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2024

East African Journal of Business and Economics

: <https://doi.org/10.37284/eajbe.7.1.1849>

Bii, M. K., Bett, A., Langat, L. & Kimeto, J. (2024). Messenger Marketing Platforms and Performance of Tour Operating Companies in Kenya East African Journal of Business and Economics, 7(1), 88-98. <https://doi.org/10.37284/eajbe.7.1.1849>



East African Journal of Business and Economics

eajbe.eanso.org

Volume 7, Issue 1, 2024

Print ISSN: 2707-4250 | Online ISSN: 2707-4269

Title DOI: <https://doi.org/10.37284/2707-4269>

EANSO
EAST AFRICAN
NATURE &
SCIENCE
ORGANIZATION

Original Article

Messenger Marketing Platforms and Performance of Tour Operating Companies in Kenya

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Article DOI: <https://doi.org/10.37284/eajbe.7.1.1849>

Date Published: ABSTRACT

03 April 2024

Keywords:

Cross-sectional
Design,
Correlation Design,
Messenger Marketing,
Organizational
Performance,
Tour Operating
Companies,
Kenya

Messenger marketing is part of global digital trend that acts as a new avenue for tour firms to adopt based on convenience in interaction, ability to reach more audiences and collaboration with customers. The study aimed to examine the effect of messenger marketing on performance of tour operating companies in Kenya. The study was anchored on diffusion innovation theory. Cross-sectional and correlational research design were utilized. The study applied census approach to a target population of 212 general managers of tour operating companies. Online and physical questionnaires were used to collect primary data. The supervisors and experts were used to examine validity of the instrument while Cronbach Alpha was adopted to test reliability was 0.783 which was above a threshold of 0.7, hence reliable. Descriptive statistics consisting of mean and standard deviations were used to summarize data while simple linear regression was used to test significance at 5%. The results revealed that messenger marketing platform was practiced by the tour operating companies through using mobile services platform for sending messages, chatting and soliciting sales. It also assisted in obtaining customer feedback, blogging and chatting with customers. However, the Chatbots were hardly used by firms which adopted artificial intelligence in communicating, sending random messages and could be integrated to existing online platforms. The results indicated that messenger marketing had positive significant effect on the performance of tour operating companies ($\beta_1=0.428$, $P = 0.000 < 0.05$). The study concludes that messenger marketing platform marketing significantly influenced performance of tour operating companies. The study recommends tour operating companies should apply Chatbots, mobile service, mobile commerce and conversation commerce to enhance customer relationship and improve performance.

APA CITATION

Bii, M. K., Bett, A., Langat, L. & Kimeto, J. (2024). Messenger Marketing Platforms and Performance of Tour Operating Companies in Kenya *East African Journal of Business and Economics*, 7(1), 88-98. <https://doi.org/10.37284/eajbe.7.1.1849>

CHICAGO CITATION

Bii, Mercy Kaari, Alfred Bett, Lydia Langat and Janet Kimeto. 2024. "Messenger Marketing Platforms and Performance of Tour Operating Companies in Kenya". *East African Journal of Business and Economics* 7 (1), 88-98. <https://doi.org/10.37284/eajbe.7.1.1849>.

HARVARD CITATION

Bii, M. K., Bett, A., Langat, L. & Kimeto, J. (2024). Messenger Marketing Platforms and Performance of Tour Operating Companies in Kenya", *East African Journal of Business and Economics*, 7(1), pp. 88-98. doi: 10.37284/eajbe.7.1.1849.

IEEE CITATION

M. K. Bii, A. Bett, L. Langat & J. Kimeto "Messenger Marketing Platforms and Performance of Tour Operating Companies in Kenya", *EAJBE*, vol. 7, no. 1, pp. 88-98, Apr. 2024.

MLA CITATION

Bii, Mercy Kaari, Alfred Bett, Lydia Langat & Janet Kimeto. "Messenger Marketing Platforms and Performance of Tour Operating Companies in Kenya". *East African Journal of Business and Economics*, Vol. 7, no. 1, Apr. 2024, pp. 88-98, doi:10.37284/eajbe.7.1.1849.

