

**DIGITAL MARKETING AND ITS IMPACT ON PURCHASE BEHAVIOR AMONG  
THE YOUTH**

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## **DECLARATION**

We, Gideon Peterside, Fiddies Maina, Michael Mutooni, Karim Albeit and Michael Kiragu, declare that the work contained in this research is our own work and has not been previously submitted by us or any other person for a degree at any other university/ institution.

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## ABBREVIATION AND ACRONYMS

**CPB** - Consumer Purchase Behaviour

**D.V** - Dependent Variable

**I.V** - Independent Variable

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## **ABSTRACT**

In this day and age, the advancement and rapid use and spread of technology has led to an evolution and a paradigm shift in consumer behaviour which is the reason for our research. This research will aim at understanding the influence of digital marketing on consumer purchase behaviour among the youth in Kenya. The objective of the research will be to determine the impact of digital marketing on consumer purchase behaviour. The study established a positive relationship between cost efficiency on consumer purchase behaviour. Evidently the analysis shows that consumers can spend more time going through it and evaluating non price attribute information . The study recognized a constructive relationship between information satisfaction on consumer purchase behaviour. Manifestly the scrutiny shows that information satisfaction varies from the overall satisfaction which refers to the consumer's overall evaluation of an organization based on all encounters and experience with that specific organization. Information that is provided by the online store needs to support the customer service and product. This information needs to be helpful and relevant in predicting the quality and utility of a product or service. In order to satisfy consumer's informational needs, such information needs to be up-to-date when offering products and services, it should also be sufficient in order to help the consumer when making a choice, consistent in representation and formatting the content and also make it easier to understand . The study recognized a constructive relationship between that consumer trust on consumer purchase behaviour. Noticeably the analysis shows that consumer trust attaches the customer to the company and it may also entail employees of a company. The esteemed trust of every last one between the consumer and company brings about a fruitful relationship eventually giving rise to long-term gain to the company. Consumer trust has an important post on e-business as e-market confidentiality and e-market security are crucial parts to establish trust. Sales effectiveness in the end increases the trust of the consumer. The study established an optimistic relationship between online shopping experience on consumer purchase behaviour. Evidently, results of the study prove that to attain consumer purchase behaviour competitive advantage through implementation of digital marketing a business should have the ability to identify the difference of its position from that of its competitors..

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## **CHAPTER ONE: INTRODUCTION**

### **1.1 Background of the Study**

Digital Marketing is defined as the selling and buying of products and services through an online digital platform known as the internet. The internet is constantly changing the economy of countries, business models, supply chain management cycles and customer reach (Sivasankaran, 2017). According to Mahalaxmi (2016) digital marketing is the use of different online media to reach a specified target market through online search engines, websites, social media, E-marketing and mobile marketing. A case study on the impact of digital marketing on consumer purchase behavior among the youth of Riara University, specifically social media marketing. Digital marketing can be defined as the marketing of products and services using different technologies mainly on the internet (Payne, 2013). Chaffey (2012) states that it is the application of the internet and related digital technologies in combination with conventional communication to accomplish marketing objectives. Consumer purchase behavior is how individuals, organizations and groups select, buy and make use of product, service, experience or ideas to satisfy their needs and wants (Rasool, 2014).

The increased widespread development and use of internet technologies has called for marketers to reinvent their marketing strategies to keep up with changing trends among consumers. With the current trend moving towards direct interaction with brands, digital marketing has been referred to as one of the most efficient ways to foster direct interaction with consumers (Davis, 2015). According to Tiago and Verissimo (2014), human interactions have changed significantly due to engagement on social networks; the rapid growth of web platforms has facilitated behavioral changes related to activities, habits and interactions among consumers. Kithinji (2014) also reports that digital marketing is relatively cheaper and its results are easier to measure since the data on views, clicks and hours spent on websites is easily available and therefore effective and more measurable. Digital marketing therefore mainly involves use of the internet and social media platforms.

Järvinen and Karjaluoto (2016) established that internet and electronic commerce technologies are transforming the entire economy and changing business models, revenue streams, customer bases,

and supply chains. Hajli (2015) asserts that new business models are emerging in every industry of the New Economy. Travel industry and ticketing has seen a sea change in the last decade. One estimate suggests that the online travel industry contributes about 76% of total net commerce in Kenya. Ticketing is now done either in third party websites or airline sites.

According to Kauffman, Lai & Ho (2016) customers of online shopping are delighted with prompt delivery and flawless payment mechanisms building trust in consumers. Pitt, Berthon and Berthon (2017) argues that even online classifieds have made a successful transition online with jobs and matrimonial taking the lead. Online retailers are now pushing a larger number of categories such as electronics and white goods. In these emerging models, intangible assets such as relationships, knowledge, people, brands, and systems are taking center stage (Ravald, 2016). The internet is a disruptive technological innovation but consumers everywhere are waking up to the idea of shopping online. The impact on retailing has been profound and as a result many businesses are changing the channels they use to sell their goods and services (Bokde & Seshan, 2019). In some parts of the world, retailers have been quick off the mark in developing their own individually branded e-commerce stores, whereas in other parts the e-market place dominates (Sheth & Parvatiyar, 2015).

Buying behaviour of an individual plays a predominant role in the consumer behavior in general and among the youth in particular (Park, Kim & Forney, 2016). Buying behaviour marketing is a process of establishing relationships between products offered in the market and targeted buying behaviour groups (Stewart, 2019). It involves segmenting the market on the basis of buying behaviour dimensions, positioning the product in a way that appeals to the activities, interests and opinions of the targeted market and undertaking specific promotional campaigns which exploit buying behaviour appeals to enhance the market value of the offered product (Wang & Chen, 2014). In Kenya the internet is around 15 years old since inception (Dick & Basu, 2015).

According to Meltzer (2014) Kenya is among the top country population of internet users with 145 million consumers. Digital marketing just has 3-4% of organized retailing. This reveals that some elements are the hindrance in the prosperity of online marketing in Kenya. The risk perceived by the youth in Kenya is one of them. Papadopoulos, Martín, Cleveland and Laroche (2014) assert that the prosperity of online shopping in Kenya is huge because of its big size of youth population. The

government is investing a lot in internet infrastructure. The organized retailing can't reach to the rural part of Kenya easily whereas online retailers are finding their buyers in cities including villages across Kenya.

The Kenya National Bureau of Statistics recently announced Kenya's current population to be 47.6 million (KNBS, 2019) while the Global system for Mobile Communications reported that Kenya's mobile market has grown significantly over the last few years with Mobile coverage increasing to 96% of the population, and there are now over 3,500 3G sites in the country. As a result, in Kenya, consumers, businesses and government continue to benefit from the positive developments in the mobile (GSMA intelligence, 2018).

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 (Cheung & Lee, 2017). 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% (Keipos Analysis, 2019 of Facebook Inc.)

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.

## **1.2 Problem Statement**

In the world of today, technology and innovation that is praised for being the newest and in cutting edge can easily become obsolete tomorrow. The increase in the adoption of digital marketing strategies such as social media, Search Engine Optimization (SEO), display adverts and websites can be attributed to increased internet penetration, cheap internet enabled phones and integration of ICT with most daily activities (Wang & Chang, 2013).

Kenya's mobile market is fast growing since it is mostly made up of the youth who use mobile phones for communication in both their daily and professional lives. For such consumers, tastes and preferences are constantly changing very quickly especially for those under 21 years old. Millennials and Generation Z have been seen to be unpredictable in their purchase decisions both online and at physical stores. Marketers find it harder and harder to handle the ever-changing needs of buyers. These changes in expectations of the customers are their purchase behavior. It is important to understand customer needs, tastes and preferences, especially of the youth as they have the largest market share than in any other segment in Kenya. This research investigated how consumer purchase behavior is affected by digital marketing. Having noted a gap in the prediction of online consumer behaviour by digital marketers it became imperative to understand the impact of digital marketing on online consumer purchase behaviour.

### **1.3 Main Objective**

The main objective of the study was to ascertain the impact of digital marketing on consumer purchase behaviour from the perspective of the youth in Kenya.

#### **1.3.1 Specific objectives**

- i. To understand the impact of Cost efficiency on Consumer Purchase Behaviour.
- ii. To explore the impact of Information satisfaction on Consumer Purchase Behaviour.
- iii. To investigate the role of Consumer Trust on Consumer Purchase Behaviour.
- iv. To analyze how online shopping experience impacts Consumer Purchase Behaviour.

#### **1.4 Research Questions**

- i. What is the impact of cost efficiency on Consumer Purchase Behaviour?
- ii. What is the impact of information satisfaction on Consumer Purchase Behaviour?
- iii. What is the role of consumer trust on Consumer Purchase Behaviour?
- iv. How does online shopping experience impact Consumer Purchase Behaviour?

#### **1.5 Expected Contribution of Study**

Digital Marketing has brought astonishing changes in the way in which the marketer markets the product and the way in which the customers are buying the same. Buying behaviour of an individual

is influenced by many factors, and these factors invariably affect the marketer to match the needs of the customers in general and youth in particular. So, it is realized that there is a need to study Digital Marketing and its impact on buying behavior of the youth.

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 will also give guidance on what to avoid and the possible loopholes.

To the customers, a study on their behaviour will result 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 and to the online retailers the research will hopefully result in more profitability.

## **1.6 Study Delimitation/ Scope of Study**

The study was limited to the impact of digital marketing on consumer purchase behaviour 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 that was used was internet and social media. Social media will be used as a major case study. Data related to digital population, urbanization, mobile subscription, internet users, social media users and social media platforms was collected in the years mentioned. Finally, the time series of data will be available only for this period of time.

