

**IMPACT OF DIGITAL MARKETING ON CONSUMER PURCHASE BEHAVIOR
AMONG THE STUDENTS OF BBIT AT RIARA UNIVERSITY**

BY

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DECLARATION

I Mary Maina declare that this proposal is my original work and has not been presented in any other institution of learning for any academic award. This research proposal has been complemented by referenced sources duly acknowledged. Where text, or tables have been borrowed from other sources are duly cited using current APA format and in accordance with anti-plagiarism regulations

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This management research paper has been submitted for examination with my approval as the university supervisor.

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ABBREVIATION AND ACRONYMS

BBIT - Bachelor of Business Information Technology.

D.V - Dependent Variable

I.V - Independent Variable

CPB - Consumer Purchase Behaviour

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ABSTRACT

Description of the problem, objective and type of study

The advancement and rapid use and spread of technology has lead to evolvment and a paradigm shift in consumer behaviour which is the reason for our research. The research conducted was aimed at finding out the influence of digital marketing on purchase as a consumer behaviour among the youth in Kenya. The objective of the research was to determine the impact of digital marketing on consumer purchase behaviour. The study was an exploratory one as the research was done by collecting information through academic literature and administering interviews, where the goal was to evaluate and obtain new insights where little research has been done, on Digital marketing and its impact on purchase as a consumer behaviour.

Data collection and Methodology

The methods of data collection used were both quantitative and qualitative that use questionnaires and conducting interviews respectively. 50 responses were acquired from the distribution of Google forms and interviews conducted for further conclusions were evaluated where the interviewees were e-commerce retail platforms. To add to that, secondary data was also derived from journals and case studies of previous researchers. Finally, the data for the research was analyzed using the SPSS software.

Findings and Conclusion

In this research, there was a correlation between the independent and dependant variable where notable positive correlation was identified bringing about value to our research.

Recommendations

Further researchers should focus more on digital marketing in Kenya as a nation in comparison to other nations as there are few case studies on it and thus the research is still in its infancy.

Researchers should also narrow down their research to social media marketing rather than digital marketing in general.

CHAPTER ONE.

1.1 Introduction

This is a proposal of the case study on the impact of digital marketing on consumer purchase behavior among the students of Riara University, focusing specifically on social media marketing. Digital marketing is the marketing of products and services on the internet using digital technology. Chaffey (2012) defines Digital Marketing as the application of the internet and other related digital technologies in combination with modern communication to meet the objectives of marketing.

Consumer purchase behavior describes how organizations, people and groups choose what to buy, and their choice of product usage, services, experiences or ideas to satisfy their needs and wants (Rasool Madni, 2014).

1.2 Background of the Study

Digital Marketing is a relatively new topic to marketing scholars, however, this paper reviewed the various definitions written by the other researchers. Kotler and Armstrong (2009) explain Digital marketing as a direct form of marketing where consumers and sellers are directly linked elusing interactive technologies like, websites, online forums and newsgroups, interactive television, mobile communications. On the other hand, Consumer purchase behavior defined how individuals, organizations and select groups, buy and use a product, service, experience to satisfy their needs and wants (Rasool Madni, 2014).

From the recent National Census of 2019, Kenya`s population was reported to be 47.6 Million citizens. The data reports that 96% of the population had Mobile coverage as at 2019. Communication Authorities of Kenya indicated that internet users in Kenya stands at 46.8 Million users as at 2019. The statistics clearly depict how big the Kenyan digital market is. A

Statistical report by (Consumer insights with Google in 2018) evinced that 75% of persons aged 25 and below, use the internet atleast daily. 35% of these,searched for information on local businesses, 42% made actual online purchases at least once a year.The rise of Internet use has presented marketing departments with divergent opportunities to market products and services on social media platforms.However with the pandemic phenomenon experienced in 2020 the older generation is now compelled to consider the online shopping as well. Coronavirus has greatly shifted the normal global marketing and business trends. Therefore the population involved in E-Commerce is set to increase exponentially as the world tries to reduce physical contact encounters.

Tiago and Verissimo (2014), explain that due to constant interaction using social media in this age,human beings are experiencing a significant adjustment in their behaviour; majorly in interaction behaviour. These two scholars attribute this phenomena to the exponential growth of websites that facilitate the changes in interactions, activities and habits of the internet users.

Statistics show that 75% of persons aged under 25 use the internet on a daily basis with 35% recorded to be making searches for information on local businesses, 42% making actual online international purchases at least once a year and 6% make online purchases less often than a year. (Consumer barometer with Google, 2018).

The rise of social media has also presented marketing departments with numerous ways to advertise their products e.g. customer engagement opportunities to connect with the brand through live sessions on social media platforms. Social media takes a lot of the time the consumer spends online e.g. Facebook, Instagram, twitter Snapchat etc. Facebook alone this year reported that a total of 23% of youth can be reached with adverts on Facebook. This is a whole 3.9% increase from last year's 19.1% (Facebook (2019), Keipos Analysis). This shows that a

significant number of people have access to advertisements on social media as such digital marketing continues to play a significant role in affecting consumer purchase behavior.

1.3 Problem Statement

The business world is experiencing a different and strong wave of technology especially in the marketing area. However Digital marketing has hardly been documented as a viable investment for businesses. Most Entrepreneurs have been reluctant in adopting Digital Marketing in the place of the traditional Marketing since Much of its impact on businesses has not been documented. In addition Digital marketing is a wide spectrum yet most entrepreneurs do not know which suits their businesses. On the other hand, Digital Marketing has brought about the rise of Online consumers who unlike traditional consumers they do not exhibit a predictable purchase behavior. This causes Marketers and business leaders to lack the understanding of the market. are manifesting a different (Wang & Chang, 2013). This paper seeks to answer some of those answers.

1.4 Research Objectives

Main objective

The main aim of the study is to analyze the impact of digital marketing on purchase as a consumer behavior from the perspective of the youth in Kenya.

- Main Objective: To Investigate Impact Of Digital Marketing On Consumer Purchase Behaviour In Kenyan Universities.

Specific objectives

- To evaluate the effect of Digital marketing on Purchase Patterns
- To investigate the association between Digital Marketing and Purchase beliefs

- To show the impact of Digital Marketing and Consumerism Attitude.

1.6 Expected Contribution of Study

This research paper is of much significance as it will enable the contemporary marketers to identify their scope of market affected by the digital marketing strategy. As the organization seeks to take advantage of the technology era, it will be of no use if they are not aware of the market category they are pursuing through the digital platform.

It offers credibility of the investment to the stakeholders. The investors involved in the mentioned organization will need credibility and assurance that what they are investing in will yield a good return on investment (ROI). The research will also give guidance on what to expect upon investment into the digital market. Not forgetting that it also gives guidance on what to avoid and the possible loopholes.

To the customers, a study on their behavior resulted in better products that will seek to satisfy the needs identified during the research. During the interview consumers are expected to give their honest feedback.

The research study will hope to reduce disparities on the finite research on consumers in the local market. Moreover, it will complement the vast international research on digital marketing.

To other Scholars the research paper will result in further study.

To the online retailers the research will hopefully result in more profitability.

1.7 Study Delimitation/ Scope of Study

The study was limited to the Impact of digital marketing on consumer purchase behavior among the youth between the ages 18 and 24 at Riara University. The study focused on the year 2018 & 2019. The scope of digital marketing equipment used was the internet and social media. Social media was used as a major case study. The study included economic and demographic data collected from the World Bank, Kenya national bureau of statistics, GSMA intelligence, Google and social media platforms. Data related to digital population, urbanization, mobile subscription, internet users, social media users, and social media platforms were collected in the years mentioned. Finally, the time series of data was available only for this period of time.

