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**EFFECTS OF INTERNET MARKETING ON SALES PERFORMANCE OF
SECOND HAND VEHICLES AMONG CAR BAZAARS IN NAIROBI COUNTY**

AMOS GITAU GATHIRWA KAGECHU



**A THESIS SUBMITTED IN PARTIAL FULFILMENT FOR THE
REQUIREMENT OF THE AWARD OF A MASTER OF COMMERCE DEGREE
AT STRATHMORE UNIVERSITY BUSINESS SCHOOL**

DECEMBER 2022

DECLARATION

I declare that this work has not been previously submitted and approved for the award of a degree by this or any other University. To the best of my knowledge and belief, the thesis contains no material previously published or written by another person except where due reference is made in the thesis itself.

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ABSTRACT

Increasingly, organizations are operating in a competitive environment due to evolving technology and consumer taste. Technology has resulted in companies adopting internet marketing in order to reach the customers without incurring high costs in the advertising process. Like in many other local industries, players in the automotive industry in Kenya have adopted internet marketing as a way to advertise their products competitively. The general objective of this study is to investigate the effect of internet marketing on sales performance of second hand vehicles with a focus on car bazaars in Nairobi County. The specific objectives of the study are; to evaluate the influence of website marketing, search engine marketing, email marketing and social media marketing on sales performance of second hand vehicles among car bazaars in Nairobi County. The study was anchored on Diffusion of Innovation theory as well as the Theory of Firm Performance. Descriptive cross sectional research design was adopted in this study. The target population was 395 registered second hand car bazaars within Nairobi City County. A sample size of 195 respondents was arrived at using the Modified Fisher Model. Primary data was collected using questionnaires. Quantitative data was coded into SPSS and data generated. Inferential statistic was conducted to test the relationship between the independent and dependent variables. Tables and figures were used to present the findings of the study while interpretation was done through prose interpretation. The study found that there was a statistically significant relationship between website marketing, search engine marketing, e-mail marketing, social media and sales performance of second-hand vehicles in Nairobi County. Second-hand vehicle dealers used free and paid search engine marketing to acquire new customers. Furthermore they used email lists for promotional marketing and social media to increase sales. The study concludes that website marketing contributed most to the sales performance of second-hand vehicles followed by social media marketing, search engine marketing while email marketing contributed least. The study recommends that car bazaars should adopt internet marketing to improve their sales performance. The study was limited to Nairobi County and second hand cars. Further research could be carried out in other regions within the country and among other sectors.

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DEDICATION

This Thesis is dedicated to my loving parents Mr. Simon Kagechu and Mrs. Anne Kagechu for the support and encouragement throughout my studies. Thank you very much for your prayers and sacrifices.



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OPERATION DEFINITION OF TERMS

E-mail Advertising	E-mail advertising uses email to send promotional messages to internet users and is one of the most effective online advertising and marketing tactics (Kirkpatrick, 2012).
Innovation orientation	is the framework of information that comprises of an organizational philosophy of learning, strategic direction, and trans-functional values that leads organizational plans and activities toward certain skills and processes that foster innovation (Kanagal, 2017).
Internet Marketing	also called online marketing refers to marketing strategies such as search engine optimization, social media and email marketing which utilize internet channels (Atshaya and Rungta, 2016).
Online Advertising	This refers to commercials that are presented on the internet and play a crucial role in promoting an organization's products and services (Schlosser et al., 2010).
Sales performance	The performance of the sales team in selling operations, both individually and collectively; the team's ability to meet sales goals (Calvin, 2010).
Search Engine Marketing	is a phrase for paid search engine advertising in which businesses purchase keywords so that, when a user conducts a search using those keywords, their advertisement displays next to the search result listings (Chong et al., 2010).

Social Media Marketing refers to messages made through the company's social media presence or on its own website (Chaffey & Smith, 2018).



LIST OF ACRONYMS AND ABBREVIATIONS

CRO	Conversion Rate Optimization
GDP	Gross Domestic Product
IT	Information Technology
ICT	Information Communication Technology
PPC	Pay Per Click
ROI	Return on Investment
SEM	Search Engine Marketing
SEO	Search Engine Optimization



CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

This chapter provides a detailed scope of the study relating to the background of the study, problem definition, research objectives, research questions, scope of the study and significance of the study

The 20th Century saw another modern era of advertisement dawn. The introduction of radio and TV created an entirely new means in which advertisers could attract potential consumers. A new power, the Internet, started to step out of the domain of 'techies' and early adopters into the century to become a valuable business and networking instrument for the masses. With internet accessibility, the age of internet marketing was born (Christensen, Raynor & McDonald, 2015). It is similar to the traditional marketing where people (marketers) connect with other people (consumers) to build relationships and ultimately drive sales and enhance business competitiveness (Thackery & Neiger, 2016).

