

## RELEASE FORM

NAME OF AUTHOR : PAULS TAWANDA MASHAMBA

DISSERTATION TITLE : INVESTIGATING THE EFFECTIVENESS OF  
FACEBOOK MARKETING ON FIRM  
COMPETITIVENESS  
IN THE REAL ESTATE SECTOR IN ZIMBABWE: A  
CASE OF TREVOR DOLLAR REAL ESTATE, GWERU  
BRANCH.

DEGREE PROGRAM : BACHELOR OF COMMERCE IN MARKETING  
MANAGEMENT HONOURS DEGREE

YEAR GRANTED : 2016

Permission is hereby granted to the Midlands State  
University Library to produce single copies of this  
dissertation and to lend or sell such copies for private  
scholarly or scientific research purposes only.

PERMANENT ADDRESS : HOUSE NUMBER 410/2  
MKOBA 2  
GWERU

CONTACT NUMBER : 0773 594 505

SIGNED.....

DATE ...../...../.....

# MIDLANDS STATE UNIVERSITY

## APPROVAL FORM

The undersigned certify that they have supervised the student's Pauls Tawanda Mashamba (R133373V) dissertation titled: **Investigating the effectiveness of Facebook marketing on firm competitiveness in the Real Estate Sector in Zimbabwe: A Case of Trevor Dollar Real Estate**, submitted in Partial fulfillment of the requirements of the Bachelor of Commerce Honors Degree in Marketing Management at Midlands State University.

.....

.....

SUPERVISOR

DATE

.....

.....

CHAIRPERSON

DATE

.....

.....

## **DEDICATIONS**

The researcher dedicates this dissertation to my family and friends who gave me unwavering support during my period of studies. Also giving my greatest thanks to the Almighty God who gave me the gift of life and health, without him I wouldn't have made this far.

## **ACKNOWLEDGEMENTS**

I would like to extend my gratitude to my brother Nelson, my lovely sisters Simbiso, Cordellia, Josephine, Tsitsi, my dad Mr A.W. Mashamba, my mother Mrs E. Mashamba and my nephew Lewis for the financial and moral support that you gave me

Secondly I would like to also extend my gratitude to my supervisor. Thank you so much for the academic support and moral guidance that you gave me. I know that you worked tirelessly for me to finish my project, may the Almighty God richly bless you.

Lastly I would like to thank Mr C. Wasara and Mr V. Wasara from Trevor Dollar Real Estate and my friend Nelisha G. Gomwe for the support you gave, may the Almighty God richly bless you.

## **ABSTRACT**

The main aim of this study was to investigate the effectiveness of Facebook marketing on firm competitiveness in the Real Estate Sector in Zimbabwe focusing on Trevor Dollar Real Estate Gweru Branch's case. The objectives of the study were to ascertain the role of Facebook advertising on increasing company profit, to assess the importance of Facebook engagement on firm's market share and to assess the influence of Facebook publicity on enhancing corporate image. Literature of Facebook marketing concept from authors, academics and field practitioners were reviewed revealing their points of convergence and their points of divergence. New insights, views and concepts were also added to enhance theoretical development in the field of Facebook marketing concept. Exploratory and descriptive research designs were used in this study. On drawing the sample size Krejcie and Morgan, (1970) model was used and 132 respondents were drawn from a target population of 200 people. The researcher used random sampling was used to select respondents from the Facebook fans cluster and judgmental sampling in the selection of managers focusing on the opinions and views of Trevor Dollar Real Estate's Facebook fans and managers on the effectiveness of Facebook marketing in rebuilding Trevor Dollar Real Estate's competitiveness. Questionnaires were used to gather data from Facebook fans respondents and interviews for managers. The findings indicated that Facebook advertising can be effectively be used to increase profit of the company because of its reach, targeting facilities and it is cost effective. The results also revealed that Facebook engagement can enhance the firm's market share by instilling loyalty in clients through one on one virtual interaction. Facebook publicity was found to be a viable strategy to enhance corporate image due to the fact that it is owner managed so the owner is at liberty to publish what the company wants without any delays. After the acquiring of findings the researcher concluded that Facebook marketing can effectively enhance firm's competitiveness in the Real Estate Sector in Zimbabwe and therefore recommended Trevor Dollar Real Estate to adopt it so that they can improve their competitiveness.

# TABLE OF CONTENTS

<b>RELEASE FORM</b> .....	i
<b>MIDLANDS STATE UNIVERSITY</b> .....	ii
<b>APPROVAL FORM</b> .....	ii
<b>DEDICATIONS</b> .....	iii
<b>ACKNOWLEDGEMENTS</b> .....	iv
<b>ABSTRACT</b> .....	v
<b>TABLE OF CONTENTS</b> .....	vi
<b>LIST OF TABLES</b> .....	ix
<b>LIST OF FIGURES</b> .....	x
<b>DEFINITION OF TERMS AND ABBREVIATIONS</b> .....	xii
<b>CHAPTER ONE</b> .....	1
<b>GENERAL INTRODUCTION</b> .....	1
1.0 Introduction.....	1
1.1 Background of the Study .....	1
1.2 Problem Statement .....	4
1.3 Research Objectives.....	4
1.4 Research Questions .....	4
1.5 Significance of the Study .....	4
1.5.1 To the Academic Institutions .....	4
1.5.2 To the Company.....	4
1.5.3 To the Researcher .....	5
1.6 Assumptions.....	5
1.7 Delimitations.....	5
1.8 Limitations of the Study.....	5
1.9 Summary .....	6
<b>CHAPTER TWO</b> .....	7
<b>LITERATURE REVIEW</b> .....	7
2.0 Introduction.....	7
2.1 Facebook Marketing defined .....	7
2.2 The role of Facebook advertising on increasing company profit.....	8
2.3 The importance of Facebook customer engagement on market share. ....	15
2.4 The influence of Facebook publicity on enhancing corporate image. ....	24

2.5 Chapter Summary .....	32
<b>CHAPTER THREE</b> .....	<b>33</b>
<b>RESEARCH METHODOLOGY</b> .....	<b>33</b>
3.0 Introduction.....	33
3.1 Research Design.....	33
3.1.1 Exploratory Research Design.....	33
3.1.2 Descriptive Research Design .....	34
3.2 Target Population.....	34
3.3 Sampling .....	34
3.3.1 Sample Frame .....	35
3.3.2 Sample Size.....	35
3.3.2.1 Sample Size Categorization .....	36
3.3.3 Sampling Methods and Techniques .....	36
3.3.3.1 Random sampling .....	36
3.3.3.2 Judgemental Sampling .....	37
3.4 Data Sources .....	37
3.4.1 Secondary Data .....	37
3.4.2 Primary Data .....	38
3.5 Research Instruments .....	38
3.5.1 Questionnaires.....	38
3.5.2 Interviews.....	39
3.6 Data collection procedure and administration.....	39
3.7 Validity and Reliability of findings .....	40
3.8 Ethical consideration.....	40
3.9 Data analysis and presentation tools .....	40
3.9 Chapter Summary .....	41
<b>CHAPTER FOUR</b> .....	<b>42</b>
<b>DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS</b> .....	<b>42</b>
4.0 Introduction.....	42
4.1 Response Rate .....	42
4.1.1 Respondent profiles .....	43
4.2 To ascertain the role of Facebook advertising on increasing company profit. ....	45
4.3 To assess the importance of Facebook engagement on firm’s market share. ....	47
4.4 To assess the influence of Facebook publicity on enhancing corporate image. ....	49
4.5 Chapter Summary .....	51

<b>CHAPTER FIVE</b> .....	52
<b>SUMMARY, CONCLUSIONS AND RECOMMENDATIONS</b> .....	52
5.0 Summary .....	52
5.1 Conclusions.....	53
5.1.1 To ascertain the role of Facebook advertising on increasing company profit.....	53
5.1.2 To assess the importance of Facebook engagement on firm’s market share. ....	53
5.1.3 To examine the influence of Facebook publicity on enhancing corporate image.....	54
5.2 Recommendations.....	55
5.3 Recommendations for further research .....	56
<b>REFERENCE LIST</b> .....	57



## LIST OF TABLES

<b>Table 3.1:</b> Target Population.....	34
<b>Table 3.2:</b> Sample Frame Composition.....	35
<b>Table 3.3:</b> Sample Size.....	35
<b>Table 3.4:</b> Sample Size Categorization.....	36
<b>Table 4.1:</b> Questionnaire Response rate.....	42
<b>Table 4.2:</b> Interview response rate.....	43
<b>Table 4.3:</b> Age and gender.....	43
<b>Table 4.4:</b> Marital status and gender.....	44

## LIST OF FIGURES

- Fig 4.1:**Response on the influence of Facebook adverts to make purchases .....45
- Fig 4.2:**Response on the importance of Facebook engagement on the firm's market share...47
- Fig 4.3:** Response of the influence of Facebook publicity on enhancing corporate image....49

## APPENDICIES

<b>Appendix A:</b> Questionnaire for Facebook fans.....	68
<b>Appendix B:</b> Management interview questions.....	71
<b>Appendix C:</b> Morgan and Krejcie, (1970) Sampling model.....	72

## DEFINITION OF TERMS AND ABBREVIATIONS

**User**- Facebook account holder or Facebook subscriber

**Fan**-Facebook users who choose to become a “fan” and follow an organization’s page

**Friend**-personal connection on Facebook

**Group**- a collection of Facebook users with a common interest.

**News feed**-feed of content posted to one’s wall.

**Wall**-aggregation of one’s friends’ newsfeeds published on a user’s Facebook homepage.

**Page**-official presence for public figures or businesses so that they can share information and interact with fans on Facebook.

**Profile**-presence for individuals so that they can share information and interact with friends and organizations on Facebook.

**FM**-Facebook marketing

**FB**-Facebook

**SM**-Social Media

**SNSs**- Social Network Site

**SN**-Social Networking

**CSR**-Corporate Social Responsibility

# CHAPTER ONE

## GENERAL INTRODUCTION

### 1.0 Introduction

Chapter one introduces the whole study and it reveals background information on the effectiveness of Facebook marketing on firm competitiveness in the Real Estate Sector in Zimbabwe. This chapter points out related studies that were previously conducted by researchers discussing their focus and what was left out. Also included are problems that were being faced by Trevor Dollar Real Estate. Objectives of the study are made known in this chapter. The researcher's assumptions during the study period, delimitations and limitations of the study are outlined. In short this chapter introduced the topic studied, outlines the depth and domain of the research.

### 1.1 Background of the Study

Facebook marketing is an online communication that creates an avenue for companies to reach out to their customers through Facebook (Aryal 2012). Tradeaway and Smith, (2012) stipulate that social media includes social networking sites such as Facebook and Twitter. Similarly Social media is defined by Kaplan and Haenlein, (2010) as a group of Internet-based applications that build on the ideological and technological foundations of the Web 2.0 that allow the creation and exchange of user generated content. Facebook is the largest social network with 1.3 billion subscribers worldwide and the most active social network with an average of 829 million daily active users in June 2014, (Haydon, 2014). A lot of companies took advantage of Facebook's popularity and are conveying their marketing efforts using Facebook business pages whilst Trevor Dollar Real Estate's page is lying idle. The company was having some issues on competitiveness yet they were sitting on a viable marketing media. Porter (1990 cited by Akben-Selcuk, 2016) defines competitiveness as the ability of a given firm to successfully compete in a given business environment.

Duffett, (2015), conducted a research in South Africa focusing on Facebook advertising's influence on intention to purchase and purchase amongst Millennial. A quantitative research was conducted by means of a survey among 3 500 respondents via self-administered structured questionnaires. Another study was carried out in Spain by Ponte et al., (2015) on corporate Facebook and stakeholder engagement.

The researcher focused on corporate Facebook use by Spanish hotel chains. The study covered two aspects namely communication activity and stakeholder engagement through Facebook. A sample of 109 Spanish hotel chains was used in the study to describe current practices and identify significant relationships among different variables. Furthermore Haigh et al., (2013) conducted a research on Facebook, examining the information presented and its impact on stakeholders. The researchers examined the content of profit making organizations' Facebook pages. They also focused on how employed communication strategy impacts stakeholders' perceptions of the organization-public relationship, corporate social responsibility, attitudes and purchase intent. The data was gathered from three organizations. A week later, participants who interacted with the organizations' Facebook pages answered additional scale measures.

The studies by (Haigh et al, 2013; Ponte et al., 2015 and Duffet, 2015) focused on Facebook marketing aspects covering Facebook advertising, stakeholder engagement and how to enhance organization-stakeholder relationships, however the researchers did not cover the effectiveness of Facebook marketing on firm competitiveness. Also not covered in their researches are real estate firms which mean that they have left a gap for other researches to come in focusing on the real estate field since the application of Facebook marketing may differ from industry to industry. Furthermore the respondents of their studies were drawn from their respective countries leaving out Zimbabwean respondents who have their own business environment and culture which promoted the researcher to have a need to cover the Zimbabwean respondents. Another important issue that makes the above studies difficult to generalize is their sample sizes, they were very small taking into account the size of the fields studied and total population of their respective countries. This necessitated the researcher to cover the above mentioned research gaps that were left by High et al,(2013) ;Ponte et al (2015) and Duffet, (2015) in the Zimbabwean context.

Reducing operation costs and increasing sales was the prevailing norm to all Zimbabwean firms in all sectors as the Zimbabwean economy was shrinking and liquidity crunch prevailing. This promoted a lot of firms to look for ways to reduce costs. Likewise Trevor Dollar Real Estate reduced the frequency and size of their adverts. However the adopted strategy compromised coverage, reach and effectiveness of their advertising efforts. Resultantly a lot of properties and other real estate services namely auctioneering, valuation and management were taking several months to sell but the advertising budget was

still big since the company was advertising in national papers so as to reach more audiences and causing a significant fall of profit from an average of \$11 000 to \$4000 per month,(Internal records:Accounts,Trevor Dollar,2016/08/31).

Real Estate sector as any other sector suffered from bad publicity. Trevor Dollar Real Estate's name spread for the bad reasons,Newsday online (2015,09,24 ) wrote "Property firm swindles \$210 000" which belonged to a client and no reassurance campaign was taken so as to restore stakeholders' confidence and trust. However Trevor Dollar Real Estate's good name was not well marketed. They have been engaged in Gweru community development for a long period helping in the construction of Mkoba 15,17,18,19,20...but only Trevor Dollar Real Estate workers and few stakeholders knew about that,(Internal records:Market performance,Trevor Dollar Real Estate, 2016/08/31).

According to REIZ president Masuku in Zimbabwe Property book, (2016) the real estate sector had its own challenges like unregistered, unregulated players who were causing serious problems to registered firms. Trevor Dollar Real Estate is a registered firm which was suffering from customer promiscuity caused by bogus agents who were using unethical practices to get clients.Trevor Dollar Real Estate lost some significant clients to bogus agents and to other registered firms leading to loss of market share from 68% as at December 2014 to 60% as of end of August 2016, (Internal records:Market performance,Trevor Dollar Real Estate, 2016/08/31).

Hsu, (2012), stipulates that since its emergence in 2004, Facebook has quickly become a popular marketing platform for connecting to existing, prospective customers and to enhance corporate image.This was further elaborated by Stelzner (2014) who says (54%) chose Facebook as their most important platform, followed by LinkedIn (17%), Twitter (12%) and blogging (8%).According to Aryal (2012) Facebook is an effective and cheap medium to market products and services with higher positive results and feedback. Therefore this research intends to find out whether Trevor Dollar Real Estate's firm competitiveness can be enhanced through Facebook marketing.

## **1.2 Problem Statement**

The Zimbabwean economy was continuously shrinking forcing Trevor Dollar Real Estate to reduce the frequency and size of their adverts so as to reduce costs. This compromised Trevor Dollar Real Estate's competitiveness. This was crystalized by analyzing the time taken by the company to sell its services to the people, company profit and also the firm's sales revenue was falling significantly. The shrinking of the economy caused a lot of bogus estate agents to infiltrate the sector thereby eating away Trevor Dollar Real Estate's market share through the use of unorthodox means. Like any other sector the Real Estate sector was affected by bad publicity. This is the case of Trevor Dollar Real Estate, its bad deeds was immensely publicized than its good deeds leaving the firm's corporate image tattered.

## **1.3 Research Objectives**

- To ascertain the role of Facebook advertising on increasing company profit.
- To assess the importance of Facebook engagement on firm's market share.
- To assess the influence of Facebook publicity on enhancing corporate image.

## **1.4 Research Questions**

- What is the role of Facebook advertising on increasing company profit?
- What is the importance of Facebook engagement on firm's market share?
- What is the influence of Facebook publicity on enhancing corporate image?

## **1.5 Significance of the Study**

### **1.5.1 To the Academic Institutions**

- The study can be a source of new knowledge to the Academic institutions and thereby providing a new source of academic referencing.

### **1.5.2 To the Company**

- The study may assist the company to examine its current marketing strategies in relation to the adoption of Facebook marketing and come up with effective marketing strategies.



### **1.5.3 To the Researcher**

- The research equipped the researcher with new literature and knowledge on Facebook marketing in relation to firm competitiveness in the Real Estate sector.
- The study also exposed the researcher to real estate businesses and Trevor Dollar Real Estate's marketing strategies.
- The research project enhanced the researcher's experience in data mining and data analysis.

