

Marketing Purpose as a Determinant of Adoption of Social Media Marketing By Hospitals in Nairobi City County, Kenya

Eunice Mwangi¹, Dr Mike Iravo², Dr Agnes Njeru³

¹ PhD. Candidate, ²Senior Lecturer, ³ Senior Lecturer, Jomo Kenyatta University of Agriculture and Technology, School of Entrepreneurship, Procurement and Management, P.O Box 62000-00200 Nairobi, Kenya

Abstract: The general objective of this study was to investigate the effects of the organisation's marketing purpose on the adoption of social media marketing by hospitals in Nairobi City County, Kenya. A total of 51 respondents from both public and private hospitals were used as the sample size for the study. Data was collected using a semi-structured questionnaire. Statistical analysis included Cronbachs Alpha, Correlation, Regression and Analysis of Variance was done. This study tested the null hypotheses that marketing purpose does not have a significant effect on the adoption of social media marketing by hospitals in Nairobi City County, Kenya. Hypothesis testing using p-value approach was done to give the strength of the decision to reject or fail to reject the null hypothesis. The study found that there was a positive and significant relationship between marketing purpose and adoption of social media marketing by hospitals in Nairobi City County, Kenya. The study, therefore, recommends that for hospitals to adopt social media marketing successfully, they must have a clear marketing goal or purpose which is important in achieving their marketing strategic goals.

Keywords: healthcare communication, social media, marketing strategic goals, hospital marketing.

1. INTRODUCTION

Social media marketing represents a new trend for companies who are trying to communicate with their consumers on online or offline media platforms. Businesses are looking for ways how to benefit from this potential, especially how to utilize the opportunities that websites like Facebook, LinkedIn and Twitter are offering for the companies' marketing departments and reputations (Hutchings, 2012). Today almost every person and business or organisation has a social media account. In less than a decade, hundreds of millions of people globally have become active users of social media sites the most popular of all Internet destinations. For the marketer social media increases brand awareness; influences purchasing behaviour; provides assistance in pre and post-sales communication and evaluation, and increases audience. Increased engagement with customers helps an organisation in its new product development programmes, customer relationship marketing and maintenance of lifetime value (Mangold & Faulds, 2009). Globally there has been a dynamic change in marketing communications in the 21st century with possible attribution to the social media phenomenon. As in most industries including healthcare, marketing is a key department for businesses including healthcare if they are to sustain or increase their revenues. Today many healthcare organisations are investing in modern marketing techniques yet conscious of the marketing expenditure and its return on investments thus marketers are increasingly tasked with delivering performance at reduced costs (Gummeson, 2004). Despite this, there seems to be limited understanding by hospital marketers on the appropriate choice of social media to engage in how to use these marketing tools effectively.

Statement of the Problem:

Thackeray, Neiger, Smith, & Van Wagenen, (2012) called on practitioners to 'realise social media's untapped potential by incorporating it as part of the larger social marketing strategy'. Companies' marketing communications efforts in social media should be consequently planned just as any other corporate strategy. To achieve marketing goals in terms of

metrics like profitability, market share, and revenue or sales volume that reflect seller needs, customer needs must first be met. (Dragger, 2009) suggested that companies should do a situational analysis when developing a social media marketing plan. Only if customers proceed through a buying process that culminates in a purchase can the organisations needs for profitability, market share and sales be met (Sashi, 2012). Marketers use various tools to promote their products, including advertising, direct marketing, Internet or interactive marketing, sales promotion, personal selling, and publicity or public relations (Belch & Belch, 2003). In healthcare, social media can be also used to achieve various objectives including to inform, educate, and empower people about health issues (Vance, Howe, & Dellavalle, 2009); to enhance the speed at which communication is sent and received during public health emergencies or outbreaks (Sutton, 2010); to mobilize community partnerships and action (Thackeray & Hunter, 2010); to facilitate behavior change (Frost & Massagli, 2008); to collect surveillance data (Merchant, Elmer, & Lurie, 2011) and to understand public perceptions of issues (Chew & Eysenbach, 2010). Social media is changing the way businesses communicate with their customers and in the same way how customers communicate with the businesses. Africa has over 300 million internet users (about ten percent) of the world's total internet users. Out of this population, 51 million are estimated to be on Facebook. (Isabalija, Mbarika, & Kituyi, 2013) in their research noted that health institutions in Sub-Saharan Africa are slow to adopt this social media technology despite the benefits that social media marketing presents except in Ghana and South Africa. They further noted that Kenya has a large number of mobile phone and internet users on social media sites such as Facebook, with about 3 million users with a high population penetration of internet yet there is limited research on the adoption and utilisation of social media for marketing by hospitals in Kenya.