INTRODUCTION

Globalization aided by technology growth has become more competitive and uncertain and has rapidly changed aspects of marketing, social integration and other market indicators (Liguori & Pittz, 2020). Marketing is always about competition and the viable competitor wins the race, organizations in the recent past have shifted their gears towards exploiting any available resources to enhance performance. Marketing activities cannot be separated from the influence of digital technology in the recent past (Sharma, Sharma, & Chaudhary, 2020). Firms have adopted messengers marketing platform operations to remain relevant in this modern era where high competition, globalization and new cutting-edge are evident.

Messenger marketing is a digital platform that entails the use of messages as means of increasing customer share. It entails the uses of chatbots, mobile service, mobile commerce and conversation commerce. Chatbot is one of the open innovations that support online commerce through conversation between customer and organization (Illescas-Manzano *et al*, 2021). Argal *et al.*, (2018) insists that organizations that adopt chatbot create a different feeling to customers about the brand which is important in brand identity. Chatbot messenger perceived usefulness and user intention has led to impulse purchase or repeated revisit of customers (Khao, 2021). WhatsApp messenger is another upcoming messenger platform that allows institutions to share pictures, videos and short messages with their customer (Yeboah & Ewur 2014).

Other tools that are adopted includes mobile messenger services which uses short messages as

mentioned by Chen *et al.* (2020) who focused on marketing messages that creates customer engagement. WhatsApp messenger is used in mobile learning in Ghana (Koomson, 2018). Facebook messenger has also created ripples in supply chain based on features like emoji, pictures, short videos, daily updates and smart talks. These features have significantly improved communication with the consumers (Balasudarsun, Sathish & Gowtham, 2018). In Kenyan context, messenger marketing has been used by tour operating companies to promote their tour destination (Otieno, 2014). Facebook messenger has been adopted by a few companies due to the challenge of social networking understanding, poor budget allocation and minimal user utilization.

Kenya tourism sector just like any other country has been affected by external factors and internal factors as well. This was evident in 2007/2008 post-election violence and the 2014/2015 series of terror crisis in coastal region that contributed to declined performance in the industry (Marungu, *et al*, 2023). However, there has been impressive growth of tourism since 2017 to 2019 before the onset of Covid-19 pandemic whereby significant improvement was seen in 2017 with 6.25% and subsequently 14.07% in 2018 (GoK, 2019). According to Kenya Bureau of Statistics (2021) a decline in the tourism industry occurred between the period of 2019 and 2021.

This was rightly attributed to COVID-19 pandemic, leading to layoff of employees, retrenchment, closure and loss of revenue (WHO, 2020). The tourism industry in Kenya requires adoption of digital marketing strategies such as

messenger marketing among others, as well branding to ensure the sector's turnaround.

Due to the continued decline in industry, Kenya government and tourist stakeholders should adopt recovery strategies. This includes rebranding Kenya tourist destination, improving inbound and domestic tourism through destination branding, revitalizing experience and product offered to tourist as well as utilizing digital marketing platforms that enable sustainable tourism performance (Tourism Research Institute, 2021). Therefore, there is need to examine messenger marketing constructs which includes chatbots, mobile service, mobile commerce and conversation commerce and performance of tour operating companies in Kenya as means of recovering tourism in the country. There is need to establish whether messenger marketing platform if utilized could improve performance of tour operating companies in Kenya. Therefore, the following null hypothesis was tested at 5% significant level.

H₀: There is no statistically significant relationship between messenger marketing and performance of tour operating companies in Kenya.

LITERATURE REVIEW

Theoretical Framework

The study was anchored on diffusion innovation theory which was proposed by Rogers E.M. in 1962 (Sahin, 2006). The theory proposes adoption of technology which was synonymously used to refer to innovation by Rodgers (2003). The theory proposed that innovation might have been introduced a long time, but can be utilized in a different way that can benefit the firm. The process of adoption depends on the intake rate of the technology.

Messenger marketing has evolved through the same evolution in diffusion of digital technology where various categories adopted it differently starting with innovators, early adopters, early majority, late majority and laggards. While messenger marketing is growing just as social media marketing. Therefore, the theory is useful

in explaining the diffusion of messenger marketing platforms. Diffusion theory explains how this messenger marketing platform can be utilized by tour operating companies in Kenya.

