

Uses and Gratifications of Commercial Websites Advertising in Kenya

Henry Nkoru Nabea¹, Prof. Zachary Njogu Waita², Dr. Ngugi King'ara³,
Dr. Dickson K. Nkonge⁴

¹Phd Candidate, Department Of Humanities (Journalism & Mass Communication Section)
Chuka University, Kenya

²Department of Humanities, Chuka University, Kenya

³Department of Communication and Media Studies, Kenyatta University, Kenya

⁴Department of Humanities, Chuka University, Kenya

Corresponding Author: Henry Nkoru Nabea

Abstract: Commercial websites are a form of internet advertising which is formed by companies as an advertising tool hosting many forms of online advertisement to promote products and services. Researchers and practitioners have equally agreed on the abilities of a commercial website as an advertising instrument that offers unlimited potential and benefits. Numerous studies done on uses and gratifications are in traditional media and internet general use. The knowledge relating to usage and gratifications of profitmaking websites advertising in Kenya remains scanty. This research addressed this gap by applying Uses and Gratifications Theory (UGT) as a structure to analyze usage and gratifications of business websites in Kenya. The research applied descriptive research design to gain knowledge of underlying consumers' usage and gratifications of Kenyan commercial websites advertising. It focused on Nairobi the capital city, which was purposely selected and preferred because of its well-developed communication infrastructure; electricity supply, fibre optic cable internet connectivity and has the highest number of internet (4G) users with 85% of all Facebook users in Kenya residing in Nairobi. This study used Purposive sampling procedure as it allowed a deeper understanding of the research objectives. The sampling frame consisted of Kenyan commercial websites users with a sample size of 384 respondents from a target population of one million users. The research established that the strongest reason users have for visiting commercial websites is to share media such as pictures, videos, music and blogs. Six categories of reasons for using commercial websites were identified as socialization, information seeking, convenience, entertainment, relaxation and passing time. This study also found that the strongest gratification obtained from using commercial websites was to share media content, such as pictures, videos, music and blogs. This is classified under socialization. The other gratifications obtained were categorized as information, convenience, entertainment, and relaxation and passing time. The research findings offers useful guidelines and commendations for companies in search of establishing a presence on the web, as well as web-based businesses in Kenya.

Key words: Website, Uses, Gratifications.

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I. INTRODUCTION

1.1 Background to the Study

Internet connectivity and its fast growing usage has formed commercial websites; a new platform for international business providing new opportunities for advertising and selling products and services online with the channel becoming, more accessible, more user- friendly, and less expensive (Schepers & Wetzels, 2007).

Traditional mass communication researchers tends to avoid the computer mediated communication, staying with print and broadcast media (Stafford 2004). Therefore emphasis on social impacts research of e-commerce maybe untimely until factors affecting Web usage are better understood (King & He, 2006, Gallagher, 1999).

The web is innovative; thus presenting a new paradigm shift in the way business is conducted online and is routinely incorporated into contemporary marketing practice (Stafford 2004). Modern society has become information- oriented and is changing from traditional mass coverage media towards interactivity, a collection

of computer mediated technologies and profitmaking interfaces which are internet represented (Stafford & Stafford, 1998).

The need to advertise online to buyers and to sustain e-markets calls for an understanding why clients elect to use websites has great significance in the e-commerce business model (Eighmey & McCord, 1998). Therefore online business models need to embrace understanding of consumers' usage of commercial websites (Bellman, & Johnson, 2000). Specific familiarity of consumers' needs in accessing commercial websites will offer online commerce with the capacity to best and cost-effectively serve their clients in addition to progressing theoretical expansion (Stafford & Stafford, 2001).

It is imperative to fully comprehend the modern practices and consumers' communications through the internet and also to look at uses and gratifications in the website context and its value (Eighmey & McCord, 1998). Despite a "dot-com bust" a few decades ago that hurried hyperbolic positivity on e-business and broadcast endeavours, links between businesses, internet, media corporations, publicity and internet are integral features of the business backdrop (Gallaughier, 1999). Business websites have become a remarkable platform for analyzing web advertising since they comprise different formats of web advertising positioned throughout the site as tools of advertising and publicity themselves (Janoschka, 2004).

Berthon (1996) found that establishing existence of businesses and services on website is relatively cheaper with the advantage of targeting a more sophisticated and segmented audience. These characteristics turn websites into 'virtual marketplaces' where interactive tools facilitate firms with online existence to form and also reinforce relations with potential clients (Kotler & Keller, 2013). Web pages have turned into an innovative medium that use posters, banners and other types of online advertisements competing for clients' responsiveness. Commercial websites supplement traditional communication media channels namely print, radio, television, indoor and outdoor advertising that advertisers have been using for the past century (Lebo, 2003).

Commercial websites are extensively used in numerous sales and marketing undertakings, from gathering of clients and product information to giving out facts and figures needed in order to decide on a sale online to diverse stakeholders. Websites are used for business publicity, retrieval of information, product and service communication, purchase, delivery of goods, and as a consumer support instrument (Lebo, 2003). According to Lebo (2003), the Web has opened an opportunity to almost everyone due to its capability of conducting sustainable businesses via internet by linking persons internationally lacking physical boundaries. Online sites also provide modern prospects for advertisers through offering inventive techniques so as to communicate, promote and deliver goods and services to their potential customers.

Sellers are gradually adopting websites to promote goods and services; internet sellers function exclusively online, though others own online shops as an additional physical shops (Kotler & Keller, 2013). According to Nielsen's Report (2009), over 95 % of online consumers in in USA and Europe have previously experienced web advertising. Business websites are significant piece of a company's communication plan. Allen (2001) found that websites that don't retail products or services to their clients directly are also instrumental tools in information dissemination, therefore increasing awareness of a business, a service or a brand.

1.2 Statement of the Problem

Although Websites have been identified as key marketing tools and channels that offer great potential and benefits in advertising of products and services, studies on usage and gratifications of websites advertising in Kenya remains scanty because previous studies focused on traditional media and general internet usage. This research address this gap by analyzing usage and gratifications of business sites in the country.

II. LITERATURE REVIEW

Scholars have observed the need to investigate the consumers' understandings and perceptions toward profitmaking websites particularly the notion involving usage and gratifications of these sites as an advertising medium (Dholakia & Rego). Eighmey (1997) having used a collection of consumers' satisfaction statements as an evaluation to appraise commercial sites found users' perceptions of commercial websites as guided by three elements namely; information positioned in an entertaining context; logical organizational of ideas relating to objectives of the site; and accomplished strategies.