### **1.6 Assumptions**

- The Management of Trevor Dollar Real Estate allowed the study to take place and also allowed the researcher to question their employees and clients.
- The bogus estate agents gained Trevor Dollar Real Estate's weakly engaged clients.
- The respondents heard and understood the language that the researcher used to conduct the study.
- The respondents cooperated well and furnished the researcher with unbiased information.

### **1.7 Delimitations**

- The study covered participants from Trevor Dollar Real Estate, Gweru branch only.
- The study focused on management and Facebook fans of Trevor Dollar Real Estate.
- The research's theoretical scope covered Facebook marketing focusing on Facebook advertising, Facebook engagement and Facebook publicity in the Real Estate sector.
- The study covered on company's performance statistics from August 2014 to August 2016.

### **1.8 Limitations of the Study**

- This study dealt with 132 respondents therefore the response generated may be less representative of the whole population however the researcher selected the respondents without bias and feels they represent the total population and also a recommended sample size was used in the study.

- The study was more quantitative so if a similar research is to be conducted which is more qualitative the findings may differ, however the researcher included some qualitative data.
- The research instruments used were questionnaires and face to face interviews.
- This study made use of an exploratory research design and descriptive research design.

## **1.9 Summary**

Chapter one introduced the research topic pin pointing some aspects such as background of the study highlighting the research gap, problem that was being faced by Trevor Dollar Real Estate, research objectives were outlined, assumptions of the study were covered, delimitations and limitations were also articulated. In essence this chapter is the foundation of the topic as it outlines the boundaries of the study and the next chapter is chapter two which contains literature review of Facebook marketing concept and firm competitiveness.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

Facebook marketing and firm competitiveness concept concepts are reviewed furthering into their respective variables as per objective citing previous studies. The main focus was on Facebook advertising, Facebook engagement and Facebook publicity revealing areas of convergence and areas of divergence. Furthermore the researcher's academic comments on different arguments were made known.

#### **2.1 Facebook Marketing defined**

Aryal, (2012) defines Facebook marketing as an online communication that creates an avenue for companies to reach out to their customers. Facebook is an effective and low cost medium to market company products and services garnering positive results and feedback,(Kosinski et al, 2016; Aryal, 2012). Facebook marketing in other words is the ability to engage your stakeholders on one on one basis in order to promote your products or services or the whole company. Shih, (2010) postulates that Facebook marketing is bringing fun to the marketers on the execution of business activities similar to the fun that individuals are having while social networking. Facebook marketing has enhanced many companies' competitiveness across the world. Firm competitiveness is defined by Porter (1990 cited by Akben-Selcuk, 2016) as the ability of a given firm to successfully compete in a given business environment. Similarly Chao-Hung and Li-Chang (2010) defines firm's competitiveness as firm's economic strength against its rivals in the global marketplace where products, services, people and innovations move freely despite the geographical boundaries. Furthermore Dechezleprêtre and Sato (2014) state that firm competitiveness is refers to profit making performance of a firm in the long-run and the ability to provide adequate returns.

In this study the researcher adopted the definition of firm competitiveness by Porter (1990 cited by Akben-Selcuk, 2016). A combination of profitability and market share measure company's long term competitiveness, (Stojcic et al., 2013).From the above definitions of competitiveness of a firm comprises of quantitative and qualitative variables.

Facebook marketing has no universal way to practice it, so Facebook Company itself decided to guide marketers who wish to use Facebook as an effective marketing tool by providing five tips or guiding principles. The five guidelines are: Firstly create a strategy that is collective; Secondly develop a realistic brand voice that which is consistent; Thirdly develop content that is worth sharing; Fourthly Build relationships through engagement techniques, and lastly know what your customers like and evaluate feedbacks,(Facebook , 2012b cited in Aryal (2012)).Facebook can be used alone or in conjunction with traditional promotional tools to market company products and services. Companies that are interested in advertising, interact with customers, publicize company activities at lower costs should embrace Facebook marketing, (Ramsaran-Fowdar, 2013; Haydon, 2013).Facebook marketing has been highly adopted by many firms and they are getting positive results in return.

## **2.2 The role of Facebook advertising on increasing company profit.**

Facebook has been widely used in the advertising of products and services of many firms across the world. Ayanwale et al., (2005) cited in Rehman et al.,(2014) define advertising as a non-personal paid form of communication, where ideas, concepts, products or services, and information, are promoted through media (visual, verbal, and text) by an identified sponsor to persuade or influence behaviour. Consistently to the above definition of advertising Weber,(2009) cited in Rehman et al., (2014) defines Facebook advertising as a type of social media marketing where organizations and customers with prevalent interest shares their product conceptions, experiences and information that is useful about a brand in a virtual environment. Whereas Srinivasa, (2008) defines Facebook advertisement as information sharing concerning products/services in a non-personal way normally paid by a promoter through Facebook media.

From the definitions of advertising by Ayanwale et al., (2005) cited in Rehman et al.(2014) and Weber,(2009) cited in Rehman et al., (2014) there is an aspect of payment, however advertising on Facebook can be done for free, (Aryal, 2012).Definitions of advertising by Kotler(2001); Ayanwale et al., (2005) cited in Rehman et al.(2014) ; Srinivasa (2008) cited in Rehman et al.,(2014) and definition of Facebook advertising by Weber (2009 as cited in Rehman et al., 2014) failed to capture the fact that advertising can be done for free. Though Srinivasa, (2008) cited in Rehman et al.(2014) defines Facebook advertising in a bit different way, the definition is controversial as it revealed the payment aspect and was silent on free advertising.

Therefore the researcher feels that there should be a more comprehensive definition of Facebook advertising. Basing on this assertion Facebook advertising can be defined as an essential thought that is presented in a non-personal way that is paid for or executed for free in order to generate purchase intention through Facebook platform.

Facebook advertising has been regarded as one of the strategy that can improve firm's profit due to its capabilities of attracting more customers leading to more sales and at the same time it is cost effective. According to Balaguer and Castellano, (2012) financial profit or loss represent, the variation in net wealth of an enterprise (increase or decrease) as a result of the economic activity carried out and, on the other hand, the maintenance of the initial capital which entails the survival of the enterprise over time. Correspondingly, Attaway, (2011) defines profit as the price minus the cost. Balaguer and Castellano, (2012) state that profit is a very important indicator of financial capabilities of a company in a time period and is a source of retained earnings that can used to fund capital investments. Firm's profitability is highly influenced by firm's capabilities to control expenses as effective expense management results in improved profits, (Duraj and Moci, 2015).Carter, (2013) stipulates that profits can be hurt by lower revenues and higher costs. In this research an increase in sales and or a decrease in costs reflect an increase in profit.

FB advertising has been highly adopted by many companies and they are reaping benefits of advertising on the most popular social network in the world. Advertising's main purpose is to reach more audience and with more than 1 billion users it is capable of achieving this objective. Haydon, (2014) states that FB advertising is the gold standard in world of websites and social media and it provides users with a wide range of demographic information. Facebook advertising allows the advertiser to select the audience that can bring more sales and profit to the company. Facebook advertising can increase marketing results with less energy, less time, and less money and there is a higher chance that the marketing efforts will result in sales, (Ramsaran-Fowdar, 2013 and Duffett, 2015).Yang et al.,(2008) cited in Ramsaran-Fowdar and Fowdar, (2013) agreed and postulate that the emergence of targeting ads, specifically toward demographics and tighter restrictions on adverts quality has turned Facebook advertising into a viable traffic builder and advertising option for small and large size businesses.

Treadaway and Smith, (2010) reflect the danger of using FB targeting adverts as users can create fake accounts with false identities and other false information such as age, workplace and more. Baruah (2012) is also in disagreement and argues that there is lot of fake accounts on FB providing deceptive information. Baruah (2012); Treadaway and Smith, (2012) cite dangers of fake accounts however providing fake or true virtual identity may not affect one's purchase intention or decision, although the fake identities may not affect purchase intention of the target audience but if adverts are targeted according wrong age then the advertising efforts will go to waste and loss of resources such money and time can be realized so marketers much do research first then advertise after obtaining right information. A research carried out by RichRelevance, (2013) cited by Duffet, (2015) reveals that consumers who made purchases, due to FB advertising, were double in comparison to Pinterest and Twitter. FB also had the greatest income per session which reflects an increase in revenue that adds up to profit.

Haydon, (2014) postulates that Facebook click through rate improved by 20% from 2011 to 2012. This click through rates indicated a rise in purchase intention from the target audience. A study carried out by Reuters and Ipsos (2012) cited by Duffet (2015) reveals that one in five Facebook users had purchased products as a result of advertisements or comments that they viewed on Facebook and this rate increased to nearly 30% on users who were aged 18years-34years. Furthermore Mathieson, (2010) cited in Rehman et al.(2014) stipulates Hewlett Packard (HP) made a significant profit after they used Facebook and other online communities to reach their customers. However in a research carried out by Porterfield, (2010) as cited in Ramsaran-Fowdar and Fowdar (2013), 65% of respondents stated that the revenue of their respective companies did not improve after they have implemented SM marketing.

Facebook advertising has helped many companies to create intention to purchase in customers and it has helped marketers to convert non consumers to consumers. Carter (2013) states that Facebook can build faithful community compared to email marketing which can be converted to customers and Facebook fans are also responsive. Hill, Provost, and Volinsky (2006) agree and state that Facebook can benefit a firm to predict the likelihood of purchase intention of individuals through assessing the data provided. This is logical since the marketers can predict the purchase intention and they can increase their focus where they can obtain better results and leave less ideal prospective buyers so as to increase sales and at the same reducing costs and taken to actually sell the services of the company.

Facebook is the most popular social network and therefore advertising through it will make the company reach more audience. Popularity is considered to be the key objective of advertisement and with 1.3 billion Facebook users, Facebook adverts can reach an audience seven times bigger than a Super Bowl's television audience, (Bishnoi and Sharma, 2009 cited in Rehman et al., 2014 ; Haydon, 2014).Consistently Carter, (2013) states that with Facebook advertising the marketer can target more than 1 billion people based on various aspects such age, workplace, interests or gender. Although Facebook is the most popular social network and most popular social network in the marketing practice some adverts might not reach more audience as some users avoid viewing adverts on Facebook. In contrast to the assertions that Facebook adverts can reach more audience Haydon, (2013) states that users can filter what they want to which can block the adverts to reach the target audience.

Kelly et al., (2010) cited in Paquette, (2013) is also in disagreement that Facebook adverts can reach more audience and further suggest factors that influence users to avoid online adverts namely: interruptions of task, perceived clutters on the Internet sites, and negative past experiences with Internet advertising. In order for adverts to reach more audience marketers should create attractive adverts that draw audience's attention and through that the advert can reach more audience than what the traditional media can reach. In cases of negative past experiences follow up messages can be send so as to engage the audience and assure them that the advert is authentic. Providing telephone numbers and physical address of the company on adverts can increase authenticity of the advert as the audience can call or conduct physical visits to verify the whether offer is genuine.

Facebook marketers are also taking advantage of viral advertising to promote products and services which gives a company an advantage of attracting new customers therefore getting extra money from the new customers .Viral advertising is defined as unpaid peer to peer communication of provocative content originating from an identified sponsor using the Internet to persuade or influence an audience to pass along the content to others, (Porter and Golan as cited in Chu, 2011). Treadaway and Smith, (2012) furthers and stipulate that executing an effective viral marketing concept is the dream of many marketers today as it brings more customers to the company, (Trusov, Bucklin and Pauwels, 2009 cited in Ramsaran-Fowdar and Fowdar, 2013).Bampo et al, (2008) state that viral advertising has a major advantage because communication is more targeted to a brand's targeted consumer.

Yang, (2012) theorizes that although Facebook advertising messages enhances consumers' attitudes towards brand and purchase intentions enhanced by messages which were sent by organizations had a greater impact than those sent by friends. Treadaway and Smith, (2012) disagree that viral nature of Facebook communications is very important to the company and posit that negative comments can spread like wild fire through FB which may affect the advert's effectiveness as the comments on the advert can be seen by all Facebook fans of the company. Viral marketing campaigns are not always effective or desirable for companies because many group members hesitate to pass on viral advertisings to their Facebook friends and they simply ignore viral adverts, (Ferguson, 2008 and Chu, 2011).Treadaway and Smith, (2012) and Bampo et al, (2008) failed to acknowledge that users are on Facebook to express themselves so any failure can be communicated at more or less as positive experiences so companies must strategize so as to reap the benefits of viral advertising and increase company profits. However negative comments may affect others but some will not change their intentions basing on other fans' comments. In order for viral adverts to be shared marketers should present a well-executed advert and the offer should be tempting so that the fans will help the company to pass on the advert.

Most of the firms that are using Facebook advertising are enjoying low advertising costs. Haydon, (2014) states that Facebook advertising is cost effective as it can be purchased based on cost per impression (CPM) or cost per click (CPC).Correspondingly Aryal, (2012) postulates that FB advertising can also be done for free, however in order to come up with an advert there are costs that are involved such designing costs and costs for planning the strategy, these costs contribute to advertising costs so adverts on Facebook can be considered cost effective rather than free. Rehman et al., (2014) agree and further state that reaching target audience through Facebook is cost effective and interesting than using traditional marketing channels.

Haydon, (2014); Aryal (2012); Rehman et al., (2014) agree that Facebook advertising is cost effective, however Duncan-Durst, (2009) cited in Ramsaran-Fowdar and Fowdar (2013) argues that organizations should spend at least \$10 000 per month to help Facebook sales representative in order to resolve marketing challenges. Duffett, (2015) also disagrees and stipulates that social media is commanding a larger share of advertising budgets, especially to reach the younger generation.



These costs can be high for larger companies that purchase the paid form advert though the cost is considered high it is much more less if the company was to use traditional media to reach the same number of audience that Facebook adverts reach.

Facebook is the most active social media which makes it a viable channel to effectively sell the company's services and increase company profit. Through its range of different interactive features and functions such as newsfeeds, albums, groups and pages which helps organizations to disseminate information and at the same time allowing interactive communication between companies and its stakeholders which enhances purchase behaviour, (Rauet et al., 2008). Consistently Francisco, (2006) cited in Ramsaran-Fowdar and Fowdar (2013) states that because of its total number of active users as well as the level of each user's activity Facebook is considered an appealing platform for Internet marketing specialists and online advertisers. However Burke and Gwynne, (2016) disagree and state that if you are only on Facebook to sell something the strategy might not be ideal. Although Facebook is original purpose was to promote social networking it can be effectively used to advertise since that's where most of the existing clients and prospects spend much of their time so to quickly and effectively increase the offer's awareness the marketer should advertise where most the target audience can interact with the advert.

Facebook Company introduced mobile advertising as a strategy to increase the average time that consumers interact with the adverts as they can engage with adverts on the go and it increased Facebook adverts' effectiveness. In pursuit of increasing effectiveness of Facebook advertising in 2012 Facebook Inc. launched mobile advertising and it received up to 13 times greater click-through rates than other advertisements with intention to purchase reaching almost four times higher, (Bischoff, 2012; Dynamic Logic, 2012 cited in Duffet, 2015). This is reasonable due to the fact that mobile phones are the most highly used devices to access Facebook, (Wronski and Goldstruck, 2013). Consistently Trattner and Kappe, (2011) stipulate that the more active a user on Facebook, the higher the probability another user may follow the advert. Furthermore marketers on Facebook are getting instant feedback easily owing to Facebook's interactive nature and is reaching target audience effectively, (Sendberg, 2010; Rehman et al 2014). However in countries such as Zimbabwe where economic challenges are prevailing most of the Facebook users may prefer to view adverts on computers where the charges of accessing the internet are usually low so mobile adverts might not be effective in such environment.

According to Carter, (2013) most of the companies that are practicing Facebook marketing favour Fan marketing which is defined as a campaign that is undertaken in pursuit of increasing the number of Facebook fans of a given page. The main idea being to get more fans through Facebook adverts then use Facebook page posts to engage them and eventually influence them to enter into purchase transactions,(Carter, 2013).Consistently Rehman et al., (2014) suggest that Facebook advertising is performed to lure, create likeness and positively influence the buying behaviour that lead to purchase intention. However (Lukka and James, 2014 ; Virkkala, 2009 cited in Rehman et al., 2014) argue that Facebook is not much useful in creating action as audience hesitate, avoid receiving disruptive advertisement and also avoid adverts in a virtual community. Also in disagreement are De Valck, Van Bruggen and Wierenga (2009) cited in Rehman et al., (2014); Pikas and Sorrentino (2014) who posit that consumers use virtual communities for social networks rather than buying and selling and the majority of respondents are not receptive to advertising on their favourite social networking sites.

