested (Tsai & Yeh, 2010). It also denotes the real superiority of the item which does not match with the merchandise descriptions. According Bhatnagar, Misra and Rao (2000) quality risk arises after the products fail to accomplish what buyers anticipated and then cannot evaluate the standard of the item. Quality is such an important element in buyers mind when forming website purchase decision as it allows consumers compare quality of a certain product with alternatives considering price across similar category. Jaafar, Lalp and Naba (2012) argue that the lesser the supposed quality threat of goods, the higher the likelihood of clients wanting to purchase from a website. Masoud (2011) found that quality directly influences client's buying decision. Therefore once a company fails to provide the item in accordance to the expected quality, then it is considered that the organization has been unsuccessful in providing the benefits (Wood, 2002). The study also found that this occurs because users have few or no likelihood to evaluate the real merchandise standard before buying.

Convenience risk comprises the untimeliness experienced in Internet dealings, often leading to the exertion of triangulation or acquiescing orders, or postponements delivery of items or no good process for invalidation of product as soon as its ordered (Forsythe, 2006). Possible harm of distribution linked with imports lost, spoiled and referred to the mistaken discourse after shopping (Tsai & Yeh, 2010). Customers fear that transport can be delayed because of several circumstances; the transport firm will not deliver within the requested period settled with clientele, or fearing whether the

imports might be dented when being moved (Wood, 2002). Dillon and Rief's (2004) survey indicate that risk relating to time is the time needed for users to buy goods and period to get them.

Thus the time consumed in before the transaction is concluded is considered a time threat too. Jin and Suh (2005) argue that if customers' perceived risks are advanced, they take additional period and extra effort in making a purchase choice. Pavlou (2003) describe time threat as a situation which clients waste time while buying decisions by losing more time to investigate and buy and research how the merchandise is used again. The research found that two major reasons for dissatisfying virtual experiences concerning time/ convenience risk consist of confusing and disorganized websites and webpages excessively slow to upload and copy.

Although online shopping poses certain risks, in a different perspective it gives huge gains to buyers. Clients want to shop from websites because there are advantages of shopping online. Wood's (2002) research suggests that perceived benefits refers to clients' gains from websites shopping, it is a measure of gratification against the merchandise plus the benefits associated with websites buying. Convenience in buying is perceived as the capability to purchase anytime from any place irrespective of the locality without going to the actual shop.

Perceived satisfaction is a state where users are able to access pleasurable online content or service experience that is enjoyable and performance consequence as expected (David, Borgia & Warhaw, 1989). Products assortment offers clients a chance to relate, differentiate and select the goods that cater for their desires from numerous choices (Dillon & Rief, 2004). Ease of buying relates to the ease or challenges experienced by customers when shopping online (Wood, 2002). Studies reviewed above concur that websites consumers nowadays would prefer to find products in a convenient way, access enjoyable content and easily buy the commodities that can make their lives easier and efficient

2.10 Uses and Gratifications Theory

This study was guided by Uses and Gratifications Theory. This concept (UGT) is audience-centered approach that emphasis on users' activities with the media in contrast

to media influences on persons. This theory attempts to gain an understanding why people choose to use the types of media they consume and what they actually use them for. McQuail (1983) postulates that UGT is different from the rest of mass communication theories because it presupposes that consumers own control above personal media usage, unlike regarding persons as inactive users of content. UGT examines the way persons purposely pursue mass media messages to satisfy definite desires like information, socializing and relaxation.

2.10.1 Evolution of Uses and Gratification Theory

The proponents of UGT are scholars who carried out mass media effects and media use studies from 1940s to late 1980s such as Herta, McQuail, Blumler, Gurevitch and Katz. According to McQuail (1983) UGT is built from past communication theories and investigations with its early stages in studies of radio listenership in the 1940s. The development of UGT can be considered as a sequence of studies. Herta Hertzog in 1944 interrogated persons that exposed themselves to soaps on radio and found that they pursued varied satisfactions such as learning, emotional fulfillments and thinking wishfully (McQuail, 1983). In 1954 Schramm established a formulation towards deciding the mass communication a person is likely to choose. This method considered the amount of satisfaction a user expected to obtain from a certain media type versus quantity of personal effort applied in order to gain it. In 1970 Abraham Maslow theorized that UGT was a version of the necessities which had been organized into the Pyramid of needs model (Katz, Blumler & Gurevitch, 1973). According to McQuail (1983) this can be considered as initial period that contributed to the groundwork for contemporary developments of UGT.

Jay Blumler and Denis McQuail (1969), investigated the voting in United Kingdom (1964) and classified publics' reasons for viewing particular party-political programmes on television sets. These users' inspirations made the basis for the study in 1972 which steered to the formulation UGT later. Jay Blumler (1972) study suggested uses of mass media namely: individual identity, digression, scrutiny and personal relationships (Blumler & McQuail, 1969). The UGT is a mass communication usage model, useful for comprehending users' motives for mass communication consumption, and has been used in studies involving television, radio, social media and business sites (Roy, 2008). With its prominence on dynamic media usage, its capability

to link interpersonal and mass communications, UGT is considered as the most suitable model for investigating usage of commercial websites (Morris & Ogan, 1996). Advocates of UGT above indicate its suitability in examining modern adoptions in communication.

Usage and gratification model is a dominant conception in mass media research. Originally the idea of the model as grounded on the study is to explain the persuasion of particular media subjects. The fundamental question of the investigation is: why individuals consume media content and for what use? McQuail (1983) argues that there exists a simple idea in UGT approach that, the consumers of media content know the kind information they want, and which types of media channels they can expose themselves to in order to meet their personal needs.

According to Katz's (1959) research, the process of mass mediated communication usage and fulfillments model places the role of associating requirement satisfactions and the selection of mass media absolutely as a responsibility of consumer members. It proposes that publics' needs impact on what mass media channels they would select, in what ways they put them into use and what satisfaction they acquire from such media outlets. This methodology is different from other hypothetical viewpoints because it assumes consumers to be active mass media users and not inactive receivers of information. Katz (1959) found that unlike the old media effects models which emphasized what media does to individuals and presupposes that consumers of media content are homogenous in nature and exist, UGT framework's central concern is what persons do with mass media.

The theory lays emphasis on consumers' choice by evaluating their motives for using particular media channel indifference to others, and the numerous fulfillments gained from that mass medium, founded on specific social and emotional desires of the individual (Severin & Tankard, 1997). A wider perception between communication studies is offering a background for explaining the practices through which mass media consumers search for information selectively, conforming to ones desires and benefits (Katz et al., 1974). Mass media operators then integrate this content to satisfy their desires or to gratify their concerns.

Blumler and Katz (1974) suggest that mass media consumers look for a channel that greatest satisfies the wants of the users who also have other choices to gratify their desires. The two scholars also revealed that mass media served the utilities of association, cultural diffusion for persons and the public, leisure and surveillance. Katz, Blumler and Gurevitch in their 1974 study found five fundamental guidelines as an organization for understanding the affiliation between mass media and consumers of media content as follows: Audiences are considered as active, which forms a significant part of mass media usage supposed to be objective orientated and that forms of media usage are designed by elaborate expectations of specific types of content that media has to provide to the consumers of information.

The initiative relating to need fulfillment and the selection of media type in the course of mass communication is determined by some consumers. The mass mediated communication is in constant contest with different sources of need satisfaction. In practice various objectives of mass mediated communications usage can be found from information provided by individual content consumers. Assessment about the social implication of mass mediated communication ought to be put off to allow consumer orientations to be investigated separately.

2.10.2 The Framework of UGT

Over time scholars have presented diverse models that show their understanding of UGT framework. Katz, Blumler and Gurevitch (1974) formulated the basic structure concerning UGT in a rational seven stages as follows: (i) shared and emotional origins of (ii) needs, that cause (iii) anticipations of (iv) mass media channels and extra sources, leading to (v) different forms of mass media contact (or arrangement in certain actions), occasioning in (vi) want satisfactions and (vii) other concerns, possibly mostly unplanned one, as presented in figure (1) below by McQuail & Windahl (1997).

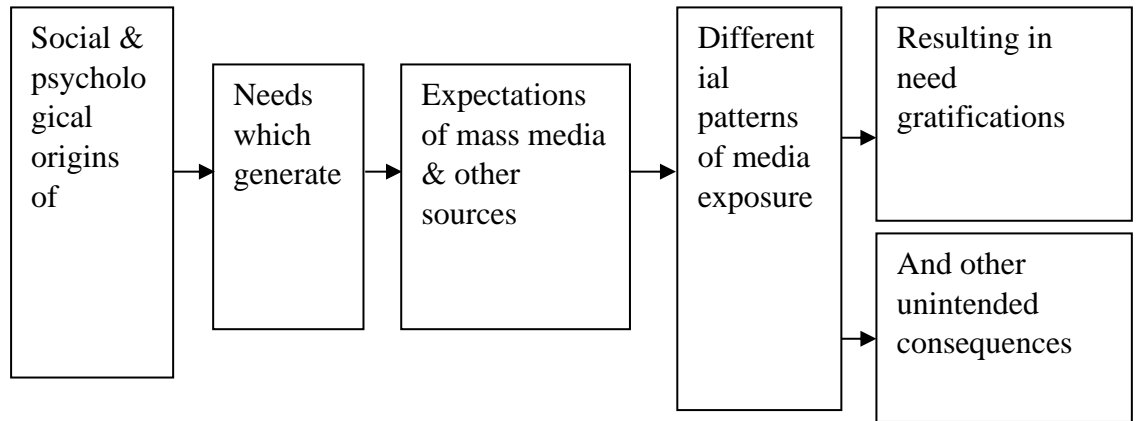


Figure 1: The Fundamental Elements of UGT Basic Model, Mcquai & Windahl, (1997).

Rayburn and Palmgreen (1984) developed the Expectancy-Value Model by exploring the inter-relationships between evaluations, beliefs, media contact and satisfactions sought. They conveyed satisfactions sought after as related mutually to evaluations and belief as presented the figure below.

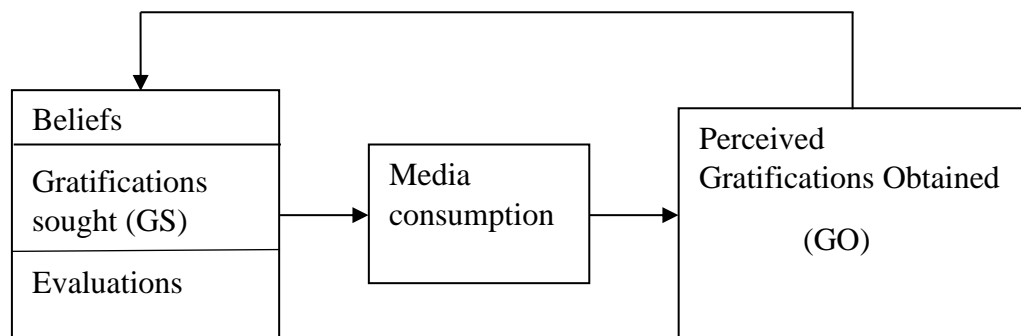


Figure 2: Rayburn & Palmgreen’s (1984) Expectancy Value approach of GO and GS

This presents a process framework which indicates that products of belief (anticipations) and assessments impact on the pursuing of satisfactions, which effect mass media consumption (Rayburn & Palmgreen, 1984). Such media consumptions then results in the accomplishment of particular pleasures obtained which support or change a person’s opinion on certain enjoyments characteristics of a certain, program, daily, program genre, a business website, a social networking site and many others. Palmgreen (1983) argues that if an individual values news about current topics and happenings positively and accept as true (expectation/ believes) that the TV news coverage has that information, the person then becomes motivated to look for that information from television news programming.

Assuming television broadcast is accessible to the consumer, exposure to TV newscast programming ought to occur. If the person finds the anticipated information, then the result (GO) feedback is established to strengthen the primary opinions on the show or program quality. If the individual gets the information at an inferior or greater level than projected, then his related opinions ought to be changed, with following change in inducement to look for information about present matters from television newscast (Palm green, 1983). This study borrowed from this model to analyze the relationship between consumers' gratification sought after and gratifications obtained.

