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Influence of Online Advertisement on Organizational Growth at Eldoret Water and Sanitation Company, Kenya

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Abstract:

E-Business strategy is part of the corporate strategy and business plan. Development in most organizations is becoming a requirement to effectively improve customer service, improving response, access to information and improved quality goods and services and this has been lagging for the recent years in Kenya. The purpose of the study is to establish the effectiveness of online advertisement on the organizational growth at Eldoret water and Sanitation Company, Kenya. The study adopted the Diffusion of Innovations Theory. The study adopted a case study design. The target population was 126 persons comprised of 109 employees from Technical department and 17 employees from Finance department at Eldoret water and Sanitation Company. The data was collected by use of questionnaires. Using Yamane formula, a sample size of 96 persons was obtained. The instruments were tested for reliability and validity to enhance credibility of data. Collected data was analyzed by use of both inferential and descriptive statistics. From the regression results the R-square is .529, thus online advertising explained 52.9% of the variance in organization growth. The online advertising ($\beta_1=0.654$) had significant relationship with organizational growth. There was a significant positive effect of online advertising on organizational growth. The study, hence, recommends that the policy makers, government IT departments and other interested actors in the field of IT and internet security should develop a framework that ensures effective formulation and implementation towards internet security and sustainable E-business in Kenya.

Keywords: Online, Advertisement, Organizational, Growth

1. Introduction

Electronic business commonly referred to as "e-business", or an internet business, is the application of information and communication technologies (ICT) in support of all the activities of business. E-business uses internet and ICT strategies to conduct business. An e-business strategy is a strategy that is essential to businesses who conduct their business online but not just an internet business. It defines both long-term and short-term business goals and involves skilled and careful planning. E-business strategy is therefore part of business plan and corporate strategy which also interconnect with other plans such as IT, marketing and organizational plans to enhance growth within the organization (Aaker, 2009).

Organizational growth is a systematic, ongoing process of effective implementation of organizational change. It is therefore a planned effort to enhance organization's viability and relevance. Companies tend to aim at exploiting the convenience, availability and worldwide reach of internet through the implementation of e-business strategies. With their assistance, it is possible to closely work with partners and suppliers, have a better understanding with customer's needs, and satisfy them, and link internal and external data processing systems effectively. This leads to an enhanced business processes, reduced hierarchical levels, decreased regularization intensity, job enlargement at single place of work, more teamwork, a growing knowledge significance and to a shift of decision competencies to lower hierarchical level (Alderson, 2005).

E-business has an extensive impact on the way business is conducted by organizations internationally. It has streamlined and automated internal communications and processes, efficiency improvements and deliver productivity. E-business has reduced transaction costs, increased collaboration levels and improved responsiveness to change in the supply chain. With the availability of digital delivery and the growing preference for online shopping of a wide range of services as well as products, e-business has transformed retailing. The emergence of new forms of competition in sectors, for instance, finance have led organizations to adopt e-business techniques. According to the report by the European commission and e-business Impact Studies (2009), they reiterated that the components of e-business components has turned to be essential element of business. Therefore, the strategic decisions have been taken by several organizations to integrate e-business solutions into quality management, production processes, logistics, marketing and customer care.

In a study by Reinartz and Kumar (2002) it is noted that a large proportion of long term customers do exhibit high profitability as compared to short term customers. This therefore has been the case in Kenya as organizations still face a

challenging moment in trying to inhibit growth. Strategies which enable them endure a reasonable growth is lacking due to the lack of literature or enough knowledge to inform them. This has made them remain doomed to the old strategies which has rendered them lag behind in development.

Development in most organizations is becoming a requirement to effectively improve customer service, improve response, access to information and improved quality goods and services, this has been lagging for the recent years in Kenya. Ideally, organizations are ought to perform their best in delivering quality services to their customers, for this case, Eldoret Water and Sanitation Company has to reach their consumers within and outside their surrounding with adequate and real time operational efficiency which will inhibit gradual increase of throughput every year. Customers now days are also more demanding and informed hence the Eldoret Water and Sanitation Company has to put in place strategies that will lead to having more satisfied and happy customers. It is against this background that the researcher sought to establish the effectiveness of online advertisement on the organizational growth at Eldoret water and Sanitation Company, Kenya.