Grounded on the conclusions of conventional media, Eighmey and McCord (1998) examined consumers' usage of business sites. They were concerned with the usage and gratifications perspective and examined the clients experience related to these sites. Their study indicated that information involvement, personal status and entertainment value are three key motivating reasons for visiting commercial websites. Although current literature suggested that clientele would possibly have social usage of commercial websites, social opportunities of websites usage and gratifications had not so far been described and evaluated. From the experimental data generated by this study, social media gratification is attained when social networking sites makes it possible to share and link with family, friends, co-workers, associates and also strangers, building up a

linkage of networks in order to keep in touch, share daily experiences, interests and preferences, opinions, photos and videos.

Online transactions can occur over a range of platforms away from the Internet, for example on private networks such as electronic funds transmissions and direct response television and telephone; but apart from these setups, without commercial websites usage no ecommerce can take place since a website is the medium over which much of business to customer selling takes place (Eighmey, 1997; Novak Hoffman, & Yung, 2000; Eighmey & McCord, 1998). Therefore this study examines reasons why consumers decide to use a commercial website with focus on consumer motivations to use commercial websites, a subject that is related to the justification that commercial websites usage is a link in the virtual purchasing process.

Dholakia and Rego's (1998) study tried to categorize the types of marketing information contained on moneymaking sites. Their study findings specified that majority of profitable sites were small in size and that many of business organizations used internet in the late 1990s for traditional advertising objectives. They concluded that messages contained in these webpages was not attracting visitors to the sites. Respondents of this research indicated that website usage depends on how easy it is for a consumer to achieve his objectives. This research identified the following four challenges to a website's usability namely, bad first impression, poorly structured links, excessive website text (clutter), and lack of consistency.

By use of content examination and verbal disapproval to catalogue sites categories, Young and Foot's (2005) study investigated 500 business sites. Their survey pointed out that business websites were meant for companies' efforts in image building and not avenues to search for career opportunities. In a related study of content analysis, Liu (1997) found that a corporation's online existence was to enhance and publicize the image of the organization, improve relations with the public, and invite consumers to surf for goods and services and to gather users' feedback. This research revealed that a significant number of the respondents found gratification in seeking of information allotted to them on commercial websites about products, services, jobs, educational and research materials.

Jones (2007) research examined businesses' webpages of 1996 and 1997 and compared them with those of 2006. The survey established that web design of business homepages was similar in 2006 unlike 1996 and 1997, and noted an improvement in normalization of the 2006 business sites homepages length, presence, location and speed of the search engine. This study also explored more on advertising content placements on a webpage, and found that viewability on home page and inside pages of commercial websites about products and services are affected by ad clutter as it reduces noticeability and advertisement's impact because each advertisement competes for consumer's attention. This research identified web usability as a critical factor in web development because in traditional media, advertisers can control which ads consumers see, when and how but in commercial websites, the control has switched from advertiser to consumer.

Vaughan and Wu's (2004) study investigated Chinese sites of best technology corporations and found that hyperlinks was an indicator of performance information, intelligence and web data excavation. The finding of this research consider hyperlinks as routes to corporate information on websites and not a business performance indicator tool for the companies.

According to Qureshi and Hoppel (1995) research on the perspectives of gender variation in computer usage, computer mediated communications and perspectives are scarce. Ono's (2003) study indicated that females were considerably less (12%) expected than males to surf through internet in their homes. According to Weiser's (2000) research he recognized the presence of gender variations in likings for precise web uses. His study elaborated that the males' internet use was generally for two aims, specifically entertainments or relaxation, while womenfolk make use of internet mostly for socialization and academic support. This study reported a significant gender inequality in commercial websites usage in Kenya with the majority (58%) of men using commercial websites than women (42%).

Wu's (2008) content analysis study analyzed and compared the literature of three categories of hospitality sites namely; private, public and externally-funded. His study found that private owned sites were significantly concerned with issues of interactivity while foreign-funded and state sites were more concerned with information provision function. Gustavsen & Tilley (2003) study of 16 business sites on interactivity and found that commercial sites at that time recorded low interactivity levels. Cho & Cheon's (2005) survey examined the usage and interactivity of business sites in United Kingdom, U.S.A, South Korea and the, Japanese. The findings of their inquiry indicated that American and European websites emphasized more on user-message as well as client-marketer interactivity, while eastern sites stressed more client-client interactivity.

The results of this research indicate that commercial websites employ interactive marketing toward client orientation and that users prefer sites that provide simplified contact information e.g. e-mails, location addresses, telephone numbers, product reviews and answers to Frequently Asked Questions (FAQs) so as to heighten interactivity amongst advertisers and potential customers.

2.1 Consumers' Reasons for Using Commercial Websites Advertising

According to Katz, Blumler and Gurevitch (1974), the consumers use mass communication media, with the inclusions of websites, to fulfill their intentions or reasons for a certain media use leading to gratification or dissatisfaction. Korgaonkar and Wolin (1999) have argued that, a commercial website has the ability to content compared to traditional media. Korgaonkar and Wolin (1999) subdivided online consumers' motives into seven elements namely; economic motivations, social escapism, information motivation, confidentiality in monetary transactions, interactive control inspirations, non-solicited and socialization privacy motivations. Since it is individual users who control the communication process on any medium by virtue of their authority to allow access, this study considered investigation of motives of websites usage as way of providing the understanding of the definite motives that lead consumers to online markets.

The Internet is debatably the most flexible channel of communication in history. Its advent has only reinforced the "conjectural strength" of the uses and gratifications theory "by agreeing it to motivate dynamic research into thriving communications channels" (Ruggeiro, 2000). Initial studies on Internet mainly concentrated on its overall use. Charney (1996) examined the websites use amongst institutions of higher education students. The outcome showed that website is used, for entertainment, getting information, diversion and communications. In his research on analysis of Internet communication acknowledged communication, information and interaction as the three motivational features for using the Internet. Eighemey and McChord (1998) examined the consumers of commercial sites and recognized individual relevance, information contribution and entertainment values as the main reasons for surfing through business sites.

Mondi, and Rafi (2008) practically applied Uses and Gratification Expectation to examine the effects of e-learning materials on student's apparent e-learning experience. The study established that there are substantial affiliations between uses and gratifications expectation of the learners and their e-learning involvements. Luo (2002) analyzed the influences of information, irritation, and entertainment, on numerous online users' activities such as attitude towards a website, website usage and gratification. The finding of this research indicated that persons with precise intentions for media use and choices are inspired by specific self – defined usage and gratifications reasons.

Miller (1996) clarifies that online activities are principally driven by pursuing gratifications through interaction with the combinations of entertainment and escape and are process-oriented fulfillments and investigation. There are different significant reasons for the use of communication media as there exists media consumers. The basic requirements, social individual backgrounds, situations, such as interests, experience, and education can affect individuals thinking on their requirements from the media and the ones that fully meets their necessities. Therefore this study postulates that users are aware and can name their motivations and satisfactions for use of diverse media.