Related Literature

Illescas-Manzano *et al.* (2021) examined the implementation of chatbot in open innovation as well as online commerce. Chatbot is a growing messenger marketing tool which is used as digital marketing strategy. The study used meta-analysis of literature of digital marketing strategy concerning messenger marketing. Chatbot are integrated in Facebook messenger as well as in other multiple channels. Chatbot platform main goal is to increase leads' number. The study compared different chatbots with other strategies in obtaining leads. Many chat platforms in implementation of chatbot as an online marketing strategy had positive effect on leads capturing. Hence, chatbot is an agile and most powerful tool in obtaining leads in online platform. Therefore, the study concluded that chatbot is a digital strategy which ensure information about consumers are obtained for market performance since it a two-way communication which improves sales of the company.

Chen *et al.* (2020) examined the effect of marketing messages and consumer engagement on economic performance in China. Data was extracted from web sycophants for Sina Weibo where a sample of 153 movies from mainland China from the period of 2018/2019. Movies were more appropriate since sales data are publicly obtained while data for marketing messages are obtained from person and movie official microblogs. The study used least squares regression to analyze data. The results reveal that marketing messages had a positive effect on economic performance. The study investigated only two independent variables that is social media and control variables focusing on blog, informative and economic performance. The messenger market has other indicators like chatbots conversation, mobile service and mobile commerce that the study would have examined. The current study focused on messenger

marketing and performance incorporating chatbots, mobile service and mobile commerce to ascertain their effect on performance.

Balasudarsun, Sathish and Gowtham (2018) investigated on the use of Facebook Messenger Chatbot as communication channel, the study was carried out in India. A target of 3200 contacts were used where a sample of 700 contacts were selected based on set criteria randomly. 323 Facebook Messenger users among Indian community responded to the online survey questionnaires. The findings reveal that daily updates, pictures, smart talks and Emoji were the most important chatbot elements that are considered by the consumers. The success of chatbots as marketing campaign tool is obtained through measuring the conversion rate which is a ration of potential customers. The study however, focused on Facebook and chatbot only to get views of the users, leaving out other messenger marketing elements such as Instagram, twitter, mobile service and mobile commerce. This study examined the effect of messenger marketing and the performance of tour operating companies in Kenya.

Yeboah and Ewur (2014) conducted a study on the impact of WhatsApp messenger usage among students' performance in tertiary institutions in Ghana. A sample size of 550 respondents was adopted in the study where 50 students were interviewed, and 500 questionnaires were administered in the same institution. The results show that, WhatsApp has impacted negatively on the performance of tertiary institutions in Ghana. Further, it was noted that WhatsApp leads to procrastination-related problems, causes spelling mistakes and sentence construction errors among tertiary institution, it also resulted into an imbalance to online activities as well as distances students from completing their assignments. This study examined messenger marketing platform and performance in the Kenyan context.

Argal *et al.* (2018) examined intelligent travel chatbot for predictive recommendation USA. Chatbot as a computer application which interacts with users by mimicking human travel agents

have revolutionized messenger marketing in tourism industry. Chatbots are therefore integrated in digital platform for customer service purpose. A desk review of literature was used. The study revealed that the use of chatbots is essential in reducing cost and improving customer service. Human to machine interaction has improved travel domain through creation of customer relationship with tour firms. This study focused on messenger marketing where chatbot has been integrated as a mode of interaction between customers and tour operators.

A study in Vietnam by Khoa (2021) investigated the effect of Chatbots in relation to integrated marketing communication and online purchasing behavior in frontier market. Chatbot are based on artificial intelligence messenger technology that can be integrated to website. The research conducted an interview where 886 online consumers who shop from online websites with chatbots in Vietnam were surveyed. The findings revealed that perceived usefulness and ease of use of chatbot messenger had positive effect on the attitude of online consumers. This lead to impulse buying and repurchase intention of the customer. The chatbot is an upcoming technology that ensure interaction between clients and service providers which was adopted in tourism. In the current study chatbots was examined as one of the messenger marketing platform. On the contrary the study focused on performance of tour operating companies rather than online purchasing behaviour.