## **CHAPTER TWO: LITERATURE REVIEW**

### **2.1 Theoretical Framework**

#### **2.1.1 Diffusion of Innovations Theory**

Raynard (2017) stated that diffusion is the process by which an invention is communicated through specific channels over a period of time among the members of a society. It is a distinct type of communication that the messages are concerned with new innovations. It is considered that the innovative ideas being communicated gives diffusion its distinct character. The innovativeness means there is also uncertainty which refers to the number of existing substitutes available during the formulation of the new idea and the probability of these substitutes. Raynard (2017) further established that it is beneficial to theorize diffusion and the adoption of innovative ideas based on the context of information and uncertainty. Diffusion is a social change where when innovative ideas are discovered, they are communicated, accepted and a social change follows. The four main elements of the theory include the invention or innovation, the communication modes, time for the adoptions and the society.

According to Dearing (2009) innovation is the idea or practice that is considered something relatively new by society. The innovation involves more than new knowledge and may be expressed in terms of a choice to adopt or persuasion. The focus of this research is on the innovation of technology. There are conceptual and methodological issues facing the concept of diffusion as there has been a challenge determining the boundaries around technological innovations. The issue is determining where once innovation stops and the other begins.

Verleye and De Marez (2005) identified specific features of innovations that describe the difference in the rate of adoption. One of these characteristics is relative advantage. This refers to when an innovation or new idea is professed as better than the previous existing idea. The most key factor considered is whether individuals perceive the advantage of the innovation to be higher than that of the idea it supersedes and therefore its rate of adoption is higher when it is considered advantageous. Another characteristic is the compatibility with existing values and norms of a society (Premkumar & Potter, 1995). An innovation that adopts the existing values of a social system will experience higher rates of adoption. The adoption of an innovation more often requires for society to adopt new values that will accommodate the innovation. The complexity of an

innovation refers to the extent to which a new idea or innovation is considered either easy to adopt or difficult (Shipton, West, Parkes, Dawson, & Patterson (2006).

Some innovations are understood with ease while some are more complicated and therefore are adopted at a slower rate. Trialability refers to the extent to which the innovation may be tested on a limited period. Innovations that can be tested with ease are adopted more rapidly than those which are not divisible (Schuurman, Baccarne, De Marez, L., & Mechant, 2012). Any innovation which can be tested represents less uncertainty to the person adopting. The final characteristic is that of observability which refers to how easily the outcomes of an innovation are evident to other individuals (Adams, Bessant & Phelps, 2006). The more observable the outcomes of the innovation are, the more rapidly it will be adopted. Visibility prompts peer discussions regarding the innovation and encourages more individuals to adopt it (Redmond, 2004).

Communication Channels are a critical element in the diffusion of innovation. According to El-Gohary, and Eid (2012) interpersonal communication networks are emphasized more than any other type of communication. Raynard (2017) explains that the diffusion process is where information is passed on from one individual to several others regarding a new idea. The nature of the exchange of information can affect the transfer of the information. For example, mass media channels that transmit messages through mass mediums such as radio, newspaper and television reach a larger audience while interpersonal channels reach fewer people but have a higher persuading power. The interpersonal channels involve personal interaction which is more effective in convincing individuals to take up a new idea.

According to Verleye & De Marez, (2005) research of diffusion considers time an important variable and refers to the time it takes for the mind to process information from the initial understanding of a new idea to the adoption and confirmation of that idea. Adams et, al., (2006) time is measured in the aspect of the relative earliness or lateness of an individual's adoption of the innovation. Time is also measured by the rate people take up the innovation within a given period of time.

According to Raynard (2017) society critically affects the diffusion of innovation processes. The norms of a system are the conventional patterns of behaviour for the members of the society. They define what is considered acceptable behaviour and act as a guide to the members of the society.

Shipton *et. al.*, (2006) asserts that a society's norms can either be a barrier to the innovation adoption process or an accelerator. Norms can function at the level of a nation, an organization, a religious community or a town or village.

## **2.2 Empirical Review**

### **2.2.1 Cost Efficiency**

Individuals argue that price will also play an even lesser role on the internet, given the opportunity for more non price data to be delivered. According to this argument regarding the price, attribute is being so visible and dominant, the option position, with the absence of imperative on the amount of information, is that consumers can spend more time going through it and evaluating non price attribute information (Lynch & Ariely, 2016). Moreover, Brynjolfsson & Smith (2017) state that in online purchasing lower prices are being charged than in traditional outlets. Also, wider prices are being charged for the same product than in traditional retailing. They estimated this may be the consequence of more differences in non-price attributes and services; thus, cost plays a less essential part in the consumer choice process (Barwise, Elberse, & Hammond, 2016).

Furthermore, when attempting to deal with the different expectations, the part of the cost in the digital consumer's choice process is not clear. The consumer in the digital market will have more information about the products and services and that the ease of search is higher: as a result, when consumers make their product choice, they will be fully informed or will be having more opportunity to be more fully informed (Ravald, 2016). It is also important that research also needs to apply for a consumer choosing across brands (Kannan, 2017). Brynjolfsson and Smith's (2017) research seems to be more specific, which is more focused on the role of price when deciding to shop online for a particular product.

### **2.2.2 Consumer Trust**

Trust is defined as an attitude of confident expectation in an online situation of risk that one's vulnerabilities will not be exploited (Pappas, 2016) trust is the name of confidence and belief which customers attach with some organization and consider that what he or she aspect that should be delivered (Hong & Cho, 2015). Trust is the relation that attaches the customer to the company and it may also entail employees of a company. The esteemed trust of every last one between the consumer and company brings about a fruitful relationship eventually giving rise to long-term gain

to the company (Sheth & Parvatiyar, 2015). Consumer trust has an important post on e-business as e-market confidentiality and e-market security are crucial parts to establish trust. Trust establishment is more likely to trade; judging the trading to the consumer market (Jarvenpaa, Tractinsky & Vitale, 2015). Basically, even the sales person conducting within the store impacts more to construct trustworthy relationships. Sales effectiveness in the end increases the trust of the consumer (Payne, 2013).

Some authors are in progress to examine the influence of consumer trust in online marketing, due to the lack of trust among online consumers, it is considered as the main explanation for low electronic commerce rates (McKnight, Choudhury, & Kacmar, 2017). When a consumer does a transaction with an online web store that is portrayed to be operating in an uncertain environment Fung and Lee (2015) like the internet, consumer is less prospective to assume that everything about their transaction is guaranteed and usual as associated to their transactions with an offline store. It clearly shows that the consumers have no physical interaction with the seller in online transactions. Due to this, it is unable to evaluate effectively the products which are on offer or to check the identity of the seller (Brown & Muchira, 2014).

Moreover, it is also possible that conceivable that the item received is not the one that was ordered. In addition, the increasing problem with spam, the continuous periodic reports on hacker attacks, viruses and the existence of a legal framework that is incomplete, heterogeneous and ineffective (Koufaris & Hampton-Sousa, 2014). Infact, online shopping is seen as being more dangerous operations (Taylor and Nelson, 2017) also developing trust by using the internet is more difficult than in traditional channels (Bitting & Ghorbani, 2015).

In order to overcome some of the risks noted above, the notion of trust has been incorporated into studies of online purchasing (Urban, Karahanna & Straub, 2016). Trustworthiness of the online vendor has been identified in a number of studies (Jarvenpaa & Tractinsky, 2016). This dimension examines the extent to which consumers place trust in the vendors from whom they purchase (Payne, 2013). Hong & Cho (2016) examined vendor trustworthiness, and found that this factor positively influences consumer purchasing behaviour. Lewis (2015) found that trust in online vendors positively influenced consumers' attitudes towards the online vendor, which in turn influenced their willingness to buy. Other evidence suggests that familiarity with an online store also has positive influence (Garbarino & Strahilevitz, 2014). On average, evidence appears to

suggest that consumer trust in the online vendor has a positive relationship with attitudes towards consumer purchasing behaviour (Chen, & Dhillon, 2016).

Studies further suggest that in order to reduce perceptions of risk in transacting in the Internet environment, and to increase perceptions of trust in the vendor, Internet firms should display third party assurances on their websites. Cheung and Lee (2017) term this concept as third-party recognition suggesting that such assurance seals are recognized as being external to the online vendor. Vendors can provide certification indicators, such as Web assurance seals, Trustmark or credit card symbols on their websites that increase an individual's propensity to trust act (Lewis, 2015) and act as risk relievers (Jarvenpaa & Tractinsky, 2016). These can be statements about the encryption technology used or visual indications of secure payment systems through the use of specific logos or icons, e.g. Verisign (Andrews & Boyle, 2018). They represent third party seals of approval that are recognized and trusted by the public (Park, Tollinen, Karjaluoto & Jayawardhena, 2018). These third-party assurances are used to help to relieve negative perceptions about the risks of conducting transactions online, thereby creating consumer trust in Internet stores (Gong, 2019).

Park et al., (2016) suggest that such trust does not have to be based on experience or knowledge of a specific trusted party. Instead, a propensity to trust is based more on faith in humanity and general trust partly based on personality but also arising from an individual's socialization towards trusting others. This notion is also supported by Gong (2019) who suggests that high trust cultures have a greater propensity to trust those in their own culture. Tan and Sutherland (2014) discuss dispositional trust in much the same way as Cheung and Lee (2017) and McKnight, Souiden, & Ladhari (2013), regarding it as a personality trait.