Bonds and Raacke (2010) concluded that persons who specially make use social networks for instance Facebook, twitter and MySpace to satisfy the needs for information, relationship and connecting with others users. Chen (2011) similarly established that individuals mostly use Twitter to satisfy their necessity to connect with to others through Twitter features such as following other users on the same. Hanson and Haridakis (2010) research established the causes for high YouTube usage by students was mainly entertainment, information-seeking, interpersonal expression motives that are suggestive of instrumental motivations and friendship reasons that indicate a ritualized motive. The participants of this study indicated sharing media, such as pictures, videos, music, and blogs as the strongest motive for visiting commercial websites which is indicative of instrumental and ritualized motives.

Hanson et al. (2010) elaborates, persons use social platforms, such as YouTube, so as to fulfill their instrumental desires of convenient information-seeking, political evaluation, self-expression, entertaining arousal, and also for ritualistic need of gaining companionship. As identified by this study, the social utility and convenient information-seeking motives associated with You Tube drive users to take part in diverse online undertakings such as discussions, chats, sharing of pictures, and videos, search for more information on political parties, policies and political candidates.

Rubin (1984) categorized motivations for use of social media into two scopes namely; ritualized motives and instrumental motives. Instrumental motives are objective oriented and active media usage for instance, search for information from the media, while ritualized motives indicates a less inactive media usage and purposive, for example using internet as a platform used to passing time. This study identified socialization, information seeking, convenience and entertainment as instrumental motives while ritualized motives were relaxation and passing time.

The table below elaborates the interrelationships between media needs, uses and gratifications.

Table 2.1: Relationships between Media wants/Needs and Usage and Gratification
Ritualized (diversionary) vs. Instrumental (utilitarian) media wants

Media requirements	Uses and gratification
Ritualized	Entertainment, escape and companionship.
Instrumental	Information updates

In Table 2.1, ritualized media requirements are interrelated with the usage and satisfactions of entertainment, escape and companionship. Instrumental communication media is required to match the usage and satisfactions in relation to messages. Content and process satisfaction ought to be practical on web. For instance, consumers of certain sites can be driven by their need to access a specific-website info content. Online clients are interested through process-gratification which consists of random surfing and online site navigation.

In Uses and Gratifications Model motivations for media usage are categorized as instrumental, goal-directed and ritualized or active, less purposive and inactive. Using a specific channel to actively search for info on a precise topic demonstrates instrumental motive, whereas happenings upon information and passing time illustrates ritualized motives (Kim & Rubin 1997). Researchers have acknowledged the motivations linked with an extensive variety of media outlets including newspapers, television, the internet, and social media as either instrumental or ritualized.

In U&G Model, Involvement is a user's task that signifies relations with the media contents and its consumers. Involvement is perceptive, and comprises elaboration, the point to which individuals consider about how much the online content is significant to what they used to be familiar with or exactly how much the content is important to them (Perse, 1990), or else it can be developmental, which comprises search of more gratifications over extra media use or by conversing the content with others (Rubin, 1987). Online interactive contribution can contain post-exposure online activities such as chat with others online users to seek out and share more information about the contents. This study has pointed out that the precise motivations for media usage are interrelated to involvement.

McQuail (1998) acknowledged reasons for mass media use among them; personal identity, integration, entertainment and social interaction. This study examined the fundamental inspirations and concerns consumers who described using online websites in learning about online shopping of products and services. Therefore understanding the potential motives for web use in this study was a way to gain knowledge on commercial websites advertising which will allow online advertisers to aim audiences and modify the website contents more successfully. Blumler (1974) considered the U&G concept and engrossed on the media roles. They well-defined five kinds of fulfillments attained by viewers over media texts: escapes, inform and educate, social relations, and entertain.

During the 1980s, the perceptions of socialization and communications intake were projected by Rayburn (1982). In general, many investigations were focused to the inspiration of viewers. Bryant (1984) scrutinized the link between users' mental features and their TV set selection. They identified that the TV viewing can seriously amend viewers' rate of stimulation, and hence, affect their sentimental and emotional behaviors.

Rubins (1984) broadened the research on consumer and U&G model. Rubins put much emphasis on user's motivations and studied two categories of television viewers: ritualized or instrumental viewers. He specified that more assessments should be undertaken in the sense of audience activeness. Through the development and advancements in internet, the study on U&G model denoted new qualities. The internet offers consumers with sufficient information and entertainments without hindrances of distances and timeliness.

According to a study by Ruggiero (2000), on the U&G theory, websites consumers can attain diverse levels of interactivities that propose the ways to grow new channels of communications. There are also studies conducted on the individual traits of the Internet users. In relation to Finn's study (1997) he scrutinized five sorts of characteristics in his study namely; neuroticism, agreeableness, extroversion, conscientiousness and openness, nevertheless he found it challenging to come up with a conjectural linkage to all types of communication activities.

Most preceding researches have given evidence websites has played a helpful role in easing solitude and despair. Rubin (2000) indicated that websites provides social existence a sense that individuals are emotionally existent and communiqué interactions are personal, sincere, active and sensitive. With its concealment and numerous groups of social connections, the Internet has created new behaviors to the online individuality. The new individuality allows the Internet consumer to modify themselves and build a more socially linked self-compared to what they actually are in reality. The U&G concept attempts to expound why individuals are engaged in specific categories of media platforms with initiatives and actively absorb some contents to attain some level of gratification.

The most significant demographic aspects when it concerns subject of Internet uses and gratifications is gender. Weiser (2000) examined gender variances in Internet designs and partialities and established that more women are likely to involve in communication that is intended to sustaining personal networks, with family and work colleagues. Ono (2003) pointed out that men use online to chase sexual interests whereas women were expressively likely compared to men use the internet at home.

Lin (1997) also acknowledged gender variances in the context of seeming ease of Internet use, perceived effectiveness and enjoyment. On all these dimensions, men significantly scored higher than their female counterparts. Marshalls (2003) research depicted that demographics and social-economic aspects e.g. age, gender, education, and marital status are all aspects that alter Internet access. In terms of generational variation, a research found out that youths spend additional time using social networks and are more gratified compared to the elder generations (Ray, 2006). This study found that majority of commercial websites consumers were men with 35-40 years age group having the highest percentage (45%) of use.

Shao (2010) recognized a User Generated Media model (UGM) for video websites centered on U&G concepts. The three video-site practice traits of the concept include consuming, partaking, and creating. The Consuming behavior represent the persons who simply read, or view for info and amusement. Partaking behavior include, consumer-to-consumer relations and users-to-contents interactions (scoring, adding to a track list, distribution, remarking), predominantly intended for social interactions and communal growth. Creating activities confers to the establishment and publications of individual works such as, images, acoustic, texts and video, mostly centered on expressiveness and self- actualization motives.