Facebook advertising has immensely been adopted by younger generation yielding more sales from them and eventually improving the profitability of the company. Younger generation has quickly adopted Facebook advertising as they can effectively perform multi-tasking and they are the ones that mostly hang out on Facebook, (Crosman, 2008). Rehman et al., (2014) agree and state that Facebook advertisement has a positive effect on young consumers' buying behaviour. Consistently Bannister et al., (2013) ; Taylor et al., (2011) state that women had a slightly more positive attitude and young adults (aged 19-24 years old) has the most positive attitudes towards this is logic young adults as they have more time to interact with advert and they quickly adopt to new strategies as in most cases young adults are quick understand new ideas. Despite many authors(Crosman, 2008; Rehman et al, 2014 ;Bannister et al., 2013 ; Taylor et al., 2011) agree that Facebook adverts affect different age groups differently Duffet, (2015) disagrees and postulate that there are no significant differences in impact in terms of age and gender on respondents' intention-to-purchase and purchase perceptions of Facebook advertising.

Facebook page is considered an ideal platform for marketers as it offers lots and lots of information that can be used to create a more relevant advert and it facilitates the advertiser to be interactively involved in conversations with the customers. Interactions facilitate trust (Rust, Moorman and Bhalla, 2010) cited in Pradiptarini,(2011) which improves the desire to make a purchase and actual purchases thereby improving firm's profit.

Furthermore Duffet, (2015) reveals that Facebook advertising produce better results to those who frequently update their profiles or who spent two or more hours on Facebook per one log-in session. This is reasonable as they will more time to interact with the advert, however an advert should not be complicated or contain a lot of information as this will confuse the target audience.

The above authors, researchers and academics argue in many different views on Facebook advertising citing how it can be used and its importance to many companies in different countries, however in their arguments they did not cover the role of Facebook advertising on increasing company profit in Zimbabwe which is a very important aspect to many companies in the country as they are experiencing harsh economic conditions. Profit of the company is now the prevailing indicator of the well-being of many Zimbabweans companies. They also failed to cover the role played by Facebook advertising on increasing purchases of real estate companies which eventually increase company profit. Another aspect that was not covered is the role of Facebook advertising on instilling purchase intention of the Zimbabwean community as practice is still new. Therefore the researcher covered these gaps that were left on the role of Facebook advertising on increasing company profit in the real estate sector in Zimbabwe.

### **2.3 The importance of Facebook engagement on market share.**

Facebook engagement has been highly adopted by many firms as they try to reduce customer promiscuity and secure their market share. Engagement is defined by Haydon, (2014) as a human connection between customer and business and real engagement grows over time. Verhoef et al., (2010) cited in Gonzalez-Lafaysse,L. and Lapassouse-Madrid, C., (2016) defines engagement as a behavioural manifestation toward the brand or firm that goes beyond transactions and includes all communications and interactions about a brand. More similarly customer engagement is defined as a customer's behavioural manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers,(van Doorn et al., 2010).Furthermore Haydon (2012) suggests that engagement is meeting your customers, getting to know them, inspiring them to take action and a good engagement is nothing more than good communication.

This study adopts a simple definition by Haydon, (2014) which states that engagement is meeting your customers getting to know them, inspiring them to take action and a good engagement is nothing more than good communication. This definition reflects what Facebook engagement is all about as it encompasses meeting customers although on Facebook the interaction will be conducted online and the definition also reveal on the aspect of inspiring the audience to take action. Furthermore engagement on Facebook can be done between company's Facebook fans (customers and non-customers) and general Facebook users.

Facebook engagement is being used to secure firm's market share as the rate of promiscuity is increasing because of increased choices. Market share is defined as a percentage of the market accounted for by a specific entity, (Brea et al., 2014 and Farris et al., 2015). Market share refers to the ability of a firm to dictate the market or industry as it is considered as a source of power, the bigger the share the greater the power possessed and a lot of organizations are thriving to get a bigger share of the market,(Bendle and Bagga, 2016).An evaluation of firm's market share and firm's sales revenue changes helps managers to get an insight whether there is a market growth or decline and it also helps them to know customer's preference among competitors, (Brea, 2014).This study will adopt the definition of market share by Brea, et al, (2014) and Farris et al., (2015).

Companies should recognize the need to engage in Facebook as it offers companies numerous opportunities to listen to their consumers and get the chance to influence their conversations (Bruhn, 2012).Facebook engagement is easy, cheap and is an effective tool for companies to keep their clients with the bonus of attracting more new clients through referrals. Rohm et al., (2013) state that Facebook engagement brings about repeat purchases, new customers from referrals and the acquiring of goodwill. Haydon, (2012) asserts that by sharing useful resources and spending time conversing with your Facebook Page community is the surest way to attract new customers, increase the prevalence of repeat customers, and grows your prospect list.

Despite Bruhn, (2012); Rohm et al., (2013); Haydon, (2012) agree that engagement can increase market share by fostering repeat purchases and referrals. Cann, (2011) disagrees and states that it might be hard to influence what someone says about you on an anonymous internet forum or a social network but however you can make it easy for people to talk about things you want them to talk about by creating interesting content and it will be easy for them to share. Facebook engagement can facilitate repeat purchases because through interaction the company can know what the clients want and expects to see from the company. This may necessitate the company to know the strategies to use so as to influence the audience's minds and at the same time making bonds that will influence them to make purchases repeatedly. However repeat purchases cannot be attained by engagement alone but rather with help of other things such as offering quality services, good customer care and competitive pricing.

Many organizations usually ignore the effective utilization of Facebook groups but they provide an easy way to segment customers and increase the market share of the company by implementing most relevant strategies for different groups. With groups, you can create communities around particular products, improve customer service, provide a networking forum for customers and even drive new sales, (Aryal, 2012). Facebook groups are being used to network and collaborate with people who share an interest that is related to the business, (Haydon, 2014). Correspondingly Zarrella and Zarrella, (2011) posit that messages that are sent through groups are very influential as they are sent directly to members' inboxes. Ramsaran-Fowdar (2013) agreed and states that groups can be created by organizations to get direct interaction with the community.

Group members who have already made a purchase are usually more likely to purchase again, especially if they are happy with the customer service, (Aryal 2012) and it secures the market share of the company. Despite Aryal, (2012); Zarrella and Zarrella, (2011) and Haydon, (2014) agree that Companies can create groups to enhance interaction and messages that are communicated in the groups are very influential. Croft, (2008) and Hitwise, (2008) cited in Palmer and Koenig-Lewis, 2009) disagree and posit that community members have sense of ownership and might refuse companies to invade their own space. Good engagement as articulated by Haydon, (2014) is all about good communication and through good communication the marketer can influence the community to change their minds and accept the company to talk about their activities and in addition the community might help the company to market itself.

As groups messages are considered very influential companies can make use of them and engage their clients, prospects and other stakeholders this will increase relationships by applying different strategies suitable for different groups and however it may not result in sales as there is need to offer services that are appealing. However a group protest may affect the company so marketers are urged not to provoke groups rather they should look for strategies to engage and relate with them by so doing the marketing efforts of the company will become easy as the whole group will become the referral hub and will support the company leading to more sales and increase market share.

Real estate firms prioritize customer retention and customer loyalty and in most cases companies that have high customer retention are getting more new clients through referrals which eventually lead to increase of market share. In contrast weakly engaged customers are easy to switch suppliers leading to loss of market share, which is why many companies are pursuing Facebook engagement so as to secure their customers. Customers that are loyal to firm are a source of competitive advantage as these customers are usually price insensitive, enhances corporate image through the spread of positive word mouth and they bring more businesses through referrals. Brodie et al., (2011a); van Doorn et al., (2010) state that consequences of customers' engagement are, trust, satisfaction, commitment and loyalty and customer engagement is sometimes used to denote the highest form of loyalty (Bowden, 2009; Roberts and Alpert, 2010). Where customer loyalty is defined by Oliver, (2006) as a deeply held commitment to re-buy or re-patronise a preferred product or service consistently in the future .Many industry experts have noted that SM can be an ideal platform for customer retention and loyalty programs for all businesses despite its size, (Tradeaway and Smith 2012).

Tu, Wang and Chang (2012) stipulate that with loyal customers, companies can have higher market share and reduce the operating cost. This can be explained with the fact that loyal customers patronise to certain supplier which entails that the market share will secure and also loyal customers refer others to the company by so doing new clients will increase the market share of the company. Loyalty cannot be attained by engagement alone but engagement facilitates loyalty by cementing non-transactional relationships which can influence client retention companies.

To be successful on retaining clients companies should use engagement in conjunction with quality services, distribute as per customer requirement, customization and an appropriate prices should be charged as per customer's profile and capabilities. Technically loyal customers are company's ambassadors who are not on pay roll as they behave like partners they repurchase and bring new business through referrals which eventually increase the firm's market share. Trusov, Bucklin and Pauwels,(2009) cited in Ramsaran-Fowdar and Fowdar (2013) postulate that referrals that come from friends, family and other online participants has a strong impact on new customer acquisitions. They also state that word of mouth is important on increasing customer base and has a longer lasting effects compared to traditional marketing tools.

Word of mouth is usually spread by satisfied customers so there is need for companies to engage their stakeholders so as to know what makes them satisfied. Tu, Wang and Chang (2012) add that an improvement of 5 % in customer retention leads to an increase of 25 % to 75 % in profit and it costs more than five times as much to obtain a new customer than to keep an existing one. In this sense companies should seek customers' trust through Facebook engagement techniques to reap loyalty and increase market share and profit. However companies can enhance market share by offering consistent flawless services this can improve loyalty and at the same time attract new customers.

Brand communities can be used to represent firm's SBU's and are being used to bring people with same interests together so as to make engagement easier. Through brand communities one message can address the whole group. In order to spread word of mouth marketers must interact with community members and also to get information on consumer tastes and needs out of them, (Gil-Or, 2010b; Palmer and Koenig-Lewis, 2009) cited in Ramsaran-Fowdar and Fowdar, (2013). According to Carter, (2013) likes create captive audience of potential customers and also increase fans' desire to purchase which will eventually increase buyers. Furthermore in a study by Aryal, (2012) the company that actively engaged their fans got more results compared to the company who concentrated less on Facebook. However, (Acar and Polonsky, 2007; Palmer and Koenig-Lewis, 2009) cited in Ramsaran-Fowdar and Fowdar,(2013) disagree and postulate that if the communities are dominated by sellers they might miss opportunities and benefits provided by communities. Gummerus et al., (2012) also disagree and state that only a small portion of customers actively interact with the content and with other members, while most customers use the brand community mainly as a source of information, reading messages rather than contributing with "likes" or comments.

Vaynerchuk, (2011) states that the interaction between the customer and the service provider has a great effect on how customers evaluate the service quality offered and Facebook provides an extended one on one ground for customer-organisation interaction which can enhance company's image. Interaction may help the company to explain itself by so doing it adds to actual service. Correspondingly Aryal, (2012) concludes that Facebook is the current important platform for marketers due to its various features and strong engagement of users. Bravo et al., (2009) ; Sarstedt et al., (2012) conclude that corporate image and reputation is considered a vital factor, an asset which gives the organization a chance to differentiate itself aiming to maximize their market share, profits, attracting new customers, retaining existing ones, neutralizing the competitors' actions and above all their success and survival in the market.

Successful companies are using the voice of the customer to enhance their services. According to Rust, Moorman, and Bhalla (2010) cited Pradiptarini, (2011) the marketing approach has changed as it used to be about persuading consumers to buy products by "bombarding" customers with numerous advertisements nowadays marketing is about building relationships and trust through interactive communications for example talking about something interesting to the customers and creating products that will help to solve customers' problems. High interaction usually brings real and focused engagement as the interactions will be between two parties. Customers cooperate in the development of services or products of a company they feel highly engaged in and usually they don't cooperate when there is no proper engagement. According to Carter, (2013) many studies have revealed that many sales that came from Google were a result of Facebook brand communication. This shows that FB is a viable channel that enhances company's sales.

Fiore,(2015) states that previous studies have shown the positive links among active participation, brand trust and brand commitment (Casaló et al., 2007; Flavián and Guinaliu, 2006).Fiore,(2015) further states that if customers increase their participation on company's Facebook page through communication with other customers or other stakeholders their trust and commitment towards the company is likely to improve. Consistently Ha and Perks, (2005); Ahluwalia, (2010) and McCarthy et al. (2010) stipulate that when members are motivated and actively participate on Facebook page they are more likely to generate trust, develop emotional ties towards the brand and consequently generate brand commitment and patronage.



Brand commitment will mean that the existing customers will not seek services or products from other suppliers thereby securing the company's market share. Additionally customers that are committed to a brand help the company to attract prospects and subsequently increase the firm's market share.

Trust is the key factor to get the 300,000+ fans/followers to change in buying decisions, influence their peers and turn it into revenues for companies (Woessner, 2011). Bill Zinke, who is the CMO of Tasti D-Lite, also suggests that in order to keep the campaign relevant to customers it is crucial to build a strong relationship with customers and enhance brand loyalty (Rooney, 2011). Furthermore customers will start talking about the company to their families and friends through word of mouth which brings business to the firm after they have become aware and engaged to the company or brand (Hoffman and Fodor, 2010). Hoffman and Fodor further state that any postings or messages on the company's social media sites should be on subjects that are relevant to the customers and something that they can relate to, in order to get them engaged and connected to the company or brand and increase bonds between the company and its stakeholders.

Facebook is also being used to facilitate service recovery as it offers cheap and prompt interactive communications. This was supported by Carter, (2013) who stipulates that people will know, like and trust the company more quickly and better through a two way communication. An effective one on one interaction yield trust as all questions, queries are solved on individual basis and satisfaction of clients or prospective clients can be easily achieved. Li, (2015), theorises that service recovery is not only related to the satisfactory resolution of problems, but also with building online relationships with the customers.

Haydon (2012) added that if you offer a solution to problems brought up during your conversation with your stakeholders, they will remember you and might also repay the favour by referring new business to you thereby increasing the company's market share. Facebook engagement increases loyalty, responsiveness, trust and service recovery can be done effectively however it depends with how the audience value Facebook communications. If the audience regard Facebook communications as petty then service recovery through Facebook can be a waste of time or it can increase the problem as the target audience may feel that the company do not appreciate them.

On another note Hong and Goo, (2004) cited in Abd-El-Salam et al., (2013) state that satisfaction is a necessary prerequisite for loyalty but is not sufficient on its own to automatically lead to repeat purchases and so satisfaction through offering good services may need the support of engagement so as to make bonds that will increase the desire to make repeat purchases. Furthermore Ibrahim and Najjar, (2008) postulate that customer satisfaction has been found to be positively and directly related to repeat purchases, less price sensitive that leads to increase market share and profit. In contrast (Dimitriades, 2006) argues that satisfied customers can also change suppliers of products or services. The authors revealed that Facebook engagement results in repeat purchases, conversely engagement alone may not be able sustain pressure from competitors and foster repeat purchases so there is need for other supporting strategies such as planning offline engagement, offering discounts and many other supporting strategies.

Haydon, (2014) theorises that everyone desire to be recognized and appreciated .This makes them feel valued, inspire them to appreciate others and makes them more likely to share your business with their friends and even give you money, (Haydon,2014). Good online relationships are normally transferred to offline relationships, this can benefit companies that practice Facebook engagement so as to improve their offline relationships to attain loyalty and reduce customer promiscuity. However poor or weak engagement may fail to produce positive results as Haydon, (2014) postulates that engagement is partially a quantitative and qualitative game which entails that the results depends on the resource input and the quality of strategy execution . This is consistent to Vaynerchuk, (2011) cited Pradiptarini, (2011) who asserts that one of the reasons why some social media campaigns do not work is because executives are not fully committed to spend their time and thoughts on being actively engaged in their SMM.

According to a study by Stelzner, (2014) it takes time to develop relationships that lead to sales and more than half of marketers who've been using social media for at least 3 years report it has helped them improve sales. More than half who spend 6 or more hours per week find the same results and 74% of those who spend 40+ hours earn new business through their efforts. Rehman et al (2014) says female showed more interest in building relationship activities on Facebook as compared to male. This is logical as all Facebook users are on Facebook to interact so if the communication comes from one side the relationship won't last long as the other party will feel exploited.

So if company representatives become more active on Facebook it means more time for interaction and fans feel recognised and appreciated when the interactions are long therefore they are likely to return the favour by entering into transactional relationship which benefits the company.

According to Ramsaran-Fowdar and Fowdar, (2013) businesses upload posts, videos, links and articles on their business pages as a way of communication and all of these tools promote interaction leading to engagement. This is supported by Carter, (2013) who says that happy buyers can express themselves through posting and commenting positively about your services or brand at your page's wall. Pages are publicly visible and therefore positive comments and posts by existing customers can be very helpful on creating anxiety in non-consumers thereby promoting them to have high a desire to consume the company's services or products. This may increase the company's market share and at the same time saving a lot of money since the company will no longer have to intensively market itself.

Baruah, (2012) disagrees and stipulates that physical interaction is impossible through social media and social networking is also reducing worker productivity as they spend more time on social network leaving their duties unattended. Baruah (2012) further states that social networking is breaking family ties. Additionally (Odekerken-Schroder et al., 2003 cited in Gummerus et al., 2012) also argue and state that the activity level on the Facebook community is perhaps not high enough for those customers who are seeking social recognition or affiliation thereby leading to reduced satisfaction even if the engagement levels increases. Baruah (2012); (Odekerken-Schroder et al., (2003 cited in Gummerus et al., 2012) viewed Facebook engagement's effects on enhancing offline relationships however its introduction broke down the distance barrier and therefore reduced the funds, time and effort that were once allocated to engagement activities.