All around the world, companies compete in a competitive climate as a result of constantly advancing technology and shifting preferences among consumers (Djakasaputra, Wijaya, Utama, Yohana, Romadhoni & Fahlevi, 2021). As a result of the shifts in the environment, information technology has emerged as a crucial force in mediating the connection between businesses and their clients (Schneider & Spieth, 2014). The extent to which a corporation is sensitive to the needs of its customers is another factor that has become an increasingly important factor in the competitive arena. In order to cater to clients who, have more options, more services, more media, more texts, and more internet discussions than ever before, the methods of marketing are being revolutionized by the technologies of the internet (Weber & Henderson, 2016).

In light of the shifts that have taken place, information technology has assumed a pivotal position as a mediator in the connection that exists between businesses and their clients (Schneider & Spieth, 2014). The extent to which a corporation is sensitive to the needs of its customers is another factor that has become an increasingly important factor in the

competitive arena. One of the ways in which internet technology has revolutionized marketing activity is through the rise of online marketing (Weber & Henderson, 2016). The promotion of goods or services through the use of internet-based platforms and the marketing strategy known as internet marketing are both common uses.

New growth that reaches beyond traditional revenue streams is currently being experienced in the marketing business. This is a reference to the incorporation of the online medium that is the Internet, also known as new media, which involves distributing content to large audiences through the use of internet media channels and devices (Wymbs, 2017). Therefore, advertisers throughout the world are gradually bringing products closer to the daily lives of customers, and technology plays a significant role in enhancing the quality of services supplied by business units. This trend may be attributed to the rise of internet marketing (Vinerean, Cetina, Dumitrescu & Tichindelean, 2015).

1.2 Problem Definition

Technology-based marketing is a must for companies to succeed in today's diverse, competitive global business climate (Kotler, 2012). More businesses are turning to internet marketing to meet their target audiences because of the growing usage of internet media by customers and the trend is growing (Christensen, 2015). The advanced growth of ICT has forced car companies across the globe to change their advertising model from the conventional style to the philosophy of e-business and e-advertising for sustainability (Bagga & Gupta, 2014). Because of these challenges, in order to be successful, car marketers have had to change tact.

Like in other industries in Kenya, the automotive industry is adopting internet marketing technology with its own benefits. With the intention of optimizing profitability and growing their market share, automotive companies also need to revise their marketing strategies (Llopis-Albert et al., 2021). Before the advent of the digital revolution, car bazaars like other businesses successfully used traditional marketing.

According to Njuguna (2021) even though Kenyans have adopted online shopping, 79% of Kenyan consumers shopped over the internet with preferred products being clothing, computer, healthcare, banking and other fast moving consumer goods. Only 1% of

consumers prefer to buy vehicles over the internet, as a majority would like to have a test, visual inspection and feel of the vehicle prior to making a purchase.

Studies done include; Thuo (2020) studied the influence of economic factors, psychosocial and functional factors on revenue growth of used vehicle enterprises in Kenya. His study primarily focused on consumer decision factors and their effect on revenue growth, while the current study aims to look at how internet marketing affects sales performance of the firms surveyed. Velayudham and Rose (2019) did a study on impact of search engine marketing towards customer purchase behavior. This study focused on the customer behavior while the current study aims to investigate the impact of online marketing on sales performance. Sahni *et al.*, (2018) conducted a study on Personalization in email marketing. The study is focused on the South American market and fast moving consumer goods. Therefore, the relationship between internet marketing on sales performance requires additional research.

Simply implementing internet marketing strategies does not guarantee positive sales performance. As seen above, past studies have focused on social media and e-commerce marketing when applied separately. However, they fail to provide an overview of the interaction between the two from a firm's perspective (Braojo et al., 2019). Furthermore, the studies have focused on customer behavior with minimal attention paid on the firm's perspective and capabilities (Braojo et al., 2019). Similarly, the majority of studies have not focused on the interaction of these factors in the second-hand vehicles sector. The study aims to fill this gap by examining how second-hand vehicle dealers utilize internet marketing capabilities to impact sales performance in Nairobi County.

