

INFLUENCE OF ONLINE MARKETING ON FINANCIAL PERFORMANCE OF TOURS AND TRAVEL FIRMS KENYA

Mburu Peninnah Njeri

College of Human Resource and Development,

Jomo Kenyatta University of Agriculture and Technology

P. O. Box 62000, 00200 Nairobi, Kenya

Corresponding Author email: miraranjeri@gmail.com

Dr. Allan Kihara

College of Human Resource and Development,

Jomo Kenyatta University of Agriculture and Technology

P. O. Box 62000, 00200 Nairobi, Kenya

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ABSTRACT

Online marketing eases the entry of firms into global markets by allowing them better access to information and to overcome inefficiencies, thereby enabling them to make more advantageous decisions about their participation in international trade. Online marketing has turned out to be the key to effective operation of most industrialized countries in the previous couple of years. The tourism business cannot work effectively without suitable execution of online marketing because of the changing internal and external dangers that confronts the tourism sector.

There was hence a need to

assess the influence of online marketing

practices such as online product, online price, online promotion and online place on financial performance of tour and travel firms in Kenya.

The target population of the study was 293 marketing staff of tour and travel operators in Kenya, simple random sampling was used and the sample size was 183 marketing staff.

Data was collected using structured questionnaire

The study correlation analysis findings revealed that all the investigated factors positively and significantly influenced the

financial performance of tour and travel firms in Kenya. The regression results indicated that online product marketing online price marketing and online promotion had positive and

significant association with the financial performance of tour and travel firms in Kenya while online place marketing had a positive but insignificant relationship with the financial performance of tour and travel firms in Kenya. The study concluded that an increase in online product marketing practices, online pricing activities, online place marketing practices leads to a significant increase in financial performance of tour and travel firms in Kenya. The study lastly concluded that an increase in online promotion marketing activities such as the company using online advertising platforms, company investing in online sales promotion and company using online publicity to market itself leads to a significant increase in financial performance of tour and travel firms in Kenya.

Key Words: *Online product, online price, online promotion, online place, financial performance, tour and travel firms*

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