A. Objective of the study:

The objective of this study was to examine the effect of marketing purpose on adoption of social media marketing by hospitals in Nairobi City County, Kenya.

B. Hypothesis:

The null hypothesis was stated as follows:

H₀: Marketing purpose does not have a significant effect on adoption of social media marketing by hospitals in Nairobi City County, Kenya

2. LITERATURE REVIEW

Social media is a marketing tool that reaches intended recipients instantaneously. Social media can be used to supplement a company's existing marketing efforts. Social media strategies should, therefore, be developed alongside other marketing and communication efforts to maintain consistency across all channels (Mangold & Faulds, 2009). Dominick (2010), explains that advertisers particularly showcase their products/services on social networks and use networks such as blog ads to target specific blogs whose readers would be likely customers. Some advertisers also have links or hyperlinks below their adverts to connect their customers to their websites, social networking homepages or blogs. Even though many marketers are still experimenting and learning how best to use social media tools, these results indicate that marketers think social media marketing is here to stay and will play an increasingly important role in their work in acquiring and retaining customers in the future (Neti, 2011). Neti (2011) further noted that significantly different from conventional marketing strategies, social media offers three distinct advantages such as providing a window to marketers to not only present products or services to customers but also to listen to customers' grievances and suggestions. It also makes it easy for marketers to identify various peer groups or influencers among various groups, who in turn can become brand evangelist and help in the organic growth of a brand. And, three, all this is done at nearly zero cost (as compared to conventional customer outreach programmes) as most of the social networking sites are free. Customers also often add value by generating content and even become ardent advocates for the seller's products and can influence purchase decisions of others in peer-to-peer interactions (Sashi, 2012). Social media provides the opportunity to connect with customers using richer media with greater reach (Thackeray et al. 2008). Impacting a wide cross-section of marketing activities, including research, strategy formulation, advertising, promotions and sales, it is proposed that social media is not as much an addition to the modern marketer's toolkit as it is an endemic and ecological change (Hanna, Rohm, & Crittenden, 2011). With regards to advertising as a marketing objective most marketing managers who are still entrenched in the traditional paradigm of using one-way advertising view social media platforms merely as additional available channels through which to distribute messages (Waters & Williams, 2011). Social media marketing helps build brand awareness, visibility, reputation, knowledge sharing, customer acquisition and retention, low-cost promotions, new product development, customer relationship marketing (Kaplan & Haenlein, 2010). To effectively succeed in social media marketing, marketers to be creative, develop disciplined processes and continuously improve their strategies. It also has

great potential for generating multi-revenues and market research in the content of ethnography (Sarkkinen, 2009). Frequent participation in community activities (e.g., posting and reviewing messages) enables consumers to be more knowledgeable about brands (Flavián, Guinalú, & Gurrea, 2006). For example, patients may discuss their hospital experiences and suggest alternative ways to improve the patient experience. Such discussions increase consumers' confidence that they will be satisfied with a particular brand and thus build trust in that brand (Ha & Perks, 2005). Facebook is the most commonly used social media by hospitals in the US and half of the hospitals that used Facebook focused on information dissemination strategy, giving information about new staff members, hospital awards, patient education as well as staff recognition (Richter, Muhlestein, & Wilks, 2013).