### **2.2.3 Online Shopping Experience**

Consumers with greater Internet experience will probably utilize the web channels to gather item data because the cost of collecting information is less costly than that from offline channels (Cook & Sachdeva, 2018). Consumers who have a greater internet experience are familiar to the various perceptions of the attribute of the online channels from that of an internet beginner and also the consumer will have a higher confidence on the internet (Lichtenstein & Williamson, 2016). For an Internet beginner, in contrast, utilizing the online information may evoke perceptions of uncertainty and complexity. Therefore, internet experience may moderate the assessment of online

information. Hence, consumers with more internet shopping experience will be using the internet as their primary information source and also more likely to have a greater confidence on the internet. Furthermore, they are also more likely influenced by the online reviews (Todor, 2016).

According to Dai (2015) internet-based or Click and Order business model has replaced the traditional Brick and Mortar business model. More people than before are using the web to shop for a wide variety of items, from house to shoes to airplane tickets. Now people have multiple options to choose their products and services while they are shopping through an online platform. Online shopping has unique characteristics (Wanjuki, 2014). Lichtenstein & Williamson (2016) emphasized that the lack of physical interaction tends to be the critical impediment in online retail sales followed by the privacy of individual information and security of financial transactions over the Internet.

Demangeot and Broderick (2018) also revealed that perceived ease of use does not affect the behavioral pattern in this case rather influenced by security and privacy issues. No relationship is built between the customer and the online shop in the presence of perceived online risk even if a customer spent hours on the Internet (Zuroni & Goh, 2015). Day-by-day taste, preference and choices are varying regarding different factors such as the Internet emergence. However, this development needs some more understanding related to the consumer's behavior (Pappas, Pateli, Giannakos & Chrissikopoulos, 2014). Consumer behavior research identifies a general model of buying behavior that depicts the processes used by consumers in making a purchase decision (Vrender, 2016).

Those designs are paramount to the marketer as they can explain and predict consumer purchase behavior (Vrender, 2016). Jarvenpaa and Todd (2016) proposed a model of attitude, behavior, and shopping intention towards Internet shopping in general. The design includes several indicators classified into four broad categories like product value, quality services offered through the website, the shopping experience, and the risk perception of the online shopping. Chang, Cheung, and Lai (2016) studied categories of variables, which drive online shopping activity. In their study, they divided the features into three broad categories. Perceived characteristics of the web sale channel are the first one which includes risk, online shopping experiences, advantage, service quality and trust.

The second category is a website and product features which are risk reduction measures, site features, and product characteristics; and the last group is consumer characteristics. Various types of features, demographic variables, consumer shopping orientations, consumer innovativeness and psychological variables, computer, internet knowledge, and usages drive consumer characteristics. Consumer attitudes towards online shopping are usually determined by two factors; one is trust, and another is perceived benefits (Hoque, Ali, & Mahfuz, 2016).

Therefore, trust and perceived benefits seem to be the critical conjectures of consumer behavior toward online shopping (Hajli, 2015). Moreover, information quality, merchandise attribute, website design, transaction capability, payment, security/privacy, delivery, self-consciousness, state of mind, the consumer's time sense and customer service are strongly predictive of online shopping satisfaction (Katawetawarks & Wang, 2017). In Malaysia, information quality and purchase quality linked with the post-purchase quality are statistically significant in the case of customer satisfaction (Vegiayan, Ming, & Harun, 2013). However, brand image and quality of products, goodwill of country of origin also influence significantly on purchase intention of online products (Hoque, Ali & Mahfuz 2016).

Moreover, online data extraction about the products, services along with the historical data for individual customers is an ingredient element to choose an online store or make a repurchase decision (Chang *et al.*, 2016). Koufaris (2015) identified that both shopping enjoyment and perceived usefulness (website) strongly predict the intention to re-purchase over online. On the contrary, Lee and Lin (2017) found shopping enjoyment can increase the intent of new customers but does not influence customers to return. Infact, the web store which utilizes value-added mechanisms in the search engine and providing customers a challenging experience may increase customers 'shopping enjoyment (Khalifa & Liu, 2017). Furthermore, if there are more often customers back to the web store, their shopping enjoyment then be determined by their involvement with the product (Barwise, Elberse & Hammond, 2016).

#### **2.2.4 Information Satisfaction**

Information satisfaction refers to consumers satisfaction and dissatisfaction with the overall information that is provided for the goods and services (Crosby & Stephens, 2015). Which implies exploring through webpages and contents in an online service context. It varies from the overall

satisfaction which refers to the consumer's overall evaluation of an organization based on all encounters and experience with that specific organization (Jones, 2018). According to the information system literature, user information satisfaction can be affected by information quality and user interface quality (Wang, Tang & Tang, 2016).

Information that is provided by the online store needs to support the customer service and product. This information needs to be helpful and relevant in predicting the quality and utility of a product or service (Wolfinbarger & Gilly, 2015). In order to satisfy consumer's informational needs, such information needs to be up-to-date when offering products and services, it should also be sufficient in order to help the consumer when making a choice, consistent in representation and formatting the content and also make it easier to understand (Wang & Tang, 2016).

Järvinen & Karjaluoto (2016), there are two critical thresholds affecting the link between information satisfaction and purchase behaviour. On the high side, when satisfaction reaches a certain level, purchase behaviour increases dramatically, at the same time information satisfaction declines to a certain point, purchase behaviour dropped equally dramatically (Oliva, Oliver & Luethge, 2016) The customer is linked to a business's success. Information satisfaction and purchase behaviour should be incorporated into the long-term goal of a business. Information satisfaction is a key element for every organization wishing to enhance purchase behaviour and create a better business achievement (Khadka, Kabu; Maharjan, Soniya, 2017). The role of information satisfaction in purchase behaviour largely indicates that the former is a key determinant of the latter (Dick & Basu, 2015).

“Satisfaction” is an attitude, whereas purchase behaviour is described as a loyalty (Dick & Basu, 2015). De Pelsmacker, Van Tilburg & Holthof (2018) suggest a view of information satisfaction as a kind of consistency evaluation between prior expectations and perceived service performance.

According to Chattopadhyay (2019) the positive evaluation of the product or service that the customer acquires is a major reason to continue a relationship with a company's service or products, and an important pillar that upholds loyalty. Satisfied customers are thus more likely to repurchase, lower their price sensitivity, engage in positive word-of-mouth recommendation, and become loyal customers (Oliva *et al.*, 2016).

According to Jumawan (2015) information satisfaction and purchase behaviour represent a top priority of the company's success and profit. Information satisfaction does not automatically lead to purchase behaviour it needs a step by step process. Steps are described as customers going through different phases such as awareness, exploration, expansion, commitment, and dissolution (Kannan, 2017). Lucian (2015) asserts that purchase behaviour can be considered to be a byproduct of information satisfaction. The satisfaction of business customers leads to enhanced purchase behaviour (Fornell, 2018). Purchase behaviour will increase significantly when information satisfaction accomplishes at a certain level and at the same time purchase behaviour will decline automatically if the information satisfaction level drops to a certain point. Overall, it is clear that there is a significant positive relationship between information satisfaction and purchase behaviour which leads to an increase in both sales and profitability (Chung, Joung & Kim, 2018).

Information satisfaction is extremely important because it is the way of getting feedback from the customers in a way that they can use it to manage and improve their business. Customer satisfaction is the best indicator of how the business looks like in the future. Information satisfaction helps in doing SWOT analysis that could help them to develop their business in an advance and in a systematic way (Johnson & Gustafsson, 2016). Besides this, it will also help in making the right decision to use the appropriate resources while manufacturing the products. Similarly, it maintains the relationship with the existing customers and also creates the possibility to acquire others (Andreassen, 2016).

### **2.3 Empirical Literature Review**

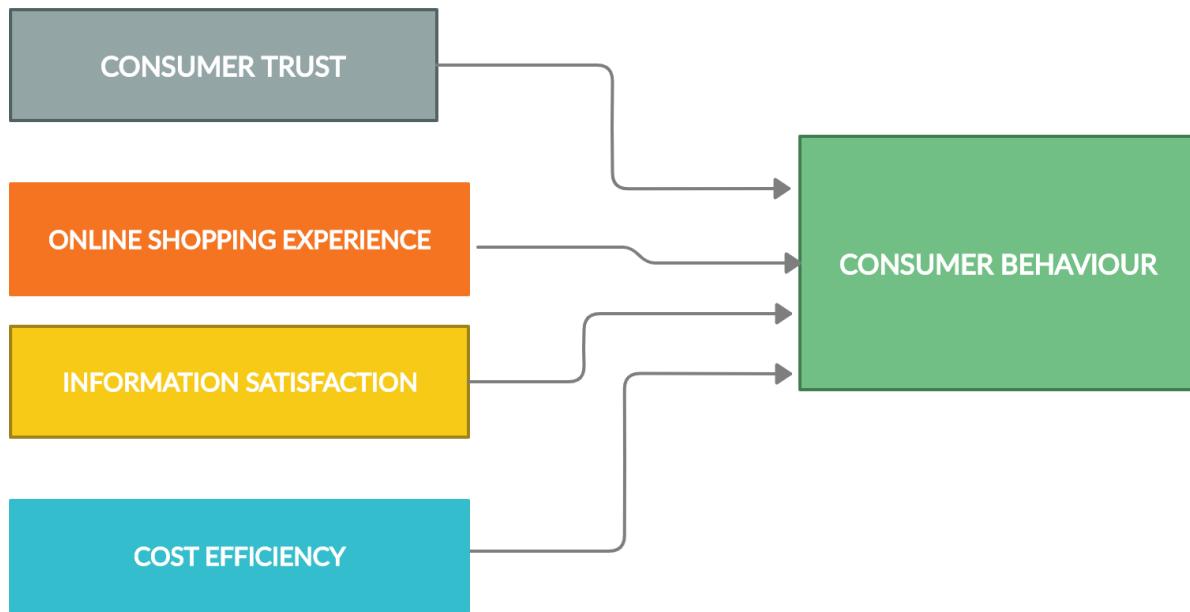
Consumers have a tendency to take part in relational behaviours to accomplish more efficiency in their decision-making, to reduce information processing, to achieve more cognitive consistency in their decisions, and to reduce the perceived risks associated with future choice (Sheth & Parvatiyar, 2015). A consumer begins to feel safe with the service provider or supplier when transactions are done successful (Ravald, 2016). When consumers trust the company, they realize that this organization can satisfy their requirements and needs and in the long run, they become committed to the company. Consumer online purchase decisions have mainly focused on identifying the factors that affect the willingness of consumers to engage in internet shopping (Barwise, Elberse & Hammond, 2014).