CHAPTER TWO

2.0 CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction.

This chapter reviewed the previous literature works by other scholars under the same topic. The chapter focused on highlighting factors highlighted in other literature work that affect consumer behaviour through digital marketing. It covers both the theoretical and empirical review of the literature review. The theoretical framework is essential as it enables the researcher to understand the possible theories that explain the Impact digital marketing has on Consumer behaviour. The theoretical framework enabled the researcher to construct a conceptual framework. The conceptual framework vividly demonstrates the relationship between the independent variables and the dependent variables. In the end the chapter closes by pointing out the gaps identified in the literature review.

2.2 Theoretical Review/ Framework

PUSH and PULL THEORY.

Organizations need to maximize the push and pull theory as their guide to increasing customer conversion. These two words describe two strategies that can work together to implement Customer conversion with utmost productivity (Holoubek,2016). The Push and Pull strategy seeks to explain the connection between offering goods and services in an organization and the interaction the organization enjoys with its users or the ready market. Organizations have a choice to either exploit a pure pull method or pursue a pure push method. A push method encourages the organization to focus on the strengths and competencies of the company as well as their capacity and resources available. On the other hand, the full strategy mainly focuses on

attracting customers by adjusting the organizational resources to satisfy the market need (Dann & Dann,2011).For customers to be able to choose what is offered by an organization, the customer`s needs should be offered options that are aligned with the companies competences, resources, ability and capacity.The needs should also be aligned with a specific time, and should be affordable at a feasible cost(El-Gohary, 2010).Organizations Hence are always seeking to strike a balance between the two strategies. In that; The Organization will always identify products and services they can offer at an affordable cost (push),in addition to that, the company will also strive to ensure that the niche ,demand and supply of the market are satisfied within the organization's means. The Current generation of consumers have a lot of influence on the market. In this case, digital consumers are also content producers. They produce comments review suggestions about products and services online. Therefore many upcoming business conducted online appreciate more the Pull approach. This is because product and service producers have to study the market to understand what satisfies the customer`s needs,and make efforts to offer it and satisfy the customers. However The companies taking this strategy have to ensure that the needs of the customers they pursue to satisfy, are stable and genuine concerns to invest in so that at the end of business the production cost is expected to be lower than the revenue.(Grundstrom 2015).

In advertising the Pull strategy is used to evaluate the cost invested in designing marketing and other promotional methods that aim at reaching customers with a conversion.As described earlier the push and pull theory majorly focuses on the flow of communication between the end user who are the consumers ,and the supplier.Finally it is evident that the theory governs the flow of communication and trade.The theory is also explained that the method focuses greatly on advertising and promoting the middlemen in the value chain rather than the final end user so as

to ensure that the products flow efficiently between the intermediaries and the producer,(Brocato 2010).

2.2.1 Social Media Marketing.

Social media is a branch of social networking that has gained a lot of popularity ever since its discovery. Chi (2011, 46) defines social media marketing as the link existing between goods brands and consumers,as it offers personal channels and currency for networking with the user and promoting social interactions. Technology has changed how business communication is conducted as today, business interactions with their consumers and customers are more personalized and are conducted in real-time. Consequently, corporates ought to strive to adapt technology in their daily activities. Consumers on the other hand need to understand the complexities of social media before embracing it as a Marketing Tool. More research has been carried out around this topic explaining the impacts of social media on consumers' reaction however researchers have documented very little on the practical results experienced after applying the theories of Digital Marketing.This chapter also focuses on the various definitions of Social Media Marketing in attempts to find new information regarding the topic.

2.2.2 Definitions of Social Media.

Sinclair and Vogus (2011), cites the definition of Social Media as cluster of software applications that enable the user to generate content and information that can be virtually shared. Kaplan and Haenlein (2010, 61) further suggests that Social Media is a group of internet based software that facilitates the generation and exchange of content over the internet. According to Kaplan and Haenlein(2010), there are several features that are common with a social media platform. the software must have a user profile, content creation provision, a method that will

allow users to connect with each other. The site or software application must enable the user to interact with others through posting comments and replying on others content. The users in the sites/applications, are usually enabled to join virtual groups based on their field of interests such as fashion or politics (Lenhart & Madden, 2007).

2.2.3 Key concepts in social media marketing.

Social media is often mistaken for Social networking site . In essence social media allows users to communicate and interact with friends and followers by generating personal information profiles and requesting friends and followers and other users on the platform to view and access the profiles (Kaplan and Haenlein 2010, 63). It is therefore right to say that social media is the platform or environment that enables social networking using computing and digital media.

Gradually social Media has revolutionized the process in which consumers gather information.

Shankar et al (2011) also adds that the technological advancement have resulted to greater platforms that would enable marketers to reach their clients in a more intimate way. Online customers are therefore empowered to experience special attention from the companies and create a more personalized relationship with the company as well as the marketers.

Consequently, the way in which consumers make purchase decisions has drastically changed.

Users of social media platforms have evolved from using them as platforms to keep in touch with friends and family to maximizing them as e-commerce media . The more online shoppers perceive that shopping through social media is cheaper, faster and more reliable the more virtual consumers are likely to rely on social media marketing more. According to Statista a company that researches on virtual data 3.6 Billion people are connected to the internet and actively using social media. Social Networking has therefore emerged as a consequence of the numerous

connections that has been enabled by users. In 2011, Facebook alone accounted for 69 Billion friendship connections.

Social networking as a result has been embedded as part of culture in today's generation of people. Online connections create a sense of social support, social reputation, and social harmony. For example numerous social injustices have been dealt with when users highlighted social issues and made a social uproar on the internet. The networks on the other hand create some sense of peer pressure. Our lifestyle, behaviour and character is now largely dependent on what is now trending amongst our followers' social media pages.

2.2.4 Facebook as a Marketing Tool.

Facebook is a software that was initially created for Harvard University students by Mark Zuckerberg who was then a student. Later on Facebook spread its tentacle to other Universities as well as the outside world. Facebook is the most popular social networking application with a network of an estimation of 2.8 billion users by 2020. In addition it is also considered to be the most powerful brand. In 2012 Facebook acquired Instagram and WhatsApp in 2014. (Constine & Cutler 2012). Initially the application was received in the market as a socializing tool where friends and families stayed connected and updated one another about their daily lives (Newsroom 2017).

Today millions of organizations have a presence in the network and have also adapted professionals who keep track of social media sites for business purposes. Facebook as a marketing tool is branched into three sections. Facebook Pages, Facebook paid Ads, and Facebook insights. Facebook page is owned by the company where the company posts details and content about the company and in turn customers give feedback and generate a conversation on the same. The transparency of the Facebook Page is limited by the company. The followers of the

page do not get to see every detail. The benefits of having a facebook page is that unlike accounts users can have multiple pages. The pages also eliminate the struggle of managing friend requests. Also it becomes easy to share content to other pages and groups.(Carrion 2016). Facebook pages work hand in hand with Facebook Paid Ads.A facebook page can be promoted or boosted in order to have optimized search on the facebook and web indexes (Carrion, 2016).However Paid ads on Facebook are not only limited to Facebook pages, it can also be utilized on a selling post on a Facebook account. It makes online marketing easier for businesses as they do not have to create and design the ads (Constine & Cutler 2012).Facebook Ads algorithm optimizes the ad as per demand and search.The boosted ads will pop up on the feeds of users who have had a search history of that product.So the algorithm aligns the ad to the demand on the online market.