2. Theoretical Review

2.1. Diffusion of Innovations Theory

The Diffusion of developments hypothesis was proposed by Rogers in 1962; alluded to in Einstein (2008). The dispersion of Innovations hypothesis as characterized by Roger (1962) is a hypothesis of at what rate, why and how innovation and new thoughts spread through societies

As indicated by Rogers, Diffusion of Innovations hypothesis is a hypothesis of how, why, and at what rate new thoughts and innovation spread through societies, working at the individual and firm level. In view of Diffusion of Innovations hypothesis at the firm level (Einstein, 2008), inventiveness is identified with such autonomous factors as individual (pioneer) attributes, inside organizational basic qualities, and outside attributes of the association. Singular attributes depict the pioneer mentality toward change.

Inward qualities of organizational structure incorporate perceptions as indicated by Rogers, centralization is how much power and control in a framework are gathered in the hands of a generally couple of people; many-sided quality is how much an association's individuals have a moderately abnormal state of information and aptitude; formalization is how much an association underlines its individuals' following guidelines and techniques; interconnectedness is how much the units in a social framework are connected by relational systems; organizational slack is how much uncommitted assets are accessible to an association; measure is the quantity of representatives of the association".

External characteristics of organizational refer to system openness. In relation to the study, the ability of an organization to adopt relevant technology relies on the type of activity that requires the use of new technology. The adoption of e-procurement, in this case, depends upon the need to reform the key stages of the procurement process. According to Rogers (2008), the internal characteristics of organization structure centralization, complexity, formalization, interconnectedness, organizational slack and the number of employees. This relationship demands that a system to be put in place should meet the requirements of the organizations characteristic or operation of the procurement process.

In this case, the procurement process is considered as an internal characteristic that deals with tendering, invoicing and payment. And thus, the adopted technology most considered for the organizational growth of this task will be e-invoicing and e-payment. Since technological adoption involves change in the organizational growth of the institution, the dependent variable in this study will be organizational growth.

2.2. Empirical Review

De Geus, (1988) considers publicizing to be the branch of promoting that game plans with passing on to customers about things, brands, organizations and associations. The Internet, as an overall correspondences medium, gives promoters unique and frequently astute strategies for accomplishing publicizing gatherings of spectators. Also, as with all media, regardless, advancing on the Internet has stand-out great conditions. Clients use the Internet to help them in about each piece of life, making endless opportunities to put appropriate, coordinated advert messages. There are various courses for an e-business to advance. One instance of an advancing framework for an e-business would join the use of pay-per-click publicizing. The association would need to think about a summary of catchphrases related to their thing or organization, test the reputation of these watchwords and a while later use the best ones in its pay for each snap advertisement fights. This is an ideal way to deal with go to a concentrated on gathering of spectators that is starting at now searching for what the association conveys to the table. For example, a business visionary has another advanced book on benefitting at home. He would pick watchwords, for instance, "benefitting," "wealth," or "mechanized income," in his PPC advancements. These advancements would association with an introduction page for the new computerized book that contains bargains copy planned to convince visitors to purchase the thing (DeNisi, 2000).

Hitt, and Jackson, (2003) states that online elevating empowers relationship to concentrate on their social affair of individuals so well, that they simply need to pay when some individual finds more information in the wake of seeing the advert. For example, a furniture store can show their advertisements to people who are chasing Google down cowhide lounge chairs or even buy oak tables. Online advertisements can even pursue people. In case some individual has passed by a site, and has an excitement for the business, advertisement frameworks can use this information to demonstrate adverts raising the

things to those people when they visit distinctive locales, this is another instance of exactness exhibiting. In context of the above, attitudinal trustworthiness is examining the possibility of good and incredible disposition towards a pro center like trust or excited association while customer behavioral commitment emphasizes on customer direct like repeat of acquirement and casual (Das et al., 2009; Taleghani et al., 2011b). The two key purposes of enthusiasm of customer faithfulness and dedication is that once customers twist up discernibly satisfied and reliable to the association, go over arrangements and referrals will extend, which will incite growth in livelihoods and bit of the general business.