Consumers' behaviour relating to video-sharing sites is not only subdivided thrice (comprising surfing, producing and commenting) in the stages of participation, they are similarly combined into a broad "Prod-usage Behavior" grounded on consumers' open will (Brun, 2008). Consumers have come to be a part of content productions, expanding the method of creation of mutual information. In this important chain, a contributor plays a twofold role as consumers and producers as a result becoming "prod-users" (Brun, 2008). This study considers consumers of video-sharing sites as both consumers of websites content and producers of information especially in blogs, you tube, whatsApp and facebook. These two roles taking place together on video-sharing websites are critical in online advertising.

2.3.1 Gratifications of Business Websites Advertising

There are numerous bases of users' satisfactions as there are various gratifications required and consequent from communication media use. According to research by Katz, Blumler and Gurevitch (1974) shows that users gratifications can result from three sources; disclosure to media per-se, media contents, social contexts that demonstrates conditions of disclosure towards diverse media. This establishes that users spend more time in using the media several ways, either through "passing" time or as a social instrument, all medium are unique and have their own purpose. This study applies the media usage and gratifications view to create an enhanced understanding of the different factors that motivate profitmaking web site use, and ascertains two new media uses and gratifications distinct to online advertisement which can be termed as socialization/interaction (using the platform for communication purpose) and convenience (simplifieswork or adds to one'sease or comfort).

Eighmey and McCord (1998) were among the first researchers in applying the usage and gratifications model to the World Wide Web. They set up gratifications with the viewing of profitmaking Web sites to be comparable to gratifications created to be related with other forms of media e.g. information motivation and entertainment, also opened new scopes termed as individual involvement and ongoing relationship. Individual involvement is interrelated to the level to which consumers embraced the websites to be individual. Continuing relationship represents the consumers' willingness to visit the Web site for a second time.

This research takes into account that consumers have alternate choices to fulfill their needs as media competes with several sources of fulfillments. Nonetheless gratifications can easily be acquired from a medium's contents for instance accessing a specific website, from awareness of a genre in the medium, for example gaining access to an online advertising site, from overall experience of the platform.

The gratification module of the U&G model is the outcome of media use termed as "gratification of wants and authorization of expectations" (Rubin, 1997). Present research has specified that influential motives for use media and contribution are linked to gratification with use of media (Ferguson and Perse, 2010). Outcomes from prevailing U&G researches suggests that individuals use media both for contents carried by a medium e.g. entertainment or information, or aimed at the simple involvement of the media usage procedure such as browsing, playing with the technology; these two comprehensive scopes are categorized as content and process gratifications (Cutler & Danowski, 1980). Content gratification refers to the messages carried by the channel, and a process gratification concerns the actual use of the channel itself (Cutler & Danowski, 1980). In the past years of U&G researches, well-known communications theoretician William McGuire (1974) stated

that it was less imperative to identify how a consumer came to a medium than to know how the channel might hold a consumer as soon as a sample of its contributions has attracted a consumer.

Internet scholars are also concerned on how the channels increases and retains consumers (Barker, 1997), with a sense towards improving e-commerce outcomes (Hanson, 2000). Originally U&G Internet studies reveals that consumers' sites picks are usually more driven by contents deliberations than by recreational browsing (Lin,1999), consequently there are some initial recommendation that site contents might be further satisfying to the internet consumers than the process gratifications of internet surfing.

To grow the difference between content-centered motives and process-centered internet surfing effects in creating inspired internet usage, the dissimilarities amongst process and content gratifications precise to the Internet needs to be described in contexts with effective descriptions and subsequent measures that are definite to the channel. This is until now to be done concerning the U&G Internet research, as utmost of the initial Internet U&G researches were grounded on outcomes established in television exploration and U&G extents based on television researches have consequently not been extrapolative of Internet usage (Lin, 1999). Cho and Shah (2003) examined the affiliation between Internet uses and gratifications in the framework of digital divide. The research found that Internet uses and gratifications differ across categories well-defined by the demographics variations of age and economic position. The results further revealed that users who are young and low in socio-economic status were more likely to utilize Internet to attain connection gratifications and regardless of age, both low and socio-economic group of consumers were possible to use the Internet to satisfy their learning needs.

Angleman (2000) expounded on the relationship between attitudes and opinions of Internet users and their pattern of utilization of the new mediums. This research found that there is a significant difference between the way students view and perceive the Internet and their use of the medium. Examine the viewing motives, activities, and satisfactions of adolescents in the developing multichannel environment. The research depicted that powerfully inspired audiences were more dynamically involved in several consumer activities throughout the viewing period and such users experience greater gratification subsequently.

Rafeali (1986), during the evaluation of why and how learners use a college computer bulletin board, was able to depict that the consumers rarely skip the informative or factual messages, which point out their strong attention on this types of messages. Maddox (1998) similarly projected that the most significant reason as to why individuals make use of the internet is to gather different information. This research depicted that online services are predominantly viewed as info-loaded media, and users try to establish more outlets for sharing and receiving information.

Korgaonkar and Wolin (1999), who carried out researches on consumers of e-commerce websites, recognized seven online gratification influences. Among these new factors such as 'privacy', 'transactional security and economic motivation'' (Korgaonkar & Wolin 1999). Young and Foot (2005) examined motivations and satisfactions gained from the use of social media channels such as Facebook. They established that a larger portion of learners maintain and nurture interactions with their friends. The motives of entertainment and time passing was linked to use of newspapers and television in previous studies also established as significant predictors to use of Facebook medium. This study concurs with the findings above that individuals make use of the internet in order to obtain gratifications through convectional media such as entertainment, information and diversion. However with the development of social networking sites, the research has also found motives around companionship and psychological needs.

Wu (2008) with the use of content analysis to examined and compared results of the use of three categories of hotels websites (private owned, state-owned and foreign-funded) to evaluate the features of the design which include (navigation, functionality and interactivity) also internet marketing activities on the sites. According to Wu (2008) only half of general websites and fewer sites provided the FAQ (Frequently Asked Questions) folios. The results of the findings depicted that majority of the websites provided the business contact information, which included email addresses phone/landline numbers and location addresses.

With the use of three-step-method in-depth interviewing of online consumers, Maignan and Lukas's (1997) study examined users' insights and usage of websites and found four major shared usage of the internet Websites namely; an information source; a tool for communication; an object or place of consumption; a social system. Whereas the two studies above were concerned with content analysis and consumers' perceptions of websites uses this research dealt with analyses of usage and the gratifications of profitmaking websites in advertising and their relationship.

In an Indian Framework research conducted on Website usage and gratifications by, Roy (2008) recognized six gratification motivations. 'Career opportunities' and 'Wide exposure' were classified as content gratification causes. 'User-friendliness' and 'self-development' (easy to use) were regarded as process gratifications. The factors such as global exchange' and 'relaxation' was regarded as social gratification. Song (2008) pin points that content satisfaction is similar to the instrumental use whereas process gratification transmits to usage. This study posits the existence of instrumental media use motivations in order to differentiate

between users whose mass media use behaviour is no habitual and has less defined satisfaction objectives and that their media use is extensively deliberate and much involved with the media content. This conceptualization presented a good approach to capture audience activities.