Facebook Insights on the other hand gives the statistics of the ads, accounts, and page performance. The tool advises the companies on who their customers are and what can be done better to attract more potential customers create a vibrant online presence and efficient marketing. Facebook Insights concentrates more on the tangible features on Facebook.For example Likes,Reach,Engagement Rate,Visits ,Posts Video and interactions.According to an article by Facebook Business (2017),brand awareness can be increased by an increased number of likes.However the users who have liked the posts do not necessarily turn out to be customers.Reach is increased by sharing and tagging others as well as share location.Most business take advantage of the reach element by encouraging their clients to tag the business in a post hence creating traffic to the business sites.That leads to engagement which is the holy grail all Digital Marketers are striving to increase on their social media pages.

2.3 Consumer Attitude

Previously the content produced about a product was solely authorized by a company's management. In today's technological world it has become imperative for both Marketers and retailers to study and understand the factors that affect the consumers' attitude towards a product since they have also become co-producers of content. (Heinonen 2011). Consequently, scholars have tried to study and discover the possible aspects of Digital Marketing that have impact on Consumer attitudes. Chu (2011) examined the relationship between Facebook group responses;facebook groups that are formed after a brand product /services,Advertising feedbacks ,and other psychological factors.He observed that members of brand facebook groups are more likely to respond by giving away personal information compared to Non-group members. Sharing an advertisement on facebook about a product requires the user to share about her connected friends and hence inevitably personal information is compulsorily shared. Group members of a Facebook group have been observed to have more tolerance for Digital advertising as well as buying through e-commerce. Human beings long to belong because belonging brings about self-status.In the same way.Users on Facebook groups do experience a sense of belonging which gives them the confidence to share and market the product online to their network (Chu, 2011).The author also made observations that the college-aged population tends to portray a positive attitude towards the use of social media as well as social media marketing. The generation mentioned above usually ranks a product higher if its marketing is visible online across social media networks (Chi,2011). Therefore companies that target the youths should embrace social media marketing strategy in their business operations. In addition, Cox (2010) also made investigations on the relationship between consumers' attitudes on social media marketing and consumers' age. The author suggests that attitude and perception on social media usage in marketing i.e (blogs vlogs brand channels) varies across different ages. She notes

that users in the age bracket 18-25 years are more inclined to blogs vlogs and short clips videos format of digital marketing. On the other hand, users aged 35-54 years and above prefer simple videos and more posts that are less complicated and easier to understand. However, both groups disapprove of intrusive adverts formats that keep interfering with the users' intended activities while on social media. For example Pop up adverts that pop up randomly interrupting users in their activities (Cox, 2010).

2.3.1 Consumer purchase pattern.

When a consumer purchases through online channels, Various factors might influence their choices. Ever since E-commerce and online shopping became globally acceptable, Consumption patterns of the market have drastically changed. Therefore business had to also adjust their business operations models to accommodate the changes. With all the changes happening across industries, the internet has become a perfect standardised channel for conducting business and marketing (McLeod, 2009). Most online consumers are users who are constantly online throughout the day. Shwu-Ing (2017), insists that the more a person spends time on the internet it is an indication that they need the internet or are emotionally attached to it. McLeod,(2009) observes a pattern where users to be emotionally attached to brands that they constantly see on the social media. Users with a habit of creating product content encourage more positive consumer attitude towards a product. Gonzalez (2010), explains that despite the fact that social media has opened up platforms for people to communicate more often and create content it is the user that influences the others and not the technology. User-generated content creates mental product credibility in the mind of online viewers and hence marketers maximize such an opportunity to promote and define their product brand. (Kaplan and Haenlein 2010, 61) describe

User generated content as any form of content that is readily available to the public that is created by the end user of the social media. On the other hand social currency refers to how individuals share brand information across social networks. Consequently social currency greatly influences the brand performance of companies (Zinnbauer and Honer , 2011). Users connection has great potential to help market developing companies and brands.

2.4 Knowledge Gaps.

Throughout this study the research identified gaps in the literature available. Future study should try and expound on the effects that influence the adoption of digital marketing and other e-commerce activities in business and industries. Also more research should be conducted in the area involving the ethical practices of digital marketing as well as Consumer manipulation using technology predictions and influences. This being a new field the players of the industry have no sufficient regulations to determine boundaries Digital marketers should not cross as far as consumer privacy and user data is concerned.

2.5 Conceptual Framework

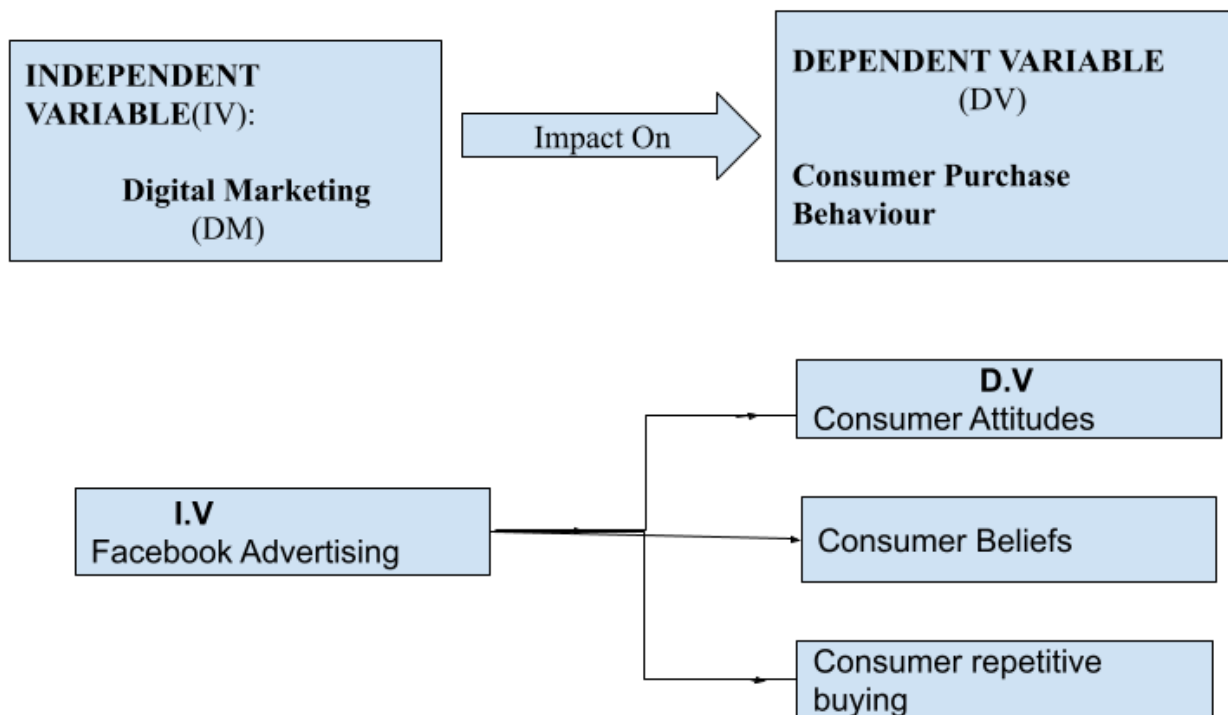


Fig 2.1 conceptual framework diagram

Source: Kottler,P., Armstrong,S.(2009)

Figure 2.1 demonstrates a conceptual framework diagram that indicates the variables. The Independent variable is Digital Marketing. The researcher will use Facebook advertising to illustrate the impact Digital Marketing has on Consumers Purchase Behaviour among the youth. After operationalizing the Dependent Variable the specific elements which are consumer attitude, consumer belief and consumer repetitive buying are achieved.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter aimed at describing the type of model that the researcher used for this study. In addition, the chapter covered an overview of processes, methods and processes that were used to collect, interpret and analyze the data received from empirical data as well as Raw data from respondents. The data processing in this chapter leads to findings that enabled the researcher to answer the research questions in the paper.

