

Effect of Emotional Marketing on Organizational Performance: A Case of Safaricom Plc, Kenya

by

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APPROVAL

EFFECT OF EMOTIONAL MARKETING ON ORGANIZATIONAL PERFORMANCE: A  
CASE OF SAFARICOM PLC, KENYA

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In accordance with Daystar University policies, this thesis is accepted in partial fulfilment of the requirements of the Master of Business Administration degree.

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## DECLARATION

EFFECT OF EMOTIONAL MARKETING ON ORGANIZATIONAL PERFORMANCE: A  
CASE OF SAFARICOM PLC, KENYA.

I declare that this thesis is my original work and has not been submitted to any other college or university for academic credit.

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## LIST OF ABBREVIATIONS AND ACRONYMS

CMO	Chief Marketing Officer
EMPL	Experiential Marketing Proprietary Limited
LTD	Limited
SPSS	Statistical Package Social Sciences
US	United States

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## ABSTRACT

The purpose of this study was to examine the effect of emotional marketing on organizational performance with particular focus on Safaricom PLC in Kenya. The specific objectives were to determine the components of emotional marketing used by Safaricom PLC; measure the level of organizational performance at Safaricom PLC; and investigate the factors that show the link between emotional marketing and organizational performance at Safaricom PLC. The study was guided by three theories, namely four laws of emotions, social constructionists, and cognitive appraisal. The study adopted descriptive research design with the target population being 2109 staff of Safaricom PLC. A total of 212 respondents were sampled and selected through stratified sampling technique. Primary data was collected through a questionnaire, analyzed by use Statistical Package for Social Sciences (SPSS) version 23.0, and presented in form of distribution tables. The study findings revealed that Safaricom PLC had adopted four components of emotional thinking; consumer perception (80.9%), perceived quality (68.3%), brand awareness (76.5%), and consumer purchase decision (74.86%). Further, the study established that the majority (90.16%) of the respondents were in agreement that emotional marketing influences to a very great extent on the way the company is efficient in running its daily activities. It was concluded that emotional marketing had a significant effect on organizational performance of Safaricom PLC. The study recommended that the management of Safaricom PLC should do market research within given timelines so that they can be able to identify the most important emotional marketing channels which will enable them to target their customers effectively and efficiently.

## DEDICATION

I dedicate this thesis to Almighty God for the gift of life, good health, love, and care. I also dedicate the thesis to my dear parents for financial, moral, spiritual, and social support throughout my life.

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