In Ghana, Koomson (2018) did a study of mobile learning where Whatsapp messenger was examined as main tool used in distance learning programs in Ghana. WhatsApp Messenger was integrated to learning platforms for students to remotely learn. A qualitative approach was employed where 807 students were sampled in the study. The response indicated that there were 89 percent of the students who used Whatsapp while 54 percent had full time engagement through the WhatsApp messenger. The study concluded that the integration of Whatsapp messenger in mobile learning assisted students in learning. On contrary, this study is concerned with messenger

platforms as used in marketing activities rather than learning process. Messenger marketing has become an integral part in websites, social media and other digital platforms mainly to create interaction between tour operators and tourist.

Otieno (2014) examined Facebook as a marketing tool in tourism industry in Kenya. The study adopted descriptive survey research design with target population of Facebook managers working in registered tour operators. The target population is 418 tour operators who are members of KATO and a sample of 200 respondents was selected.

The data collection was done by drop-and-pick technique where respondents were selected using random sampling. The findings revealed that only few Kenyan tour operators use Facebook, further, the study indicates that using Facebook as a marketing tool faced the challenge of social networking understanding, lack of budget allocation for Facebook and also visitor interaction was seen to be minimal. It was recommended that Kenyan tour operators should understand audience, promote the Facebook pages through business cards, company website, email signatures and competitive content exclusive to Facebook. The study concludes that Kenyan tour operators are not sufficiently using Facebook as a marketing tool (Ibid). The mitigation could be national awareness campaigns by Ministry of Tourism, Kenya Tourism Board (KTB) and KATO aimed at promoting Facebook as a marketing tool. The study adopted survey research design and focused only on Facebook as a part of messenger marketing. This study examined the messenger marketing platforms effect on the performance of tour operating companies.

RESEARCH METHODOLOGY

The study adopted positivism philosophy which is a scientific method that collect data using quantitative approach, it allows the researcher to collect data without interfering with the phenomenon under investigation. This study adopted cross-sectional and correlation survey research design. The study was conducted in Nairobi, Mombasa, Kisumu, Narumoro, Nanyuki,

Malindi and Kilifi where all tour operators are registered and licensed by Kenya association of Tour Operating Companies (KATO, 2022). Two hundred and five (205) general managers of each tour operating company were used as the respondents because they are the key players in handling tourist arrangement and package, on the other hand tour operating companies represented the unit of analysis. The study used primary data collected using online questionnaires and incorporated with physical questionnaires. The results of tour operating companies performance was examined based on five-point Likert scale. The results indicated Cronbach alpha coefficient of 0.783 which was above the threshold of 0.7, hence reliable. Data collected was screened before entering to SPSS version 23.0. The screened data was coded and entered into the analytical software for analysis and presentation purposes. Descriptive statistics in terms of mean and standard deviation was used to examine messenger marketing platform and organizational performance. The study also utilized inferential statistics to test hypotheses at 5% where simple linear regression model was applied in examining individual relationship that occurs between variables that is messenger marketing and the performance of tour companies.

RESULTS AND DISCUSSION

Messenger Marketing Platform

Messenger marketing results were obtained from N=194 tour operating companies. The results were presented in *Table 1* in terms of percentage frequencies, mean and standard deviation.

According to the Results in *Table 1* the finding revealed that the company adopted mobile service in passing information to the tour operator's clients and this has improved performance in service delivery (mean of 4.2216). A standard deviation of 0.89752 showed that the tour operating companies utilized mobile communication representing 41.2% of tour operating companies who agreed and 44.3% who strongly agreed. There were 42.8% of respondents who agreed to the use mobile phone messenger service to send customized information as means

of obtaining sales leads which increased the company revenue. A mean of 3.6082 confirms the adoption of mobile phone even though there was high variation among the tour companies as indicated by a standard deviation of 1.03370.