3. RESEARCH METHODOLOGY

The study adopted a descriptive survey research design. The research population in this study were 45 hospitals listed on the eHealth Kenya healthcare facilities website www.kmhfl.health.go.ke as at 31st Jan 2016 in Nairobi City County. These hospitals included both private and public hospitals. Primary data was collected through a pre-designed, and pre-tested semi-structured questionnaire that was given to identified respondents who are heads of the marketing department in the hospital or hospital officers that assume the role of marketing, drawn from the list of hospitals. The questions in the questionnaire were a mixture of open-ended, forced response types, and 5 Likert-type scales. Secondary data was used to acquire information on hospitals social media pages. The secondary data was collected through online reviews of the hospital's social media platforms. The data was collected through the administering of the questionnaire to a sample of 63 respondents. Data was analyzed using statistical package for social science (SPSS). Descriptive statistics were estimated for the various variables. Descriptive statistics involve the use of frequency mode, mean and percentages. Multiple regression analysis was used to test the relationship between the variables. Linear regression analysis model was employed in the analysis to establish the effect of marketing purpose on adoption of social media marketing by hospitals in Nairobi City County, Kenya.

4. RESEARCH FINDINGS AND DISCUSSION

The main objective of this study was to examine the effect of marketing purpose on adoption of social media marketing by hospitals in Nairobi City County. Marketing purpose measured, returned a Cronbach's alpha reliability coefficient 0.954. This reliability coefficient was greater than 0.70 indicating that the items used to measure marketing purpose were consistent with the research objectives. Percentages were used to summarise the scores as indicated in Table 1. A total of 85% of the respondents indicated that they use social media to some extent for marketing of their products and services. Only thirteen percent of the respondents indicated that they use social media marketing to a great extent for brand management with 17% indicating that they did not use social media for brand management at all. The majority of those surveyed (eighty-nine) percent indicated that they use social media for public health information purpose with only eleven percent stating that they did not use social media for public health information at all. 75% of the respondents indicated that they use social media for the announcement of awards and achievements, with 25% stating that they did not use social media for this marketing purpose at all. With regards to the use of social media marketing for staff recruitment, 41% indicated they only use this purpose in a small to no extent at all. The response was the same for the use of social media marketing for the purpose of patient relations and reputation management.

TABLE 1: MARKETING PURPOSE

| Percentage (%) n=51 | | | | | |
|---|------------------|--------------|-----------------|--------------|-----------------|
| | No Extent at All | Small Extent | Moderate Extent | Great Extent | Greatest Extent |
| Marketing of products and services | 15 | 11 | 57 | 6 | 11 |
| Patients relations | 16 | 20 | 42 | 11 | 11 |
| Brand management | 17 | 21 | 36 | 13 | 13 |
| Product Research and Development | 16 | 25 | 47 | 8 | 4 |
| Reputation management | 15 | 11 | 53 | 13 | 8 |
| Promotion of health events and activities | 13 | 16 | 38 | 20 | 13 |
| Public health information | 11 | 20 | 36 | 20 | 13 |
| Announcements of awards and achievements | 25 | 25 | 41 | 7 | 2 |
| Staff recruitment | 16 | 25 | 49 | 6 | 4 |

Tsimonis and Dimitriadis (2014) in their study found that the main purpose of firm’s use of social media marketing was for making prize competitions, announcing new products/services, interacting with fans, providing advice and useful information, and handling customer service issues. Research by Michaelidou et al., (2011) found that attracting new customers and cultivating customer relationships are considered to be the most important goals for using social networking sites. Sharma 2002 Sharma also found that that the internet and technology could be used as tools to build relationships.

Test of Hypothesis:

The researcher conducted a regression analysis between the predictor (marketing purpose) and the outcome (adoption of social media marketing), to empirically evaluate the relationship between marketing purpose and adoption of social media marketing by hospitals in Nairobi City County, Kenya. The null hypothesis tested stated:

H₀: Marketing purpose does not have a significant effect on the adoption of social media marketing by hospitals in Nairobi City County.

Regression results in Table 2 show that there was a significant positive relationship between marketing purpose and adoption of social media marketing by hospitals in Nairobi City County where R = 0.579. An R-squared of 0.335 indicates that the model explains 33.5 percent of the variance in the adoption of social media marketing predicted by marketing purpose.