In the space of consumer behaviour research here are general models of purchasing behaviour that delineate the procedure which consumers use in making a purchase decision. The online shopping environment empowers consumers to reduce their decision-making efforts by giving huge selection, information screening, dependability, and product comparison (Alba, Kleijnen, Ramanathan, Rizley, Holland & Morrissey, 2016). Since the Web gives screened and examination data for options, consumers may likely to reduce the cost of information on search and the effort in making purchasing decisions.

Digital media marketing is used for marketing of goods and services. As we can see in the recent years, the popularity of digital media marketing has increased at a global level (Alba *et al.*, 2017).

For example, Facebook is said to have more than a billion users from the time it began in 2014. Digital media marketing is increasingly taking up a greater share of consumer time spent online. Users are also using different online formats to communicate, such as Blogs, YouTube, Myspace, Instagram and Facebook to share information about the product or service and also to contact the other consumers who are also seen as a more objective information source (Kozinet, 2015). The unique aspect of digital media marketing and its immense have revolutionized marketing practices such as advertising and promotion (Hanna, Rohm & Crittenden, 2017). Likewise, Kaplan and Haenlein (2016) state that, there are many advantages of using digital media marketing, it helps to connect business to consumers, develop relationships, and foster those relationships in a timely manner and at a low cost. Digital media marketing platforms gives an opportunity to the organizations to connect and interface with potential and current consumers, which will help to have a strong customer relationship and also to build all-important meaningful relationships with consumers (Mersey, Malthouse & Calder, 2017), particularly in the present business condition when consumer loyalty can vanish at the smallest mistake, which can moreover have on the online propagation of their unfortunate encounter with a particular product, service, brand or company.

## 2.4 Conceptual Framework



**Independent Variables**

**Dependent Variable**

**Figure 2.1: Conceptual Framework**

**Source:** Michael, et al 2020.

## 2.5 Research Gaps

Vishal, Khasgiwala & Monica (2015) in their study titled “Gender disparity wise study of Impulsive buying behavior and exploratory tendencies of youth in central Kenya”, impulsive buying behavior is experimented. Impulsive buying is a common behavior today and can occur in any setting. Much of the human activity is driven by impulses that are biochemically & psychologically stimulated. Impulse buying refers to immediate purchases which are without any pre-shopping objective either to purchase the specific product category or to fulfill a specific need. It is not consciously planned, but arises immediately upon confrontation with certain stimuli. Kenya being a transitional economy, technological boom such as television shopping channels and the Internet expand consumers’ impulse purchasing opportunities, increasing both the accessibility to products and services and the ease with which impulse purchases can be made. Impulse buying

is an unplanned purchase that is characterized by relatively rapid decision-making, and a subjective bias in favor of immediate possession.

Sathish and Rajamohan (2014) in their study consumer behaviour and buying behaviour marketing, a general approach of consumer is taken. A consumer's buying behaviour is seen as the sum of his interactions with his environment. Buying behaviour studies are a component of the broader behavioral concept called psychographics. The term "unified patterns of behaviour" refers to behaviour in its broadest sense. Attitude formation and such internal subjective activities may not be observable, but they are behaviour nonetheless. Buying behaviour is an integrated system of a person's attitudes, values, interests, opinions and his over behaviour. It is found in this study that "Consumer behaviour is still a young discipline and most of the research now available has been generalized only during the past fifteen years or so. Innovations such as the buying behaviour concept and AIO research represent ways to move the study of consumers away from isolated, often unrelated projects towards broader integrated systems and research techniques.

Kimani (2015) in her article finds out that youth in Kenya are ambitious, technology-oriented and confident. By 2016, Kenyans under 20 will make up 55% of the population and wield proportionately higher spending power. In the west, the youth segment has almost always been pitted against their seniors. Rebellion was the key starting point. Adventure, music and other symbols of 'cool' became a perfect recipe for creating cult brands that rallied against the system. This model of tapping youth presupposes that it's always youth versus old. It also preoccupies itself with a continuous search for what's 'cool' among youth. Since the behavioral distance between the youth and the others in these societies is significant, it's easy to rally youth around such points of difference. This model however is at a loss in Kenya, where everything and everyone is young.

Nicolaou & Bhattacharya (2013) asserts that most literature review of the study indicates that different researchers have made numerous attempts to explain on how digital marketing and its impact on consumer purchase behaviour but no major study or theoretical explanation has successfully managed to elaborate how digital marketing is used to gain competitive advantage in purchase behaviour. This has hence influenced development of major knowledge gaps on digital marketing and its impact on purchase behaviour and hence necessitated the need to conduct a study

on how digital marketing used by firms enhance purchase behaviour (Pappas, Pateli, Giannakos & Chrissikopoulos, 2014).

According to Cheung, Lee & Rabjohn (2018) digital marketing is critical in enhancing consumer purchase behaviour of a firm through provision of quality information on a timely basis and the communication of that information to the decision makers. Therefore, digital marketing does have one common characteristic of meeting organizations' needs of digital marketing as efficiently as possible. Leidner & Kayworth, (2015) asserts that existing literature offers evidence of how digital marketing is used by firms to establish consumer purchase behaviour; though it is important to highlight that an in-depth study is required to examine other factors that may influence this relationship. The information value generated by digital marketing for making marketing management decisions is invaluable. Marketing managers need the marketing management data provided by digital marketing to enhance a firm's competitive advantage and to map future plans.

## **CHAPTER THREE: RESEARCH METHODOLOGY**

### **3.0 Introduction**

The methodology that was used in this study was discussed in this chapter. This chapter focused on research design, the study area, target population, sampling design and procedure, sampling techniques and sample size, administration of data instruments, data analysis, validity and reliability of the study as well as the ethical considerations.

### **3.1 Research Design**

The study adopted descriptive research design. Descriptive research design was statistical method that quantitatively synthesized the empirical evidence of a specific field of research. It enabled the researcher to collect data in order to answer questions concerning the current status of the phenomena under study. The design was considered suitable in provision of data that is sufficient to facilitate analysis and generating precise inferences from variables that cannot be manipulated (Short, Moss & Lumpkin, 2014). This was the most appropriate way of collecting original data. The design was also be suitable as it combined qualitative and quantitative research components in order to expand and strengthen the study's conclusions and therefore, contributed to the published literature. Short *et al*, (2014) asserts that in all studies, the use of mixed methods should contribute to answering one's research questions.

### **3.2 Study Population**

In this study, the researcher identified the target population as the youth in Kenya. Kenya is home to approximately 10.5 million youths. The study focused on youths in Riara University so as to get a representative sample size. In order to draw information from knowledgeable key youths, stratified random sampling methods was used by the researcher, by way of questionnaires. This method of sampling was used since the researcher wanted to highlight a specific subgroup within the population which is the youths. According to Gitau (2016) stratified random sampling is useful in such research because it ensures the presence of the key subgroup within the sample.

### **3.3 Sample Size and Sampling Procedure**

A sample size is a number of individuals selected from a population for a study in a way that they represent the larger group from which they will be selected (MacCallum, Widaman, Preacher & Hong, 2004). It would then be possible to generalize the characteristics of the sample to the population. Stratified random sampling was used to draw data from the researcher's target population. The stratified random sampling procedure therefore was used to get data from the different staff. The study targeted 200 respondents.

### **3.4 Data Collection Methods**

The study used primary data. Primary data was collected using questionnaires that had self-administered. Structured questions were used in order to conserve time and money as well as to facilitate an easier analysis as they are in immediate usable form. The questionnaires were administered using an online platform. Questionnaires were used because it allowed the respondents to easily fill questions.

### **3.5 Data Collection Instruments**

The data collection instruments that was used to collect primary data was questionnaire which was distributed amongst the respondents. The questionnaires consisted of both closed and open-ended questions. According to Lambert & Yanchar (2016) questionnaires will be effective as they will give the respondent more time to answer all questions asked, it offered the respondent a sense of security and confidentiality while answering the questions and it is a method that is not bias. Use of questionnaires was also more convenient to the researcher in terms of effort, cost and time

### **3.6 Validity**

Validity is meant to establish the relationship between the data collected and the variable or construct of interest (Lambert & Yanchar, 2016). To ensure accuracy of data the researcher pre-tested the questionnaires and analyzed the results and made amendments where necessary. The researcher contacted an online sample population to sensitize them about the study. This ensured that the data collected was valid.

### **3.7 Reliability**

Reliability is concerned with relevance of the questions asked. It sought to measure the level at which a research instrument gave rise to the same results after repeated trials (Lambert & Yanchar, 2016). The researcher administered the questionnaire to a few respondents and repeated the same after two weeks. This aimed at achieving consistency of the questionnaire and affirm the responses from the target population.

### **3.8 Data Analysis Techniques**

Data collected through questionnaires was analyzed. Qualitative analysis was done thematically and descriptively. Quantitative data analysis was done using the SPSS. Tables and graphs were generated in order to draw distinct frequencies of the various factors on the impact of digital marketing on consumer purchase behaviour from the perspective of the youth in Kenya.