Dodgson, (1993) fights that inside a day or even hours affiliations can much of the time gage how powerful a fight is. If the landing on theory is low then clear keep the advert from exhibiting any more. It moreover offers ways to deal with dependably improve their promoting. For instance, it can without much of a stretch set up 10 unique renditions of an advert and test which is the best for a minimal effort, before proceeding with advancing that advertisement. With such a generally safe factor and the capacity to focus on the group of onlookers with accuracy, look publicizing is something each online business ought to consider as a component of the Internet promoting plan (Malone, 1997). In the administrations relationship advertising zone (Assael 1987, P. 665) recommends that brand unwaveringness is sense of duty regarding a specific brand that emerges from certain uplifting dispositions. For this situation Eldoret Water and Sanitation Company ought to recognize their image and make it solid to its clients, in this occasion it is the water provided to clients there should be continually accessible and dependable. The sewerage framework ought to work and unto date that implies insignificant blockages and promptly reachable and accessible staff to react to client grumblings and remarks. Responsibility has been characterized in as respect association being dependable to the clients and as a persisting want to keep up an esteemed association with the customers (Moorman et al 1992). Hocutt 1998 expressed that dedication is the goal to proceed with a game-plan or action or the want to keep up a relationship. Barry et al (2008) noticed that purchasers construct their dedication with respect to computations of exchanging dangers and also conclusions of faithfulness. Duty by and large alludes to an introduction that particular expectations and practices portray with the motivation behind acknowledging an incentive for the two gatherings over a long stretch (Vesel and Zabkar, 2010).

Wu and Chen (2006) exhibited a half breed strategy for measuring the execution of e-business interests in cutting edge producing. The strategy utilizes different measures notwithstanding budgetary figures to quantify the execution. The investigation utilized an integrative execution estimation framework with a three-level structure of organizational order including corporate systems, fabricating choices, and operational exercises. Different levels of execution measures were explored over different periods and the model was checked by overview information. The outcomes demonstrated that time tag had positive impact on the execution measures of corporate methodologies and that they were altogether associated with operational exercises.

Today, electronic applications have rolled out enormous improvements on the substance of economy and it has made numerous business-to-plans of action, which was impractical to have three decades back (Sengupta, 2001). Koellinger (2008) examined the relationship among innovation, advancement, and firm execution in an exact examination from e-business in some European nations. Email promoting was the principal type of Internet advertising, and comprises of messaging showcasing messages to potential clients. Displayed after post office based mail, email showcasing is a type of "push" advertising whereby advertisers can lease an email list and send a performance offer to their intended interest group. Email addresses are either snatched from the Internet, acquired or leased from the email address merchants, or, all the more in a perfect world, got straightforwardly from the clients (in authorization promoting). Toward the start of its utilization, email showcasing had higher reaction rates than standard mail or flag promotions (Honda and Martin, 2002).

Pick in email is the most satisfactory sort of messaging. Utilizing just select in messages for sending advertising messages is a type of authorization showcasing. A standout amongst the most far reaching meanings of select in email is that it is an approach for giving consent under which the client expressly allows the Web website administrator to either gather the data, utilize it in a predefined way and additionally share it with others when such utilize or exposure to outsiders is random to the reason for which the data was gathered (GetNetWise, 2014).

The Pitch, Mukoma Daily Nation July thirteenth (2010) cell phone showcasing alludes to guide promoting to buyers by means of PDAs. Innovations, for example, sms, mms, Bluetooth and infrared are utilized to circulate business substance to cell phones; cell phone promoting can possibly be the quickest developing and most targetable technique for mark advertising. Dushinski (2010) brings up that portable innovation not just gives advertisers a chance to achieve clients where they are, it enables them to connect with versatile clients by focusing on their quick and particular needs. He likewise recommended that it is giving clients what they need, when they need it and that is the one of a kind incentive of cell phone showcasing and organizations, operators and charitable associations of numerous kinds can have effective crusades without burning up all available resources.

Versatile Marketer (2010) said that brands and advertisers can utilize the portable channel to expand their image proclivity, acknowledgment and client reliability. The appreciation for versatile is the channel's capacity to gain new clients, increment client devotion and create mark mindfulness and liking to adapt content and the way that it gives advertisers a chance to give comfort to shoppers. Lancaster and Withey (2006) communicated that the growth of electronic promoting, for example, the web, email, cell phones et cetera has enabled data to wind up plainly quicker and worldwide. Kula and Tatoglu (2003) contend that the blast in remote innovations has prompted an enormous increment in versatile correspondence and thus the growth of portable promoting and publicizing. The expanded utilization of the web and especially sites as a limited

time apparatus for people and organizations has offered numerous advertisers a further viable instrument bringing about more control and assessment of the correspondences. E-advertising assumes a critical part in profiting the organizations' methodologies. The 5S model of e-advertising demonstrates the advantages that it can produce. The 5S display comprises of the blend of "offer serve-talk spare sizzle" (Chaffey and Smith, 2013).