TABLE 2: MODEL SUMMARY FOR MARKETING PURPOSE

| Model Summary | | | | |
|--|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .579 ^a | .335 | .321 | 4.01236 |
| a. Predictors: (Constant), Marketing Purpose | | | | |

The ANOVA for marketing purpose was further performed and showed that there was a significant effect of marketing purpose on adoption of social media marketing (F= 24.648), Sig = 0.000). Table 3 shows the result of the F-test. The linear regression's F-test has the null hypothesis that there is no linear relationship between the variables (R²=0). The F-test is highly significant (0.000). Thus we can assume that there is a linear relationship between the marketing purpose and adoption of social media marketing in this model. Table 3 also shows that a P-value of 0.000 at five percent significance level which indicates that the model was significant.

TABLE 3: ANOVA FOR MARKETING PURPOSE

| ANOVA ^b | | | | | | |
|---|------------|----------------|----|-------------|--------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 396.802 | 1 | 396.802 | 24.648 | .000 ^a |
| | Residual | 788.854 | 49 | 16.099 | | |
| | Total | 1185.656 | 50 | | | |
| a. Predictors: (Constant), Marketing Purpose | | | | | | |
| b. Dependent Variable: Adoption Of Social Media Marketing | | | | | | |

Table 4 displays the multiple linear regression estimates including the intercept and the significance levels of the independent variable (marketing purpose) and dependent variable depicted by linear regression model $Y=B_0+B_1X_1$ where, B₀ is the y-intercept, X₁ is the marketing purpose and Y is the adoption of social media marketing. The results reveal that an increase in marketing purpose leads to greater adoption of social media marketing as show linearly by the linear model:

$Y=5.347+0.46X_1$ where X₁ is the marketing purpose, and Y is the adoption of social media marketing.

This means that marketing purpose (P>0.05) positively influences the adoption of social media by hospitals in Nairobi City County, Kenya. Since the p-value is less than alpha (0.05), the null hypothesis is rejected and conclude that marketing purpose has a significant and positive effect of marketing purpose on the adoption of social media marketing

by hospitals in Nairobi City County, Kenya. These findings are similar to research by Thackeray et al. (2012) on the adoption of social media in public health agencies. In their finding, they established that public health agencies should identify the goals and objectives that are most appropriate and which social media applications fit best with the identified goals and objectives if they are to succeed in the effective use of social media. Social media is a channel and not an end in itself thus the establishment of marketing purpose or goals is paramount to the success of the larger marketing strategy. (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011) in their research presented a guideline termed the 4 Cs: cognize, congruity, curate, and chase, stressing that firms must develop strategies that are congruent with, or suited to, different social media functionalities and the goals of the firm to succeed in social media utilization. Romero, Galuba, Asur, and Huberman (2011) noted that businesses with clear strategic objectives, oriented to efficiency, profitability, customer service and productivity increase are likely to identify the need for engaging social media as marketing tools and implement this as well. In their finding indicated that businesses with clear objectives-oriented to efficiency, profitability, customer service and productivity increase are likely to identify the need for engaging social media as marketing tools.

Table 4: Regression Coefficients of Marketing Purpose

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|-------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 5.347 | 1.384 | | 3.864 | .000 |
| | Marketing Purpose | .460 | .093 | .579 | 4.965 | .000 |
| a. Dependent Variable: Adoption of social media marketing | | | | | | |

5. CONCLUSION AND RECOMMENDATIONS

The above results of hypothesis testing resulted in rejecting the null hypothesis thus stating that marketing purpose has a significant effect on the adoption of social media marketing by hospitals in Nairobi City County, Kenya. The study concludes that marketing purpose had a significant effect on the adoption of social media marketing by hospitals in Nairobi City County. Since the relationship between marketing purpose and adoption of social media marketing was significant and positive, it implies that marketing departments that articulate their objectives are more likely to benefit from adoption of social media marketing. These findings imply that for hospitals to adopt social media marketing successfully, they must have a clear marketing goal or purpose. A clear marketing purpose enables the hospital marketer to identify the target audience, appropriate message and subsequently chose the most effective marketing communications tool. The implication is that for a hospital to successfully adopt and benefit from the use of social media marketing, the marketing purpose that guides the adoption of social media marketing must align with the overall marketing strategy. Thus determining the direction that marketing takes to ensure that the hospital achieves the underscored strategic objectives. Without a well-defined marketing purpose or goal, which consequently guides hospital marketing messages to the right target audience, and aligns the needed resources to the achievement of the predetermined marketing purpose, then social media will be another ineffective marketing communications avenue where the hospital is most likely speaking to itself.