### **3.9 Ethical Considerations**

This research conformed to the ethical standards of conduct of both education and research. This study falls within the exempt category regarding the possibility of harm to the participants. Permission to conduct the research will be sought from the university. Respondents were encouraged to exercise the right to withdraw from the study if they so wished and no penalties to such withdrawal. The researcher explained the importance of the study. Questionnaire numbers were used and no names were required. This was done to ensure anonymity and confidentiality of information and respondents. The results therefore were confidential.

## **CHAPTER FOUR: RESEARCH FINDINGS AND DISCUSSIONS**

### **4.1 Introduction**

This chapter is about data analysis, presentation and interpretation of collected information from the field. The information collected has been presented in table, graphs and charts format. The information analyzed was interpreted in relation to the research objectives to ensure that it provided answers to the research questions.

### **4.2 Response Rate**

**Table: 4.1 Response Rate**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Actual Response	165	82.5%
Non response	35	17.5%
<b>Total</b>	<b>200</b>	<b>100%</b>

#### **Source: Primary Data (2020)**

Out of the 200 copies of questionnaires that were administered to the respondents, 165 were responded thus recording 82.5% rate which was adequate for the analysis. In this respect 165 constitute 100% as far as the number of respondent is concerned. It can be concluded that the response rate was very high and the respondents were so willing to provide information that was required by the researcher.

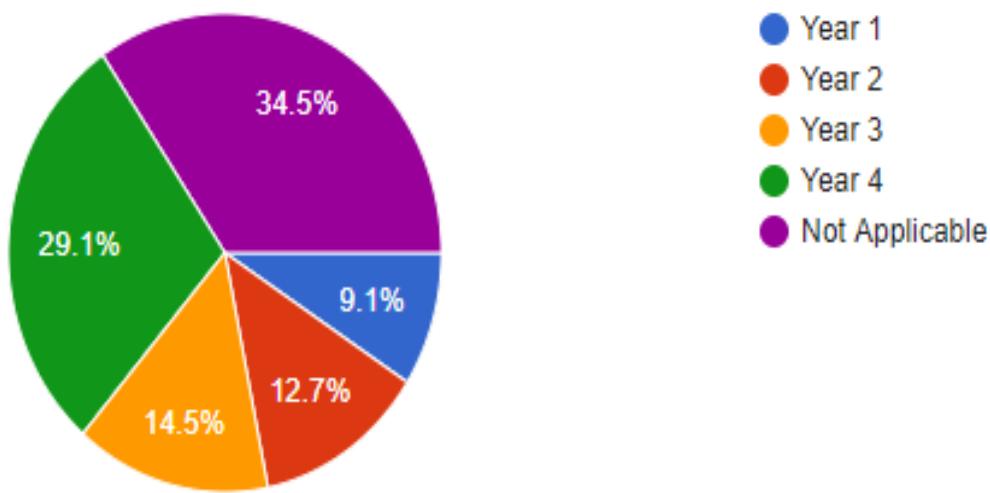
### **4.3 Demographic Information**

Demographic information is a set of characteristics, behaviour or trend observed in a given study target population of choice. The section provides age bracket, year of study, employment status,

income level, school distribution and occupation of the respondents. Demographic information was important because it helped understand the composition characteristics of the study target population.

#### **4.3.1 Year of Study**

The researcher sought to find out the year of study of the respondents.



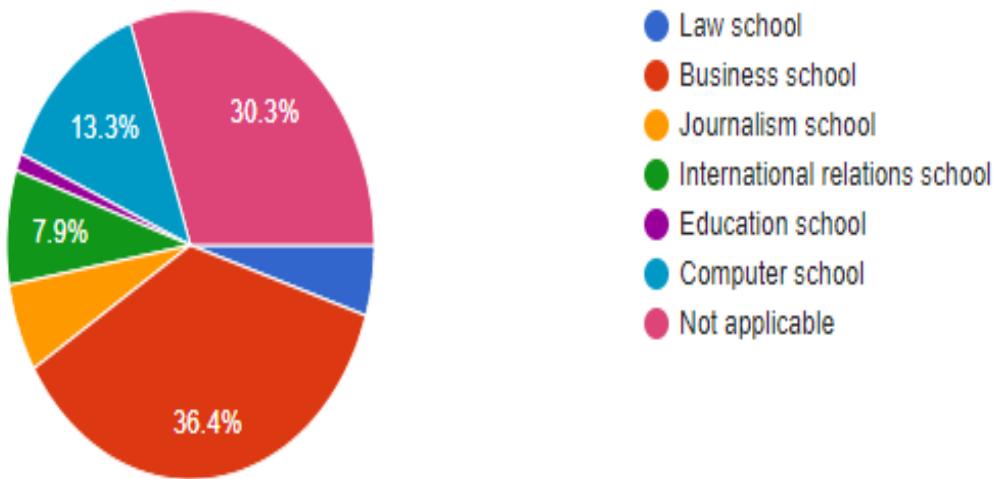
**Figure 4.1 Year of Study**

**Source: Primary Data (2020)**

Based on the reported research results in figure 4.1, smaller percentage of 9.1% of students are first years followed by second years of 12.7%, third years of 14.5%, fourth years 29.1% while the largest group stated not applicable which was comprised of 34.5%. The results show that respondents are unevenly distribution, which has a negative impact on gathering different views of the study.

#### **4.3.2 Course Distribution**

The researcher sought to show how the respondents were distributed on their respective schools.



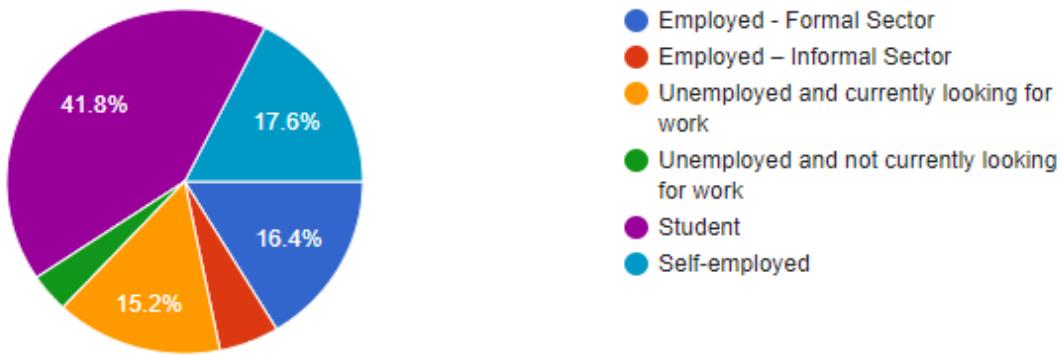
**Figure: 4.2 School Distribution**

**Source: Primary Data (2020)**

Based on reported results in figure 4.2 shows that a smaller percentage of 1.2% of respondents are from education school, followed by 4.8% of respondents are from law school, 6.1% of respondents are from journalism school, 7.9% of respondents are from international relations school, 13.3% of respondents are from computer school, 30.3% of respondents did not state their school while the largest are from business school which comprised of 36.4%. The outcomes demonstrate the uneven distribution of respondents.

#### **4.3.3 Employment Status**

The employment status was a very essential element for the researcher which helped in getting different views, therefore, the researcher sought to find out the employment status of the respondents.



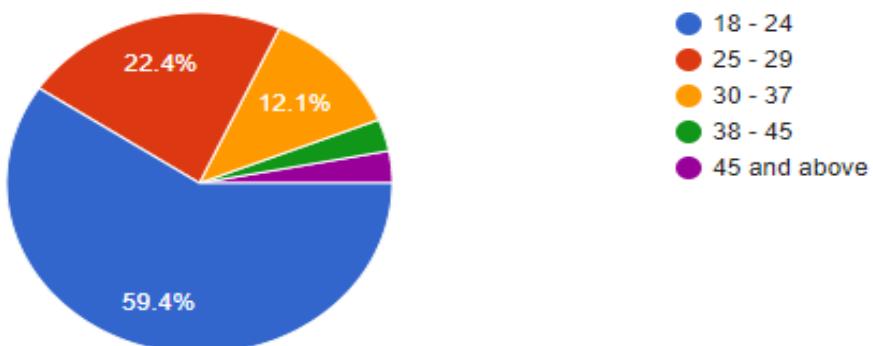
**Figure: 4.3 Employment Status**

**Source: Primary Data (2020)**

The results from figure 4.3 revealed that a smaller percentage of 3.6% of the respondents are unemployed and not looking for work, followed by 5.5% of the respondents are employed in informal sector, 15.2% of the respondents are unemployed and currently looking for work, 16.4% of the respondents are employed in formal sector, 17.6% of the respondents are self-employed while 41.8% are students, the findings shows that most respondents were students.

#### 4.3.4 Age of Respondents

The researcher sought to assess the ages of respondents and felt that this will also help in clearly showing the opinions of different age distribution of the respondents this was very essential in data collection process.



