

Effect of Social Media Marketing on Performance of Detergent Manufacturing Firms in Nairobi County Kenya

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Abstract: *The Kenyan laundry detergent market is faced with similar prevailing conditions as the global laundry detergent market such as brand inflation, easy access to information on available brands and temporary price promotions, as well as entry of more competing globally recognized manufacturers presenting cut throat competition hence impacting on their market performance. Therefore, this study sought to examine the effect of social media marketing on the performance of detergent companies in Nairobi. The study was anchored on technology acceptance Model. A descriptive survey research design was adopted with a target population of sales and marketing managers in 24 detergent companies in Nairobi. The study adopted a census approach where all the 48 respondents were involved in the study. The study made use of a questionnaire constructed on a five point Likert scale for primary data collection. Data was analyzed using statistical package for social sciences (SPSS) software. The findings were presented in tables accompanied by relevant discussions. The study established that social media marketing had positive significant relationship with the performance of detergent manufacturing firms in Kenya. The study therefore concluded that integration of social media marketing provides firms with an effective platform for enhancing customer engagement, increasing market reach, improving sales performance, and strengthening competitiveness.*

Keywords: Marketing, Social Media, Performance, Detergent manufacturing, Digital Marketing

I. Introduction

In the last two decades, the modern world has changed its way of conducting business from traditional face-to-face interactions to using the computer, mobile devices and more. This has also changed the ways of marketing from traditional advertisements such as posters on the street or advertisements in the newspapers to digital marketing, such as using different channels available on social networks (Bughin & Zeebroeck, 2017). Digitalization is a part of our daily life, it changes the way we interact or exchange information with each other, not only between customers but companies as well (Shankavaram, 2016). This change during the last two decades has made businesses able to acquire a variety of different tools and strategies in order to create innovative, direct, low-cost means of communication to interact with business customers (clients) and find new business opportunities (Wang, Lou, Wang & Guo, 2015).

The concept of digital marketing emerged as a result of advancement on communication channels that were able to transmit messages to a wide scope of audiences within a very short time. Digital marketing strategies have become an important component for different global brands in the recent past (Dwivedi & Nath, 2020). Through implementation of digital marketing, managers are shown how to best utilize their organization's resources to realize its innovative objectives, therefore contributing to the creation of value and the development of solid brand equity. Kigunda (2017) demonstrated that digital marketing had significant results on brand visibility and competitiveness.

Digital and social media marketing allows companies to achieve their marketing objectives at relatively low cost (Ajina, 2019). Facebook pages have more than 50 million registered businesses and over 88 % of businesses use Twitter for their marketing purposes (Lister, 2017). Digital and social media technologies and applications have also been widely used for creating awareness of public services and political promotions (Grover et al., 2019; Hossain et al., 2018; Kapoor &

Dwivedi, 2015; Shareef et al., 2016). People spend an increasing amount of time online searching for information, on products and services communicating with other consumers about their experiences and engaging with companies. Organizations have responded to this change in consumer behavior by making digital and social media an essential and integral component of their business marketing plans (Stephen, 2016).

According to Kotler, loyalty to brand choice is experienced when customers are committed to a brand and make repeated purchases in disregard of the price offering or convenience on the product or service (Kotler, 2003). Mbugua (2014) further argues that customer loyalty is the situation where customers of a particular organization remain with them in spite of them having other possible options where they can acquire the same goods or services. Developing a strong and stable brand requires a long-term investment, which can be accomplished through regular advertising, promotion and re-launching the product or services (Kotler, 2003). In the views of Kwon et al. (2016) brand loyalty measures the consumers' actual purchasing behavior with regards to a given brand over its competitors. It is manifested when consumers repeatedly patronizes a brand regardless of offers from competitors (Liu-Thompkins & Tam, 2013). Having a loyal consumer base is essential to any business entity because such patronage improves the brand's sales capacity from existing buyers and in turn, enhances organizations' profit (Kandampully et al., 2015). It is therefore critical to scrutinize how platforms employed in digital marketing relates with customer loyalty to brand choice especially in the detergent sector in Kenya which has remained understudied by previous researchers.