Social media has become a significant marketing channel to reach directly targeted customers and engage them with company brands (Hanlon et al., 2008). For example, Audi (German automobile company) is using Facebook for direct interactions with customers, (Wasserman, 2011 cited in Rehman et al., 2014), however Libai (2011), argues that companies need to create content that keeps customers visiting the Facebook site and encourages them to engage in transactional behaviours and warns against placing too much importance on highly engaged customers, whom the author said they usually form a tiny minority of brand community users.

Despite all the arguments above articulated by many authors, researchers and scholars on the importance of Facebook engagement on increasing the market share some postulating converging ideas and some stipulating diverging assertions they did not focus on the importance Facebook engagement on bringing trust, commitment, repeat purchases and referrals in the real estate sector. Furthermore they did not cover the Zimbabwean community which is currently in adopting Facebook engagement as a credible marketing strategy so there is need to assess its importance as some may regard it as a waste time despite being successful in other countries. This promoted the researcher to cover these gaps that were left on the importance of Facebook engagement on market share in the real estate sector in Zimbabwe and particularly focusing on a Small to Medium Enterprise.

#### **2.4 The influence of Facebook publicity on enhancing corporate image.**

These days it has become the rule the day that the general public are now being more participative in generating communications subject to their interest through offline communications and online communications. These communications may make or break a company and on social media such as Facebook the information spreads very fast. This promoted many companies to be active online so as to manage the spread of bad news, otherwise their name will go bad online and no one will be there correct it which might affect the company offline. Effectively practicing publicity through traditional media has been a very difficult thing do for many firms. AMA refers to publicity as a non-personal stimulation of demand for a product, service or idea... not paid for directly by the sponsor, (Dommermuth, 1984 as cited in Rolston et al., 2015). Publicity in traditional marketing is defined by Rolston et al., (2015) as an element of public relations that comprises of press releases, media relations and lobbying. Rolston et al., (2015) stipulate that these days the old definition has been criticised by academics and publicity is referred as a part of the broader category of public relations. Publicity is currently known as earned media, which is when a magazine or television show shares the story as content, (Rolston et al., 2015). Furthermore the author posits that earned media comprises of word of mouth or viral marketing and news is shared directly between individuals via email, text or social media.

Rolston et al., (2015) stipulates that publicity is distinguished from other forms of promotion by its low cost, but that low cost comes with a sacrifice of control and there is no guarantee that your message will get published and if it does there is no assurance that it will be communicated in the way you intended because it's for free. Furthermore consumers are turning away from traditional media such as TV, radio, or magazines and are increasingly using social media to search for information (Mangold and Faulds, 2009 as cited in Ramsaran-Fowdar and Fowdar, 2013). A study conducted by Nielsen, (2009a) reveals that 70 % of internet users trust the evaluations of consumers on social media platforms and social media is largely dominated by Facebook. This has promoted many firms to adopt Facebook publicity as to publicize what the firm deems right and it has been a very successful tool on uplifting many firms' corporate images.

Corporate image is defined by Bravo et al., (2009) as the overall impression left in the customers' mind as a result of accumulative feelings, ideas, attitudes and experiences with the organization, stored in memory, transformed into a positive or negative meaning, retrieved to reconstruct image and recalled when the name of the organization is heard or brought to ones' mind. Baruah (2012) argues that corporate image comprises of evaluation and interpretation of information coming from different channels and can be explained by objects, situations, concepts and signs animated in the mind by imagination. Corporate image can be easily defined as the totality of notions that stakeholders hold in their minds pertaining to a certain organization as a result of their exposure to company related materials and marketing activities or any other information of the company. Kandampully and Hu (2007) state that corporate image consists of functional components that have tangible characteristics which can be measured and emotional components that can be difficult to measure such as feelings, attitudes and beliefs. Corporate image has been considered as a significant predecessor of customer loyalty and satisfaction, (Wu, 2011).

Facebook social network by being the most popular social network and able to facilitate viral dissemination of information it can be effectively used to enhance the corporate image. Company publicity can be done with the help of other stakeholders or the company can do it alone and when online publicity involves other stakeholders to spread the happenings, the process or strategy is called viral marketing. According Liu-Thompkins, (2012) viral marketing is the act of propagating marketing messages through the help and cooperation from individual consumers.

Kaplan and Haenlein, (2012) state that Facebook provide opportunities for users to create and share content. Dobele et al., (2005) state that viral marketing can be used to enhance corporate image as it offers several benefits such as better targeting, faster diffusion and enhance credibility at a lower cost. Treadaway and Smith, (2012) furthers and stipulate that executing an effective viral marketing concept is the dream of many marketers today. According to Tuten, (2008) Facebook can be used to create awareness leading to enhancement of brand image. Kaplan and Haenlein,(2012);Dobele et al., (2005) ;Treadaway and Smith, (2012) are all in agreement that Facebook enhances corporate image through viral dissemination of information which increases company awareness subsequently enhancing the corporate image.

Carter (2012) and Agrawal, (2008) disagree and state that any negative comment on any social media marketing communication about a business is more harmful than anything else. Treadaway and Smith, (2012) further posit that even when many marketers dream of viral marketing it should not be forced as this show insincerity leading to bad publicity and it spreads very fast. Basing on these disagreement assertions by (Treadaway and Smith, 2012; Carter, 2013; Agrawal, 2008) Facebook can circulate bad publicity very fast damaging the company's corporate image. Treadaway and Smith, (2012) contributed on the argument and state that you cannot prevent people from complaining but you can correct the situation and the turn unsatisfied customer to a satisfied one and high customer satisfaction enhances corporate image through the spread of positive word of mouth, (Weigelt and Camerer, 2008; Biber, 2004 cited in Karadeniz, 2009), which can be achieved through Facebook publicity practice.

Viral dissemination of information should not be seen as a challenge alone but also as an opportunity to enhance corporate image as clients and other stakeholders can use it to spread good comments to their friends, peers, family and other general Facebook users which will be valuable on enhancing the corporate image of the company. These communications from non-company representative is very valuable because their comments are viewed as genuine and free from deception therefore good comments can create a long lasting good image. In order to reap viral dissemination of information through Facebook the company should be active on Facebook so as to manage their image and promote good image by asking company Facebook fans to share the company's good image or they will share on their will.

Facebook publicity can be effectively used to publicize the company as it is owner managed. Burke and Gwynne, (2016) stipulate that publicity amplifies your messages and it increases brand awareness. Additionally they said that it might take long to get an opportunity when publicity is done by the owner but it will eventually reduce costs whereas when an outsider Public Relations expert is hired a payment is done yet good outcome is not guaranteed. According to Carter, (2013), traditionally public relations of companies went through journalists to reach the audience. However after the introduction of social media such as Facebook, companies are now able to talk to its target audience directly and more Public Relations officers are now intensively using it for public relations, (Carter, 2013). Apart from using FB to reach target audiences on their own, Public Relations personnel are using it to give journalists information and check how journalist write their articles before they present their stories(Carter,2013). This has helped companies to present content that is worth publishing and enhance their corporate image. From the above assertions by Burke and Gwynne, (2016); Carter, (2013) Facebook is being used as research tool to find out how journalists write their articles and as a communication tool. All the uses are enhancing the publicity practice of many companies.

Companies that are providing social network platforms bring like-minded consumers together and give them the opportunity to talk about brand-based topics and therefore companies should view social media as an essential component of their marketing communication mix, and integrate them in their marketing communications in order to increase brand equity, (Bruhn 2012). Levebvre as cited in Bernhardt et al., (2009) is in agreement and states that customers are now actively involved in the creation of information as they offer their opinions. Though communications can be user generated companies can influence these communications by offering incentives to initiate positive word of mouth so as to enhance corporate image, even if it is consumer to consumer, (Mangold and Faulds, 2009 as cited in Ramsaran-Fowdar and Fowdar, 2013).Alternatively, companies may reinforce word of mouth even more directly by inviting consumers to promote their brand,(Godes and Mayzlin, 2009).Mayzlin, (2006) warns that companies have to carefully develop successful strategies for influencing consumer-to-consumer social media communication and buying word of mouth risks raising consumer skepticism.

Bruhn (2012); Levebvre as cited in Bernhardt et al.,( 2009); Mangold and Faulds, (2009) reveal the growing importance of Facebook communications on enhancing corporate image. Bruhn, (2012) further states that traditional media such as TV and print campaigns exert

stronger impact on brand awareness compared to social media communications, whereas social media communications have a stronger positive influence on brand image. Bruhn (2012) further states that that firm-created social media communication specifically increases functional brand image, whereas user-generated social media communication positively affects hedonic brand image Bruhn, (2012) advise the marketers that they will not be able to use firm-created social media communication to improve hedonic brand image and therefore Facebook can be used in conjunction with traditional media to manage brand awareness and functional brand image.

With the number of Facebook users reaching 1.3 billion (Haydon (2014) companies can effectively convey their corporate communications through it so as to enhance corporate awareness and corporate image. Bravo et al., (2009) agree and state that communication activities that are developed by organizations will lead to the spread of messages that has to do with their intentions, mission, vision and goals results and have a positive correlation with corporate image. Chattananon, (2007) stipulates that corporate communications will influence consumers' attitudes toward the company's image. Corporate communications are essential in building corporate image, the more you publish company's positive image the more its image is enhanced. Keller, (2001) asserts that the power of a brand lies in what customers have learned, felt, seen, and heard about the brand overtime.

Studies have shown that consumers consider social media as more trustworthy sources of information than the traditional instruments of marketing communications used by companies (Karakaya and Barnes, 2010 cited by Schivinski and Dabrowski, 2015 ; Foux, 2006). Despite all the positive assertions of corporate by Kaplan and Haenlein, (2012); Chen et al., (2012); Keller (2001) cited in Chen et al(2014); Chattananon (2007) ;Bravo et al., (2009);Stoica and Ioană (2014) disagree and states that communication of brand or company may also create less favourable image. Corporate communications may create negative attitude depending on how the receiver decodes the information however being quiet won't do any good to the company so corporate communications should done to create awareness but it should well planned before it reaches the public so as to enhance corporate image through communications.

A lot of companies are suffering from bad publicity and their good images are rarely publicized because they are not the authors of their stories. In pursuit of spreading good



corporate image companies are engaging in corporate social responsibility (CSR). CSR is the business concept whereby a company seeks to behave in socially and environmentally responsible ways so that its business contributes to society in meaningful and lasting ways, (Hopkins,2007). Companies are attracted to engage in socially responsible programs because of the potential benefits to business, which include brand enhancement, market differentiation and employee satisfaction(Scarlett, 2011).Scarlett further states that companies often fail to effectively communicate their CSR activities to target audiences, which can hinder the company's realization of these benefits.

Additionally failure to communicate CSR activities may be an issue of costs or the source of communication is owned by outsiders who decide what comes in and what goes out, however the introduction of Facebook provided a solution to the above publicity hindrances. Marketers can publish a lot of information for free and in a much more effective way than the traditional media in a bid to enhance corporate image. Facebook publicity is effective as it allows two way communications, so instant and unedited feedback is obtained which will be used to come up with better decisions to enhance corporate image. In a study conducted by Chattananon (2007) the findings indicate that societal marketing programs have a positive influence on respondents' attitudes towards company image.

Facebook disseminates information very quickly more than traditional media. Baruah, (2012) states that though one can get the updates on television, social media channels provide impromptu information and connection with the people that matters most. Baruah, (2012) added that when the major forms of public relations tool fail, social media can be used extensively to communicate with the general public regarding any crisis situation that might have gripped the nation or any organization. Carter,(2013) suggests that a crisis is an opportunity and retreating reflects bad publicity. Basing from the above assertions by Carter,(2013);Baruah (2012) Facebook can be used to effectively and quickly communicate any information that is meant for public consumption and more so timing is a very essential aspect in marketing. In some countries Facebook has yet to be adopted as a credible business communication channel therefore the effectiveness of the communication is subjective to the society.

A social media presence is considered as an additional tool to be taken into consideration when developing a communications strategy for commercial brands, as a hybrid component

of the promotional mix and therefore incorporated as an important part of the organization's integrated marketing communications, (Mangold and Faulds, 2009 cited in Ramsaran-Fowdar and Fowdar, 2013). In this respect, a company's presence on Facebook is a major source of relational capital with fans of the brand who wish to share their opinions (Viot, 2011 cited in Gonzalez-Lafaysse, L. and Lapassouse-Madrid, C., 2016). When brand communication is taking place on Facebook, communication visibility increases as it becomes the object of discussion and it strengthens the attractiveness of a brand, (Bruhn, 2012) which enhances the image of the company. As postulated by Ramsaran-Fowdar and Fowdar, (2013) an organization's logo can be displayed on the profile with its organization's vision, mission statement and objectives outlined and clearly defined, this entails that the organization's identity can be communicated through Facebook profile. In a more similar way Carter, (2013) states that profiles which are also known as timelines represent people and they allow users to connect with their friends, store activities, upload and share pictures and videos. This entails that Facebook can be a formidable communication channel since it offers various communication content and they can be disseminated to the target audience free of charge.

Thackeray et al (2008) state that social media is utilized as a direct and personalized marketing tool, this entails that through social media such as Facebook company's position can be effectively communicated so as to enhance its image. Social media such as FB is changing traditional marketing communication (Schivinski and Dabrowski, 2015), that was previously one-way communication now it is multi-dimensional, two-way and peer to peer communication (Berthon et al., 2008 cited by Schivinski and Dabrowski, 2015). In cases of service recovery private conversations are vital in convincing the victim. Facebook offers a communication application called inbox which is ideal for private conversations and here messages are personalised, (Ramsaran-Fowdar 2013). Since communication on Facebook can be private and personalised the platform can be ideal for service recovery communications as serious discussions can be done between the company and its clients on one on one capacity. This application helps to build trust and bond which eventually enhances corporate image.

FB facilitates virtual discussions through groups which are very influential on enhancing corporate image. Groups are very useful in marketing communication, a name, image or topic of the group can send a very influential message among group members and among general Facebook users, (Ramsaran-Fowdar, (2013). Consistently Haydon,(2013) and Carter, (2013) emphasize that groups are a good platform for serious discussions and to share opinions about

a topic. In this context communications in groups can be easily be understood since in most cases groups are usually formed among users who have common interests. This shows the lucrateness of using Facebook groups to tackle group associated issues so as to restore trust and enhance corporate image.

Facebook pages are being used to communicate companies' corporate image as they offer multiple features. Ramsaran-Fowdar and Fowdar, (2013) posits that as a way of communication businesses posts upcoming events, videos, links and articles on the business page this spreads the corporate image of the company as stakeholders can be informed in different forms which can suit everyone as per individual capacity. Furthermore Haydon (2013) states that pages facilitate a high degree of interaction and information posted on the page can be easily shared if it worth sharing therefore communication reach can be increased. If a marketer wants to extend awareness of their company or services they can use Facebook page to promote their activities. The above claims by (Ramsaran-Fowdar and Fowdar, 2013; Haydon, 2013) show that Facebook is a viable platform for enhancing corporate image through publicising company activities. However the Zimbabwean companies are still in the adoption period of using Facebook as an official communication channel as many are still into emails, telephone and physical visits so the use Facebook communications can be supported by other traditional media to add credibility on the communication.

Despite many scholars, authors and researchers cited above argue with so many different views some agreeing and some disagreeing on the influence of Facebook publicity on corporate image. They did not cover the influence of Facebook testimonial posts on corporate image which is an important aspect that influences the well-being of firm's corporate image. Furthermore their studies did not cover the Zimbabwean companies and also no real estate firm was covered. They also did not focus on the influence of correctional messages that are sent via Facebook on enhancing company's corporate image. Additionally they did not focus on the influence of CSR activities that are communicated through Facebook posts on corporate image. They also did not cover on whether Facebook publicity posts influence users to change their perceptions and attitude towards a real estate firm in Zimbabwe. Therefore the researcher covered these gaps that were left on the influence of FB publicity on enhancing corporate image of a firm in the real estate sector in Zimbabwe.

## **2.5 Chapter Summary**

This chapter reviewed Facebook marketing concept and its forms namely Facebook advertising, Facebook engagement and Facebook publicity revealing what the authorities are saying in terms enhancing firm competitiveness. Areas of convergence and areas of divergence were also revealed and at the same time outlining gaps left by previous researchers. New knowledge was developed in this chapter through the analysis of gaps that were left by previous researchers in their concepts and views. Empirical evidence was also captured so as to show the relationships between Facebook marketing and firm competitiveness as postulated by various researchers. The following chapter is chapter three which contains the research methodology.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter focused on explaining procedures that the researcher used in gathering and analysing data on the effectiveness of Facebook marketing on firm competitiveness in the Real Estate Sector in Zimbabwe. The elements that were covered are research design, target population, sampling methods and techniques, sample size, data collection methods and data presentation techniques and analysis. Justification of the selected methods and techniques was also covered in this chapter.

#### **3.1 Research Design**

Research design is a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings, (Burns and Grove, 2003 cited by Langen, 2009). In this study two research designs were used namely, the exploratory and descriptive research designs so as to ensure that all data was gathered and discussed to the maximum.