1.3 Objectives of the Study

1.3.1 General Objective

The broad objective of this study was to establish the effects of internet marketing on sales performance of second hand vehicles with focus to car bazaars in Nairobi County.

1.3.2 Specific objectives

- i. To establish the effect of website marketing on sales performance of second hand vehicles in Nairobi County.
- ii. To investigate the effect of search engine marketing on sales performance of second hand vehicles in Nairobi County.
- iii. To determine the effect of email marketing on sales performance of second hand vehicles in Nairobi County.
- iv. To establish the effect of social media marketing on sales performance of second hand vehicles in Nairobi County.

1.4 Research Questions

- i. What is the effect of website marketing on sales performance of second hand vehicles in Nairobi County?
- ii. What is the effect of search engine marketing on sales performance of second hand vehicles in Nairobi County?
- iii. What is the effect of email marketing on sales performance of second hand vehicles in Nairobi County?
- iv. What is the effect of social media marketing on sales performance of second hand vehicles in Nairobi County?

1.5 Scope of the Study

This study objective is to establish the impact of internet marketing on the sales performance of car bazaars in Nairobi County. Although car bazaars can be found throughout the country, Nairobi County was chosen because most of car bazaars are located in this locality according to a report on the used automobile market in Kenya for

2020 (AutosKenya, 2020) which indicates that the county accounts for 81 percent of all car sales, followed by Mombasa with 7.5 percent.

This study is limited to the following objectives: website, search engine, email, and social media marketing. The target respondents for this study were the Yard manager (owner), the sales manager, or the ICT manager of the car bazaars. The data was collected from them since they are responsible for daily operation of these firms. This thesis was developed between January and August of 2022 while data was collected in the month of July 2022 from in 195 used car bazaars in Nairobi County.

1.6 Significance of the Study

This study may be of great beneficial to the following:

Policy makers will benefit from the findings of the study by identifying clear guidelines as well as policies that will favor the growth of the Kenyan automotive industry by analyzing the effects of e-commerce on the growth of auto industry

The research results are expected to be helpful to the Kenya Motor Industry Association as they can provide better information on some of the internet marketing channels and provide the requisite incentives and policies, as the automotive industry plays an important role in Kenya. This will improve their formulation of effective strategies to channel financial support to internet marketing in a way that can effectively ensure that investors obtain due income.

Academicians and researchers on the other hand, will benefit from the findings to test their hypothesis on the study as well as getting additional knowledge and information in the field of electronic commerce in respect to sales performance of second hand vehicles.

1.7 Chapter Summary

This chapter provides detailed information to the study. As such, the chapter is structured into various key sub-chapters which are background of the study, statement of the problem, research objectives, research questions, scope of the study and significance of the study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The present chapter covers the literature reviews that are related to the effects of internet marketing on sales performance. Categorically, the chapter deals with the theoretical reviews, empirical review of the study variables, conceptual framework, existing research gaps, and the summary of the chapter.

2.2 Theoretical Foundation

This study is based on the two theories that that is Diffusion of Innovation Theory and Firm Performance Theory.

2.2.1 Diffusion of Innovation Theory

Diffusion of Innovation Theory was first presented by Rogers in 1962. Rogers explained how innovation is communicated through specific channels over time to members of a social system. Dearing (2009) suggested the process of diffusion of innovation starts slowly and over time begins to accelerate positive communication. The four components of the diffusion of the innovation process are innovation, communication channels, time, and the social system (Rogers, 2003).

An innovation is an idea, practice or object that is perceived as new by an individual or adoptee. Newness is dependent on the individual regardless of when the idea or object was first invented. As a result, the newness of an innovation is defined in terms of knowledge, persuasion or decision to adopt (Rogers, 2003). Individuals are concerned about the innovation, how and why it works, the impact of the innovation and its advantages and disadvantages. As a result, the innovation's attributes will affect its rate of adoption. These factors include relative advantage, compatibility, complexibility, trialability and observability (Rogers, 2003).