The customer that has a positive perception in relation to a given brand will be inclined to develop a greater will or predisposition of buying it, usually proactively seeking for the product or service attached to it (Raska & Saw, 2012; Won-Moo Hur, Hanna, & Joon, 2016; Chang & Jai, 2015). Usually, brand growth is generated by loyal customers or clients, which also ends up encouraging other potential clients or customers, by incurring in positive word-of-mouth, to become effective buyers and, eventually, loyal to the brand. Such situation may occur due to the user personal satisfaction or based on the belief that the brand will provide substantial or superior benefits compared to alternate brands (Alloza, 2008; Schultz & Block, 2015).

Firms have had to re-evaluate their operating assumptions since losing a loyal consumer can have an impact on a firm's financial performance as 65% of revenues come from current consumers, and 43% of consumers spend more on brands they are loyal to (Fundera, 2018; Oliveira, Mesquita & Oliveira, 2019). In addition, it costs 5 times more to acquire new customers than to retain loyal customer, and an increase of 2% in customer retention can reduce costs by as much as 10% (Fundera, 2018). Therefore, in addition to affecting the financial performance of firms, a decline in loyalty threatens the survival of the brands and the firms.

According to Zhang, Khan, Lee and Salik (2019) organization performance is the level of accomplishment of the mission of work as determined by the outcome of work, intangible assets, services quality and client link. A business organization must produce the right products and services and it must produce them using the fewest possible inputs if it is to have a strong performance (Zhang et al., 2019). Tunas, Saptono and Timotius (2020) indicated that organization performance is determined through volume of sales, return to shareholders, market share, profits, return on investment and return on assets. Jahangiri and Jahangiri (2019) proclaim that in order for a firm to be effective, it is supposed to register great returns and identify the drivers of performance. Measurement of performance allows organizations to keep focused on some units which need progress through work progress evaluation on the basis of time, quality and cost. Organization performance is explained on the basis of revenue, net income, market share as well as sustainability of finances (Zhang et al., 2019).

New marketing paradigm is being witnessed in the world, where all organizations in an industry are struggling to attract new set of customers and retain existing ones in a lot many ways even while offering similar product or services at similar prices. According to Gaurav (2016), Vilfredo Pareto (1848 - 1923), a French born Italian economist once argued

that an organization derives 80% of its profit from 20% of its customers (a theme known as 80:20 rule). This therefore calls for stronger relationship with the customers who enable the organization to have a competitive edge over competitors in an industry (Rizan, Warokka & Listyawati, 2014) while at the same time seeking for new customers.

Digital marketing tools are multiple and varied. They include the use of Facebook, Instagram, Twitter, Search Engine Optimization (SEO), email marketing, blogs and websites, content marketing and social media to market a company's products (Lakshmi & Sarvamangala, 2019). Nanga (2015) affirms that SEO, social media marketing and website marketing are among the most employed digital tools. Wanjuki (2014) also notes that the biggest banks in Kenya use SEO, websites e-mails and social media to target their customers. In the motor industry, e-mail targeting is not an effective means of targeting new markets. Hence, this study will focus on the remaining key digital communication tools identified in the literature; Social-media, Search engine Optimization and Website marketing. These channels have been reported to be effective tools to target new online customers.