##### **3.1.1 Exploratory Research Design**

According to Hair et al., (2006) the core focus of exploratory research design is to produce evidence that the researcher can use to get a perfect understanding of the problem, redefine or define the preliminary problem. Exploratory design was used on the acquiring of Trevor Dollar Real Estate's corporate image from the newspapers and Trevor Dollar Real Estate's Facebook. During the concept testing questionnaires were used to gather information from the Facebook fans. Management was questioned through interviews to clarify on corporate image so as to get an understanding of what may be the cause of Trevor Dollar Real Estate's firm competitiveness decline in respect to corporate image. The researcher also used this design so as to understand Facebook marketing and how it can be applied to enhance firm competitiveness through accessing theoretical data from electronic journals and electronic books. The design enabled the researcher to determine realistic strategies of gathering data so as to avoid wastage of time and money pursuing dead ends. An understanding of Facebook marketing helped the researcher to create subsequent research questions and significantly raised the effectiveness of the research findings.

### 3.1.2 Descriptive Research Design

Descriptive research design is defined by Kotler and Armstrong (2004) as a strategy for marketing research in which marketing problems are described on the market situations such as the potential of a product on the market or demographics and consumer attitude. The researcher used this method on explaining Trevor Dollar Real Estate's market share trend and profitability trend from the company's performance data that was gathered from accounting reports and market performance reports. Description of Facebook marketing concept, firm competitiveness was done through an analysis of theoretical data gathered from electronic books and electronic journals. This method helped to reveal that Trevor Dollar Real Estate's market share and profits are declining by comparing their performance from August 2014 to August 2016. It also helped to reveal the relationship between Facebook marketing and firm competitiveness in the Real Estate sector in Zimbabwe.

### 3.2 Target Population

Target population is the total population of the respondents where sample for the study can be drawn. Below is a table 3.1 which shows number and category of the research participants. The total population where data were drawn was 200 people.

**Table 3.1: Target Population**

<b>CATEGORY</b>	<b>POPULATION</b>
Management	3
Facebook fans	197
<b>TOTAL</b>	<b>200</b>

*Source: Trevor Dollar Real Estate, Gweru: Internal records (2016/08/31)*

### 3.3 Sampling

Sampling refers the selection of suitable sample size from the total population to be used in the study as it is often not possible to study the whole population. The researcher used a sample frame of 200 people and Krejcie and Morgan (1970) model was used to draw a sample size. Furthermore the researcher used random sampling to come up with respondents from the Facebook fans category and judgemental sampling to come up with the respondent in the management category.

### 3.3.1 Sample Frame

Sample frame is a list of all population members where sample size is drawn. The sample frame of this study consisted of 3 managers and 197 Facebook fans. Management was chosen as they were responsible for monitoring Trevor Dollar Real Estate’s marketing communication channels and Facebook fans were included in the sample frame as they virtually engaged Trevor Dollar through Facebook therefore they were the receivers of Trevor Dollar Real Estate’s Facebook marketing communications. A summary of the sample frame is shown in table 3.2 below.

**Table 3.2: Sample Frame Composition**

<b>Category</b>	<b>Population</b>
Management	3
Facebook fans	197
<b>TOTAL</b>	<b>200</b>

### 3.3.2 Sample Size

Hair et al., (2006) define sample size as a selected small number of elements from a large defined collection of elements and with the assumption that the evidence collected from a minor group will permit conclusion to be made about represented large group.

Morgan and Krejcie (1970) model was used to determine the sample size. The authors have provided a worked table for known total population. The sample size increases at a diminishing rate as the total population under study increases. The table 3.3 below summarizes the sample size.

**Table 3.3: Sample Size**

<b>Target Population size</b>	<b>Confidence Interval</b>	<b>Margin of Error</b>	<b>Sample Size</b>
200	95%	5%	132

*Source: Krejcie and Morgan (1970)*

### 3.3.2.1 Sample Size Categorization

The researcher used 132 respondents which consisted of 2 from management, and 130 Facebook fans. The calculation to come up with category sample size was done as follows (category population ÷ target population x total sample size). Table 3.4 summarizes the categorization of the sample size.

**Table 3.4: Sample Size Categorization**

<b>Category</b>	<b>Population</b>	<b>Sample Size</b>
Management	3	2
Facebook fans	197	130
<b>TOTAL</b>	<b>200</b>	<b>132</b>

### 3.3.3 Sampling Methods and Techniques

Chambers and Skinner,(2003) states that sampling is the processes of picking units from a population of interest so that by studying the sample we may properly generalize our outcomes back to the population from which they were selected. There are two types of sampling which are probability sampling and non-probability sampling. Probability sampling is a random selection of respondents from the population sample where every member has an equal chance of being selected and non-probability is a technique used select respondents basing on personal judgement. The researcher used non- probability to select management respondents so as select managers who were directly involved with company Facebook communications and probability sampling was employed to select Facebook fans respondents so as reduce selection bias.

#### 3.3.3.1 Random sampling

According to Teddlie and Yu, (2007) random sampling occurs when each sampling unit in a clearly defined population has an equal chance of being included in the sample. This sampling method was used to pick Facebook fans respondents. All user names of Trevor Dollar Real Estate Facebook fans were written on pieces of paper and then placed in a bowl.



The researcher shook the bowl several times before asking someone to come and pick the names from the bowl. The names that got picked were considered the respondents of the study. This sampling method was used by researcher to reduce selection bias.

### **3.3.3.2 Judgemental Sampling**

Judgemental sampling is a sampling method where the researcher uses personal judgement to select suitable respondents for the study. As a student who was once attached at Trevor Dollar the researcher used personal understanding and personal judgement to select the managers that were directly involved with the management of company's marketing communications. This enabled the researcher to gather reliable and valid answers for the study.

## **3.4 Data Sources**

The researcher used data from both the primary and secondary sources so as to get the real sources of Trevor Dollar Real Estate's firm competitiveness problems and revealed possible strategies to enhance it. Both sources were used so as to get adequate data for the research project.

### **3.4.1 Secondary Data**

Secondary data is described as information that has been published in some form such as over the internet or via internal reports and it is also known as desk research (Watson and Noble 2014). In this study the researcher gathered secondary data of Facebook marketing, Trevor Dollar Real Estate's market share, profit and corporate image from electronic books, electronic journals, company reports, newspapers and Zimbabwe Real Estate Property Book. The researcher used Facebook marketing literature from these sources to build theoretical foundation of this study by covering Facebook advertising, Facebook engagement, and Facebook publicity on enhancing firm competitiveness. The secondary data helped the researcher to identify Trevor Dollar Real Estate's competitiveness decline problem. It also helped the researcher to define Trevor Dollar Real Estate's firm competitiveness problem and redefine it to come up with key variables of firm competitiveness that were not doing well namely market share, company profit and corporate image. Formulation of research questions and research objectives were formulated basing on the data gathered from secondary data sources. The use of secondary data also helped to reduce the cost of the study.

### **3.4.2 Primary Data**

Primary data refers to the facts that were collected in the field during the study period for the purpose of solving the problem at hand. The researcher gathered primary data of Facebook marketing on firm competitiveness from Trevor Dollar Real Estate, Gweru Branch's management and Facebook fans through interviews for management and questionnaires for Facebook fans. The researcher used this data source so as to know what exactly caused Trevor Dollar Real Estate's competitiveness to decline. The data gathered helped to reveal the effectiveness of Facebook marketing on firm competitiveness and it also helped the researcher to understand perceptions and opinions of Trevor Dollar Real Estate's management and Facebook fans' towards Facebook marketing concept.

### **3.5 Research Instruments**

Research instruments are tools that are used in the data gathering process. In this study the researcher used interviews to gather data from managers, whereas questionnaires were used to collect data from Facebook fans.

#### **3.5.1 Questionnaires**

Questionnaire is a document that contains either closed ended or open ended questions for a given concept that are distributed to the selected respondents so that they can furnish the researcher with answers. Questionnaires with closed ended questions were used to gather data from Facebook fans. Emails and Facebook inbox facility were used to deliver questionnaires to Trevor Dollar Real Estate's Facebook fans. The use of questionnaires enabled the researcher to easily quantify the findings. Questionnaires were adopted so as to gather more data in terms of perceptions, attitudes and preferences from Facebook fans pertaining Facebook marketing on firm competitiveness from a large number of people in a short period of time at a minimal cost.

### **3.5.2 Interviews**

An interview is a one on one directed conversation with an individual using a series of questions designed to elicit extended responses, (Auerbach and Silsverstein, 2003). The researcher used face to face interview to gather data from two managers in the early stages of this research on identifying the problem of firm competitiveness decline and during the Facebook marketing concept testing on enhancing firm competitiveness. Interviews enabled the researcher to gather in-depth knowledge on why Trevor Dollar Real Estate has not fully adopted Facebook marketing and to gather the management's perceptions and attitude towards Facebook marketing.

In order not to waste management's time and at the same increase accuracy, the researcher used a voice recorder and an interview guide. Interviews were conducted to the management since they were the ones that had the overall view of what was going on in all departments. Furthermore the management had an understanding of what may have been the cause of a decline on competitiveness. Interviews enabled the researcher to get an understanding of the company's competitiveness problem thereby getting correct insights of the causes. In-depth findings of management's perceptions and opinions towards Facebook marketing on firm competitiveness were also gathered through interviews.

### **3.6 Data collection procedure and administration**

The researcher asked for permission from Trevor Dollar Real Estate's Managing Director to conduct the interviews, administer the questionnaires to customers and Facebook fans. Questionnaires were sent to the respondents through emails and Facebook inbox facility and face to face interviews were conducted after confirmation of an appointment with the Managing Director. In conducting interview on Facebook marketing concept testing the researcher used an interview guide and it helped the researcher to ask all relevant questions about Facebook marketing on firm competitiveness. The researcher also made use of the voice recorder so as to gather everything from the interview proceedings and after the interviews all the gathered data was converted to text. Inspection of Facebook page was done by the researcher so as to gather frequency of updates, comments and activities posted on the Facebook page.

### **3.7 Validity and Reliability of findings**

Triangulation method was employed so as to guarantee validity and reliability of the study. Triangulation is whereby the researcher uses two research approaches so that the weaknesses of the supplementary research approach are offset and capitalize on the benefits of the other. The researcher used data triangulation, (secondary data and primary data sources) and methodological triangulation (exploratory research design and descriptive research design) so as to increase reliability and validity of the study. Furthermore the researcher also asked simplified short questions to avoid confusion and the respondents gave consistent answers. The researcher also got assistance from a Marketing Management Lecturer at Midlands State University who supervised the researcher through-out the study. The supervisor also helped the researcher in designing questionnaires and formulating the interview guide. This ensured that relevant and important questions to the study were covered.

### **3.8 Ethical consideration**

The researcher sought permission from the Managing Director so as to avoid infringement of company's rights to be a willing participant in the study. The researcher used questionnaires and interview guide that didn't require names so that the respondents' privacy was kept confidential. On the issue of participation of respondents, the respondents participated on their will without any coercion. Additionally the study was well communicated to them before participation without any deception. Furthermore the participants had an option to refuse or withdraw from participating before or during the study.

### **3.9 Data analysis and presentation tools**

The researcher went through the findings that was gathered through questionnaires and interviews and presented the numerical findings (quantitative data) through tables, column graph and bar graphs as they provide easy and quick reflection of research findings that were presented by management and FB fans of Trevor Dollar Real Estate on the effectiveness of FB marketing on firm competitiveness. Qualitative data was presented in words so as to reveal unquantifiable findings on the effectiveness of FB marketing on firm competitiveness.

### **3.10 Chapter Summary**

This chapter gave a clear picture of how the research was conducted and the activities involved. Included in the methodology of the study was the procedure for conducting the research and the techniques used. The researcher also highlighted how the sample was drawn from the entire population and the instruments used to collect data. The research designs, validity and reliability of the study were also explained. The next is chapter is chapter four which contains the research findings, analysis and discussions of findings.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

#### 4.0 Introduction

This chapter presented the data that was gathered from Management and Facebook fans through interviews and questionnaires. The presentation was done in form of tables, column graph and bar graphs. The researcher also analyzed and discussed the findings presented.

#### 4.1 Response Rate

The researcher distributed 130 questionnaires to the selected Facebook Fans of Trevor Dollar Real Estate through emails and Facebook inbox application. The response rate of questionnaires is presented in a table 4.1 below.

**Table 4.1: Questionnaire Response rate**

Respondents	Issued	Returned	Not returned	Completed correctly	Returned with errors	Response rate in percentage
Facebook fans	130	73	57	72	1	56.2%

As shown in table 4.1 above the researcher issued 130 questionnaires to Trevor Dollar Facebook Fans and only 73 questionnaires were returned posting a 56.2% response rate. This was due to the fact that the data was collected during the week where most of the Facebook users were busy with work duties and usually during the weekends they use mobile phones to access Facebook which is a bit less convenient to fill in the questionnaire on the phone. From the 73 returned questionnaires only one questionnaire was wrongly answered. The respondent gave two answers for the same question therefore the researcher discarded it.

**Table 4.2: Interview response rate**

Respondents	Number of intended interviews	Number of interviews held	Response rate in percentage
Managers	2	2	100%

As shown in table 4.2 above the researcher successfully interviewed all two managers in a face to face interview set up. The researcher managed to get 100% because the interviews were done after arrangement of formal appointments with the company's Director and also the topic was interesting to them as it was seeking to address the firm's competitiveness problems.

#### **4.1.1 Respondent profiles**

The respondents' profiles are presented in table 4.3 and table 4.4 showing age, gender and marital status.

**Table 4.3: Age and gender**

	Below 25 years old	25-35 years old	36-50 years old	50 years old and above
Male	7	22	15	0
Female	3	15	8	2
TOTAL	10	37	23	2

As shown in table 4.3 above the age group of 25 to 35 years had the highest number of respondents with a total number of 37 respondents, followed by 36 to 50 years with 23, then below 25 years with 10 and lastly above 50 years with 2 respondents. This is so because that Real Estate sector offers services that are mainly consumed by the working class as their services usually require a lot of finance and they also require pay slips to rent properties such as houses. Furthermore the age group of 25-35 years is the age that usually hangs out on Facebook compared to the older age groups. Real estate page usually appeals to the young couples that are highly in the investment stage that is why the number of respondents increased from 10 to 37 for the first two age groups reflecting an increase on the rate of investment and it started to decrease for the older people as the focus of investment begins to fall.

**Table 4.4: Marital status and gender**

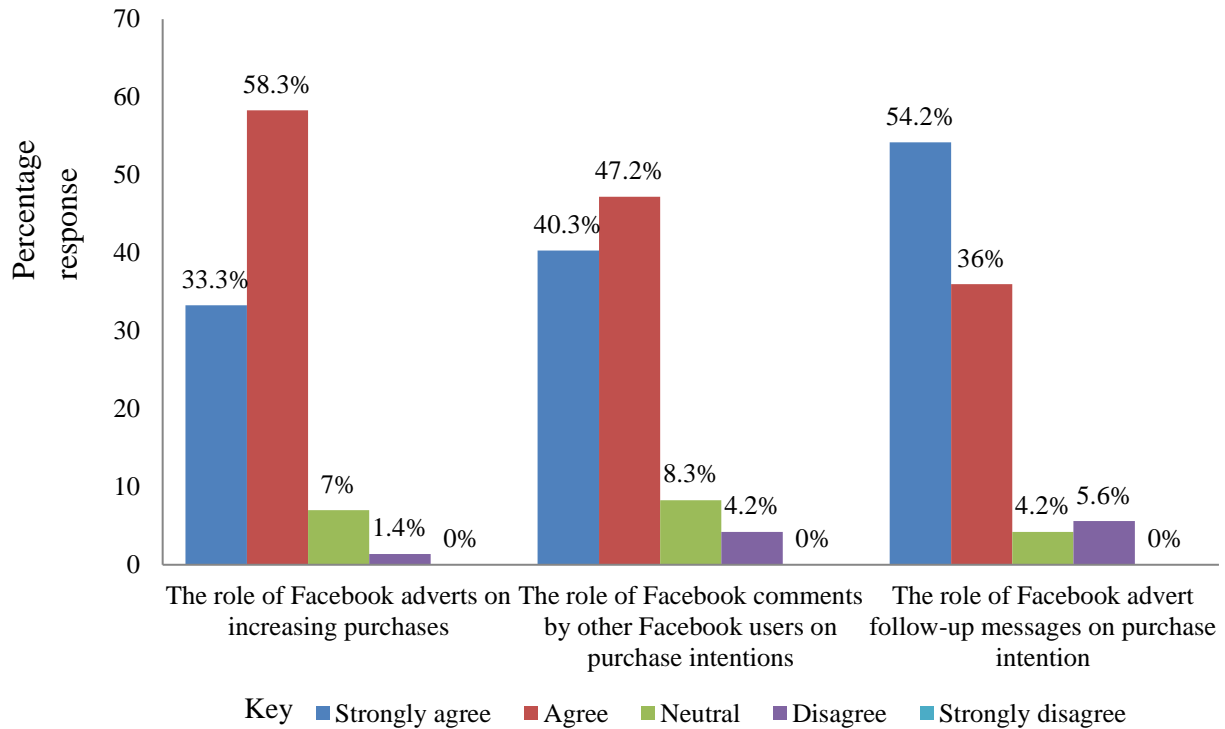
	Single	Married	Divorced	Widowed
Male	11	27	3	4
Female	2	21	2	2
<b>TOTAL</b>	<b>13</b>	<b>48</b>	<b>5</b>	<b>6</b>

Table 4.4 above shows the marital status of the respondents the married ones had the highest number (48), followed by singles with a total of 13, then the widowed with 6 respondents and lastly the divorced with a total of 5 respondents. The married respondents had the highest number of respondents because the married couples want to invest a lot in properties for their families and also they are the ones that occupy most of the leased properties at Trevor Dollar Real Estate's properties. Male respondents were slightly higher than their female counterparts because Trevor Dollar Real Estate's Facebook page's was liked by more males than females therefore the profile results indicates the composition of company's fans.