2.10.3 Needs and Gratifications

The Usage and gratification theory underscores reasons and the apparent desires of media content consumers. Blumler and Katz's (1974) research established that different individuals use a similar mass media information for various reasons. The similar media message may satisfy diverse wants for varied individuals. People do not use mass media content in a single similar way, contrarily, there are as plentiful motivations for mass media usage as equal to the number of mass media consumers (Blumler & Katz, 1974). Basic wants, social state, and the person's orientation, for example experience, likes, and academic background, influence people's thoughts on what they need from mass media and the platform that completely fulfills their desires, that is, consumers are conscious and can tell their personal reasons and satisfactions for using various media (Blumler & Katz, 1974). McQuail, Brown and Blumler (1972) suggested an approach of mass media-personal interaction to categorize key media enjoyments namely: passing time (ending monotony, stress; emotional relief), individual associations (shared utility, friendship), personal character (reference to self, reality examination; worth supports) and surveillance (seeking information, scrutiny).

Additional form of consumers' motivation was proposed by the study McGuire (1974), constructed on a broad concept of social necessities. He differentiated two kinds of needs namely: rational and emotional. He later added three other aspects of passive vs active, outward vs interior, and emotional constancy of development and preservation. The three Katz, Gurevitch and Haas (1973) established thirty five desires analyzed from the mental and social and roles of mass mediated communication grouped them into five classifications namely: intellectual wants, comprising obtaining knowledge, communication messages, and awareness; emotional needs, such as affection, pleasure,

feelings; person's integrity such as trustworthiness, reliability, position; shared integrity, interactions among family, colleagues at, school and associates; and pressure relief desires, such as distraction and entertainment.

2.10.4 Users' Motives and Gratifications in UGT

Scholars in mass mediated communications have concentrated on studies concerning satisfactions resulting from a certain media usage by people. (Swank, 1979). According to Palmgreen et al. (1980) there exists two elementary forms of satisfactions: satisfactions sought and obtained. The three scholars found that there exists a significant correlation amidst gratifications obtained (GO) and gratifications sought (GS). They established that each GS is related abstemiously to stalwartly by its equivalent GO for the viewers and they articulated about this correlation in figure (3) below.

UGT is founded on the usage of a channel and the satisfactions attained from a medium. In earlier studies, gratification achieved from a medium, when applying UGT, is referred to as the summation of all gained satisfactions; whatever persons felt they achieved after and when consuming a certain medium. Conversely, Sangwan (2013) criticized this impression by arguing that it was difficult to know if fulfilments achieved were actual ones sought after.

Whereas an attained satisfaction can be related with fulfillment, an individual ought to identify which satisfactions were pursued for one to actually evaluate satisfaction. Palmgreen and Rayburn (1979) I their study responded the demerit leveled against UGT above by creating a model known as "GS = GO" (Gratifications Sought in a medium equals gratifications Obtained from a medium) founded on the assumption that gratifications pursued by a consumer from a medium might meet or not the actual expected enjoyment.

The individuals' motives for mass media usage indicate that mass media content offer satisfactions anticipated by users. The fulfillments can be assumed to be experienced mental outcomes treasured by persons. Palmgreen and Rayburn's (1985) study suggested a framework of Gratifications that are Sought (GS) as well as gratifications Obtained (GO) procedure as in the illustration below.

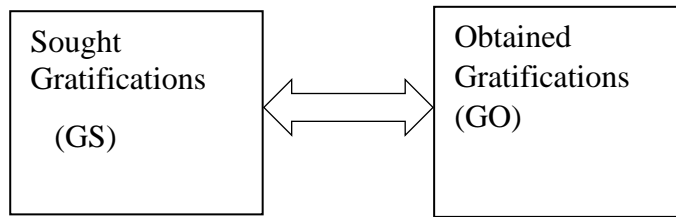


Figure 3: Expectancy-value approach of media GO and GS gratifications (Palmgreen & Rayburn, 1985).

This approach differentiates GO and GS. Therefore, in a situation which GO is conspicuously more than GS, we could possibly be in contact with a scenario of high consumer gratification and great evaluations of acceptance and consideration (McQuail, 1983). In examining the link among GO and GS, Palmgreen et al. (1980) directed a study on satisfactions pursued as well as gained after watching broadcasts on TV enjoyed by many. The findings revealed that, every GS was linked either slightly or hugely with its agreeing GO. Palmgreen *et al.*, (1980) in the same study indicated that the satisfactions consumers seemingly sought are not all the time the similar to the gratifications obtained. A later research lead by Wenner (1982) additionally disclosed that users could get varied levels of fulfillments from the sought content after they exposed themselves to news programs in the evening.

This research used Palmgreen and Rayburn's (1979) Gratifications Sought= Gratifications Obtained framework, which is accepted widely by many scholars as a more accurate model to evaluate media satisfactions, since gratifications sought by consumers should lead to gratifications obtained. The understanding of gratifications pursued and gratifications found or not will offer valued insight, to designers of commercial websites and to organizations that seek out to gain the possible merits of establishing company websites for business.

2.10.5 Gratifications and Uses of the Internet Medium

The net is growing at a high rate for the revolutionary media that has altered how traditional media used to conduct its operations (Carey, 1998). The Internet has brought together all the elements of traditional media such as print, video and others into one where both nonverbal and verbal communication is brought into one place. This has reduced the relevance of these traditional media (Weaver, 1993). The Internet has given its users a unique experience where they can access voice, text, animation, pictures motion codes and smell (Newhagen & Rafaeli, 1996). The use of the Internet in

communication is very fast. It provides its users with a huge variety of opportunities in the field of communication. According to Kiesler (1997) the Internet is always “up,” therefore, there is a 24-hour information exchange among groups and individuals.

U&G professionals argue that the utilization of the web for messaging can always be traced and one can relook into a person’s communication. Its messages come with time stamps that are very accurate. The content of the messages can be copied and recorded. Consumption behavior and demography of the participant present critical exploration openings. James et al. (1995) points out that forums on the Internet like blog forums and others are essential in fulfilling interpersonal and mass communication expectations.

Therefore, the Internet is not only useful to human interaction but also acts as a dominion for researchers in different parts of the world. It is predicted that technology would highly be transformative and will contribute to a number of changes in the conducts of those who use the media. This will also resonate with their habits as well as characters. It is predicted that the Internet grows exponentially and would see a great future. In each of the last six years, the use population has been doubling and this is a promising phenomenon. When this continues at the same speed, the Internet would be coined as an aspect that is common the TV and telephony given that these are some of the mostly used features or means of communication (Kiesler, 1997). Therefore, it is believed that the technology employed in electronic media has not yet been addressed by the existing theories of mass media. It is predicted that many areas would be combined in mass media to include graphics, video, music and text among others to ensure that users work with a wide range of data based on existing “landscapes” (Aldersey-Williams, 1996). Other scholars like Weaver (1993) foresee a moment whereby computer-supported networks in the social arena would be the point of focus compared to where two-person ties as well as small group communication was majorly focused on. These would entail virtual communities containing many people.

Gilder (1990) states that individuals will be empowered by the introduction of the Internet through “blowing apart all monopolies, hierarchies, pyramids, and power grids of established society”. He also pointed out that there is an increasing commercial and institutional drive on the Internet which has the potential to convert it to a “less the

egalitarian cyberspace of recent memory than it does a tacky, crowded with billboards freeway exit just before any major tourist destination in the U.S.A.” (Riley et al., 1998). According to Riley et al (1998) practically and theoretically U&G professionals have established that the issue remains the same on why people get attached to one communication media to another and the type of gratification that they achieve.

The Internet has been recognized as the most fluid form of communication in the history of mankind. It has reinvented the introduction of the “theoretical potency” that shaped its use and also the gratification model “by allowing it to stimulate productive research into proliferating telecommunications medium” (Ruggeiro, 2000). The first researches on the web primarily based its focus on its basic use. Charney (1996) analyzed the usage of the Internet by students in the university. It established that it had various uses which include attaining information, entertainment, communication and research on websites.

Through his Internet communication analysis, December (1996) established that information, interaction and communication are the main factors that motivates one to use the Internet. Eighemey and McChord (1998) analyzed commercial website users and established that involvement of information, personal relevance, and entertainment were the main reasons as to why people accessed the Internet. While studying the way that college students used the Internet, Kaye (1998) found six elements to be the main motivators for one to use the Internet, these are time passing, social connection, entertainment, and research.

Wolin and Korgaonkar (1999) analyzed those who used commercial sites and established that there were several factors that motivated one to use the Internet. These were economic reasons, security of transaction, and privacy among others. Raacke and Bonds-Raacke (2007) analyze how Facebook and MySpace have influenced the way that people communicate and stated that the following motives drive people to use them. These motives include connecting with friends, posting videos and pictures, meeting new people and looking for longtime people. Salau and Emmanuel (2012) studies the way that students use and perceive social media and the Internet and argues that they only use it to connect with other people and meet new friends.

According to a study by Joinson (2008) investigating gratification and uses of Facebook, it was found that there are seven gratification factors. They include; shared identities, social investigation, social connections, contact, site visit patterns, Status updating, and social network surfing. Also, uses of privacy settings were identified as a factor in a number of Facebook gratifications and uses. In another study by Ferguson and Perse (2000) which sought to find out the relationship between specific types websites visited and the motivations behind Internet usage, it was found that the search engine sites had a close relationship with information motivation. Moreover, these interaction sites had a relationship with entertainment motivation.

According to another study exploring gratification and Internet uses in an Indian context through factor analysis, a number of gratification motives were realized. They include: career opportunities; wide exposure; user friendliness; global exchange; relaxation, and self-development (Roy, 2009).

Mondi et al. (2008) takes advantage of fulfilment and utilizes expectancy to analyze the effects that e-learning have on the scholars' "perceived e-learning experience". It also established that there existed core associations amongst their gratification and uses expectancy as well as e-learning. In another research, Choi et al. (2004) looks at the differences in the motives that people have on the use of the Internet between the larger Internet population and the high level Internet access in the United States, South Korea and Netherlands and identified that self-improvement, and information as the main motivators that drive them to use the Internet.

2.10.6 Interactivity as a Principle of Uses and Gratifications Concept

Within U> participation remains an audience centered activity that characterizes interaction between the media's content and the consumers (Rubin & Perse, 1987). Participation can be intellectual, which comprises explanation, the point to which persons consider exactly how much content is significant to the information they already have and the facts they consider important to them as individuals, professionals, learners and as a family or it can be habitual, which entails search of more satisfaction through other media usage or by discussing available content on media with other individuals (Rubin & Perse, 1987). Online interactive participation includes past online activities for example online chatting between consumers in search of more

information, and sharing existing media content held by them. (Godlewski & Perse 2010). This study agrees with scholarly works above that specific media usage motives are directly associated to involvement.

Interactivity expressively reinforces the central U&G idea of active customers because it is labeled as the level towards which applicants in information development are in a position to control and interchange their roles in shared dialogue (Williams, 1988). Communications literature replicates six consumer-oriented scopes of interactivity that is usually important in U&G approaches namely; fears, benefits, sociability, segregation, participation and inconveniences (Thomas, 1995). Furthermore, James (1998) referred to five scopes of interactivity: choice, Playfulness, connectedness, and reciprocal communication information collection. For users that are task oriented, the connectedness aspect satisfies info requirements. The Expressive users' information gathering and reciprocal aspect allows them to pledge communications with others of mutual online interests. This study evaluated aspects such as information collection and give-and-take communications as complex ranks of interactivity. Choice, liveliness, and connectivity were regarded as minor ranks of shared communication.

Heeter (1989) similarly described shared communication as a multiple dimensional model: extent of choice delivered to consumers, efforts a consumer must apply to acquire the information, how dynamically receptive a channel is to consumers, probability to observe systems usage, level that allows improvement of information by consumers that can be accessed by a mass homogeneous audience and level to which systems of media enables personal communications amongst precise users.

The actual benefit of shared communication interactivity for consumers is not merely multimedia, virtual buying, or finding details in time. The Lotus 1-2-3 worksheet allows consumers to generate their personal trade strategies and prototypes; interactivity offers consumers ways to increase fresh approaches of communicating and significantly raise consumer's action. In essence, interactivity

Has never been the capability to select from a range of online available products or more channels of communication. The ability to acquire the information is inadequate to three possibilities: getting the addresses of a user's locality, viewing a single text,

and clicking to follow a links (Jackson, 1997). Nonetheless, shared online communication, poses some stern practical restrictions for consumers. The current study recommends that interactivity presentations on the level to which the recent communications systems take place have the capability of replying to users commands.