3. Research Methodology

The study employed a case study design of Eldoret Water and Sanitation Company and carried out an in-depth research on E-business strategy and its effects on organizational growth. It provided quantitative descriptions of the population. In this design, only one unit of the sample was studied in detail and the results used to generalize for other home stay facilities which have similar characteristics as the study unit.

The research was conducted at Eldoret Water and Sanitation Company Limited (ELDOWAS) in Eldoret, Uasin-Gishu County which is located in Rift Valley region (between 34' 50' and 35' 37' East and between latitude 0'03' South and 0' 05' North) and bordered Kericho and Koibatek in the East; Keiyo and Marakwet in the North East; Trans Nzoia and Lugari in the North West and West respectively. ELDOWAS is focused on giving quality and sufficient water benefit in a savvy way to its partners by a qualified and propelled human asset. ELDOWAS is a corporate substance set up under Cap 486 of the laws of Kenya. The County Government of Uasin Gishu is central investor. The Board of Directors of ELDOWAS involves 10 Directors who speak to the enthusiasm of different partners.

The examination focused on 126 people involved 109 workers from Technical office and 17 representatives from Finance office at Eldoret water and Sanitation Company. Yamane, (1967) gives a rearranged equation to figure test sizes. This equation was utilized to figure the specimen sizes as demonstrated as follows.

$$n = \frac{N}{1+N(e)^2}$$

Where n was the sample size, N was the population size of the employees, e was the level of precision 5% and 1 designated the probability of the event occurring. When the formula was applied, the sample size became;

$$n = \frac{126}{1+126(0.05)^2} = 96 \text{ employees}$$

The investigation utilized stratified irregular examining strategies. It was a procedure that was utilized to distinguish the extent in which to choose from every office to frame an example. This system was utilized to guarantee that the objective populace is partitioned into various homogenous strata and every stratum spoke to in the specimen in an extent proportional to its size in the populace.

The investigation utilized an arrangement of organized surveys to gather information. Organized surveys were picked as a result of simplicity of organization, and examination. The picked information accumulation instruments were viewed as suitable for the investigation, in light of the substantial example measure consequently a respondent would be felt agreeable to give data secretly. The survey had close-finished inquiries.

A pilot ponder was directed in the neighboring Water and Sanitation Company to test the exactness and consistency of the instruments of information gathering in giving outcomes. Content legitimacy of the instruments was accomplished by counseling the specialists and examining the survey with the bosses on the poll. For an examination instrument to be viewed as legitimate, the substance to be chosen and incorporated into the poll must be pertinent to the variable being researched (Mutai, 2000). After pilot contemplate, unwavering quality was resolved utilizing Cronbach Alpha coefficient. Online promoting had four things whose Cronbach alpha coefficient was 0.725. As per Fraenkel and Wallen (2000), as a dependable guideline, worthy alpha ought to be 0.70 or above. Since the Cronbach alpha coefficient was higher than the base satisfactory esteem (0.7), along these lines, the things were viewed as solid.

After information gathering, the polls were arranged, altered, ordered, coded and classified. Quantitative information investigation was received where both clear and inferential insights were utilized. Enlightening measurable examination included compressing expansive amounts of crude information, arranging, adjusting and requesting information. In this manner, engaging factual systems, for example, frequencies, rates, mean, standard deviations, Skewness and Kurtosis were connected and numerous direct relapse examination coefficient was received as the most suitable inferential measurements strategy. The information was introduced in tables.

4. Results

4.1. Descriptive Statistics on the Influence of Online Advertising and Organizational Growth

For the analysis mean, standard deviation, kurtosis and skewness were employed as the preferred descriptive statistical techniques. The analysis, therefore, opens with the descriptive statistics (mean, standard deviation, skewness and kurtosis) for the level of agreement on a five-point Likert scale of the online advertising (Table 1). Where; 1=strongly disagree, 2=Disagree, 3=Undecided, 4= Agree and 5= Strongly Agree. This helped to examine the effects of online advertising on organizational growth at Eldoret water and Sanitation Company, Kenya. The respondents tended to agree (Mean=3.67) with the statement that use of blog advertising, brought a flood of traffic to online business very quickly, thus, enhanced organization growth. This implies that when blog advertising is used, the organization is likely to grow. The study revealed a

standard deviation of 1.06. This implies that there was a large variation of responses as the respondents had different levels of education, experience and knowledge on blog advertising and organizational growth.