3.2 Research design

Cooper (2005), advised that in areas where there is abundant descriptive information about a topic, explanatory or exploratory research designs are recommended. The researcher used Exploratory design as it is a design aimed at searching out interesting facts on an issue. The exploratory design investigated an issue that is not clearly defined. The researcher then identifies issues in the topic and may not give conclusive results. The choice of the design was due to its nature of requiring background information on the topic before exploring new information. The researcher was hence informed of the existing information before acquiring new information. It also saved on cost, since it involves little scientific experiments. The study involved Measuring instruments, specifically questionnaires for recording the feedback from interviews. In addition, an interrogative approach was applied conducted as a means of collecting data from respondents, (Cooper & Schindler, 2003:146-147). During the study, the researcher ensured the variables were not subject to the researcher's own personal feedback. Consequently, the research findings are solely dependent on the respondents' feedback and scarcely on the literature review of the previous.

3.3 Operationalization & measurement of variable

Variables

Variables	Definition	Operationalization
Digital Marketing	.Chaffey (2012) defines Digital Marketing as the application of the internet and other related digital technologies in combination with modern communication to meet the objectives of marketing.	-social media marketing (Facebook) -Search Engine Optimization marketing - Email Marketing.
Consumer purchase Behavior	Consumer purchase behavior describes how organizations people and groups choose what to buy, and their choice of product usage, services, experiences or ideas to satisfy their needs and wants (Rasool Madni, 2014).	-Consumer attitude -consumer pattern -
Consumer Attitude	Consumer attitudes are a composition of factors.ie consumer's (1) beliefs	-behavioral intentions

	<p>about, or feelings about, and behavioral intentions toward some object as in the context of marketing, mostly focused on a brand or retail product. These elements are viewed together because they are highly interdependent and jointly represent factors that influence how the consumer will perceive the product. Bhat,(2014).</p>	-beliefs towards a product
<p>Youths</p>	<p>The United Nations, for statistical purposes, defines 'youth', as those persons between the ages of 15 and 24. years, without prejudice to other. United Nations (2006)</p>	

3.4 Target Population

In this study the study population constituted of youths who are students at Riara University. The target of population aligns with the scope of study. The study aims at investigating the effect of Digital Marketing on the youths as consumers. An estimated 70% of the students at Riara University are youths are aged between 18-35.

3.5 Sampling design

The study adopts a Stratified random mode of Sampling design. According to Maravelakis (2019)

The method is suitable for splitting the feedback and sorting them according to the important attributes for better presentation of the feedback. The researcher classified the strata under study which is Riara university students aged between 18-35 years in the five schools. They are school of education, law, Computer Science, International Relations, and Business and journalism. Every strata group constituted 20 students, and both genders had equal representation. The researcher used Random sampling to select a sufficient number of samples in each school for qualitative unbiased representation.

3.6 Data collection tool

The study involved Measuring instruments, specifically digital and physical questionnaires for recording the feedback from interviews. The researcher found out that, Questionnaires are easy and time efficient for use in that, Many respondents can answer at the same time. Respondents have short and direct questions which makes it easy for most to give a precise answer. Smart phone devices will be used to transmit digital questionnaires for students who are out of town. The researcher will use a laptop device to procure the analysis of the feedback using a Statistics as a Software Package system (SPSS)

3.7 Data collection procedure

The study involved Measuring instruments specifically questionnaires for recording the feedback from interviews. The researcher found out that, Questionnaires are easy and time efficient for use in that, Many respondents can answer at the same time. Respondents have short and direct

questions which makes it easy for most to give a precise answer, Mugenda (2018). In addition, an interrogative approach was applied conducted as a means of collecting data from respondents.

3.8 Data analysis and presentation

According to Cooper and Schindler, (2011) data analysis referees to the process of Inspecting, Sorting, modelling the data, transforming and presenting the data in a way that users are able to extract informative insights that will facilitate informed decisions making. In light of that the questionnaires were inspected and edited to ensure that they capture the correct feedback from the respondents. The feedback from the respondents was edited, coded, and sorted by grouping the responses into designated categories. This involved assigning response to numerical values. Afterwards the responses was analysed using the SPSS software for qualitative and descriptive statistical classification according to the degree of response from the respondent. Here the research identified mean, mode Percentages and standard deviation to measure the variables involved in the study. The presentation of the final processed information involved pie charts ,graphs and other demonstrative forms of presentations.

3.9 Ethical considerations

During the study confidentiality and privacy was keenly observed by letting the respondents give information on a voluntary basis. The researcher aimed at withholding names if they were not mentioned initially. The study, therefore, acknowledged anonymity. Participants in the questionnaire were assured that the feedback gathered will not be used for other divergent use other than academic use.

CHAPTER FOUR: Analysis

4.1 Introduction.

This chapter gives a review of the quantities findings of the study. The input data gathered in this chapter was collected solely from the questionnaires. The main objective of the questionnaire was to create quality data that could reflect accurate and meaningful insight in the paper. The Questionnaire capturing feedback from the respondents concerning the impact that digital Media marketing through social media marketing has on consumer behaviour. In this case consumer behaviour variables measured on consumer attitude, consumer repetitive buying and consumer experience. Further discussion concerning the quality of the questionnaire was earlier discussed in the previous chapters.

4.2 Response rate

The research initially targeted to have 100 respondents however due to COVID restrictions the researcher was forced to reduce to a target of 50. The researcher had to reduce because the questionnaire was online based limiting participants who did not have data.

TABLE 4.1 General respondent rate of the questionnaire against target

Response	Frequency	percentage
Responded	37	74%
Not Responded	13	26%
Total	50	100%

4.3 Demographic profile

4.3.1 Age of the Respondents.

From the questionnaire data, 97.2% of the respondents answered to be between the age of 18-25

This is expected in the sample because it was carried out within Riara University where over 90

% of the students are usually between 18 – 30 years old. 2.8% are beyond the age of 25 years.