Ruggeiro (2000) contends that current outlets of media such as Internet holds at minimum three features that offer motivation to the U& G concept. First interactivity expressively reinforces the principal of U&G concept of dynamic consumers. The perceptions of interactivity in mass communications have been seen as the ability for give-and-take, which permits orientation, personal regulation and greater effectiveness. Williams et al. (1988) describe shared communication as the extent to which actors in the procedure of announcement own switch and can inter-change their roles during dialogue.

Secondly, the notion of demassification is viewed as capability of media users to choose from a varied list of options. Different from convectional media, Internet provides choosiness features that allows persons to shape messages according to their needs (Ruggeiro, 2000). Thus, he describes the Internet as the support of the future mediated communications. Thirdly asynchrony denotes the notion that posts may be delivered in time. With Internet access, a users' have the ability to duplicate, save, reproduce, text and forward them to virtual webpages or send them as e-mail messages to another person (Ruggiero, 2000). It can be added such that when a text is replicated or reformed and transferred to a webpage the user at their point plays a double role – the role as a sender and recipient. On this note therefore asynchronies allows the audience to play the part of consumer and producer of the messages.

2.10.7 Applicability of UGT to the Study of Web Advertising

Usage and satisfactions model has specific relevance to commercial websites, but has not been widely used in marketing and commercial websites advertising writings (Leung, 2009). A qualitative approach applying a “uses and gratifications” agenda was utilized to identify and examine uses and gratifications and challenges faced by consumers with respect to business websites usage in Kenya. This study analyzed raw data collected from 384 users from Nairobi, Kenya. By applying this theory, the researcher analyzed and discussed the uses and gratifications that consumers receive

from commercial websites advertising. Therefore UGT offers an investigative structure for clarifying users' motives for commercial websites advertising use. This research demonstrates the applicability of UGT in commercial websites advertising investigation. It provides wide-ranging understanding of why clients use commercial websites, the gratifications they obtain and the challenges they encounter when using these business sites.

According to Rice and Williams's (1995) study, the Theory of Uses and Gratifications (UGT) has continuously suggested a forward-looking academic research framework in the early phases of every newly adopted mass medium, for instance radio, papers, TV, magazines, film and the recent commercial websites, which can also be investigated using this theory. Ruggiero (2000) indicates that UGT is preferred in the investigation of new technologies, because of its strengths in evaluating current mass media due to their precise technological characteristics. In understanding of the views expressed by the two studies above, this research is anchored by UGT to better understand uses and gratifications of web marketing, which is significantly a new platform.

According to Carey and Kreiling (1974) usage and satisfactions method is particularly effective as innovation is changing the world to a virtual communication era. Bran and Davis' (2006) research point out that the powers of UGT methodology are namely: the model pays consideration on persons taking part in the mediated information process; recognizes intelligence and capability of users/audience; offers evaluation about the way individuals expose themselves to mass mediated messages and distinguishes dynamic media usage from other inactive consumption. The approach of uses and gratifications adopted by this study is that usage of media is a share of daily social communication, and offers useful understanding into adoption of modern media for example commercial websites, blogs and other social media platforms used for online trade which is the emphasis of this study.

Web consumers actively seek for messages by surfing on sites hyperlinks, indicating that web usage is objective-driven and consumers are conscious of their needs they ought to fulfill (Rice & Williams, 1995). From a UGT viewpoint, a site hosts extensive variety of informational resources; the principal hypothesis for UGT is that consumers and users of media actively play a part in media selection and usage (Leung 2009). This

study explored the argument that that users pursue satisfactions in technology anchored upon their personal needs or uses and that the business sites were sought for selection of needs from content to process based.

2.11 Chapter Summary

Business websites are viewed as the ultimate platforms of internet advertising. It is taking shape in the USA, Europe parts of Africa and in Kenya because business organizations are targeting online audience to advertise their products. The traditional media advertising is not exceedingly effective today. Sellers are connecting with their consumers online, in their SNSs, such as Twitter, search engines, WhatsApp, Facebook and LinkedIn. The usage of SNSs to share information and dialogue online with other persons continues to develop in every corner of the globe. Therefore there is an urgent need for businesses to develop a social media advertising approach to exploit the benefits of this rapidly growing opportunity to advertise for products and services online.

Digital marketers need to find ways to attract customers to their social networking websites and build a relationship. By looking into concerns the needs of customers and design features of commercial websites, the efficiency of online information acquisition and websites marketing can be amplified.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter aims at discussing the study method adopted by this research. It provides detailed description of study design, the target population research tools used, method of data collection and analysis, as follows.

3.2 Research Design

Kothari, (2004) describes research design as a systematic approach to resolve a study problem. It can be taken as a scientific study of the way research is conducted systematically. It clearly shows all the steps taken by the researcher in solving the research problem and the logic behind it.

This study adopted descriptive research design in identifying and analyzing the usage and gratifications of commercial websites advertising in Nairobi, Kenya. Descriptive research design is a technique of gathering data through conducting interviews or by administration of structured questionnaires to a sample of participants (Orodho, 2003). This method helped the researcher in gathering of raw data, describing, organizing, and presenting the collected facts. The researcher mainly used illustrations such as charts, tables and graphs to help readers in understanding the data distribution hence providing a better interpretation of web advertising and a representation of the usage and gratification of web advertising in Nairobi, Kenya.

A descriptive research study leads to formulation of significant values of solutions and knowledge to substantial problems as it provides information that can be used by educators, policy creators, and other parties in different dimensions (Kombo & Trompo, 2006). The descriptive research design was thus appropriate as it allowed in- depth analysis of reasons for usage and obtained gratifications from business websites advertising in Nairobi City, Kenya.

3.3 Location

This study was done in Nairobi Central Business District. (Appendix III). The location was purposely selected because Nairobi is Kenya's principal multi-cultural town with four million people. According to Junior World mark Encyclopedia of World Cities

(2000) Nairobi is a business and cultural center for East Africa. Nairobi was ideal location for this research because of its well-developed communication infrastructure; electricity supply and fibre optic cable internet connectivity. According to Kenya Communication Authority Report of 2017, the city also has the highest number of internet (4G) users with 85% of all Facebook users in Kenya residing in Nairobi.

Kenya's leading online stores such as Jumia, OLX and Kilmall are physically located in Nairobi. The city is the commercial Centre of the country offering business opportunities in agricultural products, furniture, cars, banking, transport, electronic goods (radio, TV and other appliances), computers, mobile phones, clothing, hospitality and tourism among others. According to 2017 Kenya communication Authority, the high adoption of smartphones in Kenya has improved internet penetration with the highest internet traffic coming from mobile phones with 68% of all phones sold by Jumia in 2017 taking place in Nairobi, thus becoming the most suitable location for this study.

3.4 Target Population

According to Communication Authority of Kenya (2017) Telecommunications Report, Nairobi Central Business District has one million internet users. This population comprised male and female Kenyan citizens, current web users and residents of Nairobi. The demographic characteristics of this population considered aspects such as gender, age and the level of education. General Websites usage patterns of the population in this study investigated were respondents' internet skills, frequency of browsing in a week and their exposure to websites advertising.

3.5 Sampling Procedure

Sampling technique is defined as all systems and methods that a researcher uses to select the sample size (Blumberg, Cooper & Schindler, 2014). This study used stratified purposeful sampling. Patton (2001) defines stratified purposeful sampling as samples within samples and recommends that decided samples can be stratified or nested by picking specific units or cases that differ in accordance a fundamental dimension. Once sufficient information is made known to isolate features that may sway how the phenomenon is manifest itself, then it might be logical to use a stratified purposeful sampling method.

The main objective of a stratified purposeful sample is to capture main differences rather than to ascertain a common core, although the latter may also appear in the analyses. Each of the strata would constitute a fairly homogeneous sample. The use of stratified purposeful sampling guaranteed a high degree of representativeness of all the strata or layers in the population.

3.5.1 Sample Size

According to Kombo and Tromp (2009) a sample size is a subsection of the population which has been carefully selected and represents characteristics of a population. According to Iacobucci and Churchill (2005) sampled sizes can also be fixed (once their determination is done before the study commences) or progressive (when additional data is gathered if the information that was collected initially cannot answer the study question). A sample of 384 respondents from a population of One Million websites users was arrived at by the researcher according to Krejcie and Morgan (1970), method on determination of study sample size. A population of one million has a sample size of 384 respondents (Appendix II). The sample size distribution is as shown in table 3.5.1 below.

Table 3.5.1
Sample Size Distribution

Websites Users	Frequency	Percentage (%)
Cyber Cafes	120	31
Shops	10	3
Offices	100	26
Learning institutions	154	4
Total	384	100

3.6 Instruments

Data from the sampled subjects was collected using questionnaires; Consumers' Usage and Gratifications of Commercial sites advertising in Kenya (Appendix I). The rationale for using a questionnaire was because consumers of web advertising messages were widely dispersed. Questionnaires are conversant to most individuals, are not as much intrusive as cell phone or face-to-face investigations and exerts less pressure on the participants for prompt reply while interview or observation requires precise arrangement of time and situation. There is consistent question presentation and no

middle-man bias because the researcher's views do not sway the subjects' responses in a particular way.

The questionnaires which had both open and closed ended questions had five subdivisions (**A-E**). Section **A** was examining demographics of the respondents such as age, gender and the highest level of education. Section **B** tested the general website usage where respondents were asked, to rate their internet skills, those that were aware of web advertising, those that pay attention to ads in commercial websites, the places where they frequently accessed commercial websites, to list names of commercial websites they most visited, those that avoid using certain commercial websites and reasons that would explain why they avoided visiting certain commercial websites.

In section **C**, using the Likert- scale subjects were requested to specify the reasons that best explain why they use commercial websites and the products they frequently searched on commercial websites. In section **D**, respondents were asked to indicate the gratifications acquired from the use of commercial websites and **E** had information on different challenges faced by respondents during the use of commercial websites. The number of questionnaires distributed to the respondents was 384.

3.7 Reliability

Reliability denotes the degree to which a study tools produce constant outcomes after frequent assessments (Mugenda & Mugenda, 2003). Reliability is the consistency, stability and repeatability of outcomes. Results of a study are considered reliable if constant results are obtained in similar situations but different conditions (Twycross & Shields, 2004). Kothari (2012) established that a tool is reliable if it produces consistent outcomes over time.

So as to ensure the consistency of the tools a preliminary/pilot survey was carried out in Thika. Piloting was deemed important in this study in developing and testing the reliability of the questionnaires that were used. According to Sekaran (2003) a pilot study is required for analyzing the reliability and validity of the data collection tool. According to Orodho (2009) piloting guarantees clarity and effectiveness of tools before the actual research is conducted.

Thika Town was chosen because it had close characteristics with Nairobi which was used in the actual study. During the piloting, 39 questionnaires were distributed between October, 17-18 2017, to a similar number of consumers of commercial websites advertising messages in Thika Town. The respondents were drawn from cyber cafes, offices, schools and shops. Based on the answers and suggestions from the respondents, slight modifications were made to the questionnaire. According to Orodho, (2005) and Mugenda and Mugenda, (2003) Reliability testing consists of the evaluation of the level to which the computing procedure will give comparable outcomes in several trials.

A reliability test was done to determine reliability of the data collection instrument by utilization of Cronbach Alpha. According to Sekeran (2008) the least conventional Alpha value is 0.7, consequently any assessment of 0.7 and beyond is considered consistent. The results of this study indicate that its variables were consistent as their reliability values fell above 0.7. The data on the reliability scale is shown in the table below.

Table 3.7
Reliability Analysis

Scale	Cronbach's Alpha	Number of Items
To analyze reasons for using commercial websites in Kenya	0.853	31
To interrogate the gratifications gained from use of commercial websites in Kenya	0.852	31
To investigate why users search for products on commercial websites	0.832	17

According to Sekeran (2008) for a newly developed instrument a reliability of 0.7 is acceptable. Therefore the reliability coefficient of this study was acceptable.

3.8 Validity of the Instruments

According to Borg and Call (1986) validity is termed as the level up to which a tool examines the intended measure. The results acquired represents the concepts under study. Validity of a study instrument is usually enhanced through expert judgment (Borg & Call, 1983). The content validity in this research was assured by the two

supervisors in the Faculty of Humanities and Social Sciences of Chuka University and the main supervisor a media expert from Department of Communication and Media Studies, Kenyatta University.