Even though various researches have examined the correlation between playfulness and continuous use of Internet (Stafford & Stafford, 1998; Stafford & Stafford, 2001), the researches often oversee the negative aspects such as process irritation. Criticisms of online marketing and advertising schemes mostly focus on frustrations or irritation brought about by connectivity (Wu, 2008)). The findings of this study identified the challenges faced by commercial websites users in Kenya as slow loading, clutter, high costs, fraud, identity theft and complexity of use which can probably lead to both irritation and annoyance.

New media will oftenly generate new satisfactions and motives between several user groups (Angleman, 2000). According to Lin, (1999) the new scope of the users' inspirations and satisfactions needs to be recognized and satisfied. Even though the motives for using the Internet can differ among people, media channels and situations, most usages and satisfactions researches evaluate them basing on the subsequent scopes namely habits, passing time, entertainment, information/surveillance, relaxation, companionship, escape and arousal. The findings of this research indicate that Kenyans seek following categories of gratifications on commercial websites namely: process, content and social gratifications.

According to Lin, 1996, the use of Internet is also associated with a sequence of entertainment-oriented and also instrumental gratifications. Rafeali (1986) depicted that the principal motive of the users of the bulletin board are mainly entertainment, recreation, and distraction, this is trailed by understanding what other people think in regards to controversial issues through connecting with users who are of importance in a community. According to McQuail, (1994) the entertainment contents seems to content the users' necessities for pleasure, aesthetic enjoyment escapism, hedonistic, or emotional release Data analysis of this study found that YouTube and other Social Networking Sites are forms of entertainment because of their content (pictures, videos, music, and blogs), fulfilling entertainment needs such as fun-seeking, leisure, amusement and enjoyment.

Johnson and Kaye (1998) in evaluation the Internet as a major source of political facts, realized that web users primarily use the internet for voter guidance, surveillance, social utility, entertainment, and excitement. Ferguson and Perse (2000), conducted a similar research focused on the web as a substitute to television watching, found out the four key motives for web use: relaxation/escape, passing time, social information and entertainment. Internet use integrates the components of mass and interpersonal communications. From the findings of this research identifies three distinct characteristics based on of websites usage and satisfactions model as convenience, socialization and surveillance.

Continuous relationships and Personal involvement also were acknowledged as new motive characteristics by Eighmey and McCord (1998) after the examination of user's reactions to websites. Pavlik (1996) distinguished that majority of online, individuals are enabled communicate, act, or contribute to the extensive societal and political processes. This category of use can lead to an increase in self-efficacy, self-esteem, and political awareness. Intensified relations also were proposed as drives for Internet use (Lillie, 1997). In a research conducted by Kuehn (1994), he attentively explained the interactive ability of the internet through sending of emails, group discussions, direct ordering of goods and services, and availability of links to aid in gathering more information (Angleman, 2000). Similarly, this study suggests commercial websites should be created to fully satisfy the consumers' necessity to gather valuable information and also provide social interaction opportunities for them.

According to Pavlik, (1996), another important aspect of the internet use is the group support. The Internet provides a moderately secure location for information exchange, provision of support, and also act as a gathering place short of uncertainties of discrimination. With inclusion in the group, users can easily voice thoughts, judgments and apprehensions in a helpful online atmosphere (Ferguson & Perse 2000). Privacy in the internet motivates users to communicate easily and with no restrictions than they could in real life situations (Roy,2008).According to Braina, (2001) with the fear of social accusation and punishment, marginal groups can as well take part in the communication practice as long as the technology is universally accessible. The findings of this study show that commercial websites take an active role in developing healthy friendships and networks and gratify consumers need to socialize freely without fear of patronage.

McQuail (1994) specified that individuals made use of different media platforms to examine whatever was happening outside and within and their surroundings. According to Whiting and Williams, (2013) study, 32% of the participant used social media to monitor or spy what other individuals are undertaking. Correspondingly, the traditional media has no capability cover all reports happening everywhere due to censorship, vastness of space, and fear, persons with mobile phones or cameras can easily record and upload, images, audios and videos on different social media channels. This champions the model of guerrilla journalism or citizens (Papoola, 2014). This study considers blogs and social networking sites not only for socialization but

can also be used as an online “journals” where people post opinions, celebrity gossip, upload photos and video, report breaking news, question policies and legislation with no regard for ethics.

Ruggiero (2000) explains that, as establishment of new technologies represent individuals with a growing number of media platforms, motivation and gratification should develop to fundamental modules of audience analysis. According to Roy (2008) maintaining that so as to fully focus on the social- cultural effects of adoption of the new communications technologies can be premature till we have fully understood the exact reason as to how and why persons are using of the media channels. This study therefore focuses on uses and gratifications perspective of commercial websites advertising (what individuals do with mass communication media) in contrast to social-cultural effects of new communications technology.

Scholars have renowned that the Internet may well serve both communicative and transactional purposes (Hagel & Armstrong, 1996). Given their extensive understandings of e-mails and other network platforms, academic researchers instinctively comprehend the significance of the website as a tool for communication; to most researchers it's second nature to make use of the websites for personal communications and social interacting. Amongst the larger public, nevertheless, the probable social effectiveness of the Internet might not be as spontaneous. However, the probable uses and linked social gratifications rising from clientele use of the Internet as a social setting (Hagel& Armstrong, 1996) are significant to explore. Scholars may also well presume to discover developing social gratifications for consumers Internet usage.

Assessments and dimension of motivational concepts will be determined by the variables one begins with, and aforementioned Internets U&G trainings have basically embraced measures unswervingly from preceding television-based researches (Eighmey, 1997). “Old” media U&G researches of TV and radio on no occasion acknowledged anything above the content or process contrast of media use scopes. Latent social usage scopes of the Internet are probably to be overlooked in researches that reformed before established usage dimensions.

III. RESEARCH METHODOLOGY

3.1 Research Design

This research adopted a descriptive study design in identifying and analyzing the usage and gratifications of business sites advertising in Kenya. Descriptive research strategy is a technique of gathering data through conducting interviews or by administrations of structured surveys to a sample of participants (Orodho, 2003).

3.2 Location

This study was conducted in Nairobi. The location was purposely selected because Nairobi is Kenya's principal multi-cultural town with four million people.. Nairobi was ideal location for this research because of its well-developed communication infrastructure; electricity supply and fibre optic cable internet connectivity. According to Kenya Communication Authority Report of 2017, the city also has the highest number of internet (4G) users with 85% of all Facebook users in Kenya residing in Nairobi. Kenya's leading online stores such as Jumia, OLX and Kilmall are physically located in Nairobi. The city is the commercial Centre of the country offering business opportunities in agricultural products, furniture, cars, banking, transport, electronic goods.