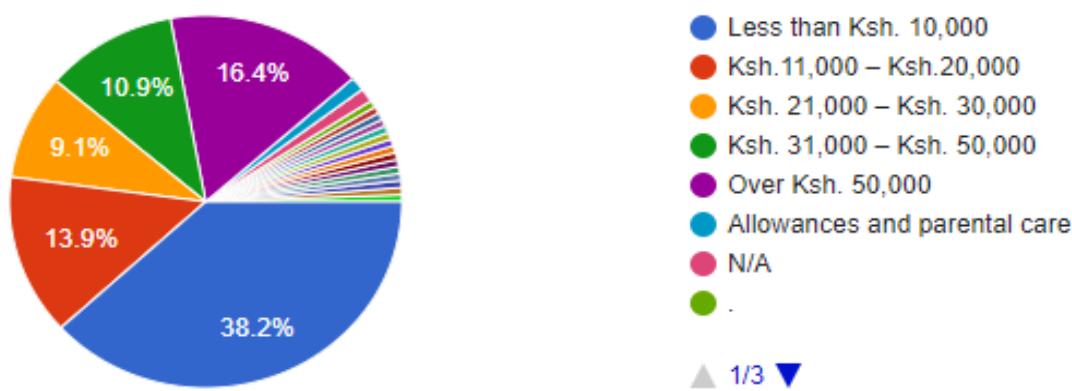
**Figure 4.4 Age of the Respondents**

**Source: Primary Data (2020)**

Figure 4.4 reveals that 12.1% of the respondents indicated that they are between 18-24 years old, 22.4% indicated that they are between 25-29 years old, 12.1% indicated that they are between 30-37 years old while the lowest is 3% who indicated that they are 38-45 years old and 3% for 45 and above. It can be noted that the majority of respondents are between 18-24 years old.

#### 4.3.5 Income Level

The researcher sought to find out the income level of the respondents.



**Figure 4.5 Income Level**

#### Source: Primary Data (2020)

Based on the above findings in figure 4.5 established that 38.2% of the respondents indicated that they earn an income less than 10000, 13.9% of the respondents indicated that they earn an income of 11000-20000, 9.1% of the respondents indicated that they earn an income of 21000-30000, 10.9% of the respondents indicated that they earn an income of 31000-50000 while 16.4% of the respondents indicated that they earn an income of over 50000. However, 11.5% had their own opinions on how they earn income which was not part of the study. It can therefore be concluded that most of the respondents earn an income of less than 10000.

#### 4.3.5 Occupation

The researcher sought to find out the occupation of the respondents table 4.2 below shows the different occupation of the respondents.

**Table: 4.2 Occupation of the Respondents**

<b>Occupation</b>	<b>Frequency</b>
Student	43
N/A	5
Accountant	4
Business	5
Software engineer	1
Engineering	2
Business Development	2
Not working at the moment	2
Chef	2
Sales executive	2
Unemployed	2
Odd jobs	4
Entrepreneur	2
Music producer	2
Production engineer	2
Customer service	4
Pharmacist & Strategic Marketer	2
Entrepreneur/Student	2
Real estate	2
Digital Content Creator	2
Cyber security	2
Factory worker	2
Fitness Trainer	2

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Nursery nurse	2
Project manager	2
Lawyer/Consultant	2
Airline customer service agent	2
Supervisor of a warehouse	2
Entertainer	2
Market research consultant	2
Artist	2
Self Employed	2
Operations officer	2
Personal Assistant	2
Sustainable wastes and Resources Management Entrepreneur	2
CRM	2
Consultant	2
Finance Officer	2
Purchase Manager	2
Content Manager	2
Trainer	2
Credit controller	2
Communication officer	2
ICT	2
Hotelier	2
Project management	2
<u>Customer Support Agent</u>	<u>2</u>

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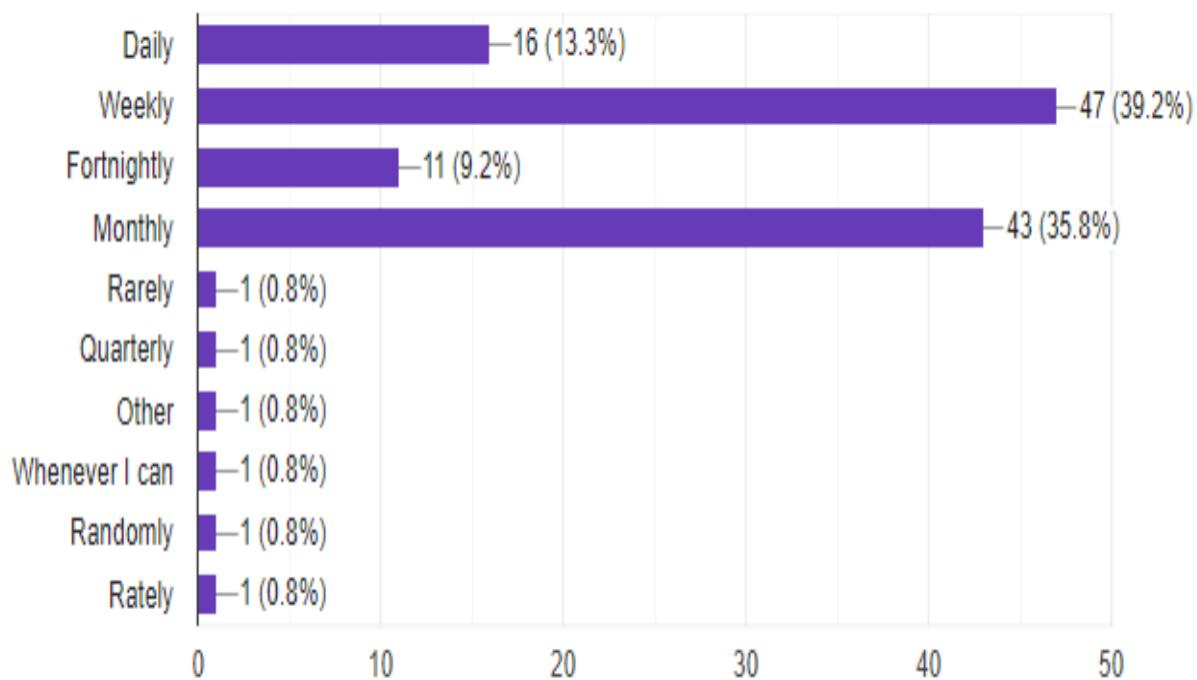
Supply analyst	2
Marketing Manager	2
Forex trader	2
Content creator	2
<b>Total</b>	<b>165</b>

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#### 4.4 Shopping

##### 4.4.1 Level of Shopping

The study sought to find out how the respondents' shop. The findings of the study are discussed below as explored by the questionnaires that were issued.



**Figure: 4.6 Shopping Levels**

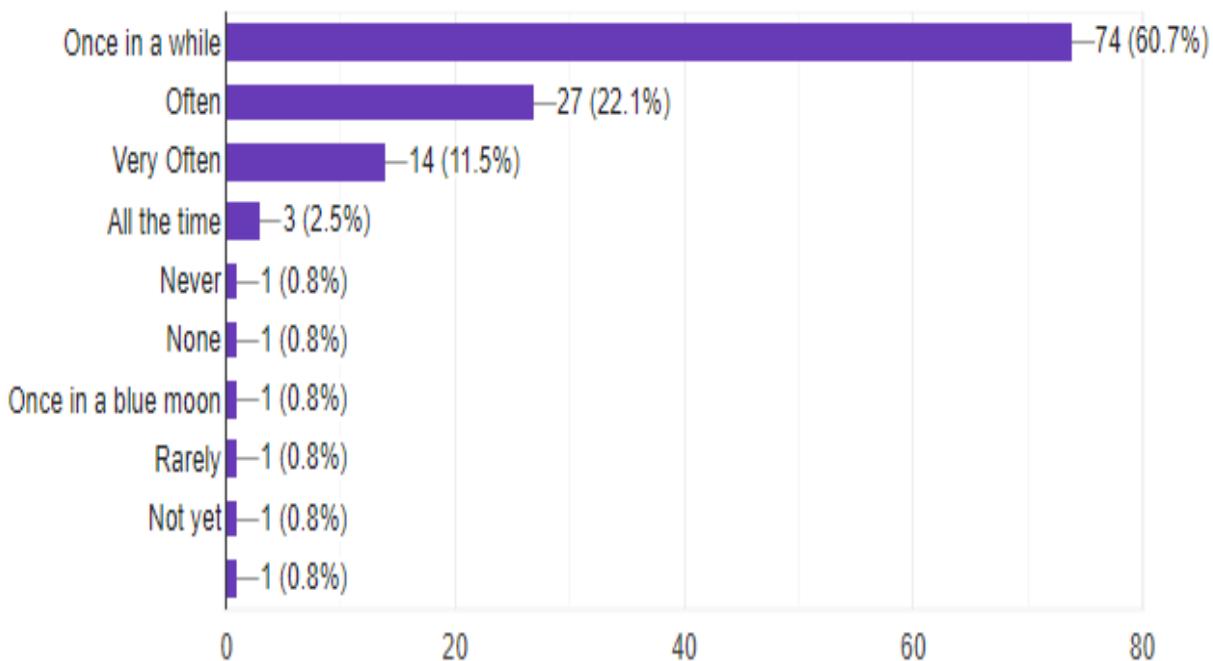
**Source: Primary Data (2020)**

The respondents' views on levels of shopping varied according to figure 4.6 above a large percentage of the respondents of 39.2% shop weekly, followed by 35.8% shop monthly, 13% shop

daily, 9.2% shop fortnightly while the lowest of 0.8% shop rarely, quarterly, other whenever they can and randomly respectively.

#### 4.4.2 Online Shopping

The study sought to find out how the respondents' shop using online. The findings of the study are discussed below as explored by the questionnaires that were issued.