Relative advantage is the extent to which an innovation is perceived as better than previous ideas. It may be measured in economic terms, convenience, and satisfaction

factors, the higher the perceived relative advantage of an innovation, the faster its rate of adoption (Rogers, 2003). Compatibility is the degree to which an innovation is perceived as aligning with current values, past experiences and potential adopters needs. An idea which conflicts with the values and norms of a social system may not be adopted quickly (Rogers, 2003). Complexity is the extent to which an innovation is discerned as difficult to understand and use. New ideas which are simpler to comprehend are adopted more quickly. Trialability is the extent to which an innovation may be experimented on a limited basis. New ideas which can be implemented in phases without an additional cost are adopted more quickly (Rogers, 2003). Observability is the extent to which the outcomes of an innovation are visible to others. The easier it is for people to see the results the increased likelihood of adoption. Innovations perceived by people as having greater relative advantage, compatibility, trialability, observability and reduced complexity will experience a rapid adoption rate (Rogers, 2003). However, relative advantage and compatibility may be more important.

Communication channels refer to the media by which participants create and share information with each other to reach a mutual understanding. The process involves an innovation, an individual or adoptee with knowledge or experience of using the innovation, an adoptee without knowledge of using the innovation and a communication channel linking the two units (Rogers, 2003). Communication is achieved through mass media, interpersonal communication and internet platforms. Further to innovation and communication, time is an important element in the diffusion process.

Time is evaluated using three factors: the innovation-decision process by which an individual transits from first finding out about an innovation to its adoption or rejection, the innovativeness of an individual and the number of members in the system adopting the innovation (Rogers, 2003). The innovation-decision process involves a time-ordered sequence of knowledge, persuasion, decision, implementation and confirmation. The innovativeness of an individual is described using adopter categories such as innovators, early adopters, early majority, late majority and laggards. The rate of adoption is used to measure the length of time required for a specific proportion of the members of a system to adopt an innovation (Rogers, 2003).

A social system is set of interrelated units engaged in joint problem solving to achieve a shared goal. Diffusion occurs within a social system. It is influenced by norms which define the range of acceptable behaviour providing a guide for the behaviour expected from members of a social system (Rogers, 2003). Still, innovations can be accepted or rejected by an individual member of a system or by the entire social system. Individuals make choices using optional innovation decisions while groups do the same using collective innovation decisions. The goal of the diffusion of innovation theory is the change in the structure and functioning of a social system.

The use of the diffusion of innovation theory with a multidisciplinary approach produced a rich and diverse understanding of diffusion dynamics (Frattoni, Bianchi, Massis, & Sikimic, 2014). The robustness of this theory derived from the many disciplines and fields of diffusion studies, and the nature of the theory suggests leaders determine what innovation will be adopted (Dearing, 2009). Information flows through social networks as an innovative form of communication (Rogers, 2003). Once business leaders implement an internet marketing strategy, they have created a social system, which supports continuous interaction with employees, stakeholders, and consumers. The diffusion of innovation theory is used as the conceptual framework in this study to understand the internet marketing strategies small retail business leaders use to increase derivative sales.

Internet marketing is a new technological innovation. However, its adoption is not a one-time occurrence. Instead, it is a gradual process. Consequently, the diffusion of innovation theory is vital in explaining the adoption of new technology by business enterprises. It also helps explain the factors which predict the successful application of internet marketing. Iqbal and El-Gohary (2014) found that the diffusion of innovation theory was relevant in explain the adoption of internet marketing by business enterprises. Businesses considered internal and external factors before adopting internet marketing. Research conducted to investigate the application of internet marketing by businesses has found that organizational, technological and environmental factors influenced firm's decision to adopt the strategy (El-Gohary, 2014). Important technological innovation factors included relative advantage, complexity and compatibility. Business users who

adopted one internet marketing strategy had a high likelihood of adopting other techniques. Members of the social system are the main receivers of the information that is communicated to them through innovation as showed by this theory. The theory relates to the car bazaar managers who desire to use internet marketing platforms to reach buyers. By accepting to use the internet marketing platforms herein the innovation to transact on the unit the diffusion is consumed at this point and thereafter the use of innovation takes precedence until the unit is received or otherwise thus results to adoption of e-commerce technology in business operations.