II. Statement of the Problem

The Kenyan laundry detergent market is faced with similar prevailing conditions as the global laundry detergent market such as brand inflation, easy access to information on available brands and temporary price promotions, as well as entry of more competing globally recognized manufacturers (Fundera, 2018). Thus local laundry detergent manufacturers are faced with the challenge of decline in loyalty as consumers switch or defect to other brands which offer more and better benefits as well as meet their functional, social, emotional and psychological needs (Signe, 2018). Achieng' (2016) reports that the usage of digital marketing strategies by Kenyan SMEs is moderate, standing at about 30%. The report also identified challenges faced by such SMEs which include lack of funds to set up websites, lack of technical knowhow to manage these strategies and limited knowledge on digital content development. Innovative advertisements, as part of digital marketing, enable firms to develop strategies that take advantage of the availability of extensive consumer information in order to satisfy customer expectations better. This in turn builds brand reputation and enhances the performance of the companies (Lee & Cho, 2020). Various studies have been done in regard to digital marketing and performance of firms. Tongoi (2023) assessed the influence of digital promotional strategies on the marketing performance of fast moving consumer goods manufacturers in the beauty and personal care sector in Nairobi, Kenya. Nganga (2022) examined the impact of digital marketing on performance of small and medium enterprises in Nairobi central business district in Kenya. Maina (2021) examined the impact of digital marketing on consumer purchase behavior among the students of BBIT at Riara University Kenya. However, no studies have so far been done to investigate the link between digital marketing and performance of detergent manufacturing firms in Kenya. As such, this study sought to fill this gap by assessing the effect of digital marketing on performance of detergent manufacturing firms in Nairobi County Kenya.

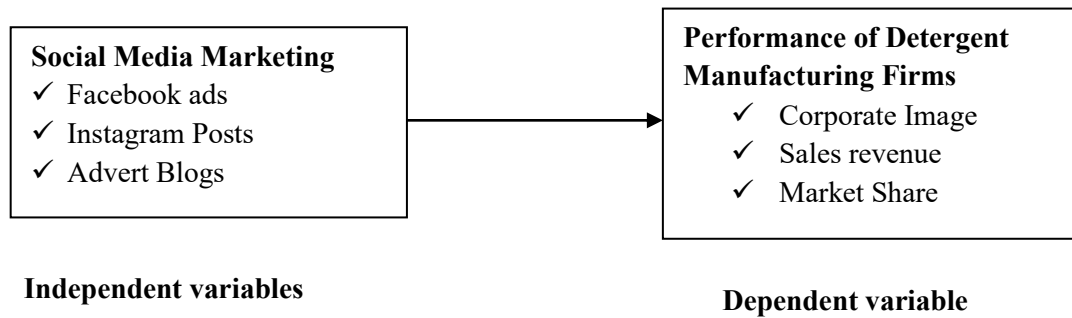
III. Purpose of the Study

The study sought to examine the effect of social media marketing on performance of detergent manufacturing firms in Nairobi County in Kenya.

IV. Hypothesis of the Study

H₀₁: Social media marketing has no statistically significant effect on performance of detergent manufacturing firms in Nairobi County Kenya.

V. Conceptual Framework



VI. Technology Acceptance Model (TAM)

This model was advanced by Davis, a computer and information systems scholar at the University of Michigan, in 1986 and tailored it to expound on how users consent to use technology. TAM has its roots in the Reasoned Action (RA) theory by Davis (1986) as well as the theory of social psychology (Fishbein & Azjen, 1975) and happens to be amongst the most effective measures of how consumers consent to and use technology. Technology acceptance model posits that usability and utility are significant determinants of the reception and acceptance of technology (Davis et al., 1989). The model suggests that users will consider the perceived usefulness and perceived ease of use in deciding how and when to use new technology (David & Venkantesh, 2000).

Perceived usefulness is the extent to which an individual believes that using a particular system enhances their job quality and output; and perceived ease of use is the degree to which a person believes that using a particular system would be free from effort (Davis, 1989). As such the technology acceptance model emphasizes that beliefs influence attitudes leading to intentions that generate behavior (Karahanna & Straub, 1999). The theory infers, therefore, that users will adopt to technology as long as it is able to perform the task at hand effectively and efficiently (Davila et al., 2003). Over time, TAM has evolved into TAM2 - a model that considers aspects of social influence such as image, subjective norms and voluntariness into the explanation of perceived usefulness (Motirei, 2020).