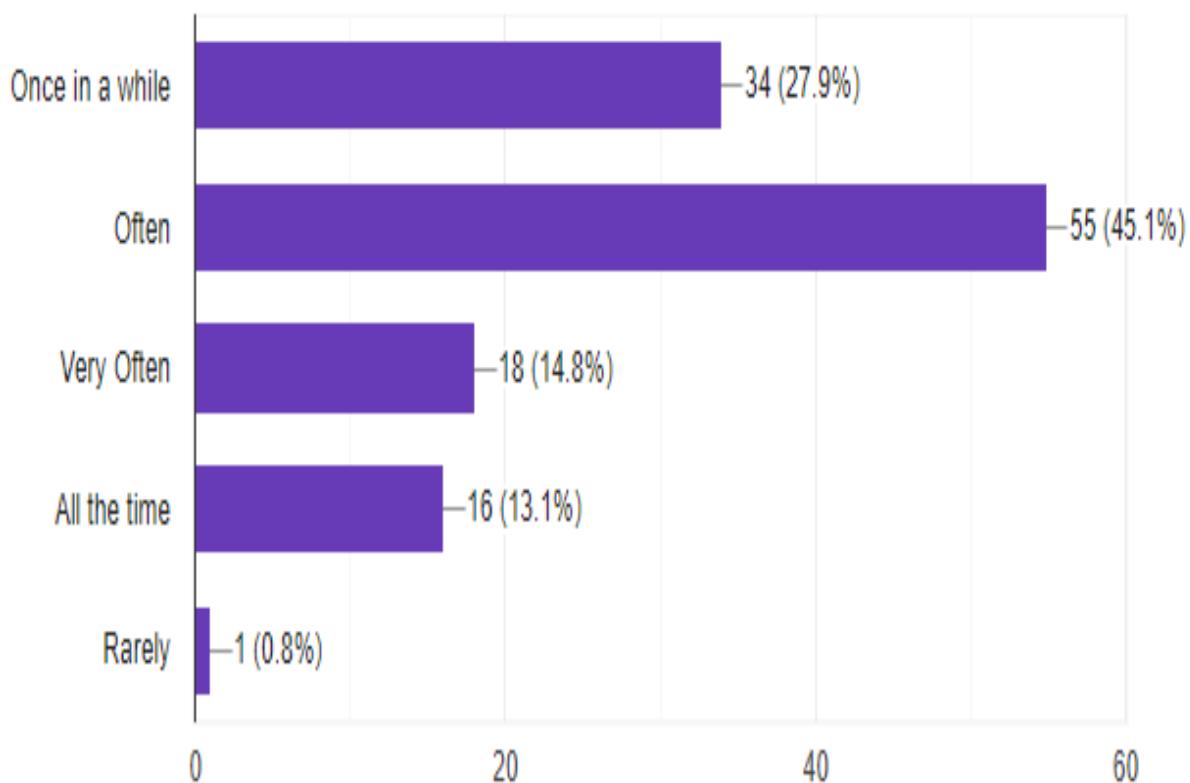
**Figure: 4.7 Online Shopping**

**Source: Primary Data (2020)**

The respondents' views on online shopping varied according to figure 4.7 above a large percentage of the respondents of 60.7% once in a while use online shopping, followed by 22.1% often use online shopping, 11.5% very often use online shopping, 2.5% use online shopping all the time while the lowest of 0.8% never, none, once in a blue moon, rarely and not yet use online shopping respectively.

#### 4.4.3 Physical Shopping

The study sought to find out if the respondents' shop physically from the stores. The findings of the study are discussed below as explored by the questionnaires that were issued.



**Figure: 4.8 Physical Shopping**

**Source: Primary Data (2020)**

The respondents' views on physical shopping varied according to figure 4.8 above a large percentage of the respondents of 45.1% often shop physically, followed by 27.9% once in a while shop physically, 14.8% very often use physical shopping, 13.1% use physical shopping all the time while the lowest of 0.8% rarely use physical shopping.

#### **4.4.4 Cost Efficiency**

The first objective of the study sought to understand the impact of cost efficiency on consumer purchase behaviour. The findings of the study are discussed below as explored by the questionnaires that were issued.

**Table: 4.3 Cost Efficiency on Consumer Purchase Behaviour**

Cost Efficiency	N	Mean	Std. Deviation
It lowers customer acquisition costs	165	3.6061	.89509
It encourages low-cost content and customer engagement	165	3.9818	.89356
It takes advantage of social media influencing	165	4.2667	.75815
Social selling can connect & convert since consumers are savvier and more informed than ever before	165	4.2848	.66997

**N=165**

The respondents' views on cost efficiency on consumer purchase behaviour varied according to table 4.3 above: In an ascending order for the case of it lowers customer acquisition costs a mean of 3.6061 and std. Deviation of 0.89509. For the case of it encourages low-cost content and customer engagement a mean of 3.9818 and std. Deviation of 0.89356. For the case of it takes advantage of social media influencing a mean of 4.2667 and std. Deviation of 0.75815 and for the case of social selling can connect & convert since consumers are savvier and more informed than ever before a mean of 4.2848 and std. Deviation of 0.66997. From the results it is apparent that majority relatively agreed that cost efficiency has a positive influence on consumer purchase behaviour

The findings concur with that of Brynjolfsson & Smith (2017) which state that in online purchasing lower prices are being charged than in traditional outlets. Also, wider prices are being charged for the same product than in traditional retailing. They estimated this may be the consequence of more differences in non-price attributes and services; thus, cost plays a less essential part in the consumer choice process (Barwise, Elberse, & Hammond, 2016).

#### 4.4.5 Information Satisfaction

The second objective of the study sought to explore the impact of information satisfaction on consumer purchase behaviour. The findings of the study are discussed below as explored by the questionnaires that were issued.

**Table: 4.4 Information Satisfaction on Consumer Purchase Behaviour**

Information Satisfaction	N	Mean	Std. Deviation
It enables co-creating brands through their participation in the digital environment, mainly Social Media	165	4.2424	.69975
Information availability creates an effective customer service experience	165	4.3636	.68156
It enables consumers to share their bad experiences with other people	165	4.4182	.72476
It enables easy recommendation of a product or service after a positive customer service experience	165	4.4545	.63873

**N=165**

The respondents' views on information satisfaction on consumer purchase behaviour varied according to table 4.4 above: In an ascending order for the case of it enables co-creating brands through their participation in the digital environment, mainly Social Media a mean of 4.2424 and std. Deviation of 0.69975. For the case of information availability creates an effective customer service experience a mean of 4.3636 and std. Deviation of 0.68156. For the case of it enables consumers to share their bad experiences with other people a mean of 4.4182 and std. Deviation of 0.72476 and for the case of it enables easy recommendation of a product or service after a positive customer service experience a mean of 4.4545 and std. Deviation of 0.63873. Evidently the majority of respondents strongly agreed that information satisfaction has a constructive influence on consumer purchase behaviour.

The findings relate with that of Jumawan (2015) there are two critical thresholds affecting the link between information satisfaction and purchase behaviour. On the high side, when satisfaction reaches a certain level, purchase behaviour increases dramatically, at the same time information satisfaction declines to a certain point, purchase behaviour dropped equally dramatically the customer is linked to a business's success. Information satisfaction and purchase behaviour should be incorporated into the long-term goal of a business. Information satisfaction is a key element for every organization wishing to enhance purchase behaviour and create a better business achievement . The role of information satisfaction in purchase behaviour largely indicates that the former is a key determinant of the latter . Satisfaction is an attitude, whereas purchase behaviour is described as a loyalty.

#### **4.4.6 Consumer Trust**

The third objective of the study sought to investigate the role of consumer trust on consumer purchase behaviour. The findings of the study are discussed below as explored by the questionnaires that were issued.

**Table: 4.5 Consumer Trust on Consumer Purchase Behaviour**

<b>Consumer Trust</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
It helps consumers move towards the whole brand funnel, from awareness to sales but also to advocacy and support	165	3.9576	.85790
It contributes to a brand's messaging on social good	165	4.2061	.72832
It helps in improving customer experience, product experience and social impact	165	4.2182	.70773
It enhances and develop growing relationships with consumers	165	4.2909	.72430

**N=165**

The respondents' views on consumer trust on consumer purchase behaviour varied according to table 4.5 above: In an ascending order for the case of it helps consumers move towards the whole brand funnel, from awareness to sales but also to advocacy and support a mean of 3.9576 and std. Deviation of 0.85790. For the case of it contributes to a brand's messaging on social good a mean of 4.2061 and std. Deviation of 0.72832. For the case of it helps in improving customer experience, product experience and social impact a mean of 4.2182 and std. Deviation of 0.70773 and for the case of it enhances and develops growing relationships with consumers a mean of 4.2909 and std. Deviation 72430. It is apparent from the results that the majority relatively agreed that consumer trust has a significant influence on consumer purchase behaviour.

The findings agree with that of Jarvenpaa, Tractinsky & Vitale (2015) consumer trust has an important part on e-business as e-market confidentiality and e-market security are crucial parts to establish trust. Trust establishment is more likely to trade; judging the trading to the consumer market. Hong & Cho (2016) examined vendor trustworthiness, and found that this factor positively influences consumer purchasing behaviour. Lewis (2015) found that trust in online vendors positively influenced consumers' attitudes towards the online vendor, which in turn influenced their willingness to buy. Other evidence suggests that familiarity with an online store also has positive influence (Garbarino & Strahilevitz, 2014). On average, evidence appears to suggest that consumer trust in the online vendor has a positive relationship with attitudes towards consumer purchasing behaviour (Chen, & Dhillon, 2016).

#### **4.4.7 Online Shopping Experience**

The fourth objective of the study sought to analyze how online shopping experience impacts consumer purchase behaviour. The findings of the study are discussed below as explored by the questionnaires that were issued.