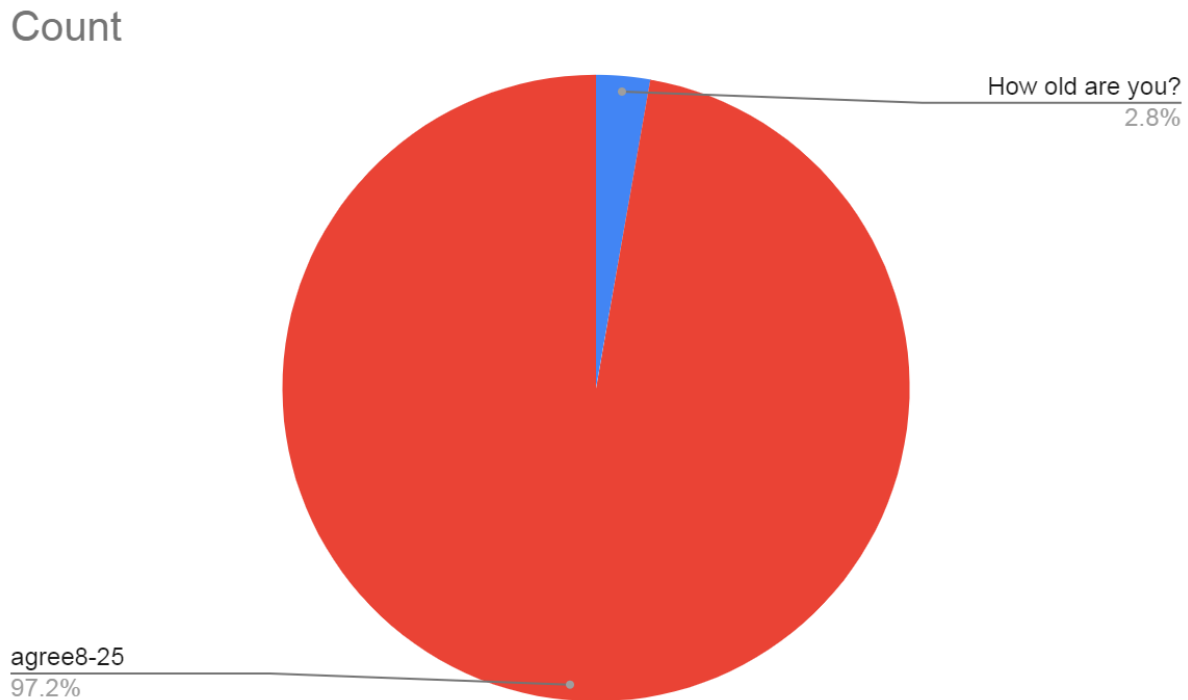


FIG 4.1 shows the demographic of age of the respondent in a pie chart

4.4. Impact of Social Media marketing on consumer Purchase Behavior among Riara University students.

The study captured feedback on how digital marketing is impacting consumer purchase behaviour .The questionnaire had provisions where various statements were proposed to the respondents and in turn the respondents were expected to tick in accordance to their level of agreement.

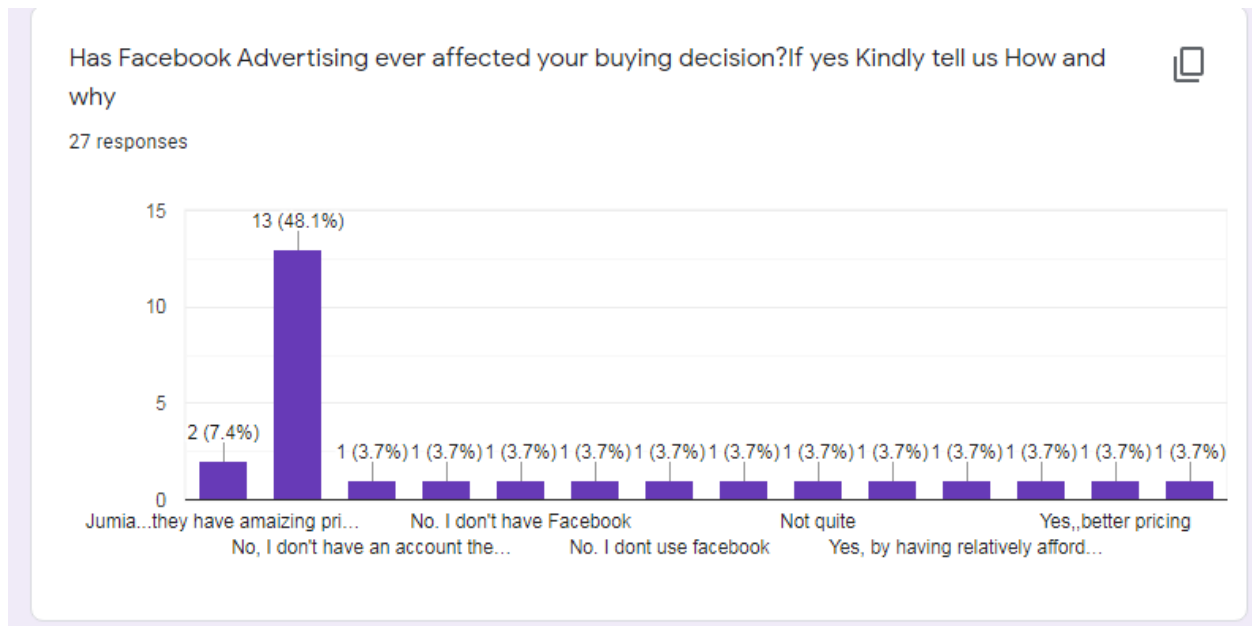
4.4.1 Consumer Attitude.

The questionnaire was framed to capture feedback on statements that were framed around Consumer attitude.The questionnaire had two statements that encouraged the respondent to tick where they agreed while another asked for a short statement answer.

Table 4.2 Facebook impact on buying decision.

Findings	Frequency	Percentage
Yes	7	23.1%
No	20	76.9%
Total	27	100%

Fig 4.2 response table on Question Has Facebook ad ever affected your buying decision.



Count of Has Facebook Advertising ever affected your buying decision?If yes Kindly tell us How and why

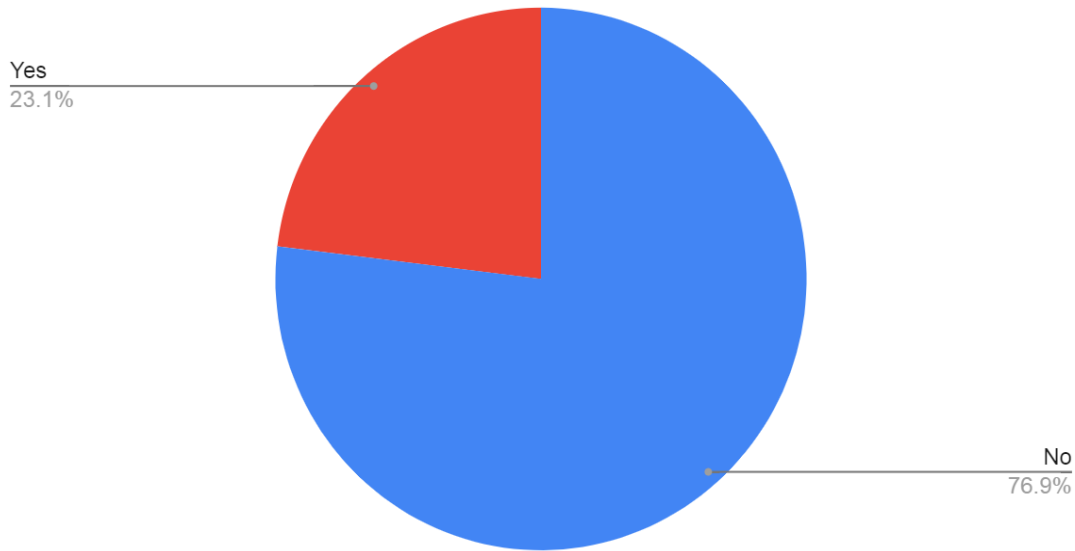


Fig 4.3 Level of agreement and frequency source; Field Study (2021)

Forms response chart. Question title: Has Facebook Advertising ever affected your buying decision?If yes Kindly tell us How and why. Number of responses: 27 responses.

The question aimed at getting the attitude of the youths on the influence of Facebook marketing on their buying decision.

76.9% of the respondents disagreed, showing that Facebook Ads rarely impacted their decision while purchasing.

However 27% percent agreed and said indeed Facebook Ads enabled them to compare prices and products with other products before purchases.

The same question gave space for respondents to shortly express their views. Here I will quote a few. 20 of the total respondents said no, they were rarely influenced by Facebook. 7 out of the 20 gave short reasons as to why they are rarely influenced by Facebook ads

Respondent 14 “NO, I don't use Facebook”

Respondent 16 “NO, I don't have a Facebook account”

Respondent 17 “NO, I'm not on Facebook”

Respondent 18 “NO, I don't use Facebook”

However on the positive responses to the question 6 individuals gave response as to why they have a positive attitude towards Facebook adverts

“Jumia...they have amazing prices and products are great”

“Yes, by having relatively affordable prices because of comparing the goods before deciding on which product.”