REFERENCES

- [1] Belch, G. E., & Belch, M. A. (2003). Advertising and promotion: An integrated marketing communications perspective: The McGraw– Hill.
- [2] Chew, C., & Eysenbach, G. (2010). Pandemics in the age of Twitter: content analysis of Tweets during the 2009 H1N1 outbreak. PloS one, 5(11), e14118.
- [3] Dominick, J. R. (2010). The dynamics of mass communication: Media in the digital age: Tata McGraw-Hill Education.
- [4] Dragger, M. (2009). Impact of social media on the marketing of professional services: analysis and best practices.
- [5] Flavián, C., Guinalú, M., & Gurrea, R. (2006). The role played by perceived usability, satisfaction and consumer trust on website loyalty. Information & Management, 43(1), 1-14.

- [6] Frost, J. H., & Massagli, M. P. (2008). Social uses of personal health information within PatientsLikeMe, an online patient community: what can happen when patients have access to one another's data. *Journal of Medical Internet Research*, 10(3).
- [7] Gummesson, E. (2004). Return on relationships (ROR): the value of relationship marketing and CRM in business-to-business contexts. *Journal of Business & Industrial Marketing*, 19(2), 136-148.
- [8] Ha, H. Y., & Perks, H. (2005). Effects of consumer perceptions of brand experience on the web: Brand familiarity, satisfaction and brand trust. *Journal of Consumer Behaviour*, 4(6), 438-452.
- [9] Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're all connected: The power of the social media ecosystem. *Business horizons*, 54(3), 265-273.
- [10] Hutchings, C. (2012). Commercial use of Facebook and Twitter—risks and rewards. *Computer Fraud & Security*, 2012(6), 19-20.
- [11] Isabalija, S. R., Mbarika, V., & Kituyi, G. M. (2013). A framework for sustainable implementation of E-medicine in transitioning countries. *International journal of telemedicine and applications*, 2013, 8.
- [12] Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.
- [13] Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business horizons*, 54(3), 241-251.
- [14] Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business horizons*, 52(4), 357-365.
- [15] Merchant, R. M., Elmer, S., & Lurie, N. (2011). Integrating social media into emergency-preparedness efforts. *New England Journal of Medicine*, 365(4), 289-291.
- [16] Neti, S. (2011). Social media and its role in marketing. *International Journal of Enterprise Computing and Business Systems*, 1(2), 1-15.
- [17] Richter, J. P., Muhlestein, D. B., & Wilks, C. (2013). Social media: how hospitals use it, and opportunities for future use. *Journal of healthcare management/American College of Healthcare Executives*, 59(6), 447-460.
- [18] Romero, D. M., Galuba, W., Asur, S., & Huberman, B. A. (2011). Influence and passivity in social media. Paper presented at the Joint European Conference on Machine Learning and Knowledge Discovery in Databases.
- [19] Sarkkinen, H. (2009). The role of social media in customer communication in business-to-business markets. Master, Department of Marketing, Faculty of Economics and Business Administration, University of Oulu.
- [20] Sashi, C. (2012). Customer engagement, buyer-seller relationships, and social media. *Management decision*, 50(2), 253-272.
- [21] Sutton, J. N. (2010). Twittering Tennessee: Distributed networks and collaboration following a technological disaster: ISCRAM.
- [22] Thackeray, R., & Hunter, M. (2010). Empowering youth: Use of technology in advocacy to affect social change. *Journal of Computer-Mediated Communication*, 15(4), 575-591.
- [23] Thackeray, R., Neiger, B. L., Smith, A. K., & Van Wagenen, S. B. (2012). Adoption and use of social media among public health departments. *BMC public health*, 12(1), 242.
- [24] Vance, K., Howe, W., & Dellavalle, R. P. (2009). Social internet sites as a source of public health information. *Dermatologic clinics*, 27(2), 133-136.
- [25] Waters, R. D., & Williams, J. M. (2011). Squawking, tweeting, cooing, and hooting: Analyzing the communication patterns of government agencies on Twitter. *Journal of Public Affairs*, 11(4), 353-363.