3.3 Target Population

The Target population was one million internet users in the Central Business District. This population comprised male and female Kenyan citizens, current web users and residents of Nairobi. The demographic characteristics of this population considered aspects such as gender, age and the level of education. General Websites usage patterns of the population in this study investigated were respondent's internet skills, frequency of browsing in a week and their exposure to websites advertising.

3.4 Sampling Procedure and Sample Size

Respondents were vetted to ascertain whether they had current access to the websites before being asked to participate in the study. The sample was limited to 384 respondents from a population of One Million websites users. According to Krejcie and Morgan (1970), method on determination of study sample size, a population of one million has a sample size of 384 respondents. The selection was random and purposive. The research team varied the sample in form of gender, age, and the level of education. After helping a participant in filling the questionnaire, research assistants would find another person and the scrutiny procedure would start again.

3.5 Instruments

Data from the sampled subjects was collected using questionnaires; Consumers' Usage and Gratifications of Commercial sites advertising in Kenya. The rationale for using a questionnaire was because consumers of web advertising messages were widely dispersed

IV. RESULTS AND DISCUSSION

4.1 Response Rate

Three hundred and eighty four (384) questionnaires were administered to consumers of commercial websites advertising messages in Nairobi City and all returned, with the response frequency of 100%. The researcher used hand delivery method to distribute the questionnaires to the respondents which can be credited for high return percentage.

4.2 Gender of Respondents

The sample consisted of 224 male respondents or 58 percent of the total sample and 160 female respondents or 42 percent as illustrated in table below.

Gender	Respondents	Percentage (%)
Male	224	58
Female	160	42
Total	384	100

Table 4:2 Percentage Distribution of Gender of the participants

The information on figure 4 shows the distribution of the subjects by gender in the usage of commercial websites advertising messages. Out of 384 respondents 224 (58%) were males and the remaining 160 (42%) were females. This information indicates that there is a significant gender inequality in commercial websites usage in Kenya with more men using commercial websites than women. The findings of this research concur with the surveys conducted by Pew Internet Project between January and June of the year 2005 in USA which shows that 52% of men online are more likely to use commercial websites as compared to 48% women.

4.3. Age of Respondents

An item was included in the tool that sought the age in years of the subjects, information obtained is presented in the table as shown below.

Table 4.3 Respondents' in Age Years

Age in years	Frequency	Percentage (%)
Below 18	41	10
18-30	134	35
35-40	172	45
41-50	23	6
51 and above	14	4
Total	384	100

The information in the table above illustrates that most of the subjects aged between 35-40 years were 172 (45%) while only 14 (4%) were above 51 years. The respondents who were below 18 years had a frequency of 41 (10%) and while the age category 18-30 years had a frequency of 23 (35%). The respondents who were 41-50 years had a frequency of 23(6%).

The findings of this study indicated five different age categories of Kenyans users of commercial websites. Majority of Kenyans who visit commercial websites are young adults aged between 35-40 years, while the age group that least visits business websites comprise of senior citizens above 51 years. The second highest users of commercial websites consist of the youth at aged between 18-30 years. The teenagers below the age of 18 years are second least users of commercial sites. The group below 18 years are teenagers still in schools or just cleared, with access of technological devices in schools. The group of 18-30 years are younger, still in post-secondary studies and less affluent, often with substantial challenges with resources, is generally connected with the world of commercial websites mainly for education, research and entertainment purposes. The third group 35-40 is older, has a high education level, are affluent seniors, has relatively substantial technology assets, and also has a positive attitude towards online platforms.

Kenya’s population aged between 41-50 and 51 and above, have been late adopters of technology compared to the younger generation. This explains their low percentages as consumers of commercial websites advertising.

4.4 Highest Educational Level of the Participants

Subject’s level of education was between primary and university education. Eight (2%) respondents were of primary education while 88 (23%), were of secondary education. Majority of the respondents representing 161 (42%) and 119 (31%) were of university and diploma education respectively. Those respondents with other forms of education were 8 (2%) which included certificate courses and Kenya Accountants and Secretaries National Examinational Board training.

The figure below show percentage distribution of respondent’ highest educational level.

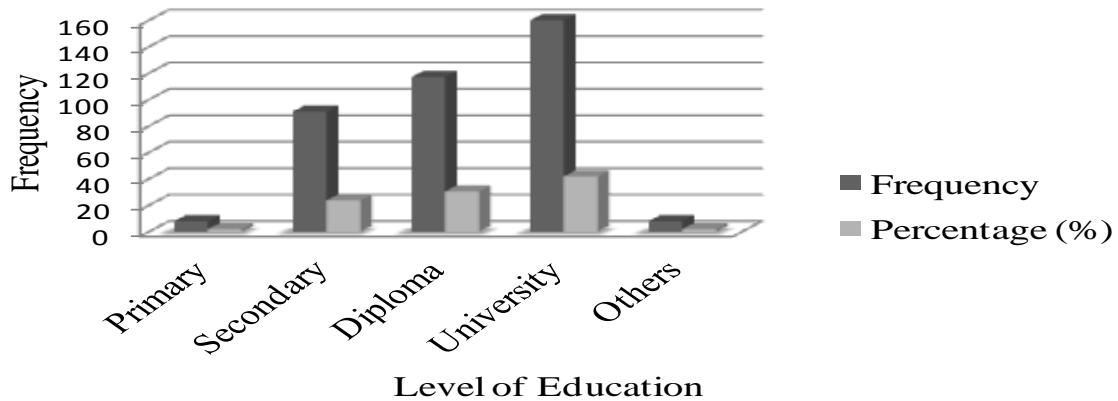


Figure 2: Percentage Distribution of Respondent’ Highest Level of Education

The analysis above suggests that most of the participants were literate with 96% having education above primary level, thus they could be able to understand how commercial websites transact the business of advertising, their motives, uses and gratifications. The percentage of respondents with university and diploma education combined was 72 %. This high percentage from the two groups may be as a result of many factors such as need for information and better economic status associated with higher education.

4.5 Frequency of Browsing in a Week

Respondents were requested to indicate the number of times they browsed commercial in a week. The Analysis of frequency of browsing in a week by the respondents is presented in Table below.

Table4.5 Frequency on Browsing in a Week

Number of times	Frequency	Percentage (%)
1-4	54	14
5-10	92	24
Over 10	238	62
Total	384	100

Analysis of data above reveals that out of 384 respondents, 54(14%) browse 1-4 times in a week, 92 (24%) respondents browse 5-10 times in a week while the majority 238 (62%) browses more than 10 times in a week.

These findings show that more Kenyans like to use internet on weekly basis which is a strong indicator that the majority access commercial websites more than ten times in a week. Those who had high education levels (Degree and Diploma) and young adults (18-30 and 31-40) had a higher weekly volume of use, compared to younger internet users and the aged.