Concerning the usage of mobile phone service for chatting and blogging 43.8% of the tour companies confirmed using it through social media with messenger capabilities to reach out large audience. The mean of 3.7732 revealed that, the tour companies moderately adopted messengers but not all them (standard deviation of 1.01292). There were 36.6% of the tour companies who involved their clients with chats through registered mobile lines for messages only and get the views concerning the services offered. A mean of 3.8144 affirms that chatbots were adopted as client communication channels that enabled the tour operating companies to engage with their clientele. However, there was slightly high variation (standard deviation of 1.00083) showed that not all the firms adopted the chatbots as means of customer relation tool.

The companies used various platforms to engage customers through chatting and soliciting sales as strongly agreed by 41.2% of tour operators. A mean of 4.1340 with a standard deviation of 0.90053 further confirms that the tour companies engaged the customer through chatbot platform to solicit and improve sales. The findings revealed 28.9% of tour operating companies used random messages sent through chat platforms to pass information to new customers and new market segments. However, there was high variation (standard of 1.28212) with mean of 2.9381 which indicated that few used random messages as means of acquiring new customers and new market segment. This implies that most tour operating companies preferred messages for communication, chatting and improving sales, however, most firms did not use random messaging to attract more new customers.

A response of 24.7% agreed to using Chatbots service where artificial intelligence was used to communicate written message to customer in their websites promptly. A mean of 2.9691 and

standard deviation of 1.29530 showed that there was high variation on adoption of Chatbots showing that there few tour operators who used it for customer interaction purposes. The results further, revealed 26.8% of the firms were neutral on the Chatbots service being integrated with other platforms for customer service. A mean of 2.8969 with standard deviation of 1.27539, further confirms that chatbot services were integrated to other digital platforms by few firms. Therefore, Chatbots as new messenger technology have not been embraced by tour operating companies, however, only a few have used it for customer interaction and customer care.

On average messenger marketing with mean of 3.5444 is applied as digital marketing platform. Its variation in application of messenger marketing is slightly high among different tour companies (standard deviation of 1.0873). Hence, the tour operators utilize messenger marketing despite high variability in the adoption of this digital marketing platform.

Extant studies mainly focused on chatbots which were embedded on Facebook messenger (Balasudarsun, Sathish & Gowtham, 2018), WhatsApp messenger (Yeboah & Ewur, 2014), intelligent travel platform (Argal *et al.* 2018) and integrated marketing communication (Khoah, 2021) which had an impact on marketing. On the other hand, Chatbots messenger were among the lowest adopted messenger platforms since most of the firms preferred mobile service messenger to chatbots.

Chenet *al.* (2020) had similar findings with current study where messenger marketing had positive significant effect on economic performance. The current study messenger marketing mainly focused on the mobile and social media messenger services, however, chatbots were not utilized by the tour operating companies.

Illescas-Manzano *et al.* (2021) pointed out that chatbots was one of the modern era innovations that enhances online marketing through leads capturing, agile and most powerful tool that can

be integrated with multiple platforms. This study showed that chatbots which uses artificial intelligence can be used to improve marketing experience in company online platforms. However, this study revealed low application and utilization of chatbot among the tour operating companies. Chatbots can be used by the tour operating companies to leverage on the artificial intelligent proposed by the empirical studies to improve on marketing which leads to higher performance. This study result indicated that tour operating companies opted to use mobile service-based messenger and messenger platform that were available in the existing platforms, rather than Chatbots messenger.

Organization Performance

The results in *Table 2* revealed that 48.5% of respondents agreed that companies had increased return on investments. A mean of 4.0000 and standard deviation of 0.83944 affirms that the tour companies had improved in return on investment across the industry. 34.0% further, agreed while 33.5% strongly agreed to have expanded in terms of size and operation based on return on investment. A mean of 3.9278 and standard deviation of 0.96839 showed that, return on investment was significant on growth in terms of size and operation of the tour operating companies.