“Yes, by having relatively affordable prices because of comparing the goods before deciding on which product.”

“Yes, mostly I find their advertisements reliable”

“Yes. I realised that some items were cheaper than others in different online stores”

Table 4.3 What type of Digital Content IS Likely to influence your buying decision.

Findings	Frequency	Percentage
Celebrity Influencer	3	8.6%
Advert Graphics	20	25.7%
Trending topics on products	15	42.9%
Other	8	22.9%
TOTAL	37	100%

Count of What type of digital content advertising is likely to affect your buying decision?

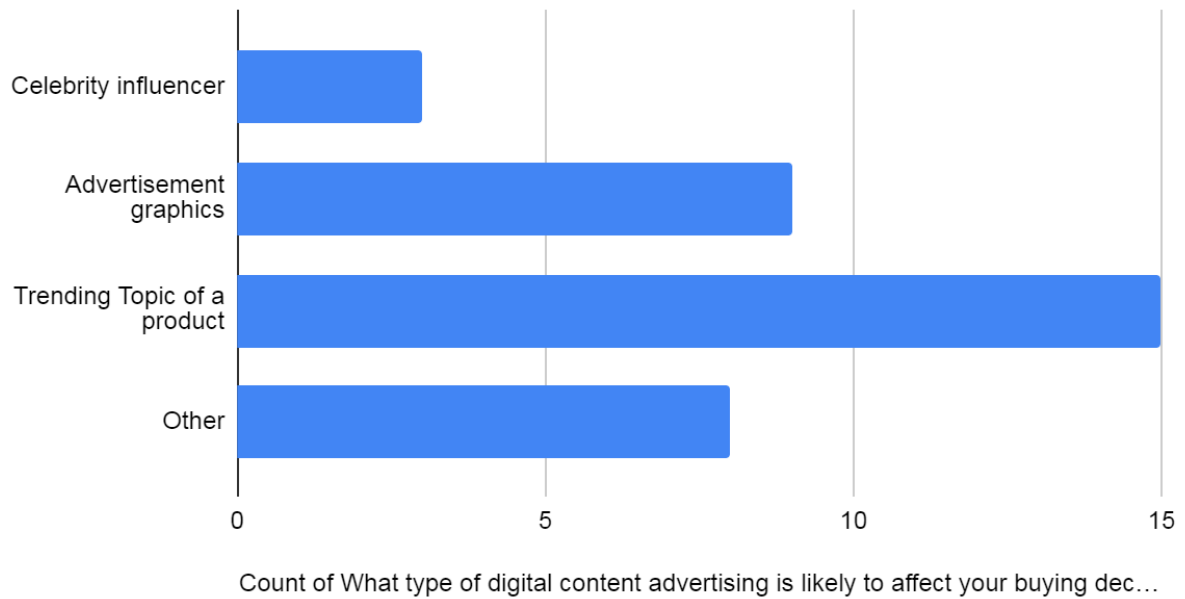


Fig 4.4 Level of acceptance in question What type of Digital Content is likely to affect your buying decision.

In this question the respondents gave a large vote on trending topics as the most influential digital content that would influence their buying decision. The least voted digital content would be celebrity influencing with 8.6% against 42.6% that was voted for trending topics. This shows that the old methods of social media marketing are fading in favour with the younger audience.

4.4.2 Online repetitive buying of Consumers.

The Questionnaire had questions revolving around instances that motivated repetitive buying behavior of online consumers as encouraged by Digital Marketing. The following questions aimed at measuring a repetitive buying behaviour as inspired by the existence of Digital marketing.

Table 4.5 I always compare Digital ads to compare prices and products before Online purchase

Findings	Frequency	Percentage
Strongly Agree	8	22.9%
Agree	16	45.7%
Neutral	7	20.0%
Disagree	2	5.7%
Strongly Disagree	3	12.0%
TOTALS	36	100%

Degree of Acceptance.

Count of I always compare Digital ads to compare prices and products before Online purchase

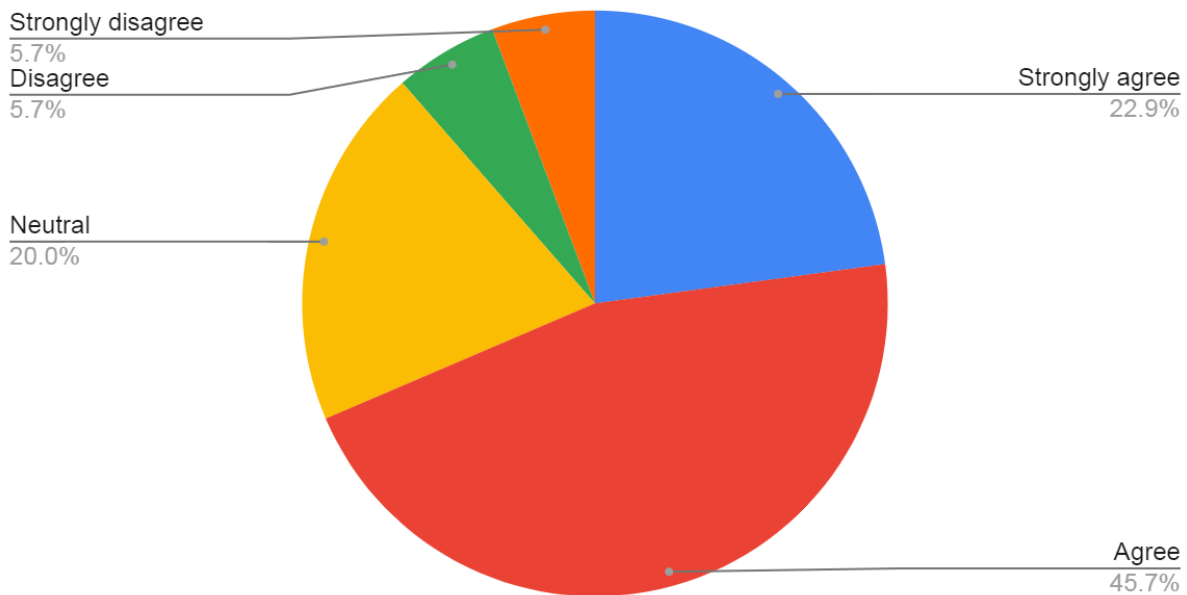


Fig 4.2 Forms response chart. I always compare Digital ads to compare prices and products before Online purchase. 36 responses.