#### 4.2 To ascertain the role of Facebook advertising on increasing company profit.

In ascertaining the effectiveness of Facebook advertising on sales revenue the results which were gathered from the respondents were as follows.



**Fig 4.1: Response on the influence of Facebook adverts on increasing profit by increasing sales.**

Fig 4.1 shows the effectiveness of Facebook adverts on influencing Trevor Dollar Real Estate Facebook Fans to make purchases of real estate services from Trevor Dollar which will eventually increase the profit of the company. From the data gathered with the intention of ascertaining the role of Facebook advertising on increasing profit it was found out that 33.3% of the respondents strongly agreed that Facebook adverts influences them to make purchases, 58.3% agreed, 7% were neutral and only 1.40% of the respondents disagreed that Facebook adverts can influence them to make purchases. In total it can be said that 91.6% of Facebook fans respondents agreed that Facebook adverts can influence them to make purchases. The percentage of respondents that said they can be influenced by Facebook adverts was high because 100% of them had spent two or more years as Facebook users and they were familiar with Facebook adverts and knew their importance.

The results also revealed that Facebook comments from other Facebook users can influence Facebook fans respondents' purchase intentions with 40.3% strongly agreed that comments influence their purchase intentions, 47.2% agreed, 8.3% neutral and 4.2% disagreed that comments can influence their purchase intentions. Those that agreed that Facebook comments by other users influence them value societal view and are likely to be influenced by the opinions of the society and those that disagreed cannot be influenced by the society's comments rather they are influenced by other factors such as the need for service and financial capabilities. Furthermore the findings revealed that Facebook can be used to enhance purchase decisions by making follow up messages. Follow up messages that can be created after adverts were found out to be good to enhance purchases as 54.2% strongly agreed that they can be influenced, 36% agreed, 4.2% neutral and 5.6% disagreed. Follow up messages were considered influencers because follow ups improves the company-prospect interactions and therefore relationships are formed and therefore trust and commitment can be formed which enhances purchase intention.

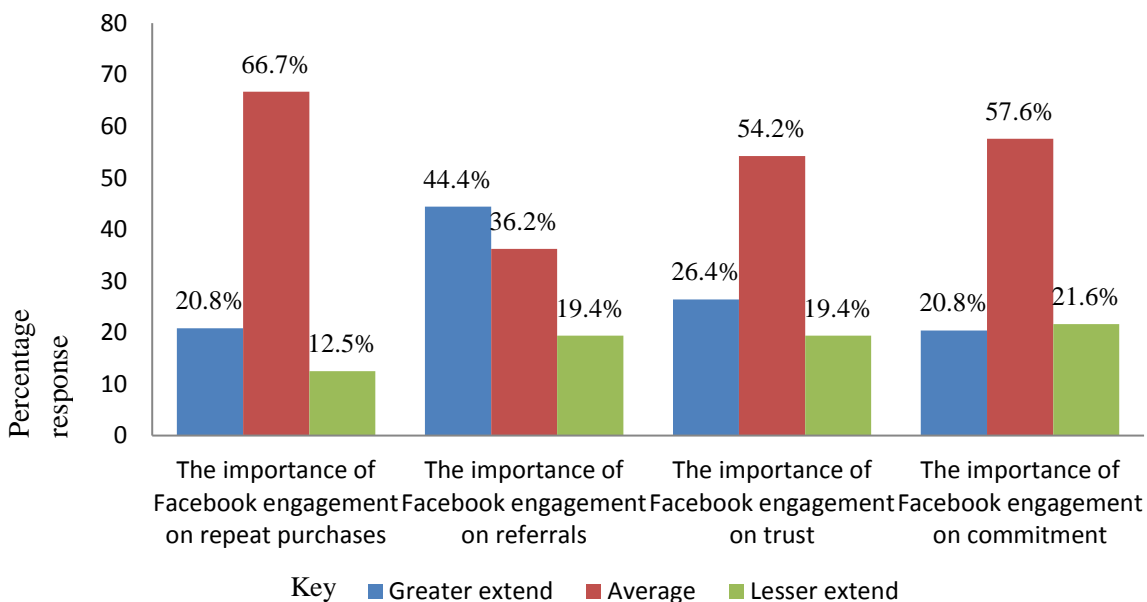
The results further revealed that 98.6% of the respondents said that they were likely to share Trevor Dollar Real Estate's adverts and 1.4% were neutral. Those that said they were going to share the adverts regards themselves as part of Trevor Dollar Real Estate's family so they will help the company's efforts to succeed and those that were neutral require invitation so as to share the adverts. From the 98.6% who said they were likely to share the adverts 30.5% said that they will definitely share Trevor Dollar Real Estate's adverts. This acted as a guarantee that the Facebook adverts' reach is bound to expand beyond the company's fans. From the data gathered in interviews all the managers indicated a very high possibility of adopting Facebook advertising as a way of cutting costs, moving along with technology, increase advertisings' reach so that the company can get more profit.

The results also indicated that from the total respondents 37.5% were already Trevor Dollar Real Estate's clients, which mean that the sharing of the adverts by the existing clients show that they are somehow satisfied with the company's services and therefore their sharing will attract more customers as it will act as a social prove of good service and increase company profitability. Additionally 61.1% said they were likely to become Trevor Dollar Real Estate's clients which entails that they can be classified as prospects as they had indicated that they may need Trevor Dollar Real Estate's services and only 1.4% were neutral about their position. The results from the interviews revealed that Trevor Dollar Real Estate was using newspapers, email and website in order to create purchase intention.

All the managers indicated that newspaper adverts were taking much of their finance and commanded the largest share of their marketing budget. Furthermore their email account and website required subscription fees every month which were also adding up to their costs. All managers agreed that their newspaper advertising and email advertising was fading away as most their clients were walk ins and some were coming from online promotion via company website but the sales was still low leading to lower profits. Website creates purchase intention only to those that had visited company website and therefore their website drew a very smaller traffic. The managers also revealed that from their market research they have found out that their adverts' reach was going down and more of their stakeholders were asking them why their Facebook page was rarely updated. They also all agreed that they have never paid anything to Facebook Company ever since so they indicated that Facebook advertising can be adopted by Trevor Dollar Real Estate as a way of cutting costs, build traffic, increase reach and increase profit.

#### 4.3 To assess the importance of Facebook engagement on firm's market share.

In assessing the influence of Facebook engagement on firm's market share the findings gathered from the respondents were as follows.



**Fig 4.2: Response on the importance of Facebook engagement on the firm's market share.**

Fig 4.2 shows findings that were gathered in respect of assessing the importance of Facebook engagement on Trevor Dollar Real Estate's market share. As shown in Fig 4.2 the results revealed that all Facebook fans respondents valued Facebook engagement and they were all likely to be returned by a company that engages them through Facebook. The results revealed that Facebook fans respondents can be influenced to do repeat purchase through Facebook engagement with 20.8% said that Facebook engagement can influence them to do repeat purchases to a greater extent, 66.7% on average, 12.5% said to a lesser extent and no one said Facebook engagement cannot influence them. Those that were in agreement that Facebook engagement is important to them value relationships and can be lured or repelled depending on the relationship management of the company.

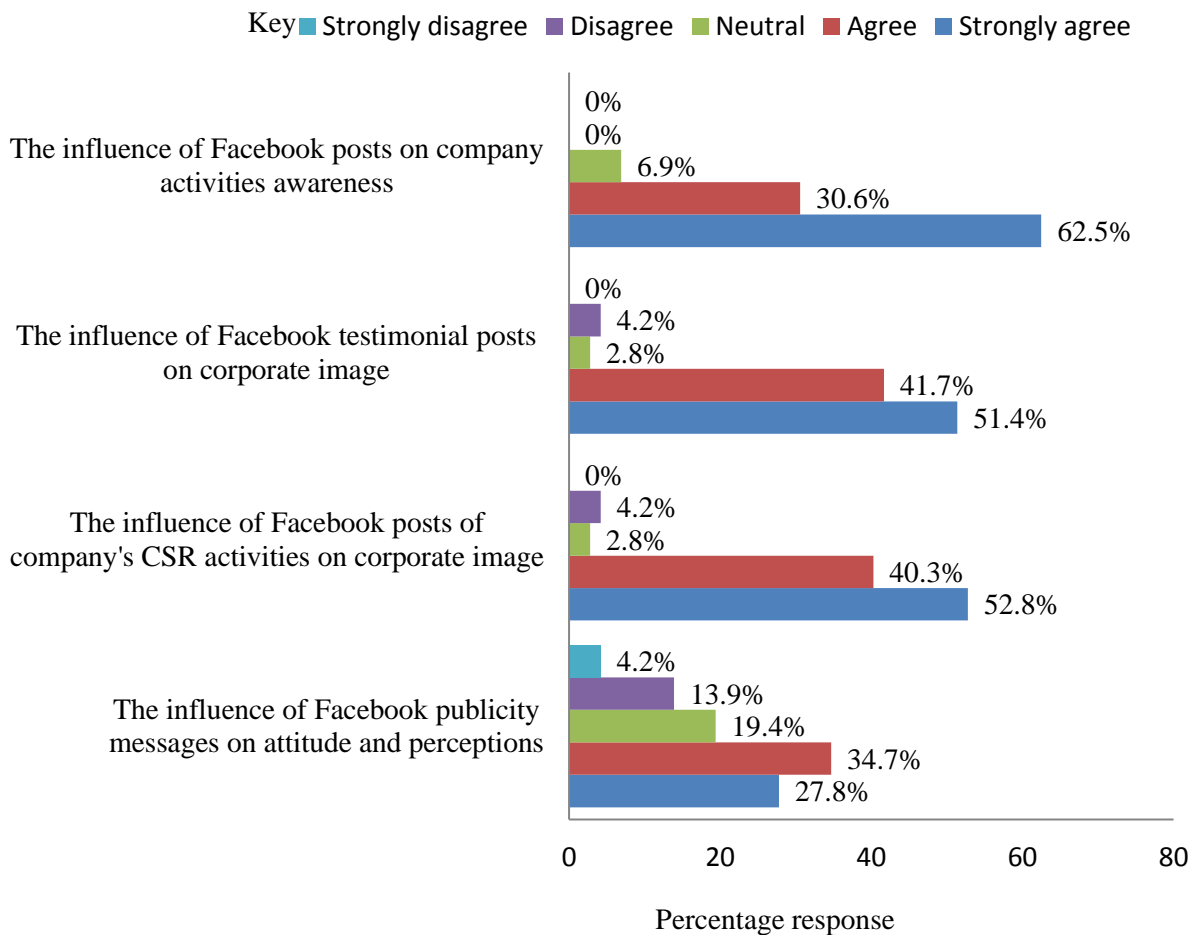
The results further revealed that Facebook engagement can influence the respondents to refer clients to the company. From the results 44.4% said Facebook engagement influence them to a greater extent, 36.2% on average and 19.4% said they can be influenced to a lesser extent. This is so because Facebook users are on Facebook to interact so good relationships will influence them to repay the effort exerted by the firm to interact with them by referring clients to the company. The results also revealed that 26.4% can be influenced by Facebook engagement to trust the company to a greater extent, 54.2% averagely influenced and 19.4% to a lesser extent.

Commitment can also be realized through Facebook engagement as the results showed that 20.8% can be influenced to a greater extent by Facebook engagement, 57.6% on average and 21.6% to a lesser extent. More respondents said they were going to be committed, trust the company and do repeat purchases if they were to be engaged through Facebook because engagement improves relationships through interaction and by so doing trust and bond can formed. Commitment, trust and repeat purchases can denote loyalty which entails that the firm's market share will be secure and additionally loyal stakeholders bring in new business to the company through referrals. Additionally the management respondents were all in agreement that there is a need to engage their clients and other stakeholders on one on one basis before and after sales especially those in the property management department who are perennial clients of the company. They all said Facebook engagement can be an ideal strategy as it is an easy way to interact with their existing clients and prospects on one on one basis and it is cheap. The management respondents said there is need to increase loyalty in clients so as to reduce client promiscuity and get more business through referrals.

It was also found out that Trevor Dollar Real Estate was mainly using physical engagement and online engagement through emails and website which has little popularity than Facebook engagement. They were in agreement the company was reluctant to use Facebook engagement and indicated an imminent adoption so as to build relationships, trust, commitment and loyalty with its stakeholders. They also revealed that their engagement strategies were costing them much and sometimes they avoid it.

**4.4 To assess the influence of Facebook publicity on enhancing corporate image.**

On examining the role of Facebook publicity on enhancing corporate image the findings from the respondents were as follows.



**Fig 4.3: Response of the influence of Facebook publicity on enhancing corporate image.**

Fig 4.3 shows the response gathered on assessing the influence of Facebook publicity on enhancing corporate image.

The results showed that Facebook can be utilized as an effective tool on enhancing corporate image the results revealed that 27.8% strongly agreed that Facebook publicity messages can change their attitude and perceptions towards a company. Those who agreed were 34.7%, 19.4% were neutral, 13.9% disagreed and 4.2% strongly disagreed. Most of the respondents agreed that Facebook publicity messages can change their attitude and perceptions towards the company because Facebook publicity facilitates feedback and therefore it offers the audience room to reply the messages expressing opinions, views and grievances. The respondents also agreed because they accept Facebook as a formal communication channel that can be used to disseminate information about the company's position.

The results also revealed that 52.8% strongly agreed that CSR activities communicated through Facebook can enhance corporate image, 40.3% agreed, 2.8% were neutral and 4.2% disagreed. Those that agreed that CSR activities communicated through Facebook influence corporate image values CSR activities and feel that business that perform CSR activities adds value to the community. Most of the respondents agreed because they have been using Facebook for two or more years so they know that Facebook has now been adopted as a publicity media channel by other firms. Those that disagreed don't believe that CSR that are publicized by the owner are not true CSR activities but are a direct form company promotion. Furthermore the findings revealed that 51.4% strongly agreed that Facebook testimonial comments enhances corporate image, 41.7% agreed, 2.8% were neutral, 4.2% disagreed and no one strongly disagreed. The respondents that valued testimonials are people that value and believe the experience of existing consumers.

The findings from the interviews revealed that all the managers are in agreement that they will adopt Facebook publicity as they were having problems in executing company publicity through the traditional channels (newspapers, Television and radio). They revealed that it's either your story will get out twisted or it won't get out and they all agreed that publicizing on Facebook can help them spread Trevor Dollar Real Estate's good image. However they all queried the credibility of messages communicated through Facebook. Furthermore the findings from Facebook fans show that Facebook can be used to spread public information as 62.5% strongly agreed that Facebook posts make them aware of company activities, 30.6% agreed, 6.9% were neutral and no one disagreed.

Those respondents that agreed that they are made aware through Facebook posts are those that value company posts so they normally view them whereas those that were neutral are

those that needed individual notifications first that the information is going to be posted on Facebook or was posted.

#### **4.5 Chapter Summary**

This chapter outlined the findings gathered from Facebook fans through questionnaires and findings from interviews gathered from management .The research findings were presented in form of table, column graphs, pie chart and bar graph. The results were further analyzed and interpreted so as to reveal the meaning of the findings. The next chapter is chapter five which contains summary, conclusions and recommendations.

## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### 5.0 Summary

This research was done to investigate the effectiveness of Facebook marketing on firm competitiveness and focused on the real estate firm which is classified under Small to medium enterprises (SMEs) in Zimbabwe. The topic was operationalized and came up with four objectives. The objectives of this research study was to ascertain the role of Facebook advertising on company profit, to assess the importance of Facebook engagement on firm's market share and to assess the influence of Facebook publicity on enhancing corporate image. In aim of answering whether Facebook marketing can be used to enhance firm competitiveness in the real estate sector literature review was done covering Facebook marketing concept and its forms namely Facebook advertising, Facebook engagement and Facebook publicity revealing what the authorities were saying on the enhancement of firm competitiveness through Facebook marketing variables. Areas of convergence and areas of divergence were also revealed and at the same time outlining gaps that were left by previous researchers.

The researcher used exploratory and descriptive research designs on gathering field and secondary data. Krejcie and Morgan, (1970) model was used to draw the sample size from the target population and the sample size was 132 respondents. The sample size consisted of 2 managers and 130 Facebook fans. Questionnaires were used for Facebook fans and face to face interviews for management in order to gather their opinions on the use of Facebook marketing on firm competitiveness in the Real Estate Sector. Furthermore the researcher presented the findings using tables, column graph and bar graphs. An analysis and discussions of the findings was done in order to give a clear meaning on what was found on investigating the effectiveness of Facebook marketing on firm competitiveness.