**Table: 4.6 Online Shopping Experience on Consumer Purchase Behaviour**

Online Shopping Experience	N	Mean	Std. Deviation
Enhanced site loads quickly, whether on a computer or a mobile device	165	4.1091	.80409
Provide quality photos of your products	165	4.1212	.96770
Enhance customer ability to easily navigate an organization's website	165	4.2606	.78006
Provide customer reviews	165	4.3333	.79888

**N=165**

The respondents' views on online shopping experience on consumer purchase behaviour varied according to table 4.6 above: In an ascending order for the case of enhanced site loads quickly, whether on a computer or a mobile device a mean of 4.1091 and std. Deviation of 0.80409. For the case of provide quality photos of your products a mean of 4.1212 and std. Deviation of 0.96770. For the case of enhance customer ability to easily navigate an organization's website a mean of 4.2606 and std. Deviation of 0.78006 and for the case of provide quality photos of your products a mean of 4.3333 and std. Deviation of 0.79888. Clearly the majority of respondents strongly agreed that online shopping experience has a constructive influence on consumer purchase behaviour.

The findings relate with that of Cook & Sachdeva (2018) consumers with greater Internet experience will probably utilize the web channels to gather item data because the cost of collecting information is less costly than that from offline channels. Consumers who have a greater internet experience are familiar to the various perceptions of the attribute of the online channels from that of an internet beginner and also the consumer will have a higher confidence on the internet (Lichtenstein & Williamson, 2016).

## **CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 Introduction**

This chapter gives a summary and conclusions derived from the findings, gives study limitations as well, offers suggestions for further research and finally recommendations from the findings with regards to the objectives of research. The research objective was to ascertain the impact of digital marketing on consumer purchase behaviour from the perspective of the youth in Kenya.

### **5.2 Summary of the Findings**

The general objective of the research was to ascertain the impact of digital marketing on consumer purchase behaviour from the perspective of the youth in Kenya. The respondents to the study was 165 that signified 82.5% which became the number that was used in analyzing the data.

The study established a positive relationship between cost efficiency on consumer purchase behaviour. Evidently the analysis shows that consumers can spend more time going through it and evaluating non price attribute information . Also, wider prices are being charged for the same product than in traditional retailing. Furthermore, when attempting to deal with the different expectations, the part of the cost in the digital consumer's choice process is not clear. The consumer in the digital market will have more information about the products and services and that the ease of search is higher: as a result, when consumers make their product choice, they will be fully informed or will be having more opportunity to be more fully informed. It is also important that research also needs to apply for a consumer choosing across brands.

The study recognized a constructive relationship between information satisfaction on consumer purchase behaviour. Manifestly the scrutiny shows that information satisfaction varies from the overall satisfaction which refers to the consumer's overall evaluation of an organization based on all encounters and experience with that specific organization. Information that is provided by the online store needs to support the customer service and product. This information needs to be helpful and relevant in predicting the quality and utility of a product or service. In order to satisfy consumer's informational needs, such information needs to be up-to-date when offering products and services, it should also be sufficient in order to help the consumer when making a choice, consistent in representation and formatting the content and also make it easier to understand .

The study recognized a constructive relationship between consumer trust and consumer purchase behaviour. Noticeably the analysis shows that consumer trust attaches the customer to the company and it may also entail employees of a company. The esteemed trust of every last one between the consumer and company brings about a fruitful relationship eventually giving rise to long-term gain to the company. Consumer trust has an important post on e-business as e-market confidentiality and e-market security are crucial parts to establish trust. Sales effectiveness in the end increases the trust of the consumer. It clearly shows that the consumers have no physical interaction with the seller in online transactions.

The study established an optimistic relationship between online shopping experience and consumer purchase behaviour. Plainly the analysis shows that online shopping is more and more driven by the ICT infrastructure development, online payment systems and the internet penetration rate. Online shopping behavior is influenced by net connectivity, website aesthetics, security, customers' experience, age and learning curve, etc. Consumers with greater Internet experience will probably utilize the web channels to gather item data because the cost of collecting information is less costly than that from offline channels. For an Internet beginner, in contrast, utilizing the online information may evoke perceptions of uncertainty and complexity. Therefore, internet experience may moderate the assessment of online information. Furthermore, they are also more likely influenced by the online reviews.

### **5.3 Conclusions**

Evidently, results of the study prove that to attain consumer purchase behaviour competitive advantage through implementation of digital marketing a business should have the ability to identify the difference of its position from that of its competitors. Digital marketing is thus essential in mitigating opportunities and threats in the external environment through pro-active and reactive strategies. Consumers can spend more time going through it and evaluating non price attribute information. Also, wider prices are being charged for the same product than in traditional retailing. Furthermore, when attempting to deal with the different expectations, the part of the cost in the digital consumer's choice process is not clear. It is also important that research also needs to apply for a consumer choosing across brands.

Like any business, those in the industry need to have adequate framework on digital marketing to thrive and sustain competitiveness. Information satisfaction varies from the overall satisfaction which refers to the consumer's overall evaluation of an organization based on all encounters and experience with that specific organization. Information that is provided by the online store needs to support the customer service and product. This information needs to be helpful and relevant in predicting the quality and utility of a product or service. Consumer trust has an important post on e-business as e-market confidentiality and e-market security are crucial parts to establish trust. Sales effectiveness in the end increases the trust of the consumer. It clearly shows that the consumers have no physical interaction with the seller in online transactions. Therefore, internet experience may moderate the assessment of online information. Furthermore, they are also more likely influenced by the online reviews.

#### **5.4 Recommendations**

The study recommends that in order to reduce perceptions of risk in transacting in the Internet environment, and to increase perceptions of trust in the vendor, Internet firms should display third party assurances on their websites. Therefore, third-party recognition is recognized as being external to the online vendor. Vendors can provide certification indicators, such as Web assurance seals, Trustmark or credit card symbols on their websites that increase an individual's propensity to trust act and act as risk relievers .

The study recommends that information satisfaction and purchase behaviour represent a top priority of the company's success and profit. Information satisfaction does not automatically lead to purchase behaviour it needs a step by step process. Steps are described as customers going through different phases such as awareness, exploration, expansion, commitment, and dissolution. Purchase behaviour can be considered to be a byproduct of information satisfaction.

The study recommends that customer satisfaction is the best indicator of how the business looks like in the future. Information satisfaction helps in doing SWOT analysis that could help them to develop their business in an advance and in a systematic way . Besides this, it will also help in making the right decision to use the appropriate resources while manufacturing the products. Similarly, it maintains the relationship with the existing customers and also creates the possibility to acquire others.

## **5.5 Suggestions for Further Research**

This study was done to asses impact of digital marketing on consumer purchase behaviour from the perspective of the youth in Kenya. It centered only on youths hence there is need to carry out further studies on assess the effect of on another sub-group to confirm if there are any consistencies with results from this study. There should be further studies to create awareness on digital marketing on consumer purchase behaviour.

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## **APPENDIX I: QUESTIONNAIRE**

This research questionnaire is intended to gather information to address the objective of the research on “Impact of digital marketing on consumer purchase behaviour from the perspective of the youth in Kenya.”

To this end, we kindly request that you complete the following questionnaire. It should take 5-10 minutes. 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.)

### **SECTION ONE**

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. What school are you in?

- Law school
- Business school
- Journalism school
- International Relations school
- Education school
- Computer Science school

4. What is your current employment status?

- Employed - Formal Sector
- Employed – Informal Sector
- Unemployed and currently looking for work
- Unemployed and not currently looking for work
- Student
- Self-employed

5. Which of the following best describes your personal income per month?

- Less than Ksh. 10,000
- Ksh.11,000 – Ksh.20,000
- Ksh. 21,000 – Ksh. 30,000
- Ksh. 31,000 – Ksh. 50,000
- Over Ksh. 50,000

6. What is your occupation?

.....

## SECTION TWO

**D – Daily W – Weekly F – Fortnightly M – Monthly O – Other**

STATEMENTS	D	W	F	M	O
7. How often do you Shop					

**OW - Once in a While O – Often VO- Very Often AT All the time O - Other**

STATEMENTS	OW	O	VO	AT	O
8. How often do you do online shopping					
9. How often do you go to physical stores to shop					

To what extent do you agree with the following statements in regard to the impact of cost efficiency on Consumer Purchase Behaviour?

**SA – Strongly Agree A – Agree N – Neutral D – Disagree SD – Strongly Disagree**

STATEMENTS	SA	A	N	D	SD
10. Social selling can connect & convert since consumers are savvier and more informed than ever before					
10. It lowers customer acquisition costs					
11. It encourages low-cost content and customer engagement					
12. It takes advantage of social media influencing					

To what extent do you agree with the following statements in regard to the impact of Information satisfaction on Consumer Purchase Behaviour?

**SA – Strongly Agree A – Agree N – Neutral D – Disagree SD – Strongly Disagree**

<b>STATEMENTS</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>
13. It enables co-creating brands through their participation in the digital environment, mainly Social Media					
14. It enables easy recommendation of a product or service after a positive customer service experience					
15. It enables consumers to share their bad experiences with other people.					
16. Information availability creates an effective customer service experience					

To what extent do you agree with the following statements in regard to the role of Consumer Trust on Consumer Purchase Behaviour?

**SA – Strongly Agree A – Agree N – Neutral D – Disagree SD – Strongly Disagree**

<b>STATEMENTS</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>
17. It enhances and develop growing relationships with consumers					
18. It helps in improving customer experience, product experience and social impact					
19. It helps consumers move towards the whole brand funnel, from awareness to sales but also to advocacy and support					
20. It contributes to a brand's messaging on social good					

To what extent do you agree with the following statements in regard to how online shopping experience impacts Consumer Purchase Behaviour?

**SA – Strongly Agree A – Agree N – Neutral D – Disagree SD – Strongly Disagree**

<b>STATEMENTS</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>
21. Enhanced site loads quickly, whether on a computer or a mobile device. “					
22. Provide customer reviews					
23. Enhance customer ability to easily navigate an organization’s website					
24. Provide quality photos of your products					

**\*THANK YOU FOR YOUR TIME\***