2.2.2 Firm Performance Theory

Firm performance is a process by which organizations measure their efficiency and effectiveness. It is an approach for measuring the outcomes of an organizational strategy. Firm's performance falls into two broad categories strategic performance and financial performance each with its own indicators (Santos & Brito, 2012). Strategic performance indicators include customer and employee satisfaction, environmental and social performance. Financial performance indicators on the other hand include profitability, growth and market value (Santos & Brito, 2012). Profitability measures the organization's ability to generate positive returns and utilizes indicators such as net income and revenues. Growth symbolizes the organization's ability to increase its size and market share. Increased size even at the same profitability will increase its net revenue. Growth indicators include market share, gross income, and net profit growth. Market value symbolizes the future expectations of a firm's performance based on historical profitability and growth levels. It uses indicators such as market value-added (Santos & Brito, 2012). Consequently, profitability, growth and market value resulted from sales growth. Deraz and Gebrekidan (2018) stated that internet marketing influences the firm's financial performance through framing market opportunities, and informational and interactional functions. This theory is applicable in this study since sales performance directly impacts on the firm's financial performance. The firm's financial performance derived from sales is evaluated using profitability, growth and market value indicators such as net income, market share, gross income and net profit growth and market value added.

2.3 Conceptual Review

2.3.1 Internet Marketing and Sales Performance

Fakha and Saeed (2014) noted that technology has played an important role in transforming local industries. Technology had a critical role in enhancing and diversifying marketing communication, and expanding the advertising platforms. The impact was evident in small and medium enterprises that used technology. The study found that those which used technology including internet market had better revenues and sales performance than those who did not. Marketing strategies have a direct impact on sales performance. Examples of non-traditional media marketing strategies include social media marketing, website marketing, and email marketing. No marketing strategy is superior to the other (Fakha and Saeed, 2014). As a result, it is vital that organizations find the right media mix for their specific product.

Internet marketing, according to Maguire and Magrys (2007) is a process that entails determining the optimal online marketing mix of methods that appeal to the target demographic and actually result in sales. According to Burges and Bothma (2007), internet marketing is a company's endeavor to inform, converse, promote, and sell goods and services via the internet. Additionally, Internet marketing or e-marketing is defined as the marketing of products or services via the Internet (Emeh, Ahaiwe & Okoro, 2019). Thersthol and Lovgren (2007) described internet marketing as the process of reaching as many current and prospective customers as feasible over the internet. The science of internet marketing consists of the study and analysis that goes into deciding which internet marketing methods to employ and measuring the success of those strategies.

Internet Marketing has indeed ushered in a revolution in the way companies conduct their businesses. In the case of motor vehicles, model lifecycles are shortening by the day as a result of improving computer technology, the future of middlemen remains a contentious issue and costs are bound to continue decreasing and the traditional marketing elements are no longer the undisputed ways of building brands - to mention just but a few of the changes (Huang & Chung, 2018). Mckintyrye (2012) noted that the use of internet by organizations has allowed cheaper marketing of its products, a greater customer base and

a more personal interaction in the marketing. The evolution of internet marketing has led to better supply chain systems allowing the delivery of online goods to the customer allowing convenience to the customer while guaranteeing a sale for the firm. This system has allowed accountability to be more effective as compared to the traditional selling.

Hughes and Fill (2009) pointed out that companies employ various forms of internet marketing such as website marketing, Search engine optimization (SEO), E-marketing and social media marketing to promote their product and services. Kotler (2010) explained that the company website is the core of the company's online activity which is designed to generate more customers and helps to get feedback from them. The purpose of the sites is to create an opportunity to interact and form a more realistic dialogue. The website's commercial appeal is due to the website design. The design creates an opportunity to display product and company information, often in the form of catalogs, as evidence of company's identity and internal communications, to attract visitors and turn potential customers into leads, then convert them into customers and support them in all stages of purchasing and communicate with them after the process is completed. Moreover, it has been used to collect customer information as a feedback link for evaluation and measurement purposes. Gibson (2018) identified top internet marketing strategies as social engine optimization (SEO), social engine marketing (SEM), pay per click (PPC), content marketing, social media marketing, email marketing, and affiliate marketing. However, the most effective and widely used strategies were identified as website marketing, search engine marketing, social media marketing and email marketing.