David and Venkantesh (2000) make three assertions - firstly, that the degree to which the person trusts that a system will advance their performance at work will determine if the individual will adopt the system or not; secondly that the more the individual perceives the technology to be easy to use, the more accepted the technology will be by the users; and lastly, that if a technology is perceived to be complex or difficult to use, then its adoption rate will be slow. As digital marketing is a fairly novel phenomenon worldwide (Desai & Vidyapeeth, 2019), this theory was suitable for this study as digital marketing strategies as an avenue for implicating marketing performance, may seem simple and easy to use by those who are technologically savvy (Minama, 2016). However, TAM asserts that the adoption of a technology, in this case digital marketing, is determined by the perception that the user has on its usefulness and ease of usage (Davis & Venkantesh, 2000). Therefore, the ease of usage of digital marketing and the perceptions that detergent manufacturers in Nairobi County have on their usefulness, determines their adoption and effectiveness as opposed to the continued usage of traditional marketing strategies (Minama, 2016; Davis & Venkantesh, 2000).

VII. Social Media Marketing and Performance of Firms

In their study, Kajongwe, Chinyena, Mugusto and Mambo (2020) assessed social media and marketing performance of small and medium enterprises (SMEs) in Harare Metropolitan province, Zimbabwe. Fifty-four (54) respondents in Zimbabwean Harare Metropolitan Province were used as research subjects. The study adopted a quantitative method approach rooted in the positivist paradigm. A cross sectional survey research design was used and the sample was randomly selected from the population. Questionnaires were data collection instrument used in this study. Data was analyzed using non parametric Chi-square test of independence through SPSS. The study results indicated that social

media has a positive relationship with business strategy of SMEs in Zimbabwe. The study results also show that social media positively improves brand awareness, customer relation and productivity of SMEs in Zimbabwe.

In her study, Lamminen (2018) examined social media marketing and its impact on product promotion in small enterprises; the case of Blendtec in Finland. The study observed that the main focus in SMM is on creating content that people will distribute through social networks themselves, without the participation of the organizer. It is believed that the messages transmitted over social networks, cause more confidence in potential consumers of the service. Promotion in social networks allows SMM specialist to accurately influence the target audience, choose the sites where this audience is more represented, and the most appropriate ways of communicating with it, while least impacting those who are not interested in this advertisement. Marketing in social networks includes many methods; some of them include working with the bloggers, reputation management, personal branding and non-standard SMM-promotion.

A study by Dodokh and Al-Maaitah (2019) assessed the impact of social media usage on organizational performance in the Jordanian Dead Sea cosmetic sector. The paper analyzed data obtained from a sample of 169 managers working at 23 different organizations in Dead Sea cosmetic sector in Jordan using a quantitative approach. Structural equation modelling was used to test the hypotheses. Results showed that there is a strong positive impact of implementing and using social media on organizational performance in terms of rapid adaptation, cost reduction, and innovation. Also, social media usage is different among the companies' characteristics in terms of type, age, and size. This paper offered a clearer understanding of the importance of social media and its benefits.

In Nigeria, Ofei, Okunorobo, Jideonwo, Timothy and Kadiri (2024) examined the influence of social media advertising on the buying behavior of Edo state consumers; a study of dettol soap. Data was collected from 350 respondents through a survey to understand consumers' exposure to social media ads, their attitudes towards the product, brand awareness, and the impact on purchase intentions. The study provides valuable insights into the effectiveness of social media advertising in driving consumer behavior in the region. The study findings revealed that a substantial number of respondents in Edo State are actively exposed to and engaged with social media advertising. Approximately 40% of the respondents reported a high level of exposure and engagement, suggesting that a significant portion of consumers in the region actively interact with advertisements on social media platforms. This reflects the widespread influence and reach of social media advertising in Edo State.