## **5.1 Conclusions**

The conclusions of the findings on the effectiveness of Facebook marketing on enhancing Trevor Dollar Real Estate's competitiveness are as follows.

### **5.1.1 To ascertain the role of Facebook advertising on increasing company profit.**

In ascertaining the role of Facebook advertising on increasing company profit the results gathered from the respondents can be concluded that Facebook advertising can effectively enhance profit by increasing revenue generated and at the same time reducing advertising costs. The results revealed that 91.6 % Facebook fans respondents agreed that Facebook adverts can influence them to make purchases. Furthermore 98.6% of Facebook fans respondents said that they were likely to share and 30.5% were definite of sharing Trevor Dollar Real Estate's adverts. Which entails that Facebook adverts can reach a larger audience with help of fans of the company. Additionally 37.5% of Facebook fans respondents were Trevor Dollar Real Estate's clients, their involvement in sharing of adverts can acts as social prove that Trevor Dollar Real Estate is offering good services.

Facebook comments were found out that they can influence purchases, 40.3% strongly agreed that comments influence their purchase intentions, 47.2% agreed. Furthermore the findings revealed that follow up messages that are created after adverts can enhance purchases as 54.2% strongly agreed that they can be influenced, 36% agreed, 4.2% neutral and only 5.6% disagreed. Basing on the results Facebook advertising is one of the missing factors at Trevor Dollar Real Estate that can effectively increase their company profits. Furthermore the findings from the interviews revealed that Facebook is cost effective and can be used to build traffic, increase reach. Therefore the researcher concludes that Facebook advertising is an effective strategy on increasing profit as it can increase income and at the same reducing advertising costs.

### **5.1.2 To assess the importance of Facebook engagement on firm's market share.**

In assessing the importance of Facebook engagement on firm's market share the researcher concluded that Facebook engagement improves firm's market share by retaining customers and attracting new customers. The results revealed that all Facebook fans respondents valued Facebook engagement and they were all likely to be returned by a company that engages them through Facebook.

The results revealed that Facebook fans respondents are influenced to do repeat purchase through Facebook engagement with 20.8% said that Facebook engagement can influence them to do repeat purchases to a greater extent, 66.7% on average, 12.5% said to a lesser extent and no one said Facebook engagement cannot influence them. Furthermore the results revealed that Facebook engagement can influence the respondents to refer clients to the company. From the results 44.4% said Facebook engagement influence them to a greater extent, 36.1% on average and 19.4% said they can be influenced to a lesser extent. The findings further revealed that trust and commitment can be attained through Facebook engagement. The results also revealed that 26.4% are influenced by Facebook engagement to trust the company to a greater extent, 54.2% averagely and 19.4% to a lesser extent. On commitment, 20.8% can be influenced to a greater by Facebook engagement to become committed to the company and 59.7% on average. Commitment, trust and repeat purchases can denote loyalty which entails that the firm's market share will be secure and on top of that loyal stakeholders brings in new business to the company through referrals.

In addition the management respondents were all in agreement that there is a need to engage their clients on one on one basis even after sales especially those in the property management department. They all said Facebook engagement can be an ideal strategy as it an easy way to interact with their existing clients and prospects on one on one basis and it is cheap. The management respondents said there is need to increase trust, commitment, loyalty in clients so as to reduce client promiscuity and foster repeat purchases and also get more business through referrals. Basing on the study results Facebook engagement can yield very good results for the company and the company will enjoy a stable increase in market share.

### **5.1.3 To examine the influence of Facebook publicity on enhancing corporate image.**

On examining the role of Facebook publicity on enhancing corporate image the researcher concluded that Facebook publicity can positively enhance the company's corporate image. The results revealed that 27.8% strongly agreed that Facebook publicity messages can change their attitude and perceptions towards a company. Those who agreed were 34.7%, 19.4% were neutral, 13.9% disagreed and 4.2% strongly disagreed. The results also revealed that 52.8% strongly agreed that CSR activities communicated through Facebook can enhance corporate image, 40.3% agreed, 2.8% were neutral and 4.2% disagreed.

Furthermore the findings revealed that 51.4% strongly agreed that Facebook testimonial comments enhances corporate image, 41.7% agreed, 2.8% were neutral, 4.2% disagreed and no one strongly disagreed.

The findings from Facebook fans show that Facebook can be used to spread public information as 62.5% strongly agreed that Facebook posts make them aware of company activities, 30.6% agreed, 6.9% were neutral and no one disagreed. Furthermore the findings from the interviews revealed that all the managers were having problems in executing company publicity through the traditional channels. The managers revealed that it's either your story will get out twisted or it won't get out and they all agreed that publicizing on Facebook can help them spread Trevor Dollar Real Estate's good image, however they all queried the credibility of messages communicated through Facebook. Facebook publicity is an ideal strategy basing on the results as it is highly favoured by the respondents and at the same time the company will be their own publishers so they will publicize whatever they want at any given time resulting in the uplifting of the corporate image.

## **5.2 Recommendations**

Given the findings the researcher recommended Trevor Dollar Real Estate to adopt the following strategies so as to enhance their firm competitiveness.

Trevor Dollar Real estate can adopt Facebook advertising in order to increase their advertising reach as Facebook hosts a more than one billion users who can become clients of Trevor Dollar Real Estate. Advertising to a large pool of audience can result in attaining more potential buyers. Furthermore Facebook advertising is cost effective as adverts can be conveyed for free when using free advertising platform and paid form is charged cost per impression (CPM) or cost per click (CPC) which becomes cheaper for the company to advertise (Haydon 2014). Facebook advertising is also interactive so instant feedback is provided. Additionally with Facebook advertising they can easily and effectively implement target advertising which improves the conversion rate of prospects to clients as the adverts reaches the real target audience depending on the advertiser's selection.

The researcher also recommends Trevor Dollar Real Estate to use Facebook engagement so that they can improve their market share. Haydon, (2012) states that by sharing useful resources and spending time conversing with your Facebook Page community is the surest

way to attract new customers, increase the prevalence of repeat customers, and grows your prospect list. Facebook engagement facilitates one on one virtual interaction which can be used by firms to closely link themselves with their relevant stakeholders including existing clients and prospective clients. Facebook engagement can bring in offline transactional relationships where the engaged parties will become loyal to the company and purchase company services repeatedly. Loyal customers are returned by the company which entails that the company's market share will be secure and furthermore loyal customers bring in new business through referrals which increases the market share of the company.

On another note Trevor Dollar Real Estate can use Facebook publicity to enhance their corporate image. Chattananon, (2007) stipulates that corporate communications (CM) will influence consumers' attitudes toward the company's image. When using Facebook publicity the company is guaranteed that their message will get published as it is and will get out at the intended time as there are no external delays. Facebook publicity is owner managed and owner published so Trevor Dollar Real Estate can influence what their stakeholders talk and perceive about the company as indicated in the findings. Additionally Trevor Dollar Real Estate can get help from their Facebook fans to expand the reach of their messages as their Facebook fans indicated that they will help the company to spread its social activities.

### **5.3 Recommendations for further research**

Many reputable authors and researchers regarded Facebook marketing as an effective tool on executing marketing communications bringing many benefits to the companies. However Facebook marketing brought in some significant challenges therefore the researcher suggests further research on how Facebook marketing has affected the traditional media companies.

## REFERENCE LIST

- Abd-El-Salam ,E.M.A, Shawky,A.Y. and El-Nahas,T(2013) **The impact of corporate image and reputation on service quality, customer satisfaction and customer loyalty: testing the mediating role. Case analysis in an international service company:** The Business and Management Review, Vol.3 Number-2, January 2013
- Agrawal, H. (2008),**Benefits of using social media for business:** Accessed on [www.shoutmeloud.com](http://www.shoutmeloud.com) (25/09/2016)
- Akben-Selcuk,E. (2016), **Factors Affecting Firm Competitiveness**, Evidence from an Emerging Market: International Journal of Financial Studies
- Arno.C. (2013), **The advantages of social media versus traditional media:**Accessed on [www.coolmarketingstuff.com](http://www.coolmarketingstuff.com) (17/9/16)
- Aryal, S. B. (2012), **A Case Study of Facebook Marketing Approaches of Two Nepali Companies:** Turku University of Applied Sciences
- Attaway.S. (2011), **Matlab: A Practical Introduction to Programming and Problem Solving**, 2nd Edition: Butterworth-Heinemann
- Baloun, K.,M. (2006), **Inside Facebook. First Edition**, available at [www.books.google.fi](http://www.books.google.fi) (Accessed on 09/09/2016)
- Bampo, M., Ewing, M.T., Mather, D.R., Stewart, D. and Wallace, M. (2008), **The effects of the social structure of digital networks on viral marketing performance**,Information Systems Research, Vol. 19 No. 3, pp. 273-290.
- Bannister, A., Kiefer, J. and Nellums, J. (2013),**College students' perceptions of and behaviours regarding Facebook advertising: an exploratory study**, The Catalyst, Vol. 3 No. 1, pp. 1-20.
- Baruah,T.D.(2012),**Effectiveness of Social Media as a tool of communication and its potential for technology enabled connections: A micro-level study:** International Journal of Scientific and Research Publications, Volume 2, Issue 5, May 2012.

Bendle,N.,T and Bagga,C.,K.(2016),**The Metrics That Marketers Muddle: MIT Sloan Management Review.**

Bowden,J.L.-H. (2009), **The process of customer engagement: a conceptual framework,** Journal of Marketing Theory and Practice, Vol. 17 No. 1, pp. 63-74.

Bravo, R., Montaner, T., and Pina, J. M. (2009), **The role of bank image for customers versus non-customers,** International Journal of Bank Marketing, 27(4), 315-334.

Brea, C.,Venkatesan, R., Farris, P., Wilcox, R., T., Bendle,N., Pfeifer,P.,E., Reibstein,D. (2014)**The Definitive Guide to Marketing Analytics and Metrics (Collection):** FT Press

Brodie, R.J., Hollebeek, L.D., Biljana, J. and Ilic, A. (2011a), **Customer engagement: conceptual domain, fundamental propositions, and implications for research,** Journal of Service Research, Vol. 14 No. 3, pp. 252-71.

Bruhn, M., Schoenmueller, V. and Schäfer, D.B. (2012), **Are social media replacing traditional media in terms of brand equity creation?,**Management Research Review, Vol. 35 No. 9, pp. 770-790.

Burke,F., Gwynne,S.,C. (2016) **Online Marketing for Busy Authors** :Berrett-Koehler Publishers

Burns, N. and Grove, S.K. (2003),**Understanding nursing research.** 3rd ed. Philadelphia: Saunders Company.

Cann, S (2011), **Jumpstart Your Music Career:** Course Technology PTR

Carter, B.(2013), **The Like Economy: How Businesses Make Money with Facebook,** Second Edition: Que

Casaló, L., Flavián, C. and Guinalú, M. (2007), **The impact of participation in virtual brand communities on consumer trust and loyalty: the case of free software,** Online Information Review, Vol. 31 No. 6, pp. 775-792.

Chattananon, A. Lawley, M.,Trimetsoontorn. J. Numchai Supparerkchaisakul, N., Leelayouthayothin, L. (2007),**Building corporate image through societal marketing programs,** Society and Business Review, Vol. 2 Iss 3 pp. 230 - 253

Chen, S.C., Yen, D.C. and Hwang, M.I. (2012), **Factors influencing the continuance intention to the usage of Web 2.0: an empirical study**, *Computers in Human Behavior*, Vol. 28 No. 3, pp. 933-941.

Chen, S.C., Yen, D.C. and Hwang, M.I. (2012), **Factors influencing the continuance intention to the usage of Web 2.0: an empirical study**, *Computers in Human Behavior*, Vol. 28 No. 3, pp. 933-941.

Chen,H., Papazafeiropoulou,A., Chen,T-K., Duan,Y., Liu,H-W. (2014),Exploring the commercial value of social networks, *Journal of Enterprise Information Management*, Vol. 27 Iss 5 pp. 576 - 598

Chu,S-C. (2011),**Viral advertising in social media: Participation in Facebook groups and responses among college-aged users**,*Journal of Interactive Advertising* 12: 30-43.

Croft, M. (2008),**Consumers in control** ,*Marketing Week*, Vol. 31 Iss 14 pp 29-30.

Crosman, P. (2008), **Attracting young investors – financial firms are embracing mobile technology, Web 2.0 tools and social networking principles to reach Gen X and Gen Y**, *Wall Street and Technology*, Vol. 26.

Curran,K., Graham,S., Temple,C.(2011), **School of Computing and Intelligent Systems, University of Ulster**, *International Journal of E-Business Development (IJED)*

De Langen. AN ( 2009) **Research design and methodology - UTM AIS**, available at [www.ais.utm.my/researchportal/files/2015/02/Example3-Res-Design.pdf](http://www.ais.utm.my/researchportal/files/2015/02/Example3-Res-Design.pdf),(Accessed on 09/10/2016)

Dechezleprêtre, A. and Sato, M. (2014),**The impacts of environmental regulations on competitiveness**: Grantham Research Institute on climate change and environment.

Dimitriades, Z., S. (2006),**Customer satisfaction, loyalty and commitment in service organizations: Some evidence from Greece**. *Management Research News*, 29(12), 787-799.

Dobele, A., Toleman, D. and Beverland, M. (2005), **Controlled infection! Spreading the brand message through viral marketing**, *Business Horizons*, Vol. 48 No. 2, pp. 143-149.

Duffett ,R.G. (2015),**Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials**, *Internet Research*, Vol. 25 Iss 4 pp. 498 - 526

- Duraj,B and Moci,E. (2015), **Factors Influencing The Bank Profitability – Empirical Evidence From Albania**: Asian Economic and Financial Review, Vol. 5No.3, pp483-494
- Farris,P., Bendle,N., Pfeifer,P.E, Reibstein,D.J. (2015), **Marketing Metrics: The Manager’s Guide to Measuring Marketing Performance**, Third Edition
- Ferguson, R. (2008), **Word of mouth and viral marketing: taking the temperature of the hottest trends in marketing**, Journal of Consumer Marketing, Vol. 25 No. 3, pp. 179-82,
- Flavián, C. and Guinalú, M. (2006),**Customer trust, perceived security and privacy policy: three basic elements of loyalty to a web site**, Industrial Management and Data Systems, Vol. 106 No. 5, pp. 601-620.
- Foux, G. (2006), **Consumer-generated media: get your customers involved**, Brand Strategy, No. 202, pp. 38-9.
- Godes, D. and Mayzlin, D. (2009), **Firm-created word-of-mouth communication: evidence from a field test**, Marketing Science, Vol. 28 No. 4, pp. 721-739.
- Golan, G J. and Zaidner,L. (2008),**Creative Strategies in Viral Advertising: An Application of Taylor’s Six-Segment Message Strategy Wheel**, Journal of Computer–Mediated Communications 13: 959-972.
- Gonzalez-Lafaysse,L. and Lapassouse-Madrid ,C. (2016),**Facebook and sustainable development: a case study of a French supermarket chain**, International Journal of Retail and Distribution Management, Vol. 44 Iss 5 pp. 560 - 582
- Gummerus, J., Liljander V., Weman,E., Pihlström,M (2012),**Customer engagement in a Facebook brand community**, Management Research Review, Vol. 35 Iss 9 pp. 857 – 877
- Ha, H. and Perks, H. (2005), **Effect of customer perceptions of brand experience on the web: brand familiarity, satisfaction, and brand trust**, Journal of Customer Behavior, Vol. 4 No. 6, pp. 438-452.
- Hair, J.F.J., Black, W.C., Babin, B.J., Anderson, R.E. and Tatham, R.L.(2006), **Multivariate Data Analysis**, Prentice-Hall, Upper Saddle River, NJ.
- Hanlon, P., and Hawkins, J. (2008), **Expand you brand community online. Advertising Age**, 79(1), 14-15



- Haydon, J. (2013), **Facebook Marketing For Dummies**, 4th Edition: For Dummies
- Haydon, J. (2014), **Facebook Marketing For Dummies**, 5th Edition: For Dummies
- Haydon,J., Dunay,P., Krueger,R. (2012)**Facebook Marketing For Dummies**, 3rd Edition:For Dummies
- Hoffman, D. and Fodor, M. (2010), **Can you measure the ROI of your social media marketing?**: MIT Sloan Management Review, Vol. 52 No. 1, pp. 41-50.
- Hong, S.C., and Goo, Y.J.J. (2004), **A causal model of customer loyalty in professional service firms: an empirical study**, International Journal of Management, Vol. 21 No. 4, pp.531-540)
- Hopkins, M. (2007), **Corporate Social Responsibility and International Development: Is Business the Solution?**, Sterling, VA, Earthscan: London
- Hsu, Y. (2012), **Facebook as international eMarketing strategy of Taiwan hotels**, International Journal of Hospitality Management, Vol. 31 No. 3, pp. 972-980.
- Hu ,X.(2011), **Social Media Business Model Analysis - Case Tencent, Facebook, and Myspace**: Department of Information and Service Economy Aalto University School of Economics
- Hudson, S. and Thal, K. (2013), **The impact of social media on the consumer decision process: implications for tourism marketing**, Journal of Travel and Tourism Marketing, Vol. 30 Nos 1-2, pp. 156-160.
- Ibrahim, H. and Najjar, F.(2008),**Relationship bonding tactics, personality traits, relationship quality and customer loyalty: Behavioral sequence in retail environment**, The Icfai University Journal of Services Marketing, 6(4), 1-37.
- Ioanăs,E. and Stoica,I (2014), **Social Media and its Impact on Consumers Behavior**: International Journal of Economic Practices and Theories, Vol. 4, No. 2, 2014
- Isabel,J., Balaguer,G and Carlos, J. Castellano,P. (2012),**The Different Conception Of Economic Profit In Cooperatives**: Journal of Co-Operative Accounting and Reporting V1, N1, Summer 2012

Kandampully, J. and Hu, H.H., (2007), **Do hoteliers need to manage image to retain loyal customers?**, International Journal of Contemporary Hospitality Management, Vol. 19 , No. 6, pp. 435 – 443.