3.9 Data Collection

The examiner acquired a study authorization from the NACOSTI. The researcher was instructed to report to the County Director of Education and County Commissioner before the collection of raw data took place. Consent was granted by both offices of Nairobi County Government. The main research was conducted from Monday, 6th November to Tuesday 5th December, 2017. The Participants who volunteered to take part in the study were briefed that the investigating was on uses and gratifications of commercial websites in Nairobi, Kenya.

Primary data was collected using structured questionnaires. The researcher and trained research assistants approached potential respondents who were commercial websites users in stratified purposefully selected 20 cyber cafes, 10 shops, 50 offices, and five (5) learning institutions in the Central business District of Nairobi City around the Moi Avenue, Uhuru Highway, Haille Selassie Avenue, and University way both male and female, below 18 years and over 50 years. After helping a participant in filling the questionnaire, the team in different locations would then find another person and the procedure would start again. The researcher and his research team distributed 384 questionnaires. All 384 questionnaires filled and returned were usable. Participation was voluntary and confidentiality of the participants was closely guarded.

3.9.1 Data Analysis

The researcher cleaned the gathered data before carrying out the analysis. This involved checking unfilled questionnaires, correct pagination, interpreting ambiguous answers and contradicting data. Pre-processing of data is done to correct problems that are identified, verifying and rejecting wrong responses, discarding worthless responses, and getting ways of dealing with ambiguous responses (Kombo & Tromp, 2006). The SPSS version 17.0 was utilized to analyze the collected information.

Data analysis was guided by the following categories of data analysis:

- i. Reasons for using commercial website advertising in Nairobi, Kenya.
- ii. Gratifications obtained by consumers from using website advertising in Nairobi, Kenya.
- iii. Challenges faced by consumers when using commercial websites in Nairobi, Kenya.

Descriptive statistics of percentages and frequencies were used to compute quantitative data in the three objectives. Presentation of data was done by use of pie charts, tables and bar graphs.

Qualitative data acquired from the open-ended inquiries after the survey were structured into objectives of the study. The researcher evaluated the usefulness of information given by the respondents of the study. The data obtained provided in-depth information on usage and gratifications of business websites advertising in Nairobi, Kenya and challenges faced by consumers of these websites.

3.9.2 Ethical Considerations

Leedy and Omrod, (2005) observe that whenever human subjects are used in research, there is need to look closely at the ethical implications of the whole process. Before collecting the data, the researcher sought permit from the University Ethics Committee and Research authorization Permit from NACOSTI (Appendix IV).

The researcher contemplates that the conclusions of this scholarly work will help the society. Consequently, the researcher was keen in upholding high degree of ethical principles while conducting this study. The methodology preferred in this investigation was on the basis of study objectives. Data analysis and interpretation was in line with the universal methodological standards. The participants' responses in the questionnaire were recorded with maximum confidentiality and collection of data was in accordance to the conventional standards. Therefore the findings presented in this research are true and accurate.

3.9.3 Chapter Summary

This section highlighted and discussed the methodology used in the study, examined the research design and location, target population of the study, sampling procedure, sampling technique, sample size, instruments, reliability, validity of the instruments, data collection method, data analysis and ethical considerations.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

This section discusses, analyzes and interprets the results of data obtained from the respondents' information on Consumers' Usage and Gratifications of Commercial Websites Advertising in Kenya: A case of Nairobi. The research findings are presented using descriptive statistics. Analysis of data was guided by the following categories of data analysis:

- i. Reasons for using commercial websites advertising in Nairobi, Kenya.
- ii. Gratifications obtained from using commercial websites advertising in Nairobi, Kenya.
- iii. Challenges faced by consumers when using commercial websites in Nairobi, Kenya.

4.2 Response Rate

Three hundred and eighty four (384) questionnaires were administered to consumers of commercial websites advertising messages in Nairobi City and all returned, with the response rate of 100%. The researcher used hand delivery method to distribute the questionnaires to the respondents which can be credited for high return percentage. This is in line to Kombo and Tromp (2006) who argues that hand delivered questionnaires achieve a higher response rate than mailed questionnaires.

4.3 Demographics Characteristics of the Respondents

The responses were obtained from 384 respondents. The sample was spread out based on gender, age and the level of education. These demographic characteristics of the sample were significant for the understanding of commercial websites advertising access and usage.

4.3.1 Gender of Respondents

The sample consisted of 224 male respondents or 58 percent of the total sample and 160 female respondents or 42 percent as illustrated in figure 4 below.

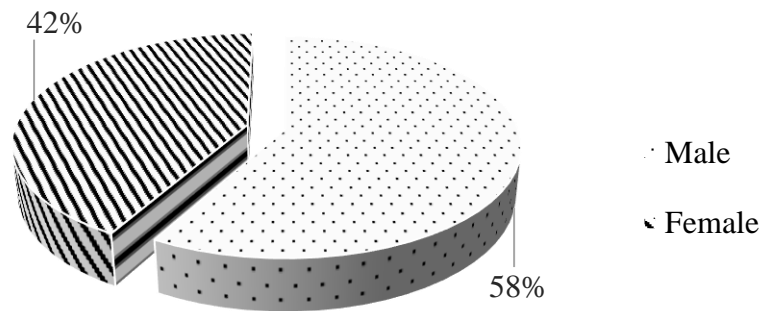


Figure 4: Percentage Distribution of Gender of the participants

The information on figure 4 shows the distribution of the subjects by gender in the usage of commercial websites advertising messages. Out of 384 respondents 224 (58%) were males and the remaining 160 (42%) were females. This information indicates that there is a significant gender inequality in commercial websites usage in Nairobi, Kenya with more men using commercial websites than women. This gender inequality is not reflected in commercial websites usage only but also in other demographics such as education, politics, business, property ownership and workforce because Kenya is a patriarchal society (Chege & Sifuna, 2006).

According to a research conducted by Opera and digital reading non-profit World reader (2017), Kenyan females spend more time on the internet in comparison to males. According to the study, most women are surfing the web more than eight times a day as compared to men whose rate of internet surfing is three to four times a day. The research points out that women visit the internet for lifestyle, entertainment, gossip, travel, music, health, economy, education and public service statistic topics more than men. The research also established that females buy large data packages than men.

The findings of this research concur with the surveys conducted by Pew Internet Project between January and June of the year 2005 in USA which shows that 52% of men online are more likely to use commercial websites as compared to 48% women. Men visited websites for news, to get financial information, check the weather, get sports information, software download, get do-it-yourself information, job-related research, to take a tutor class, check political information, to listen to music, rate a

person/product/service via online reputation system, download entertainment file and use a webcam while women visited websites for products information and entertainment.

In a study to determine how social media platforms affect digital marketing in an organization by Kiiru (2018), analysis of the respondents' gender revealed that male represented 51% with female representing 49%. This finding indicates that more men used social media platforms for digital marketing among employees who work at Commercial Bank of Africa in Kenya.

The Pew Internet Project Surveys show that one contributing factor to the difference in gender distribution, males are more attracted in the world of technology and are keen how their own devices and systems function. Males will attempt new things, from software to hardware. As a natural concern, males are additionally adept at dealing in the technology world, from troubleshooting repairs to installation of filters and are more confident in their roles as techies.

In line with a similar argument, Ono (2003) found out that females are suggestively less expected than males to surf the internet at their homes. Weiser's (2000) research found that there are numerous gender variations in both preferences and precise internet usage. His findings illustrates that male's usage of the internet is mainly for two motives, namely; leisure and entertainment, while females use it primarily for educational assistance and social interactions.

4.3.2 Age of Respondents

An item was included in the tool that sought the age in years of the subjects, information obtained is presented in the table as shown below.

Table 4.3
Respondents' Age in Years

Age in years	Frequency	Percentage (%)
Below 18	41	10
18-34	134	35
35-40	172	45
41-50	23	6
51 and above	14	4
Total	384	100

Source: Self, 2018

The information in the table above illustrates that majority of the respondents were aged between 35-40 years with a frequency of 172 (45%) while only 14 (4%) were above 51 years. The respondents who were below 18 years had a frequency of 41 (10%) and while the age category 18-30 years had a frequency of 23 (35%). The respondents who were 41-50 years had a frequency of 23(6%).

The findings of this study indicated five different age categories of users of commercial websites. Majority of Nairobians who visit commercial websites are young adults aged between 35-40 years, while the age group that least visits business websites comprise of senior citizens above 51 years. The second highest users of commercial websites consist of the youth aged between 18-30 years. The teenagers below the age of 18 years are second least users of commercial sites.

According to Richards' (2006) study on internet and age, the group below 18 years are teenagers still in schools or just cleared, with access of technological devices in schools. The group of 18-30 years are younger, still in post-secondary studies and less affluent, often with substantial challenges with resources, is generally connected with the world of commercial websites mainly for education, research and entertainment purposes. The third group 35-40 is older, has a high education level, are affluent seniors, has relatively substantial technology assets, and also has a positive attitude towards online platforms.

Kenya's population aged between 41-50 and 51 and above, have been late adopters of technology compared to the younger generation. This explains their low percentages as consumers of commercial websites advertising (Wanjoga, 2002).

4.3.3 Highest Educational Level of the Participants

Subjects' level of education was between primary and university education. Eight (2%) of the respondents were of primary education while 88 (23%), were of secondary education. Majority of the respondents representing 161 (42%) and 119 (31%) were of university and diploma education respectively. Those respondents with other forms of education were 8 (2%) which included certificate courses and Kenya Accountants and Secretaries National Examinational Board training. The figure below show percentage distribution of respondent' highest educational level.

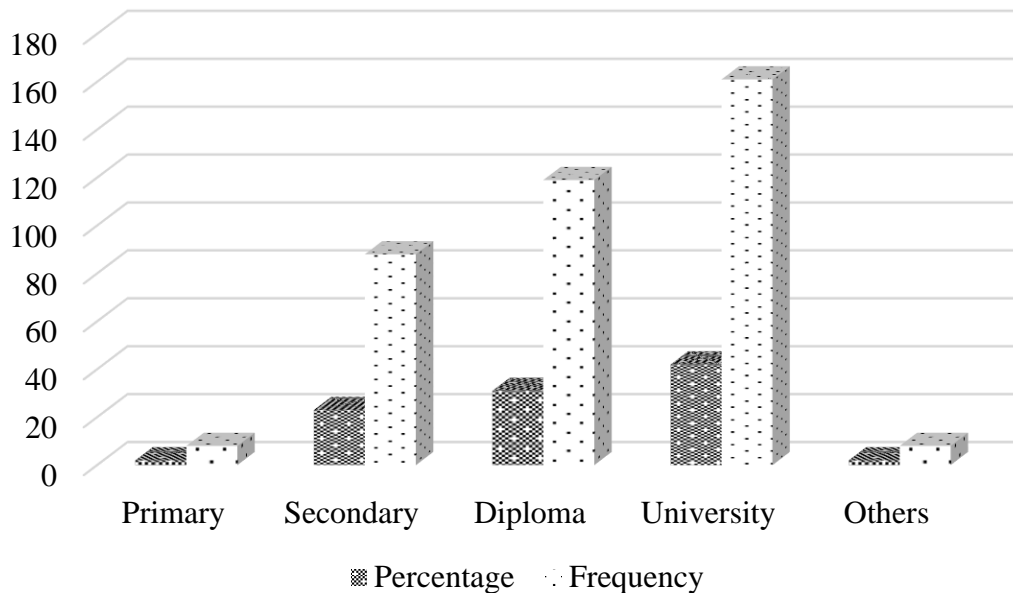


Figure 5: Percentage Distribution of Respondent' Highest Level of Education

The analysis above suggests that most of the participants were literate with 96% having education above primary level, thus they could be able to understand how commercial websites transact the business of online advertising, their motives, uses and gratifications. The percentage of respondents with university and diploma education combined was 72 %. This high percentage from the two groups may be as a result of many factors such as need for information and better economic status associated with higher education. (Chege &Sifuna, 2006)

This study concurs with Goldin and Katz (2008) research which explains that more highly educated individuals have the capability to keep up with advancements in technology and therefore increase their lead over people who are not able to keep up. Katz & Rice (2002) consequently found that lower educated groups have the inability to apply the content from the Internet to their functional needs.