A study by Karani (2020) examined the effects of social media marketing strategies on performance of the Kenyan tourism industry; a survey of tourism travel agencies in Nairobi county. The study adopted a descriptive research design. The population of this study was Kenya tourism agencies operating in Nairobi County. A stratified random sampling technique was used to select a sample size of 200 respondents from a population of 400 Kenya tourism agencies operating in Nairobi County. Questionnaires were used as the primary data collection tools. The study established that most tourism travel agencies in Nairobi County use social media networking to a great extent. Social media networks commonly used to organize activities and events to reach a wider audience, interact with clients, and drive traffic to websites. It was established that marketing through social networks has a positive and significant effect on the Kenyan tourism industry's performance. The study established that social media content marketing applied to a great extent to the extent to which tourism travel agencies in Nairobi County use social media content marketing.

VIII. Performance of Manufacturing Firms

Performance refers to ability of an enterprise to achieve such objectives as high profit, quality product, large market share, good financial results, and survival at predetermined time using relevant strategy for action (Koontz & Donnell, 2018). Performance provides the basis for an organization to assess how well it is progressing towards predetermined objectives, identify areas of strength and weakness and decide on the future initiatives with the goal of how to initiate performance improvement (Vanweele, 2016). Rowley (2016) used both financial and non-financial indicators. The

financial indicators were a percentage growth in sales, labeled as sales growth and percentage profit margin labeled as profitability. They used public image and goodwill, quality of services and efficiency of operations as the non-financial indicator.

Asgarnezhad Nouri, Zarei, Bashirkhodaparasti, Saebnia, and Nazer Asl, (2020) examining the impact of marketing capabilities and marketing strategies on business performance of export firms in Tabriz, Iran. Further, they claimed that in the current times, it is difficult to maintain customer satisfaction and loyalty due to expanding of globalization process, increase competition, entry of different domestic and foreign firms, diversified products and technology advancement. Therefore, utilizing marketing capabilities and strategies to service competitive markets seems necessary as these factors can provide a good basis for improving the business performance of the firm.

In her study, Guchu (2022) examined the effects of marketing strategies on performance of recruitment agencies in Nairobi County a case of Starehe Sub-county. The study adopted a descriptive research design with a target population of 117 respondents which constituted of top level management, middle level management and support staff. The study sampled 90 respondents from the target population. Primary data was used in the study which was collected through short structured questionnaires. The findings from the study established that there is an existing relationship between marketing strategies on performance of recruitment agencies.

Masikonte, Kitur and Maina (2024) examined digital marketing strategies and growth of small and medium enterprises in Nairobi county Kenya; a case of Kamukunji business centre. The study sought to establish the impact of social media marketing, search engine optimization marketing, email marketing and content marketing on the growth of SMEs. A descriptive research design was adopted for the study with a target population of 1260 SMEs. Stratified random sampling was applied to sample 126 SMEs to take part in the study. Primary data was used in the study collected through short structured questionnaires. The study established that content marketing and email marketing were the most influential in driving growth for SMEs while social media presence had a minimal effect.

A study by Mohamed and Njeru (2021) assessed strategic brand agility and performance of selected laundry detergent brands in Kenya. The study adopted a descriptive cross sectional research design targeting 16 laundry detergent manufacturers with a brand portfolio of 80 laundry detergents brands. Primary data was collected using structured questionnaires from key informants in the manufacturing firms. The study results revealed a linear and significant relationship between strategic brand agility and brand performance. The study concluded that the adoption of strategic brand agility would lead to improved brand performance of the selected laundry detergent brands in Kenya.

Ndung'u (2022) assessed digital marketing strategies and performance of top 100 medium sized companies in Nairobi City County in Kenya. The study sought to establish the effect of search engine optimization marketing, digital advertising, viral marketing and social media marketing on performance of top 100 medium sized companies in Kenya. A descriptive research design was adopted in the study with a target population of 100 companies where a census was carried out. Primary was used in the study collected using short structured questionnaires. Search engine marketing, viral marketing, digital advertising and social media marketing were found to have a significant influence on performance of Kenya's top 100 medium-sized companies. The study concluded that search engine marketing captures the audience's attention at the right time, which means the organization gets content and ads in front of a highly engaged target audience that is actively looking for similar offers, all at a low cost and without having to impose on them. Through messages that spread quickly from person to person, viral marketing generates interest in a brand or product and thus potential sales. Digital advertising allows the organization to save money while also generating more leads and the study also concluded that social media marketing is one of the most cost-effective digital marketing methods for syndicating content and increasing business visibility.