Kaplan, A.M. and Haenlein, M. (2012), **The Britney Spears Universe: social media and viral marketing at its best**, Business Horizons, Vol. 55 No. 1, pp. 27-31.

Karadeniz,M.(2009) **The Importance Of Creating A Successful Corporate Identity And Corporate Image For Enterprises In Marketing Management**: Journal of Naval Science and Engineering 2009, Vol. 5 , No.3, pp. 1-15

Keller, K.L. (2001), **Building customer-based brand equity: a blueprint for creating strong brands**, Marketing Science Institute (MSI).

Knight.S, (2013), **Advantages of Social media marketing** available at [www.socialmedialearning.uk](http://www.socialmedialearning.uk)(Accessed on 5/09/2016)

Kosinski,M., Matz,S,C., GoslingS. D., Popov,V. and Stillwell,D.(2016) **Monitor on Psychology**

Lampe, C., Ellison, N., and Steinfield, C., (2006), **A Facebook in the crowd: Social searching vs. social browsing**, Proceedings of CSCW-2006 (pp. 167-170). New York: ACM Press.

Lenhart, A., and Madden, M. (2007), **Teens, privacy, and online social networks, Pew Internet and American Life Project Report.**

Liang,K.,J.R Ann, T., Fiore,M. (2015),**Restaurant brand pages on Facebook**, International Journal of Contemporary Hospitality Management, Vol. 27 Iss 7 pp. 1662 - 1684

Libai, B. (2011),**Comment: the perils of focusing on highly engaged customers**, Journal of Service Research, Vol. 14 No. 3, pp. 275-6.

Liu-Thompkins, Y. (2012), **Seeding viral content: the role of message and network factors**, Journal of Advertising Research, Vol. 52 No. 4, pp. 59-72.

Lukka, V., and James, P. T. J.(2014),**Attitudes toward Facebook advertising**, Journal of Management and Marketing Research. 14, 1-26.

Mayzlin, D. (2006), **Promotional chat on the internet**, Marketing Science, Vol. 25 No. 2, pp. 157-65.

McCarthy, L., Stock, D. and Verma, R. (2010), **How travelers use online and social media channels to make hotel-choice decisions**, available at: [www.hotelschool.cornell.edu/research/chr/pubs/reports/abstract-15359](http://www.hotelschool.cornell.edu/research/chr/pubs/reports/abstract-15359). (Accessed 09/09/2016)

Michel, M., Pamela, H., Whiteside, B. (2013), **Facebook: examining the information presented and its impact on stakeholders**, Corporate Communications: An International Journal, Vol. 18 Iss 1 pp. 52 - 69

Nielsen (2009a), **Nielsen Global Online Consumer Survey: Trust, Value and Engagement in Advertising**, Available at: <http://id.nielsen.com/site/documents/NielsenTrustAdvertisingGlobalReport> (Accessed on 09/09/2016)

Oliver K., Collin P., Burns J.M. and Nicholas J. (2006), **Building resilience in young people through meaningful participation**, Australian e-Journal for the Advancement of Mental Health 5(1):1-7.

Palmer, A. and Koenig-Lewis, N. (2009), **An experimental social network-based approach to direct marketing**, Direct Marketing: An International Journal, 3(3), 162-176

Paquette, H (2013), **Social Media as a Marketing Tool: A Literature Review**, Major Papers by Master of Science Students. Paper 2 available at [http://digitalcommons.uri.edu/tmd\\_major\\_papers/2](http://digitalcommons.uri.edu/tmd_major_papers/2), (Accessed on 09/09/2016)

Paquette, H (2013), **Social Media as a Marketing Tool: A Literature Review**, Major Papers by Master of Science Students. Paper 2 available at [http://digitalcommons.uri.edu/tmd\\_major\\_papers/2](http://digitalcommons.uri.edu/tmd_major_papers/2), (Accessed on 09/09/2016)

Paul S. Goldner (2006), **Red-Hot Cold Call Selling: Prospecting Techniques That Really Pay Off**, 2<sup>nd</sup> Edition: Amacom.

Pikas, B. and Sorrentino, G. (2014), **The Effectiveness of Online Advertising: Consumer's Perceptions of Ads on Facebook, Twitter and YouTube**: Journal of Applied Business and Economics vol. 16(4).

Ponte ,E.,B., Carvajal-Trujillo,E., Escobar-Rodríguez ,T. (2015),**Corporate Facebook and stakeholder engagement**, Kybernetes, Vol. 44 Iss: 5, pp.771 - 787

Porterfield, A., Khare,P., and Vahl,A.(2012),**Facebook Marketing All-in-One For Dummies**, 2<sup>nd</sup> Edition: For Dummies

Pradiptarini, C.(2011), **Social Media Marketing: Measuring Its Effectiveness and Identifying the Target Market**: UW-L Journal of Undergraduate Research XIV .

Rajasekaran,V. and R. Lalitha,R. (2010),**Financial Accounting**: Pearson India.

Ramsaran-Fowdar,R .R. and Fowdar, S. (2013), **The Implications of Facebook Marketing for Organizations**, Contemporary Management Research Pages, Vol. 9, No. 1, March 2013:Australia

Rau, P.L.P., Gao, Q. and Ding, Y. (2008), **Relationship between the level of intimacy and lurking in online social network services**, Computers in Human Behaviour, Vol. 24 No. 6, pp. 2757-2770.

Rehman,F., , Ilyas ,M., Nawaz,T., Hyder,S.(2014), **How Facebook Advertising Affects Buying Behavior of Young Consumers: The Moderating Role of Gender**

Roberts, C. and Alpert, F. (2010),**Total customer engagement: designing and aligning key strategic elements to achieve growth**, Journal of Product and Brand Management, Vol. 19 No. 3, pp. 198-209.

Rohm, A., Kaltcheva, V.D. and Milne, G.R. (2013), **A mixed-method approach to examining brand-consumer interactions driven by social media**, Journal of Research in Interactive Marketing, Vol. 7 No. 4, pp. 295-311

Rolston,C.,P., Macy,A.,Hutchison,T., Allen,T.(2015),**Record Label Marketing**, 3rd Edition: Focal Press

Rooney, J. (2011), **Loyalty innovation, now an “organic” campaign**. Advertising Age, 82(13), 16. Retrieved from <http://web.ebscohost.com/ehost/detail?>

Rudenno,V. (2012),**The Mining Valuation Handbook: Mining and Energy Valuation for Investors and Management**, 4th Edition: Wrightbooks

Sarosa, S. (2012), **Adoption of social media networks by Indonesian SME: a case study**, *Procedia Economics and Finance*, Vol. 4 No. 1, pp. 244-254.

Sarstedt, M. ; Wilczynski, P.; Melewar, T.C., (2012), **Measuring reputation in global markets, A comparison of reputation measures' convergent and criterion validities**, *Journal of World Business*, under press, pp.1-11.

Scarlett, A. (2011), **Communicating Corporate Social Responsibility: Challenges to Companies with Low Company Cause Fit**.

Schivinski, B. and Dabrowski, D. (2015), **The impact of brand communication on brand equity through Facebook**, *Journal of Research in Interactive Marketing*, Vol. 9 Iss 1 pp. 31 - 53

Seidman, D. (2012), **The Ultimate Guide to Sales Training: Potent Tactics to Accelerate Sales Performance**: Pfeiffer.

Shawndra, H., Provost, F., and Volinsky, C. (2006), **Network Based Marketing: Identifying Likely Adaptors via Consumer Networks**, *Statistical Science* 21: 256-276.

Shih, C. (2010), **Facebook Era, The: Tapping Online Social Networks to Market, Sell, and Innovate**: Addison-Wesley Professional

Srinivasa, D. (2008), **Advertisements Do They Match Consumer Preferences?**, *Marketing Mastermind*, pp.59-62.

Stelzner, M. (2014) **Social Media Marketing industry report**.

Stojcic, N., Hashi, I. and Telhaj, S. (2013), **Restructuring and Competitiveness Empirical Evidence on Firm Behavior in New EU Member States and Candidate Countries**, *Eastern European Economics*, 51(4), p. 84–107.

Taylor, D.G., Lewin, J.E. and Strutton, D. (2011), **Friends, fans, and followers: do ads work on social networks**, *Journal of Advertising Research*, Vol. 51 No. 1, pp. 258-275.

Thackeray, R., Neiger, B.L., Hanson, C.L. and McKenzie, J.F. (2008), **Enhancing Promotional Strategies within Social Marketing Programs: Using of Web 2.0 Social Media**, *Health Promotion Practice*, Vol.9.

Trattner.C. and Kappe,F. (2011), **Social Stream Marketing on Facebook: A Case Study**, Int. J. of Social and Humanistic Computing: Inderscience Enterprises Ltd.

Treadaway, C. and Smith, M. (2010), **Facebook Marketing: An Hour a Day**, Wiley Publishing, Indianapolis, IN.

Treadaway,C. and Smith,M. (2012), **Facebook Marketing: An Hour a Day**, 2nd Edition: Sybex

Tu,Y-T., Wang,C-M. and Chang, H-C.(2012),**Corporate Brand Image and Customer Satisfaction on Loyalty: An Empirical Study of Starbucks Coffee in Taiwan**: Journal of Social and Development Sciences Vol. 3, No. 1, pp. 24-32, Jan 2012

Tuten.L T(2008), **Advertising 2.0. Social media marketing in Web 2.0 world**. :Praeger Publisher, West, Westport, CT .

van Doorn, J., Lemon, K.N., Mittal, V., Nass, S., Doree´n, P., Pirner, P. and Verhoef, P.C. (2010), **Customer engagement behavior: theoretical foundations and research directions**, Journal of Service Research, Vol. 13 No. 3, pp. 253-66.

Verhoef, P.C., Reinartz, W.J. and Krafft, M. (2010),**Customer engagement as a new perspective in customer management**, Journal of Service Research, Vol. 13 No. 3, pp. 247-52.

Watson,T. and Noble,P. (2014),**Evaluating Public Relations**, 3rd Edition: Kogan Page

Woessner, S.(2011),**Personal interview**. 14 Feb. 2011 and 6 Apr. 2011

Wronski, M. and Goldstruck, A.(2013), **SA Social Media Landscape, World Wide Worx and Fuseware**: Johannesburg.

Wu, C. C. (2011),**The impact of hospital brand image on service quality, patient satisfaction and loyalty**, African Journal of Business Management, 5(12), 4873-4882.

[www.chroniclezimbabwe.co.zw](http://www.chroniclezimbabwe.co.zw)(2016, 05, 16),online news

[www.propertybook.co.zw/Zimbabwean-liquidity-crunch-bleeds-real-estate/News](http://www.propertybook.co.zw/Zimbabwean-liquidity-crunch-bleeds-real-estate/News)

Yang, T. (2012), **The decision behaviour of Facebook users**, Journal of Computer Information Systems, Vol. 52 No. 3, pp. 50-59

Zarkada, A.K., and Polydorou C. (2013), **You Might be Reputable but are you “Liked”?** **Orchestrating Corporate Reputation Co-Creation on Facebook**, *Social Media in Strategic Management* 11, 87-113.

Zarrella,D., Zarrella,A. (2011), **The Facebook Marketing Book**: O'Reilly Media, Inc.

Zinnbauer, M. and Honer, T. (2011),**How brands can create social currency – a framework for managing brands in a new era**, *Marketing Review St. Gallen*, Vol. 28 No. 5, pp. 50-55.

<https://www.newsday.co.zw/2015/09/24/property-firm-swindles-client-of-210-000/>accessed 09/09/2016

## APPENDIX: A

### FACEBOOK PAGE FAN -QUESTIONNAIRE

Dear Trevor Dollar Real Estate's Facebook Page Fan.

My name is R133373V and I am a student at Midlands State University carrying out a research titled, *“Investigating the effectiveness of Facebook marketing on firm competitiveness in the Real Estate Sector in Zimbabwe: A Case Trevor Dollar Real Estate”*.

Can you kindly assist me by completing this questionnaire and please be advised that the information gathered will be strictly confidential and will be used for academic purposes only.

*Kindly tick the most appropriate answer*

#### SECTION A: DEMOGRAPHICS

1) What is your gender?

MALE	FEMALE

2) What is your age group?

Below 25 years	25-35 years	36-50 years	Above 50 years

3) What is your marital status?

Single	Married	Divorced	Widowed

#### SECTION B: FACEBOOK USAGE

4) How long have you been using Facebook?

1-2 years	2-3 years	3-4 years	4-5years	More than 5 years

5) On average how many times do you access Facebook per week?

Once	2 times	3 times	4 times	5 times or more



6) Do you see yourself becoming a client of Trevor Dollar Real Estate?

Already a client	Most likely	Likely	Less likely	Not at all

**SECTION C: FACEBOOK ADVERTISING ON FIRM'S PROFIT**

7) Do you agree that Facebook adverts can influence you to make purchases of real estate services?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree

8) Do you agree that comments on Facebook adverts by other Facebook users can influence your purchase intention?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree

9) Do you agree that Facebook follow up messages influence your purchase intention?

Strongly agree	Agree	Neutral	Disagree	Strongly disagree

10) Would you share a Facebook advert of Trevor Dollar Real Estate?

Definitely	Most likely	Likely	Less likely	Not at all

**SECTION D: FACEBOOK ENGAGEMENT ON MARKET SHARE**

11) To what extend do you agree that Facebook engagement can positively influence you to do repeat purchases?

Lesser extend	Average	Greater extend

12) To what extend do you agree that Facebook engagement can influence you to refer clients to the company?

Lesser extend	Average	Greater extend

13) To what extend do you agree that Facebook engagement can influence you to trust the company?

Lesser extend	Average	Greater extend

**14) To what extent do you agree that Facebook engagement can influence your commitment to the company?**

Lesser extend	Average	Greater extend

**SECTION E: FACEBOOK PUBLICITY ON CORPORATE IMAGE**

**15) Do you agree that publicity messages sent via Facebook influence your attitude and perceptions towards a company?**

Strongly agree	Agree	Neutral	Disagree	Strongly disagree

**16) Do you agree that Corporate Social Responsibility posts can influence company image?**

Strongly agree	Agree	Neutral	Disagree	Strongly disagree

**17) Do you agree that Facebook testimonial posts influence corporate image?**

Strongly agree	Agree	Neutral	Disagree	Strongly disagree

**18) Do you agree that Facebook posts can make you aware of company's activities?**

Strongly agree	Agree	Neutral	Disagree	Strongly disagree

**Thank you for your assistance.**

## **APPENDIX: B**

### **INTERVIEW GUIDE FOR MANAGEMENT**

My name is R133373V and I am a student at Midlands State University carrying out a research titled, “*Investigating the effectiveness of Facebook marketing on firm competitiveness in the Real Estate Sector in Zimbabwe: A Case Trevor Dollar Real Estate*”.

Can you kindly assist me by answering the following questions and please be advised that the information gathered will be strictly confidential and will be used for academic purposes only.

- 
1. What was the reason for Trevor Dollar Real Estate to open a Facebook page?
  2. Which media channels are being used by Trevor Dollar Real Estate to advertise its services and what challenges are you facing?
  3. Some companies have adopted Facebook advertising to promote their services do you Trevor Dollar Real Estate adopting it in the near future and may you indicate the reason for your answer?
  4. How does Trevor Dollar Real Estate create engage its stakeholders and what challenges are you facing?
  5. Do you Trevor Dollar Real Estate adopting Facebook engagement and may you indicate the reason for your answer?
  6. Which media channels are being used by Trevor Dollar Real Estate to execute company publicity and what challenges are you facing?
  6. Do you see Trevor Dollar Real Estate adopting Facebook publicity and may you indicate the reason for your answer?
  7. Do you see Trevor Dollar Real Estate adopting Facebook as one of its core marketing channel in the near future?

---

**Thank You**

## APPENDIX: C

### Determining a sample: Krejcie and Morgan, (1970) model

<i>Table for Determining Sample Size of a Known Population</i>									
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

*Note: N is Population Size; S is Sample Size* *Source: Krejcie & Morgan, 1970*