4.4 General Websites Usage

4.4.1 Respondents' Internet Skills

Subjects were requested to evaluate their internet skills. From the analysis of the data obtained majority of the respondents 182 (47%) had good skills, 90 (24%) medium, followed by excellent internet skills with 53 (14%), 39(10%) had acceptable skills, and 20 (5%) had weak skills. The table below presents their responses.

Table 4.4
Respondents' Internet Skills

Skill	Frequency	Percentage (%)
Weak	20	5
Acceptable	39	10
Medium	90	24
Good	182	47
Excellent	53	14
Total	384	100.0

The analysis of data above indicate that majority of Nairobi's commercial websites users had strategic skills that enabled them to effectively visit business websites and could understand the content of advertising messages displayed in them. Van Dijk (2005) describes effective internet expertise as the ability to manipulate computer systems for specific objectives.

The findings of this research slightly differs with Ebersole (2000), on web Usage and Gratifications among Students in USA, who explained that the most shared reply to the general questions inquiring overall skills of internet was good 47%, trailed at average 30%, excellent use 20%, and lower than average 3%. The variation in figures between the two studies could be attributed to the differences in population of the two countries and the fact that Ebersole sampled only students in USA.

4.4.2 Frequency of Browsing in a Week

Respondents were requested to indicate the number of times they browsed commercial websites in a week. The Analysis of frequency on browsing in a week by the respondents is presented in Figures 6 below.

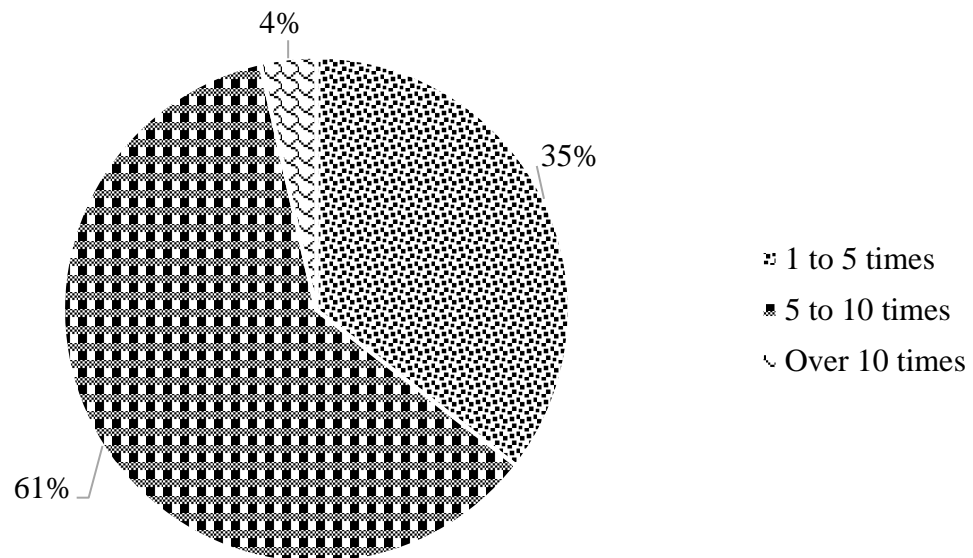


Figure 6: Frequency of Browsing in a Week

Analysis of data above reveals that out of 384 respondents, 54(14%) browse 1-5 times in a week, 92 (24%) respondents browse 5-10 times in a week while the majority 238 (62%) browses more than 10 times in a week. In USA 39.9% browse privately daily while 24.8% reported visiting websites at least once in a week, 31.5 % reported daily mobile phone usage and 20.6% would use smart phones once a week (Richards, 2006).

These results indicate that more Nairobians like to use internet on weekly basis which is a strong indicator that the majority access commercial websites more than ten times in a week. Those who had high education levels (Degree and Diploma) and young adults (18-30 and 31-40) had a higher weekly volume of use, compared to younger internet users and the aged.

4.4.3 Respondents Exposure of Websites Advertising

Majority of the participants 311(81%) expose themselves to web advertising as opposed to 73 (19%) who did not and were not aware as presented in the figure below.

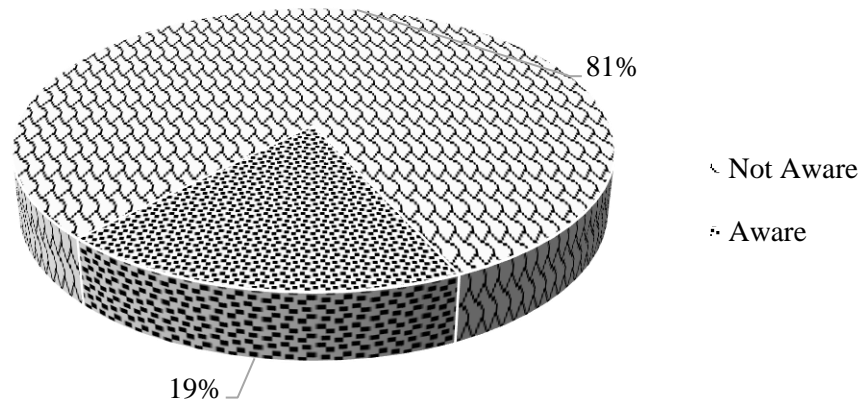


Figure 7: Respondents Aware of Websites Advertising

The analysis of data above demonstrate that majority of Nairobians (81%) expose themselves to commercial websites and are aware of websites advertising of products and services, while 19 % do not expose themselves to websites advertising and were not aware of it .

4.4.4 Respondents Who Pay Attention to the Advertisements on Commercial Websites

The data of the respondents who were attentive to ads in commercial websites was 230 (60%) and the ones that do not pay attention were 154 (40%). This information is shown in the figure below.

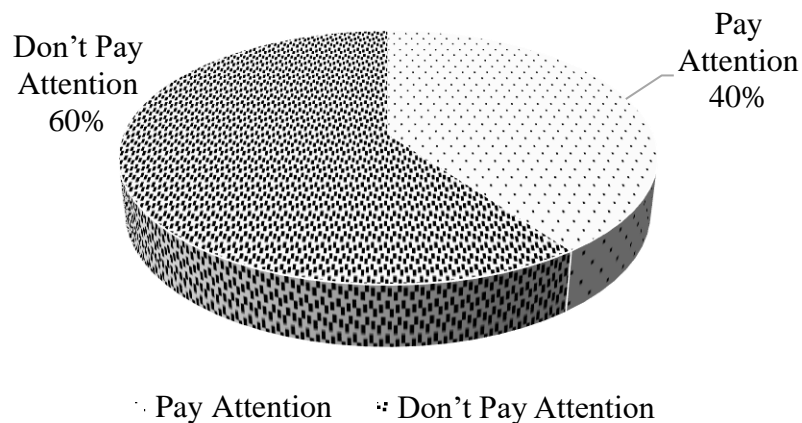


Figure 8: Respondents who pay Attention to the Ads on Commercial Websites.

This study regards to pay attention to ads as to listen to, watch, consider and to take notice of advertisements on commercial websites very carefully This means majority of the respondents are engaging with content on commercial websites because they find it adds value to their lives. Good content is defined by the consumer. According to this study good content sought on commercial websites by users has six characteristics in common, it is informative, convenient to use, engaging, it is entertaining, helps them to relax and pass time. The relevancy creates an affinity. According to the findings of this study when websites create security concerns and raise privacy concerns users simply stop going to the site therefore giving the ads on webpages zero attention.

4.4.5 Names of Commercial Websites Most Visited by the Respondents

Respondents were asked to list names of commercial websites they most visited. The analysis of the data obtained provided ten (10) names of commercial websites most visited by the subjects as presented in the table below.

Table 4.4.5
Names of Commercial Websites Most Visited by the Respondents

S/N	Name of the website	Respondents	Percentage (%)
1	YouTube	62	16
2	Facebook	51	14
3	Jumia	46	13
4	OLX	41	12
5	Twitter	38	10
6	Sportpesa	37	9
7	Instagram	33	8
8	WhatsApp	29	7
9	Google	26	6
10	Kilimall	21	5
Total		384	100

YouTube.com was the most visited website by 62 (16%) of the respondents for music and videos. This study concurs with Haridakis and Hanson (2008), research which shows that YouTube was the most preferred site by 91% users for sharing ideas and emotions via videos for personal motives such as affection, inclusion, and control which can influence social means. The second most visited site was Facebook by 51(14%) of the respondents, Jumia.co.ke was third with 46 (13%) and Olxkenya.co.ke a virtual marketplace that offers a platform for person-to-person retailing with 41 (12%) of the respondents was fourth. Twitter was fifth with 38 (10%), Sportpesa.com was sixth with

37 (9%) followed by Instagram with 33 (8%), WhatsApp on web messenger was visited by 29 (7%), Google Kenya ninth with 26 (6%) and Kilimall another online marketplace at position 10 visited by 21 (5%) of the respondents.

These findings reveals that Kenyans have embraced e-commerce hence are trading online more often with 60% paying attention to ads on commercial websites. It also discloses that people are turning to websites as their preferred mode for a fast and convenient way to purchase products and services without having to visit an actual store. Many marketers are now taking this opportunity to reach Kenyans on social media platforms such as WhatsApp, Twitter and Facebook via profile pages.

Ruggiero (2000), anticipated that the Internet usage will result to innovativeness, leading to changes in media consumers' social, roles, and personal habits. It is evident from the statistics above that his prediction was right because social interaction among family, professional contacts and friends has reformed from traditional media to an online entity because of the growing acceptance of social sites in Kenya, for instance; Facebook, Instagram, Whatsapp, Snapchat, and Twitter as shown in Table 4.4.2 above.

According to Internet Users Statistics for Africa (2018), Facebook is the leading social media networking site in Kenya with approximately 7 Million active users, and growing, each day. The findings of this study demonstrate that given its spread and acceptance, apart from Facebook being a major communication tool, it is a big opportunity for marketing of brands through placement of advertisements. Companies can develop and showcase their products through Facebook Pages, establish their publics and also run online publicity promotions.

These virtual sites cater for a certain population therefore establishing a community many internet users cannot find outside a website setting and can vary from professional networking sites, friend-networking sites, romantic dating sites, soccer clubs and even websites that encourage political parties, coalitions and presidential candidates.

The findings above are particularly important for advertisers hoping to use a website as a key marketing channel targeting potential clients in order to present a compelling website advertising proposition to reach Kenyans online.

4.4.6 Respondents that Avoid Certain Commercial Websites

The analysis of respondents that avoid using certain commercial websites was 210 (55%) and the ones that do not avoid using some commercial websites were 174 (45%). This information is shown in the figure below.

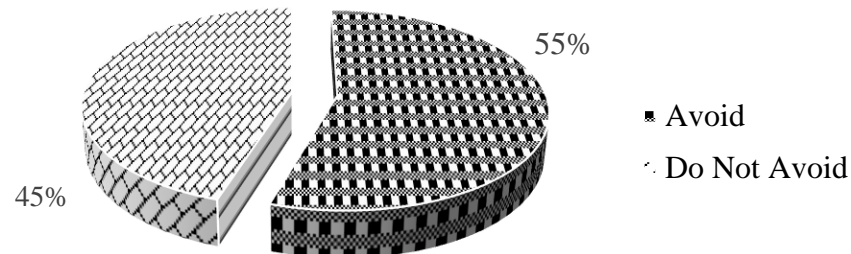


Figure 9: Respondents that Avoid Certain Commercial Websites.

The findings above show that subjects intentionally restrict themselves to access information or resources online. People in Nairobi typically only consume information that really matter to them. These kinds of restrictions can occur for numerous reasons and lead to different effects. This explains why in social media networks consumers can easily block other online users, by stopping them from seeing the blocker's profile and personal information, sending messages or access of the entire website.

4.4.7 Types of Websites that Respondents Avoid

The Respondents were requested to indicate some of the websites they avoid visiting. The analysis of the data obtained shown in the table below identified five (5) categories of commercial websites that are mostly avoided by the subjects.

Table4.4.7

Types of Websites that Respondents Avoid

S/N	Web site 3	Respondents	Percentage (%)
1	Sexual sites	202	52
2	Construction	182	47
3	Airline	172	45
4	Gambling websites	170	44
5	Dating sites	161	42

The findings in the table above indicate that the most avoided websites are sexual sites by 202 (52%) of the respondents followed closely by construction sites by 182 (47%), then airline websites at number three by 172 (45%), fourth are gambling sites by 170 (44%) and at number five dating websites by 161 (42%) of the total respondents.