There were 54.6% of respondents who agreed that revenue had increase to some extent with a mean of 3.9536 and standard deviation of 0.79043. There were 43.8% of the tour companies agreed and 32.5% strongly agreed to have improved their revenue through the introduction of digital platforms in the organization. The mean of 4.0206 and standard deviation of 0.89303 showed that companies revenue generation was moderately high across the industry. Further, 36.1% and 35.15%, strongly agreed to gain more customers and retain them through digital platforms interactions. The adoption of messenger marketing platforms encouraged and increased customer share (mean of 3.9897 and standard deviation of 0.94397). Further assessment of customer share was agreed by 47.4% of the tour

operators that it increased experience, services and nature of destination. Where a mean of 4.2371 and standard deviation of 0.83664 revealed that the tour operators increased customer share through enhanced experience, service quality and nature of destination.

There was an increase in new customers as indicated by 43.8% of tour companies who adopted digital marketing in marketing destinations; a mean of 4.1598 and standard deviation of 0.81453 further showed that there is an increase in customer was associated with digital making which is adopted to enable destination branding in the tourism industry. A response of 47.9% tour operators strongly agreed there was high client retention where most tourists had returned for the services. A mean of 4.2990 and standard deviation of 0.83530 revealed that there was high client retention resulting in repeated experience. An overall average of 4.0735 was obtained in organization performance which reveal that the tour operating companies' performance was above average. Its variation was 0.8652 which was low. This indicated that the performance of tour operating companies were homogenous across the industry.

Messenger marketing and performance of tour companies examined using simple regression analysis. The results were presented in *Table 3*. According to the results there was a positive relationship between messenger marketing and performance ($R=0.432$). The regression model was best fit to ascertain the relationship between messenger marketing and performance ($F=44.156$, $P = 0.000<0.05$). Findings further revealed that a variation of 18.7% of performance of tour operating companies was associated with messenger marketing while 81.3% were due to other factors. Messenger marketing had positive significant relationship with the organization performance ($\beta_1=0.428$, $P = 0.000<0.05$).

This implies that messenger marketing contributed directly to organization performance. The null hypothesis was rejected and the alternative hypothesis accepted. Hence, there is a statistically significant effect of social media marketing platform and performance of tour operating companies in Kenya.

Table 1: Messenger marketing

	SD	D	N	A	SA	Mean	Std. Dev
The firm has adopted mobile service in passing information to our clients and this has improved performance in service delivery.	1.50	4.60	8.20	41.20	44.30	4.22	0.8975
We use mobile phone messenger service to send customized information to obtain sales leads which has increased the company revenue.	3.60	11.90	23.20	42.80	18.60	3.61	1.0337
The firm uses mobile phone service for chatting and blogging through social media with messenger capabilities to reach out large audience	1.50	12.90	17.00	43.80	24.70	3.77	1.0129
We involve our clients with chats through registered mobile lines used for messages only and get the views concerning the services offered.	2.10	7.70	25.30	36.60	28.40	3.81	1.0008
The company uses various platforms to engage customers through chatting and solicit sales.	1.50	2.10	19.10	36.10	41.20	4.13	0.9005
The firm uses random messages sent through chat platforms to pass information to new customers and new market segments.	17.50	21.60	21.10	28.90	10.80	2.94	1.2821
We use Chatbots service where artificial intelligence is used to communicate written message to our customer in our websites promptly	17.00	20.60	24.20	24.70	13.40	2.97	1.2953
We sometime integrate the Chatbots service with customer service for more information where chatbots cannot do alone.	18.00	20.60	26.80	22.70	11.90	2.90	1.2754
Average						3.54	1.0872

Key: SD –Strong Disagree (1), D –Disagree (2), N –Neutral (3), A –Agree (4), SA –Strongly Agree (5), Std. Dev – Standard deviation and N=194.