4.6 Names of Commercial Websites Most Visited by the Respondents

Respondents were asked to list names of commercial websites they most visited. The analysis of the data obtained provided ten (10) names of commercial websites most visited by the subjects as presented in the table below.

Table 4.6 Names of Commercial Websites Most Visited by the Respondents

S/N	Name of the website	Respondents	Percentage (%)
1	YouTube	62	16
2	Facebook	51	14
3	Jumia	46	13
4	OLX	41	12
5	Twitter	38	10
6	Sportpesa	37	9
7	Instagram	33	8
8	WhatsApp	29	7
9	Google	26	6
10	Kilimall	21	5
Total		384	100

YouTube.com was the most visited website by 62 (16%) of the respondents for music and videos. This study concurs with Haridakis and Hanson (2008), research which shows that YouTube was the most preferred site by 91% users for sharing ideas and emotions via videos for personal motives such as affection, inclusion, and control which can influence social means. The second most visited site was Facebook by 51(14%) of the respondents, Jumia.co.ke was third with 46 (13%) and Olxkenya.co.ke an online marketplace that provides a platform for peer-to-peer selling with 41 (12%) of the respondents was fourth. Twitter was fifth with 38 (10%), Sportpesa.com was sixth with 37 (9%) followed by Instagram with 33 (8%), WhatsApp on web messenger visited by 29 (7%), Google Kenya ninth with 26 (6%) and Kilimall another online marketplace at position 10 visited by 21 (5%) of the respondents.

These findings reveals that the Kenyans have embraced e-commerce hence are trading online more often with 60% paying attention to ads on commercial websites. It also discloses that people are turning to websites as their preferred mode for a fast and convenient way to purchase products and services without having to visit an actual store. Many marketers are now taking this opportunity to reach Kenyans on social media platforms such as Facebook, Twitter also WhatsApp via profile pages.

4.7 Respondents Reasons for Using Commercial Websites

A total of 31 use statements were presented to the respondents. The participants were then instructed to indicate the reasons that best explain why they use commercial websites. Using the Likert-scale the responses were based on the following statements; strongly disagreed, disagreed, neutral, agreed and strongly agreed. The table below shows ten (10) reasons for using commercial websites computed from strongly agree responses.

Table 4.7 Respondents Reasons for Using Commercial Websites

Reasons	Strongly disagreed	Disagreed	Neutral	Agreed	Strongly agreed	Percentage (%)	Position
Helps me share media, such as videos pictures, music and blogs	24	30	63	129	143	37.2	1
To keep up with what's going on	20	27	62	134	140	36.5	2
To get information for free	34	39	71	113	133	34.6	3
Learn how to use products and services	21	42	84	118	125	32.6	4
It's convenient to use	35	27	91	108	122	31.8	5
It's entertaining	25	34	79	126	121	31.5	6
I can use it any time, any where	28	35	92	110	119	31.0	7
It is a good way to do research	35	41	64	134	117	30.5	8
To learn about	30	32	92	113	115	29.9	9

unknown things							
It is an easy way to do shopping	26	51	78	118	113	29.4	10

Table 47.1. Summary of Respondents Reasons for Using Commercial Websites and Usage Categories

S/N	Commercial websites uses and categories
1	Socialization
	Helps me share media, such as videos, pictures, blogs and music.
2	Information
	To keep up with what’s going on
	Helps get free information
	Helps learn how to use products and services
	Good way to conduct research
	Helps learn about things unknown
3	Convenience
	Convenient to use
	Can use anytime anywhere
	Easy to do shopping
4	Entertainment
	It is entertaining
	It’s enjoyable
5	Relaxation
	It’s relaxing
6	Passing time
	Helps me pass time
	It is a habit

The findings of this study as shown in Tables 4.5 and 4.5.1 indicate the respondents’ strongest reason for visiting commercial websites was in order ‘to share media such as pictures, videos, music and blogs’ with a frequency of 143 (37.2 of the total respondents). This reason of visiting websites was categorized under socialization.

The second reason identified by 140 (36.5%) of the respondents; was ‘to keep with what’s going on’ falls under the category of information seeking. Other reasons under information seeking were numbers, (3) ‘to get information for free’ with 133 (34.6%), (4) ‘to learn to use products and services’ with 125 (32.6%), (8). ‘It’s a good way to research’ with 117 (30.5%) of the respondents and reason number nine (9) ‘to learn about unknown things’ had a frequency of 115 (29.9%). The fifth reason ‘It’s convenient to use’ had a frequency of 122 (31.8%), (7) ‘I can use it anytime anywhere’ had 119 (31.0%) and (10) ‘It’s an easy way to do shopping’ had 113 (29.4%), are reasons under the category of convenience. The sixth most popular reason of visiting commercial websites was ‘to seek entertainment’ with a frequency of 121(31.5%).

The findings of this research differ from Dobos and Dominick's (1988) survey on gratification factors obtained from all media and Stafford & Stafford's findings in their (1998) exploratory study of usage and gratifications of the Internet. They found that respondents used the internet mostly for information purposes. In addition to informational motives; participants responded that the Internet was a research source for business, academics and product or service information.

This research identified six categories of reasons for using commercial websites. The first category was socialization. In this category the study participants indicated that they use commercial websites to share media such as pictures, videos, music and blogs. In this motive, respondents reported the importance of websites in maintaining close or distant social networks that a person has. This research also found that the search companionship on websites is also a motivator to go online. This explains why despite majority of the respondents referring to sexual and dating sites as immoral and addictive a few still visited them.

This study identified YouTube, Facebook, Twitter, Instagram, and WhatsApp as sites for sharing opinions and emotions via media, pictures, videos, music and blogs, in order to fulfil social utility motive in maintaining close or distant social interactions that a person has. The second category was information seeking. Respondents agreed that they use commercial websites to keep with what’s going on, to get information for free, was a better approach to study about goods and services, it was a good way to conduct study and to learn about unknown things. The third category was convenience with respondents agreeing that commercial websites are convenient to use, could be used anytime anywhere and was an easy way to do shopping. The fourth category was entertainment. The study subjects found commercial websites use enjoyable and entertaining.

This research also identified two other categories of reasons for visiting websites namely relaxation and passing time with 12% and 10% respectively. Respondents gave reasons for visiting websites for relaxation as an emotional relief uplifting their mood and diverting their attention away from stress and hassles in their life. They would pass time when bored, had nothing better to do, because websites would give them something to do, and that it was a habit.

4.8 Respondents’ Gratifications for Using Commercial Websites

So as to measure the gratifications achieved from commercial websites usage the 31 use statements in Table 4.7 were worded differently from the reasons. The claims were formulated to quantify the supposed advantage respondents gained from using business websites, for instance, ‘to get what I want for less effort’ item in the reasons scale turned into ‘commercial websites ‘ help me to get what I want for less effort’. The participants were probed to specify the level to which the commercial websites which they used provided them with gratifications; just what they were searching for by means of the Likert scale ranging from (very satisfied) to (dissatisfied). Table 4.6 below shows the analysis of the data obtained on top ten (10) gratifications of using commercial sites in Kenya.