IX. Research Methodology

9.1 Research Design

The researcher adopted a descriptive survey research design. As Kothari and Garg (2014) asserted, descriptive survey enables the researcher to respond to the “what” question which is the case in this study. The aspect of survey will be based on the fact that, the study was conducted at a specific point in time, and the respondents cut across different groups. was all marketing and sales managers working in detergent companies in Nairobi County, Kenya. There are 24 detergent companies in Nairobi county (Kenya Manufacturers Association, 2025). The study targeted two managers (sales and marketing) from each of the company thus having a population of 48 respondents. Given that the accessible population is relatively small, the study adopted a census where all the 48 sales and marketing managers will be taken as respondents for the study.

9.2 Data Collection Instruments

The main data collection instrument which was used in this study was a questionnaire which contained close ended questions with the quantitative section of the instrument utilizing a 5-point Likert-type scale format. In order to ensure that the research instrument was valid and reliable, it was taken for piloting with 10% (Hertzog, 2008) (5 respondents) of the sample size in detergent companies in Thika in Kiambu County which is the neighboring county and has a lot in common with Nairobi County. This helped to ascertain whether the results of the pilot study were corresponding with the objectives of the study. The data obtained during the pilot study was not considered during the research.

X. Findings and Discussions

10.1 Response Rate

The number of questionnaires that were delivered to the respondents was 48 where 39 of them were appropriately completed and returned from the respondents. This represented an overall successful response rate of 81.25%. According to Mugenda and Mugenda (2012), any response rate that is 50% or more is satisfactory. Babbie (2004) also proclaimed that response rate of 50% is suitable to investigate and publish, 60% is good whereas 70% is very good. Therefore, a response rate of 81.25% was characterized as very good.

10.2 Social Media Marketing

The study sought to establish the respondents’ perceptions in regard to social media marketing in detergent manufacturing companies in Kenya. The means and standard deviation values were established for this purpose. The findings from the analysis were as presented in Table 1

Table 1: Descriptive Statistics on Social Media Marketing

	N	Min	Max	M	StD
Our firm utilizes social media in most of its advertising	39	1	5	4.46	.756
The use of social media advertising enables our firm reach a big spectrum of the market	39	3	5	4.13	.522
Mostly the firms makes use of facebook and instagram ads for its advertising	39	1	5	4.18	1.073
The firm frequently places advert blogs for its advertising initiatives	39	1	5	4.05	1.025
Social media advertising causes more confidence on potential product consumers	39	2	5	4.28	.793
Social media advertising enables the marketing department to accurately influence specific market segments through the right sites	39	3	5	4.23	.583

Social media enables our firm to interact directly with our clients which help improve our products	39	1	5	4.10	.995
Valid N (listwise)	39				

The results in Table 1 demonstrated that the respondents were in agreement with all the aspects relating to social media marketing registering average means of 4 in all the items. They agreed (M=4.46, SD=.756) that their firms utilize social media in most of its advertisements and that the use of social media advertising enables their firm to reach a big spectrum of the market (M=4.13, SD=.522). Further, respondent’s observed that their firm mostly uses facebook and instagram ads for its advertisement (M=4.18, SD=1.073) while at the same time indicating that their firms frequently places advert blogs for its advertising initiatives (M=4.05, SD=1.025).

The study further established that the respondents were in agreement (M=4.28, SD=.793) in that social media advertising causes more confidence on potential product consumers. Additionally, it was show that the respondents agreed (M=4.23, SD=.583) that social media advertising enables the marketing department to accurately influence specific market segments through the right sites. Moreover, respondents agreed (M=4.19, SD=.995) that social media enables their firm to interact directly with their clients thus helping to improve their products. Safe for two items with standard deviation values above one, respondents demonstrated greater cohesion in their respondents with the rest of the items returning standard deviation values less than one.