The analysis of data above show that sexual morality of the respondents is closely guarded and that respondents were bothered by online pornography and pornography use. Sexuality and dating sites were both avoided because of reasons related to sexual immorality and addiction (see table 4.4.9). This means despite the huge numbers of materials posted on sexual, gambling and dating sites, a significant number of Nairobians avoid them. It is also evident from the statistics above that a good number of the subjects are not concerned with construction and airline websites because of high costs involved with the two ventures (Digitalk Report, 2019).

4.4.8. Reasons why Respondents avoid Certain Websites

Respondents (384) were asked to list reasons that would explain why they avoided visiting certain commercial websites (in 4.4.9). The analysis of the information obtained shows five (5) reasons why respondents avoid visiting certain commercial websites as shown in the table below.

Table 4.4.8

Reasons from The Respondents that explain why they avoid Certain Commercial Websites

S/N	Reason	Frequency	Percentage (%)
1	It's immoral	109	28
2	It's addictive	76	20
3	It's risky (loss of money)	68	19
4	Manipulative	66	17
5	Poor advertisements	65	16
Total		384	100

Immorality was the strongest reason why respondents avoided visiting certain commercial websites by 109 (28%) followed by addiction with 76 (20%), risk of losing money as number three with 68 (19%), fourth manipulation 66(17%) and last was poor advertisements by 65 (16%) of the total respondents.

This research reveals that Nairobi's commercial websites users mind their morality online, fear pornographic and gambling addiction, and manipulation leading to loss of money. This study agrees with Brand's (2014) research from seven countries on cybersex which indicated that consumption of pornographic content from websites is often linked with sexual immorality. Some respondents of this study found gambling to be risky, unpredictable and was regarded manipulative. These respondents accused several betting sites guilty of disappearing with customer funds, not honouring winning wagers and not paying withdrawals, or paying very late.

4.5 Reasons for Using Commercial Websites

4.5.1 Respondents Reasons for Using Commercial Websites

A total of 31 use statements were presented to the respondents. The participants were then instructed to indicate the reasons that best explain why they use commercial websites. (See appendix I). Using the Likert-scale the responses were based on the following declarations; strongly disagreed, disagreed, neutral, agreed and strongly agreed. The table below shows ten (10) reasons for using commercial websites computed from strongly agree responses.

Table 4.5
Respondents Reasons for Using Commercial Websites

Reasons	Strongly disagreed	Disagreed	Neutral	Agreed	Strongly agreed	Percentage (%)	Position
Helps me share media, such as videos pictures, music and blogs	24	30	63	129	143	37.2	1
To keep up with what's going on	20	27	62	134	140	36.5	2
To get information for free	34	39	71	113	133	34.6	3
Learn how to use products and services	21	42	84	118	125	32.6	4
It's convenient to use	35	27	91	108	122	31.8	5
It's entertaining	25	34	79	126	121	31.5	6
I can use it any time, any where	28	35	92	110	119	31.0	7
It is a good way to do research	35	41	64	134	117	30.5	8
To learn about unknown things	30	32	92	113	115	29.9	9
It is an easy way to do shopping	26	51	78	118	113	29.4	10

Table 4.5.1:
Summary of Respondents Reasons for Using Commercial Websites and Usage Categories

S/N	Commercial websites uses and categories
1	Socialization Helps me share media, such as videos, pictures, blogs and music.
2	Information To keep up with what's going on Helps get free information Helps learn how to use products and services Good way to conduct research Helps learn about things unknown
3	Convenience Convenient to use Can use anytime anywhere Easy to do shopping
4	Entertainment It is entertaining It's enjoyable
5	Relaxation It's relaxing
6	Passing time Helps me pass time It is a habit

The findings of this study as shown in Tables 4.5 and 4.5.1 indicate the respondents' most cited reason for visiting commercial websites was in 'order to share media such as pictures, videos, music and blogs' with a frequency of 143 (37.2%) of the total respondents. This reason of visiting websites is categorized under socialization.

The second reason identified by 140 (36.5%) of the respondents; was 'to keep with what's going on' falls under the category of information seeking. Other reasons under information seeking were numbers, (3) 'to get information for free' with 133 (34.6%), (4) 'to learn to use products and services' with 125 (32.6%), (8). 'It's a good way to research' with 117 (30.5%) of the respondents and reason number nine (9) 'to learn about unknown things' had a frequency of 115 (29.9%). The fifth reason; 'It's convenient to use' had a frequency of 122 (31.8%), (7) 'I can use it anytime anywhere' had 119 (31.0%) and (10) 'It's an easy way to do shopping' had 113 (29.4%), are reasons under the category of convenience. The sixth most popular reason of visiting commercial websites was 'to seek entertainment' with a frequency of 121(31.5%).

The findings of this research differ from Dobos and Dominick's (1988) survey on gratification factors obtained from all media and Stafford & Stafford's findings in their (1998) exploratory study of usage and gratifications of the Internet. They found that respondents used the internet mostly for information purposes. In addition to informational motives; participants responded that the Internet was a research source for business, academics and product or service information.

This research identified six categories of reasons for using commercial websites. The first category was socialization. In this category the study participants indicated that they use commercial websites to share media such as pictures, videos, music and blogs. In this motive, respondents reported the importance of websites in maintaining close or distant social networks that a person has. This research also found that the search for companionship on websites is also a motivator to go online. This explains why despite majority of the respondents referring to sexual and dating sites as immoral and addictive a few still visited them.

This study identified YouTube, Facebook, Twitter, Instagram, and WhatsApp as sites for sharing opinions and emotions via media, pictures, videos, music and blogs, in order to fulfil social utility motive in maintaining close or distant social interactions that a person has. The second category was information seeking. Respondents agreed that they use commercial websites to keep with what's going on, to get information for free, was a better approach to study about goods and services, it was a good way to conduct study and to learn about unknown things. The third category was convenience with respondents agreeing that commercial websites are convenient to use, could be used anytime anywhere and was an easy way to do shopping. The fourth category was entertainment. The study subjects found commercial websites use enjoyable and entertaining.

This research also identified two other categories of reasons for visiting websites namely relaxation and passing time with 12% and 10% respectively. Respondents gave reasons for visiting websites for relaxation as an emotional relief uplifting their mood and diverting their attention away from stress and hassles in their life. They would pass time when bored, had nothing better to do, because websites would give them something to do, and that it was a habit.

According to a nationwide study conducted by the Pew Internet and American Life Project, over (55%) of American youths aged between 12-17 uses social media networking platforms. The research further established that 55% of these youngsters had created individual profiles, and that 55% of them had used social media websites such as Facebook, Twitter and Myspace. Approximately 48% of teenagers visited social media platforms every day or frequently; 26% visited one time a daily and 22% visited numerous times daily. Elder girls aged 15-17 years who had used social media platforms and owned social media accounts were 70% unlike elder boys who recorded only 57% of the same. These teenagers indicated that social media helped them accomplish their relationships. Approximately 91% of teenagers who used social media platforms said social networks helped them to check on one another, whereas 82% used the platforms to keep in contact with family members and friends whom they hardly ever meet in person; 72% used social media to make personal arrangements and 49% used the sites to create new friendships (Pew Research Center, 2007).

4.5.2 Places where Respondents Frequently Access Commercial Websites

Respondents were asked to name the places where they frequently accessed commercial websites and after analyzing that information, the table below presents those statistics.

Table 4.5.2
Places where Respondents Frequently Access Commercial Websites

Place of access	Frequency	Percentage (%)
Home	103	27
Cyber café	96	25
Office	94	24
School	50	13
Others	30	8
Friends' place	11	3
Total	384	100.0

The number of respondents who accessed websites at home was the highest 103 (27%) while the lowest numbers 11 (3%) were accessing websites from friends' places. The second place was Cybercafé with 96 (25%) respondents, followed by office with 94 (24%) then school with 50 (13%) and second to last was other places (matatus and buses

while travelling, in parks while relaxing, in hotels and gyms,-some matatus, buses and certain uptown gyms have Wi-Fi.) with 30 (8%) of the total respondents.

This implies that use of websites has become more appealing and essential to Kenyans. A growing number is using various locations to access online information, and significant numbers are moving further other than the tradition places of internet access; at home and work. This locational dimension affects how persons make use of the Internet, their reasons for internet usage and how they interact on the net. For some individuals, internet is largely a communication medium, and their internet activities are mostly dedicated on e-mail in-box, whereas for other persons it may be a learning platform, with search browsers playing a huge role in their internet involvement. Having diverse internet users indicates that there exist various channels available to marketers on the subject of online marketing.

4.5.3 The Types of Products on Commercial Websites Most Searched by the Respondents

Respondents were asked to list products they frequently searched on commercial websites. The analysis of data obtained shows five most searched products on commercial websites as shown in the table below.

Table 4.5.3
Types of Products on Commercial Websites Most Searched By the Respondents

S/N	Type of Products	Frequency	Percentage (%)
1	Mobile Phones	104	27
2	Television sets	82	21
3	Laptop computers	75	20
4	Vehicles	66	17
5	Real estate	57	15
Total		384	100

Mobile phones was the most searched product by 104 (27%) of the respondents followed by television sets with 82 (21%), laptop computers by 75 (20%), fourth most searched product were vehicles by 66 (17%) and the number five most searched product on commercial websites was real estate by 57 (15%) of the total respondents. The characteristics of suitability, availability, low prices, support, and safety of mobile phone payment methods have occasioned increased usage of mobile phones by persons

and small business workers in Kenya. With the prices of mobile cellphones reducing gradually, more Kenyans are going online in search of cheap handsets (Obura, 2017).

This explains why sharing of media through YouTube (video, pictures, music, and blogs), high social media usage (Facebook, Twitter, Instagram, and WhatsApp), and information search, are popular activities on websites due to the high adoption of smartphone use in Kenya.

More educated Kenyans have a higher likelihood of using smartphones, finding out about a job, certainly receiving more work offers due to being easily and more accessible, use of mobile phone money transfer services for instance MPESA, M-kesho, Airtel money, Orange money and also take advantage of other SIM-based application activities such as Examination Results, M-Chanjo, M-Kilimo, County Scorecard, KPLC billing, Budget, Huduma, and many others hence the need for more search of handsets on commercial websites with an intention to purchase (Obura, 2017).

The search for television sets on commercial websites means that a significant number of Kenyans use television as a source of information although trends show that Kenyans are getting their news from social media platforms (Digitalk Report, 2019). The search for laptop computers is because of their usability and convenience to surf the internet, watch TV, banking online, shopping online, watching movies, viewing music videos, downloading albums and sharing, keeping in touch with friends, for research, writing essays and reports. These activities are relevant to uses and gratifications of commercial websites advertising. Respondents reported that searching for vehicles and real estate online is convenient rather than physically visiting car yards, land parcels and physical sites with houses for sale.

4.6 Gratifications for Using Commercial Websites

4.6.1 Respondents' Gratifications for Using Commercial Websites

So as to measure the gratifications achieved from commercial websites usage the 31 use statements in table 4.5 were worded differently from the reasons. The claims were formulated to quantify the supposed advantage respondents gained from using business websites, for instance, 'to get what I want for less effort' item in the reasons scale turned into 'commercial websites ' help me to get what I want for less effort'. The participants

were probed to specify the level to which the commercial websites which they used provided them with gratifications; just what they were searching for by means of the Likert scale ranging from (very satisfied) to (dissatisfied). Table 4.6 below shows the analysis of the data obtained on top ten (10) gratifications of using commercial sites in Kenya.