Table 4.8 Respondents’ Gratifications for Using Commercial Websites

Gratifications	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Percentage (%)	Position
Help share media eg, blogs pictures music, and videos	150	129	70	18	17	39.1	1
Can get what I want for less effort	140	123	76	92	36	36.5	2
Helps me to ask questions and get answers	136	148	65	19	16	35.4	3
Helps me learn about useful things	135	110	88	29	22	35.2	4
Helps me to get information for free	133	106	84	42	19	34.6	5
I can use it anytime	132	101	92	36	23	34.3	6
It’s entertaining	131	129	80	34	11	34.1	7
It is a good way to research	130	120	74	40	20	33.9	8
Helps me to learn to use products and services	122	120	90	36	16	31.8	9
It’s convenient to use	121	114	86	35	28	31.5	10

Table 4.8.1 Summary of Respondents’ Gratifications for Using Commercial Websites and Usage Categories

S/N	Gratifications for commercial websites and usage categories
1	Socialization
	Helps me to share media content, such as blogs, pictures, music, and videos.
2	Convenience
	Can get what I want for less effort
	Helps to ask questions and get answers
	It’s convenient
3	Information

	To keep up with what's going on
	To get free information
	Good way to conduct research
	Helps learn things unknown
	Helps learn to use products and services
4	Entertainment
	It's entertaining
	It's enjoyable
5	Relaxation
	It is relaxing
6	Passing time
	Helps me to pass time
	It's a habit

According to data analysis of this research (Tables 4.8 and 4.8.1) the strongest gratification obtained by respondents from commercial websites 150 (35.2%), was that commercial websites helped respondents to share media, such as pictures, videos, music and blogs. This can be classified under the category of socialization. In the second category of gratification, convenience, 140 (36.5%) of the respondents indicated get what they wanted for less effort, its convenience to use, also position 10 by 121 (31.5%) of the respondents while 136 (35.4%) are helped by commercial websites to ask questions and get answers. The numbers 3, 4, 5, 8 and 9 are all information seeking gratifications as shown in Table 4.8 Entertainment gratification is at position seven with 131(34.1%) of the respondents having sought it.

These finding of this study differ with the Dobos and Dominick's, (1988) research on gratification factors across all media which revealed that informational motive was a significant factor in uses and gratifications. Richard Vincent in his 1997 study also found that college students utilized print media to satisfy needs to know current events. In addition to informational gratifications, participants responded that the Internet was a research source for business, academics and product or service information. According to study conducted by Stafford & Stafford in 1998 on usage and gratifications exploratory of the internet, they found out that their respondents sought news and research information from the websites.

The analysis of commercial websites gratifications statements in this study yielded six interpretable categories of gratification namely, socialization, information, convenience, and entertainment, relaxation and passing time (see Table 4.8.1). Under the category of socialization, respondents indicated that YouTube, Facebook, WhatsApp and Twitter offered an opportunity for sharing opinions and emotions via videos, emails, pictures, tweets and music, suggesting socialization motives such as inclusion, affection and bonding which motivate social interactions.

A significant number of the respondents found gratification in seeking of information allotted on commercial websites about products, services, jobs, educational and research materials. Analysis of data in this category shows that respondents sought information available on company websites, online markets (Jumia, OLX and Kilmall), and search engines (Google) and other social networking sites such as YouTube and Facebook. Respondents reported convenience category as a gratification when they could get what they wanted on commercial websites for less effort and could use sites anytime. This was possible because majority of the sample reported to access commercial from the comfort of their homes any time.

The findings of this study considers YouTube and other Social Networking Sites as a form of entertainment because of their content (pictures, videos, music, and blogs), fulfilling entertainment needs such as fun-seeking, leisure, amusement and enjoyment. Respondents indicated that YouTube added another perspective to spectatorship by permitting interactive socializing among users, therefore gaining socialization and interaction through entertainment, a concept peculiar to You Tube, Facebook, WhatsApp and Twitter.

This study also identified two other gratification categories for visiting websites namely relaxation and passing time. Respondents' gratification for visiting websites for relaxation was for emotional relief, enriching their mood and to diverting their attention away from stress and hassles in their life with gratification statements such as, 'it's relaxing' (for relaxation), and 'helps me to pass time', and 'it's a habit' (for passing time) (see table 4.8.1.)

V. CONCLUSIONS

The aim of this research is to examine usage and satisfactions obtained from business web advertising Kenya and also the relationships between these elements. The findings of this study conclude that the interrelation of the usage and gratifications theory and commercial web advertising lead to much understanding of online advertising limitations and advantages obtained from shared computer-linked communication.

This study found the concept of commercial websites advertising closely associated to interactivity, which is defined as responsiveness of the medium (Rafaeli, 1988). This study has found that interactivity of the Web enhance socialization in social websites for instance, Facebook, Instagram or Twitter and interactions between clients and advertisers.

This investigation also identified and analyzed six categories of reasons and gratifications for using commercial websites namely; socialization, information seeking, convenience, entertainment, relaxation and to pass time. The study found a strong connection between commercial websites use motives and gratifications obtained or satisfaction from using commercial websites. Analysis of data indicates gratifications sought were gratifications obtained.

This study also identified and analyzed the challenges faced by commercial websites users namely: slow loading, clutter, high costs, fraud, identity theft, complexity of use and also analyzed reasons why consumers avoid certain commercial websites namely; immorality, addiction, risk (loss of money), manipulative and poor advertisements.

This research contributes to growing of commercial websites advertising literature in various ways. The study provides useful strategies and recommendations for companies hoping to promote their products and services on line and also for reputable businesses already undertaking e-commerce.

5.1 Recommendations

This study recommends that, besides the commercial use of business sites, other motives should be keenly factored in when designing a competitive commercial website such as; the website needs to responsively link with its customers on their actions on, where, who, why, how and when such engagements take place. Despite the reputation and complexity of any business enterprise online, the principal objective of its website existence is to address the clients concerns. Commercial websites designers needs to take the initiative of planning a website that is effectively meeting the visitors' needs by mapping out the buyers' journey when a client opens a website, surfs through webpages, identifying a product or a service to when he closes on a sale. This study recommends an improvements in webpage display properties to enhance ads view ability and reduction of ad clutter.

5.2 Suggestions for Further Research

Commercial websites as a marketing platform will continuously grow and develop as long as there are users of new communication channels. As Commercial websites continue to advance, the usage and gratifications individuals seek and find will also differ. Due to continuous changes in communication technologies, new grounds are emerging for scholars to focus especially on technology adoption, processes, policy and regulations.

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