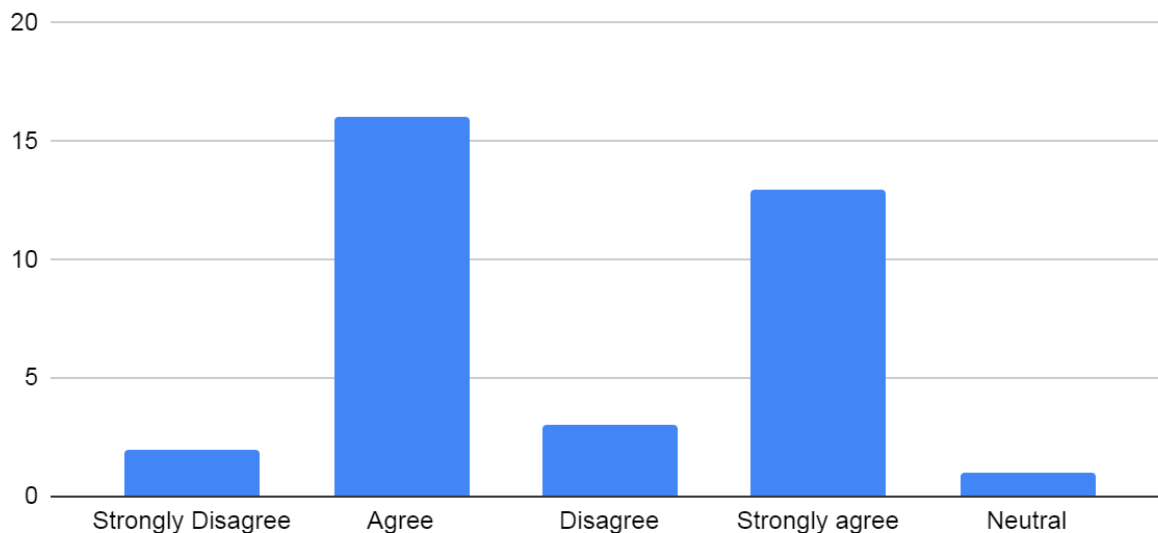
As expressed in the above chart 47.2% of the 36 respondents agree that they always compare prices of the products using the digital ads in this case before settling on a certain price or product. The above chart can be strongly supported by the individual feedback in the previous question, where respondents agreed that they are influenced by Facebook ads since the ads enable them to compare prices.

Digital Marketing impact on Consumer Repetitive Buying behaviour

Table 4.5 Question I repeatedly buy online when ...I get quality products from the initial digital advertiser.

Findings	Frequency	Percentage
Strongly Agree	13	37.1%
Agree	16	45.7%
Neutral	1	2.9%
Disagree	3	8.6%
Strongly Disagree	2	5.7

Count of I repeatedly buy online when ...I get quality products from the initial digital advertiser.



Count of I repeatedly buy online when ...I get quality products from the initial digital advertiser.

This chart shows that reliability of digital ads encourages consumers to have a repetitive online buying behaviour. 47.2% of respondents agree as well as 36.1% of the consumers strongly agree. This gives the question a 83.3% agreement to the question.

Table 4.6 I always compare Digital ads to compare prices and products before Online purchase

Findings	Frequency	Percentage
Strongly Agree	2	5.7%
Agree	18	51.4%
Neutral	9	25%

Disagree	3	8.6%
Strongly Disagree	2	5.7%
TOTAL	34	100%

Count of I always compare Digital ads to compare prices and products before Online purchase

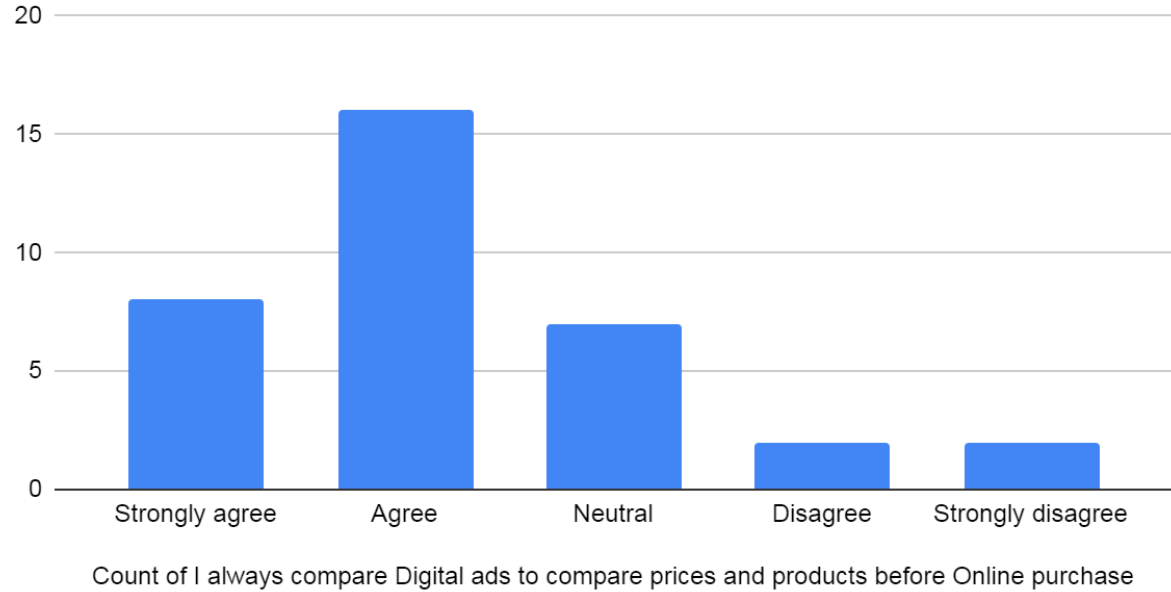


Fig 4.5 I always compare Digital ads to compare prices and products before Online purchase

57.1% of the respondents cumulatively agree they repeatedly compare prices and products online before purchase through digital ads.

4.4.3 Digital marketing is convenient and boosts Consumer Buying Experience

The Questionnaires aimed at capturing the convenience that comes with Digital Marketing and then also boosts consumer purchase behaviour

Digital Marketing Ads assure me that I can buy the products anytime 24 hours a day while shopping online

36 responses

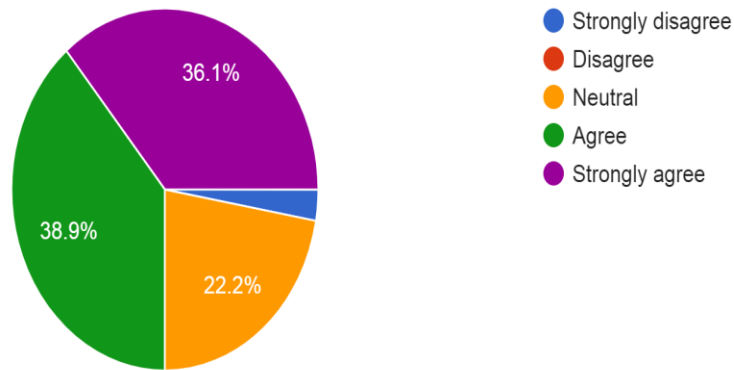


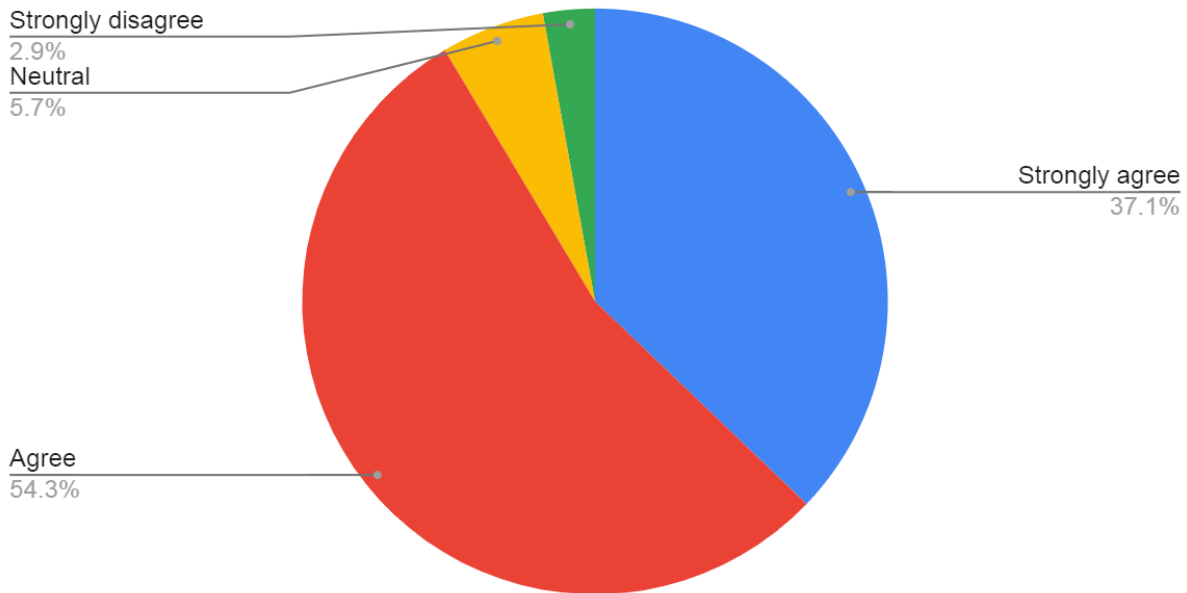
TABLE 4.7 Digital Marketing Ads assure me that I can buy the products anytime 24 hours a day while shopping online

