INFLUENCE OF SOCIAL MEDIA ON FASHION INDUSTRY IN KENYA
CASE OF NAIROBI SOUTH, NAIROBI COUNTY, KENYA

BY

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DECLARATION

I declare that this project is my original work and has not been submitted elsewhere for examination.

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THIS PROJECT WAS BEEN SUBMITTED FOR EXAMINATION WITH MY APPROVAL AS UNIVERSITY SUPERVISOR

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ABSTRACT

Businesses are constantly looking for ways to enhance business processes and competitive advantage. Technology has given such ways and social media has emerged strongly as one such a ways.

I conducted a literature review of the works done on the same subject and our main sources of information were the internet and academic and business researches. Data was collected by use of a questionnaire from fashion businesses that used social media. The businesses were selectively determined by preceding enquiry of whether they used social media or not. The data collected was then analyzed. Data analysis was done using weighted average method to calculate mean. Weights were assigned as 1, 2, 3, 4 and 5 to no extent, little extent, moderate extent, great extent and very great extent respectively. The average results from weighted average method were used to calculate the mean for; types of social media used by fashion businesses in Kenya, the benefits realized from the use of social media, the ways in which fashion businesses in Kenya put social to use and the challenges faced. The mean was to determine the extent of each variable

Population and sample was selectively predetermined. An initial survey of the population was conducted before the actual study. The locations to conduct the study were selected through a biased pre-judgment. The researcher decided to concentrate on Nairobi South, Nairobi County, Kenya. This location was determined through a preceding survey carried out by use of observation method. It confirmed that there was enough fashion businesses in this location. It was discovered that the main challenges facing the adoption of social media was slow and unreliable connectivity, ICT illiteracy and the prohibitive costs of internet services

The researcher found that the fashion businesses in Kenya use social media to a moderate extent. Therefore there is much more that the businesses can do on social media to enhance the business processes, reach more customers and attain competitive advantage.