Table 2: Organization Performance

	SD	D	N	A	SA	Mean	Std. Dev
The tour operating companies have increased return on investments.	1.50	2.10	19.60	48.50	28.40	4.00	0.8394
The return on investment have enabled the firm to expand in terms of size and operations.	1.50	5.20	25.80	34.00	33.50	3.93	0.9684
The tour operating companies have improved in their revenue generation.	0.00	5.70	16.50	54.60	23.20	3.95	0.7904
We have improved our revenue through introduction of digital platforms in the organization.	1.50	3.60	18.60	43.80	32.50	4.02	0.8930
We are able to gain more customers and retain them through digital platforms interactions.	1.50	4.10	23.20	36.10	35.10	3.99	0.9440
Customers have increased based on the experience, services and nature of destination provided by the organization.	2.10	2.10	7.20	47.40	41.20	4.24	0.8366
There is high client retention where most tourists have returned to our firms for tour services.	0.00	6.20	5.70	40.20	47.90	4.30	0.8353
There is an increase in new customers as result of digital marketing adoption in marketing destinations	0.00	4.10	13.90	43.80	38.10	4.16	0.8145
Average						4.07	0.8652

Key: SD –Strong Disagree (1), D –Disagree (2), N –Neutral (3), A –Agree (4), SA –Strongly Agree (5), Std. Dev. – Standard deviation and N=194.

Table 3: Messenger marketing and organizational performance

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.555	.233		10.972	.000
Messenger Marketing	.428	.064	.432	6.645	.000

a. Dependent Variable: Organizational Performance

R = 0.432; R² = 0.187; F = 44.156; P = 0.000 < 0.05; N = 194

Source: Research Data (2023)

Khoa (2021) revealed that chatbots was embedded in most of online website Vietinise business. The results showed that chatbots messenger had positive significant effect on the attitude of online consumers. Hence, the technology assisted clients and tourist service providers in Vietnam tourism industries. Khoa (2021) study's findings was similar to the current study since the messenger marketing has positive significant relationship with the performance of the tour operating companies, despite, the study focusing mainly on chatbots and its interaction with attitude of online consumers.

Otieno (2014) whose main focus was Facebook utilization in marketing showed that Kenya tourism industry underutilized Facebook capabilities. The study suggested that tour firms should increase the use of Facebook by understanding audience needs through interaction and increase promotion campaigns. This concurs with the current findings in terms of the use of messenger marketing platform for purpose of interaction and engagement with customers. This was mainly associated with the use of mobile provider messenger services rather than other messenger platform. Koomson study (2018) focused on mobile learning using Whatsapp messenger, however, the results were not linked with messenger for marketing but expended the use of messenger in organization learning.

The current study findings therefore, reveal that messenger marketing platforms is a crucial aspect of digital marketing mainly in creating engagement with the clients, promotions, sharing the experience of destination and improving existing services. Despite, the low adoption of chatbots messenger in tour operating companies, the Kenya tourism sector can leverage on this

technology since it can be embedded in numerous social media platforms and websites lowering the cost of marketing.

Summary

The results indicated that the firms adopted mobile service messenger in passing information to their clients. The use of various messenger platforms assisted in engaging customers through chatting and soliciting sales. It was revealed that the tour companies engaged their clients through registered mobile lines to get feedback concerning the services offered. It was also found that chatting and blogging through social media messenger platform were adopted mainly in sending customized information to obtain sales leads to reach out large audiences. On the contrary, most of the firms did not use Chatbots services which incorporate artificial intelligence to enhance instant communication with customers. The tour operating companies also underutilized random messages in chats platforms which would have assisted in gaining new customers and wider market segment. Finally, few tour operating companies had integrated chatbots services with customer service. The inferential statistics indicated that there was statistically significant effect of messenger marketing platform and performance of tour operating companies in Kenya.

CONCLUSION

Tour operating companies have utilized the mobile services platform to improve service delivery, customer engagement through chatting and soliciting sales. The use of mobile lines has assisted customers to provide feedback which includes complains, suggestions and other concerns. The social media messenger blogging

and chatting reached large audience while the mobile phone messenger services was limited to customized information in obtaining sales leads. However, Chatbots messenger were under-utilized among the tour operating companies.

Recommendations

Tour operating companies should utilize Chatbots which is a messenger service that have integrated artificial intelligence in responding to customers. The adoption of Chatbots will ensure quick response, less human error, increased efficiency and reduction of human resource lowering the overall marketing cost. Despite, Chatbots ease, the artificial intelligence might lack human emotions which require some control where other messenger chatting and response are handled by human resource. There is need also to use Chatbots in sending random messages that can be passed through chat platforms to the existing and new customers.

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