Findings	Frequency	Percentages
Strongly Agree	13	38.1%
Agree	13	38.9%

Neutral	8	22.2%
Disagree	0	0%
Strongly Disagree	1	36.1%
TOTAL	35	100%

The questions above capture the convenience that comes with Digital marketing that enhances consumer behaviour by bettering consumer experience.

Count of Time Saving is whenI feel that it takes less time to analyze a product when all its features have been listed while...



37.1 % respondents strongly agreed that indeed Digital marketing gives the convenience of time saving when the consumer reads info about the product while on the digital ad.this saves time on decision making.Cumulatively 91.4% of the respondents agree that Digital Marketing through digital ads on social media save on time.

CHAPTER FIVE

5.0 INTRODUCTION

This chapter gives a summary of chapter four as well as conclusions and recommendations in alignment with the objectives of the study.

5.1 Summary of the findings.

Chapter four presented the quantitative and qualitative testing of the factors that demonstrate the impact of digital marketing on consumer behavior. In chapter 1 the variables selected to operationalize Consumer purchase behavior were: Consumer buying attitude, Consumer repetitive buying behavior, consumer buying experience which were each tested in the questionnaire.

The findings of the analysis have shown that, 76.1% of the youths are not influenced by Facebook ads. While only 23.9% said yes they are frequently influenced by Facebook ads. This demonstrates the kind of attitude that youths hold towards digital advertisement. However in another question, when asked what alternative they prefer to Facebook Ads, the respondents with an overwhelming 69.2% chose Instagram adverts over Facebook Ad, when asked their preferred alternative instead of Facebook Ads. When asked what content highly influences their buying decision 42.9% of the respondents voted for Trending topics Adverts and graphics got only 25.7%. This can be interpreted to mean that youths indeed prefer the online digital consumption but they are biased with the platform. Facebook fame is fading from the Youths list of preferred social media. Yet it is kept active daily by the population that is above the age of 30. Youths have been observed to be chasing the latest trending topics and the latest trending products.

5.2 Conclusion.

The study also sought to uncover personal factors that influence consumer purchase behavior in the online spheres. The researcher found out that consumer experience determined the consumer attitude on online buying. Depending on the reliability and authenticity of the ads the consumer will either have a very negative attitude or positive on online buying. Digital Marketing is therefore very key in promoting online businesses and attracting customers to the online stores. Digital Marketing increases ease of trade .Most of the respondents cited that convenience in digital marketing entailed ease of obtaining information ,availability of the digital ad, and product during anytime of the day or night. Therefore the research concludes that indeed there is a great impact of Digital marketing on consumer purchase Behavior, however both the consumer Purchase behavior and the digital marketing are continuously evolving and the factors that affect both variables are continuously evolving as well.

5.3 Recommendation

From the above observation and conclusion I recommend that indeed companies and all sorts of businesses should embrace this technology in marketing their businesses however, business should invest in more research on the evolving consumer behavior. Today`s consumer is exposed to a lot of information and making them more powerful in knowledge and in holding options compared to the earlier years. It is paramount therefore for the business to study the modern consumer who has very different needs and desires every now and then. More innovation should be supported in making digital marketing more effective and enjoyable to most youths and other younger generation. Facebook in this case should come up with ways to lure the younger generation back to the parent platform Facebook application.

5.4 Further study recommendation.

I recommend a further study on Behavioral economics amongst the modern consumer. This way more insight will emerge on the psychological tools and solutions that can be exploited to understand the modern consumer. Behavioral economics will enable industrial captains to come up with solutions for different ages since it appears that consumer evolution technology evolves at the same fast speed that technology evolves.

APPENDIX

Appendix I: Questionnaire that Investigates How Digital Marketing affects Consumer Purchase Behaviour among the youths in Riara University.

Questionnaire

This questionnaire is for the purpose of this single research and will not be shared with a third party.

(Please Tick (√) the **appropriate box** or, where relevant, or specify your answer in the space below.)

1. What year are you in?
 - 1st year
 - 2nd year
 - 3rd year
 - 4th year

2. How old are you?
 - 18 - 24
 - 25 - 29
 - 30-37
 - 38 - 45
 - 45 and above

3. How often do you Shop?
 - Daily
 - Weekly
 - Fortnightly
 - Monthly
 - Other:

4. How often do you go to physical stores to shop?
 - Once in a While
 - Often
 - Very Often
 - All the time
 - Other:

5. How often do you do online shopping?

- Once in a While
- Often
- Very Often
- All the time
- Other:

6. Which factors affect your buying decisions?

- Price
- Quality
- Brand Reputation
- Durability
- All the above
- Other:

7. Do Facebook Ads(Advertising) influence your buying behavior, if yes, why?

.....
.....

.....
.....

8. What type of content motivates you to buy the product?

- Brand of the product
- Graphics and design of the online advertisement
- Use of your favourite Influencer or Celebrity
- Creativity of the advertisement

9. How long has it been since you spent time online to make purchases on websites or social media sites?

- Less than one month
- 1 - 6 months
- 6-12 months
- More than a year
- Other:

10. Do discounts and sales on products motivate you to buy more, if yes, why?

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.....
.....

11. Do you think you are brand loyal, if yes, why?

.....
.....
.....
.....

12. Do you always buy products of companies that are best at digital marketing,if yes,why?

.....
.....
.....
.....

13. Does quality of content affect your final decision of buying a product, if yes, why?

.....
.....
.....
.....

CONVENIENCE IS WHEN...

14. I can buy the products anytime 24 hours a day while shopping online

- Strongly Agree
- Agree
- Uncertain

- Disagree
- Strongly Disagree

15. I get on-time delivery by shopping on-line

- Strongly Agree
- Agree
- Uncertain
- Disagree
- Strongly Disagree

16. It is easy to choose and make comparisons with other products while shopping online.

- Strongly Agree
- Agree
- Uncertain
- Disagree
- Strongly Disagree

TIME-SAVING IS WHEN..

17. Online shopping takes less time to make purchases and decisions

- Strongly Agree
- Agree
- Uncertain
- Disagree
- Strongly Disagree

18. I feel that it takes less time to analyze a product when all its features have been listed while shopping online

- Strongly Agree
- Agree
- Uncertain
- Disagree
- Strongly Disagree

SAFETY

19. I feel safe and secure while shopping online

- Strongly Agree
- Agree
- Uncertain
- Disagree
- Strongly Disagree

20. Websites and online stores protect my security information and passwords

- Strongly Agree
- Agree
- Uncertain
- Disagree
- Strongly Disagree

21. I only like to shop online on a trustworthy website

- Strongly Agree
- Agree
- Uncertain
- Disagree
- Strongly Disagree

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