Table 4.6
Respondents' Gratifications for Using Commercial Website

Gratifications	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Percentage (%)	Position
Help share media eg, blogs pictures music, and videos	150	129	70	18	17	39.1	1
Can get what I want for less effort	140	123	76	92	36	36.5	2
Helps me to ask questions and get answers	136	148	65	19	16	35.4	3
Helps me learn about useful things	135	110	88	29	22	35.2	4
Helps me to get information for free	133	106	84	42	19	34.6	5
I can use it anytime	132	101	92	36	23	34.3	6
It's entertaining	131	129	80	34	11	34.1	7
It is a good way to research	130	120	74	40	20	33.9	8
Helps me to learn to use products and services	122	120	90	36	16	31.8	9
It's convenient to use	121	114	86	35	28	31.5	10

Table 4.6.1

Summary of Respondents' Gratifications for Using Commercial Websites and Usage Categories

S/N	Gratifications for commercial websites and usage categories
1	Socialization Helps me to share media content, such as blogs, pictures, music, and videos.
2	Convenience Can get what I want for less effort Helps to ask questions and get answers It's convenient
3	Information To keep up with what's going on To get free information Good way to conduct research Helps learn things unknown Helps learn to use products and services
4	Entertainment It's entertaining It's enjoyable
5	Relaxation It is relaxing
6	Passing time Helps me to pass time It's a habit

According to data analysis of this research (Tables 4.6 and 4.6.1) the strongest gratification obtained by respondents from commercial websites 150 (35.2%), was that commercial websites helped respondents to share media, such as pictures, videos, music and blogs. This can be classified under the category of socialization. In the second category of gratification, convenience; 140 (36.5%) of the respondents indicated get what they wanted for less effort, its convenience to use, also position 10 by 121 (31.5%) of the respondents while 136 (35.4%) are helped by commercial websites to ask questions and get answers. The numbers 3, 4, 5, 8 and 9 are all information seeking gratifications as shown in Tables 4.6.1. Entertainment gratification is at position seven with 131(34.1%) of the respondents having sought it.

The finding of this study differ with the Dobos and Dominick's, (1988) research on gratification factors across all media which revealed that informational motive was a significant factor in uses and gratifications. Richard Vincent in his 1997 study also found that college students utilized print media to satisfy needs to know current events.

In addition to informational gratifications, participants responded that the Internet was a research source for business, academics and product or service information. According to study conducted by Stafford and Stafford (1998) on usage and gratifications exploratory of the internet, they found out that their respondents sought news and research information from the websites.

The analysis of commercial websites gratifications statements in this study yielded six interpretable categories of gratification namely; socialization, convenience, information, entertainment, relaxation and passing time (see Table 4.6.1). Under the category of socialization, respondents indicated that YouTube, Facebook, WhatsApp and Twitter offered an opportunity for sharing opinions and emotions via videos, emails, pictures, tweets and music, suggesting socialization motives such as inclusion, affection and bonding which motivate social interactions.

A significant number of the respondents found gratification in seeking of information posted on commercial websites about products, services, jobs, educational and research materials. Analysis of data in this category shows that respondents sought information available on company websites, online markets (Jumia, OLX and Kilmall), and search engines (Google) and other social networking sites such as YouTube and Facebook. Respondents reported convenience category as a gratification when they could get what they wanted on commercial websites for less effort and could use sites round the clock. This was possible because majority of the sample reported to access commercial websites from the comfort of their homes any time.

The findings of this study considers YouTube and other Social Networking Sites as a form of entertainment because of their content (pictures, videos, music, and blogs), fulfilling entertainment needs such as fun-seeking, leisure, amusement and enjoyment. Respondents indicated that YouTube added another perspective to spectatorship by permitting interactive socializing among users, therefore gaining socialization and interaction through entertainment, a concept peculiar to You Tube, Facebook, WhatsApp and Twitter.

This study also identified two other gratification categories for visiting websites namely relaxation and passing time. Respondents' gratification for visiting websites for

relaxation was for emotional relief, enriching their mood and to diverting their attention away from stress and hassles in their life with gratification statements such as, 'it's relaxing' (for relaxation), and 'helps me to pass time', and 'it's a habit' (for passing time) (see table 4.6.1.)

4.7 Challenges Experienced by Consumers when Using Business Websites

4.7.1 Difficulties Experienced by Respondents while Surfing Websites

Respondents were asked to list the challenges they faced when using commercial websites. The analysis of data obtained indicate that 108 (28%) of the respondents had challenges because of slow loading of network, 104 (27%) had issues with clutter on websites pages, 100 (26%) had problems with high costs of browsing in Nairobi, 38(10%) had lost confidence in websites because of fraud, 30 (8%) indicated that commercial websites were a threat to individuals' privacy (identity theft) and 4 (1%) had difficulties of websites usability as shown in the figure below.

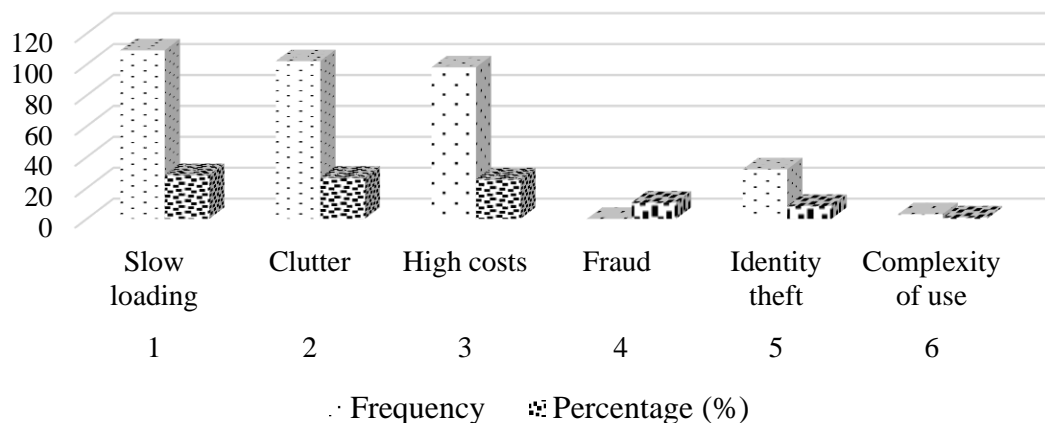


Figure 10: Challenges Faced by Respondents when using Commercial Websites

These findings above indicate that slow internet connection is one of the greatest obstacles that most web users face. Although data moves fast, it takes time to travel long distances. Therefore the reason for slow loading is because most popular sites viewed by Kenyans are not hosted in Africa.

According to this study, ad clutter refers to too many advertisements displayed on a website or a web page. The findings of this research show that ads clutter diminishes ads effectiveness negatively impacting on the brand and product awareness and that

this is a reason for avoiding certain commercial websites. Even if all ads placed on a webpage are viewable, ad clutter diminishes advertisement noticeability and its impact because all ads compete for consumer's attention. According to Google Consumer Insights (2014), an advertisement served does not necessarily equal an ad that has been viewed. Digital marketers and publishers are catching onto this as the business shifts toward valuing viewability. In line with this argument respondents of this research avoided certain sites because of poor display of advertisements on webpages. They identified ad view-ability deficiencies in terms of small font size, ad position, ad dimensions, ad clutter and poor colour scheme.

The challenge related to high costs in browsing as indicated by the respondents is underscored by 2017 Report on Global Affordability and Access to the Internet which states that high internet connectivity costs in Kenya is one of the biggest obstacles to achieving the universal access pledge. This implies that low income earners and other less privileged populations like the youth are unable to afford basic connection. Browsing using mobile phones is costly because users have to purchase data bundles from respective mobile service providers.

A study by Tom Zeller Jr (2005) concurs with the findings of this study that fraud on commercial websites is a common risk during online transactions. He considers online fraud as unlawful or illegal deception intended to end in financial or individual gain. According to respondents of this study, the challenge of fraud is rampant in websites because prosecuting for online fraud is quite difficult, investigations often take long, evidence is often in short supply and that ecommerce scam may be viewed as of a lesser priority. Respondents of this study indicated that the lack of suspicion and tendency to trust people online often lead to identity theft and the reason why this crime goes on is because prosecuting becomes difficult when a cheat impersonates.

Subjects in this study indicated that website usability was grounded on how easy it was for a consumer of content in the web to complete his/ her objectives in the least possible time. If it takes longer time for a webpage to load, the client migrates to a competitor's website. This research identifies the following four demerits to a website's usability namely, bad first impression, poorly designed links, too much website text, and lacking consistency.

4.8 Chapter Summary

This chapter has presented the results and findings achieved from data collected with the aim of analyzing usage and gratifications of business websites advertising in Kenya. The first section presents the demography and general internet usage. In the subsequent sections the data analysis is presented according to the objectives of the research which sought to determine the uses of commercial websites advertising, gratifications obtained from usage of these websites and challenges faced by consumers while using these websites. Descriptive data is presented in form of frequencies and percentages using tables, pie charts, and histograms.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This research intended to analyze the usage and gratifications of commercial sites advertising in Nairobi, Kenya. Questionnaires were used for data collection from commercial websites consumers' of advertising messages. This segment offers a summary of the findings drawn from this investigation. It also gives suggestions on how the quality of commercial websites advertising can be improved based on the concerns raised by the consumers' of commercial websites advertising messages in the study.

5.2 Summary

In order for sellers, advertisers, websites developers and academics to assess the benefits of business websites usage and advertising by consumers, the researcher separated the areas of study into three main parts according to the study objectives. These areas were: the reasons for using commercial websites in Nairobi, Kenya, the gratifications gained from using business websites in Nairobi, Kenya and the challenges faced by consumers when using websites in Nairobi, Kenya. Grounded on these research objectives, below is a summary of the research findings.

5.2.1 Reasons for Using Commercial Websites

This study identified six categories of reasons for using commercial websites namely; socialization, information seeking, convenience, entertainment, relaxation, and to pass time. The researcher found that the strongest reason for visiting commercial websites was in order 'to share media such as pictures, videos, music and blogs'. This reason of visiting websites can be categorized under socialization.

The study also found that the second reason for using commercial websites was to keep with what's going on which falls under the category of information seeking. Other reasons found to fall under information seeking category were, learning how to make use products or services, a good research platform, free information acquisition, and to learn new things.

From the findings of this research reason numbers five, seven and ten can be categorized under convenience with the respondents agreeing that commercial websites are convenient to use, they can be used anytime anywhere and was an easy way to do shopping. The fourth most popular category of reasons for visiting commercial websites was found to be entertainment mainly for enjoyment.

This research also identified two other categories of reasons for visiting websites namely relaxation and passing time. Respondents gave reasons for visiting websites for relaxation as an emotional relief for enriching their attitudes and to turn away their attention away from stress and hassles in their life. They used it to pass time when bored, had nothing to do, since websites would give them something to do, would help them to pass time and that it was a habit.

5.2.2 Gratifications obtained from the use of Commercial Websites

The participants of this research specified that the most widely held gratification obtained from commercial websites 37.2% was to share media, such as pictures, videos, music and blogs. This is classified under socialization. In the second gratification the researcher found that 36.5% of the respondents could get what they wanted for less effort under the category of convenience, while 35.4% were helped by commercial websites to ask questions and get answers. The study also found that gratifications numbers 3, 4, 5, 8 and 9 were all information seeking gratifications; a third category. Entertainment gratification category was fourth with 34.1% of respondents having sought it. Under this category respondents indicated that commercial websites were entertaining and enjoyable.

This study also identified two other gratification categories for visiting websites namely relaxation and passing time. Respondents' gratification for visiting websites for relaxation was for emotional relief, elevating their mood because they found websites they visited to help them in relaxing (for relaxation), to pass time and that it was a habit (for passing time) (see table 4.6.1.)

5.2.3 Challenges Faced by Respondents when Using Commercial Websites

The research found out that majority of the respondents 28.3% had challenges because of slow loading of network, 26.6% had issues with clutter on websites pages, 25.5%

had problems with high costs of browsing in Kenya, 10.4% had lost confidence in websites because of fraud, 8.3% indicated that commercial websites were a threat to individuals' privacy (identity theft), while 0.9% had difficulties of websites usability.

5.3 Conclusions

The purpose of this investigation is to inspect usage and satisfactions obtained from business web advertising Nairobi, Kenya and also the relationships between these elements. The findings of this study established that the interrelation of the usage and gratifications concept and commercial web advertising clearly brought to light online advertising advantages and limitations obtained from shared computer-linked communication.

This study found the concept of commercial websites advertising closely associated to interactivity, which is defined as responsiveness of the medium (Rafaeli, 1988). This research also found that interactivity of the Web enhance socialization in social websites for instance, Facebook, Instagram or Twitter and interactions between clients and advertisers.