Normality of data was assessed using Skewness and Kurtosis statistics (Tabachnick & Fidell, 2007). The result revealed that Skewness and Kurtosis statistic were at -.94 and -.34 respectively. This implies that normality assumption was supported as the skewness statistic fell within the range of +1 and -1 and kurtosis statistics fell within the range of +3 and -3. This supports Hair, Money, Samouel and Page (2007) who indicated that for a normality assumption to be achieved, data skewness values must fall within +1 and -1 and kurtosis values must be in the range of +3 and -3. Similarly, the respondents almost agreed (Mean=3.95) with the statement that adverts displayed on the social media promoted the products when people visited the company websites, thus, enhanced organization growth. This implies that when adverts re displayed on the social media, the products are likely to be promoted when people visit the company websites, thus, enhances organization growth. The study revealed a standard deviation of 1.36. This implies that there was a large variation of responses as the respondents had different levels of education, experience and knowledge on social media and organizational growth.

Statement on online advertising	Mean	Standard Deviation	Skewness	Kurtosis
Use of blog advertising, bring a flood of traffic to online business very quickly, thus, organization growth	3.67	1.36	-.94	-.34
Adverts displayed on the social media promote the products when people visit the company websites, thus, enhanced organization growth	3.95	1.06	-.79	-.57
Use of online newsletters' advertising ensures wider reach to the corporate through, thus, organization growth	3.76	1.30	-.97	-.05
Use of web banners' advertising target large community, therefore, ensures enhanced organization growth	3.77	1.43	-.92	-.59

Table 1: Descriptive analysis on online advertising and organization growth

Normality of data was assessed using Skewness and Kurtosis statistics (Tabachnick & Fidell, 2007). The result revealed that Skewness and Kurtosis statistic were at -.79 and -.57 respectively. This implies that normality assumption was supported as the skewness statistic fell within the range of +1 and -1 and kurtosis statistics fell within the range of +3 and -3. This supports Hair, Money, Samouel and Page (2007) who indicated that for a normality assumption to be achieved, data skewness values must fall within +1 and -1 and kurtosis values must be in the range of +3 and -3.

On whether the use of online newsletters' advertising ensured wider reach to the corporate, the respondents almost agreed (Mean=3.76). This implies that when online newsletters' advertising is used, a wider reach to the corporate is assured, thus, enhanced organization growth. The study revealed a standard deviation of 1.30. This implies that there was a large variation of responses as the respondents had different levels of education, experience and knowledge on online newsletters and organizational growth.

Normality of data was assessed using Skewness and Kurtosis statistics (Tabachnick & Fidell, 2007). The result revealed that Skewness and Kurtosis statistic were at -.97 and -.05 respectively. This implies that normality assumption was supported as the skewness statistic fell within the range of +1 and -1 and kurtosis statistics fell within the range of +3 and -3. This supports Hair, Money, Samouel and Page (2007) who indicated that for a normality assumption to be achieved, data skewness values must fall within +1 and -1 and kurtosis values must be in the range of +3 and -3.

Lastly, the respondents almost agreed (Mean=3.77) with the statement that use of web banners' advertising targeted large community, therefore, ensured enhanced organization growth. This implies that when web banners' advertising is used, large community is targeted, therefore, enhances growth of the company. The study revealed a standard deviation of 1.43. This implies that there was a large variation of responses as the respondents had different levels of education, experience and knowledge on web banners advertising and organizational growth. The result revealed that Skewness and Kurtosis statistic were at -.92 and -.59 respectively. This implies that normality assumption was supported as the skewness statistic fell within the range of +1 and -1 and kurtosis statistics fell within the range of +3 and -3. This supports Hair, Money, Samouel and Page (2007) who indicated that for a normality assumption to be achieved, data skewness values must fall within +1 and -1 and kurtosis values must be in the range of +3 and -3.