10.3 Performance of Detergent Manufacturing Firms

The study further sought to establish the perception of the respondents in relation to the performance of detergent manufacturing firms in Kenya. The means and standard deviation values in this regard were established. The findings from the analysis were as presented in Table 2

Table 2: Descriptive Statistics on Performance of Detergent Firms

	N	Min	Max	M	StD
The firms products are the leading products in the market	39	1	5	3.95	1.213
The company’s products command the biggest market share	39	3	5	4.33	.662
We have constantly seen an increase in our product sales performance	39	2	5	4.18	.854
Our production has grown as a result of increased sales	39	2	5	4.44	.754
The performance of our product in the market has improved the corporate image of our firm	39	2	5	4.26	.818
Improved marketing enhances the corporate image of our firm	39	2	5	4.13	.833
Good corporate image has helped improve our firms performance	39	2	5	4.41	.677
Valid N (listwise)	39				

The results in Table 2 demonstrated that the respondents agreed with all the items relating to performance of detergent manufacturing firms registering average mean values of four. Conversely, respondents agreed (M=3.95, SD=1.213) that their firms products are the leading products in the market and that their company’s products command the biggest market share (M=4.33, SD=.662). Further, they observed (M=4.18, SD=.854) that they have constantly seen an increase in their product sales performance and that their production has grown as a result of increased sales (M=4.44, SD=.754).

Consequently, respondents agreed (M=4.26, SD=.818) that the performance of their products in the market had improved the corporate image of their firm. Moreover, improved market enhances their firms corporate image (M=4.13, SD=.833). The respondents also agreed (M=4.41, SD=.677) that good corporate image has helped improve their firm’s performance. in all but one of the responses, there was demonstrable cohesion in respondents views with all the items returning standard deviation values less than one.

10.4 Social Media Marketing and Performance of Detergent Firms

The study sought to establish the association between social media marketing and performance of manufacturing firms in Kenya. The composite mean scores for social media marketing were correlated with the composite mean scores of performance. Pearson product moment correlation analysis was utilized in this regard. The findings from the analysis were as presented in Table 3

Table 3: Correlation between Social Media Marketing and Performance

		Performance
Social Media Marketing	Pearson Correlation	.520**
	Sig. (2-tailed)	.001
	N	39

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

The Table 3 above demonstrated the existence of an average positive significant ($r=.520, p=.001$) relationship between social media marketing and performance of detergent manufacturing firms in Kenya. Therefore, social media marketing plays a significant role in determining the performance of detergent manufacturing firms in Kenya. It is therefore paramount to adopt social media marketing in order to enhance the performance of detergent manufacturing firms in Kenya. These findings affirmed findings by Kajongwe et al. (2020) who established that social media positively improves brand awareness, customer relation and productivity. Moreover, Dodokh and Al-Maaitah (2019) established strong positive impact of implementing and using social media on organizational performance in terms of rapid adaptation, cost reduction, and innovation.

XI. Conclusions and Recommendations

The study concluded that social media marketing significantly influences the performance of detergent manufacturing firms in Nairobi County. The findings demonstrated that firms that actively utilize social media platforms for advertising, customer interaction, and market segmentation experience improved performance outcomes. Social media marketing enhances market reach, customer engagement, brand awareness, and customer confidence in products. Consequently, firms that effectively leverage social media platforms are more likely to improve their competitiveness and market performance. The study recommends that detergent manufacturing firms should strengthen their use of social media marketing platforms such as Facebook, Instagram, X (Twitter), TikTok, and LinkedIn to enhance customer engagement and market reach. Since the findings established that social media marketing had a significant positive effect on performance, firms should invest in interactive and customer-centered social media campaigns that promote direct communication with customers, enhance brand visibility, and improve customer confidence in products.

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