This investigation similarly identified and analyzed six categories of reasons and gratifications for using commercial websites namely; socialization, information seeking, convenience, entertainment, relaxation and to pass time. The study found a strong connection between commercial websites use motives and gratifications obtained or satisfaction from using commercial websites. Analysis of data indicates gratifications sought were gratifications obtained.

This study moreover identified and analyzed the challenges faced by commercial websites users namely: slow loading, clutter, high costs, fraud, identity theft, complexity of use and also analyzed reasons why consumers avoid certain commercial websites namely; immorality, addiction, risk (loss of money), manipulative and poor advertisements.

This research contributes to growing of commercial websites advertising literature in various ways. The study provides useful strategies and recommendations for businesses

hoping to endorse their commodities on line and also for reputable businesses already undertaking e-commerce.

5.4 Recommendations

Commercial websites have turned into a significant online advertising media, especially for business companies. Most of the web designers are engaged in the designing of commercial websites for companies, corporate and institutions. The findings of this study show that a commercial website cannot basically be successful by excelling in limited dimensions of only design and content. It should have characteristics and features that can tap into the consumers' experience, functionality, and appropriately complementing content to establish a competitive benefit.

This study commends that, besides the commercial use of business sites, other motives should be keenly factored in when designing a competitive commercial website such as; the website needs to responsively link with its customers on their actions on, where, who, why, how and when such engagements take place. Despite the reputation and complexity of any business enterprise online, the principal objective of its website existence is to address the clients concerns.

Regarding results of the findings of this exploration and concerns expressed by the respondents, the following recommendations are suggested to improve commercial websites advertising in Nairobi, Kenya:

- i. Commercial websites designers needs to take the initiative of planning a website that is effectively meeting the visitors' needs by mapping out the buyers' journey when a client opens a website, surfs through webpages, identifying a product or a service to when he closes on a sale. This study recommends an improvements in webpage display properties to enhance ads view-ability and reduction of ad clutter.
- ii. The findings of this research indicate that perceptions related to fraud, immorality, identity theft, addiction and complexity of use lead to respondents avoidance of certain commercial websites. Therefore online advertisers should concentrate on creating strong awareness that commercial websites are safe, efficient, easy to use, and enjoyable.

- iii. This study recommends that web designers needs to remove certain elements on websites that detract the value of the message to be conveyed. Complex simulation, huge content, unplanned graphics, jargons and ambiguous terminology only serves to confuse users. The website needs attract, hold and sustain a client's attention at a glance.
- iv. This research proposes that commercial websites should include social share and follow buttons. These keys encourage social interactions from the buyers' identities. This will ensure that business sites take full advantage of the ever increasing social media traffic in Kenya.
- v. The study commends that commercial websites should work on mobile phone optimization because 80% of internet users own a Smartphone in Kenya (CAK, 2017)
- vi. This study is of the recommendation that commercial websites in Kenya increase page speed loading because from the findings of this research, the most frustrating experiences for web users is to wait for a webpage to load much longer time, the users expect fast results for all the content they want. Slow page loading interrupts the users' experience and can be a cause of frustration since users simply do not have time to wait.
- vii. From the findings of this research, it is suggested that websites should be kept consistent in order to improve readability. Everything should be themed to make design page coherent between pages and on the same page in order to ease navigation through the site.

5.5 Suggestions for Further Research

Commercial websites as a marketing platform will continuously grow and develop as long as there are users of new communication channels. As Commercial websites continue to advance, the usage and gratifications individuals seek and find will also differ. Due to continuous changes in communication technologies, new grounds are emerging for scholars to focus especially on processes, policy and regulations. The findings of this research raise many avenues for future research. The researcher therefore suggests these subsequent areas for further study.

- i. This research has found increased diffusion of smartphones phones in Kenya. The Cell phone technology has rapidly advanced and will continue to do so. The cell-phone has become the most significant communication business, social,

and an entertainment gadget of the 21st century. Therefore this research recommends the need to use Uses and Gratifications framework to examine how and why persons use mobile Internet in Kenya.

- ii. Additional research will add value to the existing theories if studies are done on categories of business websites; it is necessary to examine individual usage and fulfillments of respective commercial sites and attitudes for example in banks, hotels, travel, insurance, food and beverage, furniture/ fittings and others.
- iii. Further research on commercial website adoption in Kenya would shed more light on acceptance by various categories of online businesses and help map out the growth patterns of growth and adoption. It would be interesting to explore more on the existing government policy on internet connectivity.
- iv. This research recommends that, instead of investigating only the perceived risks towards the common website buying, detailed assessment of online shopping frauds, risks concerning privacy and the safety of online business structures would disclose the unsafe features of online businesses and their effects on motivating buying intentions.

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APPENDICES

APPENDIX I: QUESTIONNAIRE FOR COMMERCIAL WEBSITES USERS

Introduction

Dear respondent,

I am a PhD candidate in communication and media. This study is grounded towards academic studies. As a consumer of content on commercial/business websites you have been nominated to take part in this investigation. Kindly fill this survey sincerely. Your responses are confidential.

Regards

Instruction

Kindly provide the answers to the questions below by ticking or filling in the spaces provided.

Section A: Demographics

1. Please state your gender

Male

Female

2. Kindly specify your age bracket

18 to 30 years

31 to 40 years

41 to 50years

above 51 years

3. Highest education level attained.

Primary

Secondary

Diploma

University

Others, specify-----

Section B: General Website Usage

4. Evaluate own internet abilities.

=Weak

=Acceptable

=Medium

=Good

=Distinct

5. What is your frequency of surfing weekly?

1 to 5 times

5 to 10 times

Over 10 times

6. Do you know of web advertising?

Yes

No

7. Are you attentive to advertisements on commercial sites?

Yes

No

8. Indicate places you regularly visit business websites?

At home in school in office from cyber café

at friends' place

If others (state).....

9. Name business sites that you frequently surf?

10. Are there certain websites that you deliberately avoid visiting?

Yes

No

11. If your response is affirmative, kindly specify the types.

12. What reasons explain why you do not visit certain commercial website?

Section C: Reasons for Using Business Websites

13. Using the scale provided below, kindly indicate by ticking in the box the reasons that significantly persuade you to use business websites.

Items	Very satisfied	Satisfied	Neutral	Dissatisfied	very dissatisfied
Helps ask questions and acquire answers					
Helps get evaluations for products or facilities					
Helps share media eg, music, blogs, pictures, videos					
Offers inspiration					
Can play <u>online games</u>					
Aids <u>gambling</u>					
Assists debate varied topics					
Helps acquire facts on a <u>celeb</u> or a public figure					
Supports dating					
Helps express freely					
Helps meet persons with my interests					
Helps relate with the product source, service directly					
Help hang up with what's going on					
Assistance passing					

time					
It is relaxing					
It is pleasurable					
It entertains					
It is habitual					
Good way for research					
Helps acquire free information					
Helps study to use goods and services					
makes logic am part of business public					
Is a worthy manner to learn of goods or facilities					
Helps learn unknown things					
Helps learn what is useful					
Convenient for use					
Helps acquire what I need effortlessly					
Can use it all time and any place					
Helps select service or product for purchase					
Easy to shop					

14. Which products do you search for on commercial websites?

15. Why do you search for products you mentioned above on commercial websites?

Section D: Gratifications for Using Commercial Websites

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Helps ask questions and acquire answers					
Helps get evaluations for products or facilities Helps share media eg, music, blogs, pictures, videos					
Offers inspiration Can play online games					
Aids gambling Assists debate varied topics					
Helps acquire facts on a <u>celeb</u> or a public figure Supports dating					
Helps express freely Helps meet persons with my interests					
Helps relate with the product source, service directly					
Help hang up with what's going on Assistance passing time It is relaxing It is pleasurable It entertains					
It is habitual					
Good way for research Helps acquire free information					
Helps study to use goods and services					
makes logic am part of business public					
Is a worthy manner to learn of goods or facilities Helps learn unknown things					

Helps learn what is useful					
Convenient for use					
Helps acquire what I need effortlessly					
Can use it all time and any place					
Helps select service or product for purchase					
Easy to shop					

16. Kindly indicate the level of satisfaction that you obtain from the usage of business websites that you seek out (Use the measure underneath).

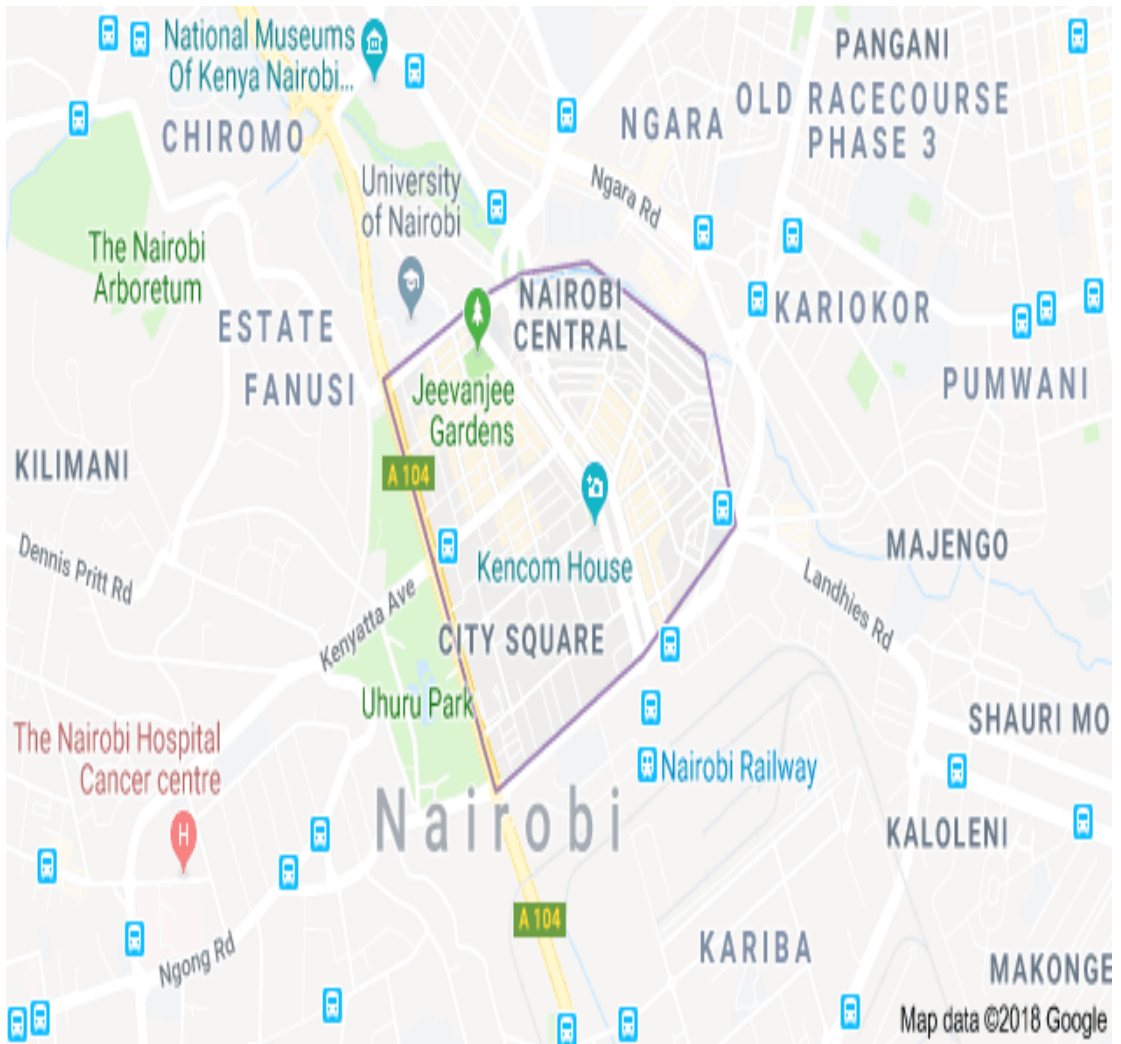
SECTION E: Challenges when Using Commercial Websites

17. What challenges do you experience when using commercial websites?

APPENDIX II: KREJECIE AND MORGAN TABLE ON SAMPLING

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384
<i>Note: N is Population Size; S is Sample Size</i>					<i>Source: Krejcie & Morgan, 1970</i>				

APPENDIX III: A MAP OF NAIROBI



APPENDIX IV: RESEARCH AUTHORIZATION