4.2. Correlation between Online Advertising and Organization Growth

Pearson Correlation Coefficient was employed to establish the influence of online advertising and organization growth as shown in Table 2. From the study, there was an influence of online advertising and organization growth ($r=.727$, $n=238$, $p<.05$). This implies that the online advertising effects on organizational growth at Eldoret Water and Sanitation Company positively. This supports the findings of Hitt, and Jackson, (2003) states that online advertising allows organizations to target their audience so well, that they only need to pay when someone chooses to find out more information after seeing the advert.

		Organizational growth
Organizational growth	Pearson Correlation	1
	Sig. (2-tailed)	
Online advertising	Pearson Correlation	.727**
	Sig. (2-tailed)	.000

Table 2: Correlations between online advertising and organization growth
 **. Correlation is significant at the 0.01 level (2-tailed).

4.3. Effects of Online Advertising and Organization Growth

Linear regression was used to explore the relationship between one continuous variable and independent variables. The model was used to predict organization grow thusing online advertising in the study. From the regression results, the R coefficients were .727, and the R-square is .529. Thus, the predictor variables have explained 52.9% of the variance in the dependent variable organization growth as shown in Table 3. This suggests that the predictor’s investigated determined 52.9% of the organization growth.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.727 ^a	.529	.524	.474	.529	101.016	1	90	.000

Table 3: Model Summary
 a. Predictors: (Constant), Online advertising

The analysis of variance used to test whether the model could significantly fit in predicting the outcome of organization growth(Table 4). The F- ratiowas101.02 which was likely to happen by chance and was significant (P < 0.05). The model was found to significantly and able to predict organization growth, leading to rejection of the null hypotheses.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.727	1	22.727	101.016	.000 ^b
	Residual	20.249	90	.225		
	Total	42.976	91			

Table 4: ANOVA^a
 a. Dependent Variable: Organization growth
 b. Predictors: (Constant), Online advertising

4.4. Coefficients of Organization Growth

The coefficient shown in Table 5 presents the standardized Beta coefficients between the predictor variables and the dependent variable organization growth. The β value explains about the relationship between organization growth and predictor. The positive β values indicate the positive relationship that exists between the predictors and the outcome. The β value for online advertisinghad a positive coefficient thus positive relationship with organization growthas summarized in the model as:

Organization growth= 1.26 +.6540A+α.....Equation 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1.256	.251		4.995	.000					
	Online advertising	.654	.065	.727	10.051	.000	.727	.727	.727	1.000	1.000

Table 5: Coefficients^a of organization growth
 a. Dependent Variable: Organizational growth

The Beta coefficient (β) of the process (=654) was significant (p<0.05). This indicates that the online advertising significantly predicts organization growth. The β coefficients for independent variable generated from the model was subjected to a t-test, in order to test each of the hypotheses under study. The value of β = 0.301 (p < 0.05) which implies that we reject the null hypothesis stating that there is no significant relationship between online advertising and organization growth.

This is in line with the findings of De Geus, (1988) that as with all media, however, advertising on the Internet has unique advantages. Consumers use the Internet to assist them in nearly every aspect of life, creating countless opportunities to place relevant, targeted advert messages. This is in line with the findings of Hitt, and Jackson, (2003) that if someone has visited a website, and has an interest in the industry, ad networks can use this information to display adverts promoting the products to those people when they visit other websites, this is another example of precision marketing.

5. Conclusion

The firm use blog advertising, brought a flood of traffic to online business very quickly, thus, and enhances organization growth. The adverts displayed on the social media promoted the products when people visited the company websites, thus, enhanced organization growth. The use of online newsletters' advertising ensured wider reach to the corporate, the respondents almost agreed. Lastly, the respondents almost agreed with the statement that use of web banners' advertising targeted large community, therefore, ensured enhanced organization growth. There was a significant effect of online advertising on organization growth at Eldoret Water and Sanitation Company, Online advertising had a significant effect on organization growth. Hence, when blog advertising, social media, online newsletters' advertising, web banners' advertising are adopted, then, the organizational growth is enhanced.

6. Recommendation

The organizations should adopt and manage their online advertisements to support large amounts of information which will enhance their growth.

The firm should incorporate online positioning in their marketing so as to attract customers hence increase the market share.

The firm should use online payments as they are cheap and convenient to customers; enhance the use of Electronic Data Interchange in their e-businesses to improve their information sharing thus enhance organizational growth.

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