2.3.2 Sales Performance

The ultimate but most challenging method for evaluating the effectiveness of marketing strategy is the change in sales (Farrukh, Meng, Sajid & Shahzad, 2020). Sales serve as a Key Performance Indicator (KPI), a metric that indicates the overall health of a firm. Relationship alignment between marketing and sales is tough for the majority of firms. The sales force gives crucial information regarding the external environment (Si, Wang & Zhou, 2020). The flow of information, which can be the key to success, is facilitated by the establishment of a positive rapport between the parties. Soyer (2020) asserts that

sales management is the least expensive and most effective method for boosting revenue and sales margins, market share, cash flow, and return rate. It requires no additional effort to recruit, train, pay for, motivate, and assess salespeople (Tamaş, Barbu, Rakos, & Solomon, 2020). Efficient management, forecasting, planning, budgeting, and effective coordination and use of time and territory are not more expensive than inefficient performance of these duties.

Sales performance is the ability of an organization to generate revenue by selling its products and services. Sales performance directly contributes to firm performance (Taiwo et al., 2010). As a result, firms need to prioritize sales perform. To achieve these firms need to utilize appropriate marketing strategies. Marketing supports sales performance through the growth of market share. Taiwo et al., (2010) found that strategic marketing had a significant impact on sales performance. Braojos et al. (2019) stated that internet marketing strategies such as social media and e-commerce had impact on sales performance. Sales performance was mediated through online customer engagement. Sales performance outcomes included customer service and financial performance. Consequently, digital marketing resulted increased sales performance as measured through quality customer service, and increased revenue, profits and earnings per share. Santos-Vijande et al., (2012) found that marketing strategies had a positive impact on customer satisfaction and loyalty which led to higher sales performance measured through sales, profit and market share.

For organizations to get and keep competitive advantage over their competitors they have to check over their performance as stipulated in their organization objectives. In order to achieve these purposes, organizations must have to use the performance management systems (Teau & Protopopescu, 2015). Simply the performance management is done by the organizations in order to confirm that either they are going in right direction or not. In sales performance, one of the tool used is Key Performance Indicator (KPI). KPIs evaluate the success of an organization or of a particular activity in which it engages. Accordingly, choosing the right KPIs relies upon a good understanding of what is important to the organization. According to Velimirovic and Stankovic (2011) KPIs can be used to measure sales performance in an organization. KPIs can be quantitative and

qualitative indicators. The constructs that can be used to measure sales performance are sales growth, average sales cycle length, customer loyalty, number of customers, number of average appointments of new customer per day, average sale turnover, and market share to growth ratio. This study will employ a quantitative methodology to determine the effect of internet marketing on sales performance indicators such as increased sales volume, market share, and profit margin.

2.3.3 Car Bazaars in Nairobi County

Car bazaars in Kenya sell imported and locally used second-hand vehicles (KABA, 2021). The secondhand motor vehicle importation started around 1993 when trade was liberalized in Kenya. Before then, the motor vehicle assemblers enjoyed monopolistic operations. As a result of trade liberalization, the competition in motor vehicle industry became stiff since the Kenyan market was no longer monopolistic. It is from this time that the monopolies of the time such as D.T Dobie, Toyota East Africa, Mashariki Motors, and CMC lost their large local market share to competitors. In Kenya today, the motor vehicle market has various types of varieties of imported motor vehicles from different destinations. This has contributed to the car bazaar across the country dealing with second-hand vehicles.

Kenya Auto Bazaar Association [KABA] (2021) report indicated that the demand for imported second hand in the country has resulted to growth of the car bazaar firms. Majority of these firms are located in urban centers with Mombasa, Nairobi, Nakuru, Eldoret and Kisumu having biggest share of these firms. Most of the popular models that are traded in these car bazaars includes Mazda Demio, Toyota Corolla/Fielder, Toyota V8, and Subaru Outback. The models are common with small business owners and professionals since they are cheap and easy to maintain.

Data from the Motor Vehicle Registration (2021) indicates that sales of saloon cars such as Toyota Corolla are highly demanded in the market forcing most of the second hand dealers to include the model of the cars in their firms. Sales of station wagons like Subaru Outback contributes to 36% of the vehicles sold in the car bazar while pick-ups, mini-busses, lorries, trailers, and buses do not have high demand. There 395 registered car

bazaars dealing with imported second hand operating within Nairobi County. Majority these car bazars are located along the main roads such as Ngong road, Mombasa road, Thika road, Langata road, Uhuru highway, and Jogoo road (KABA, 2021).

Due to changing customer demand and technology advancement as well as the non-contact situation created by the COVID-19 pandemic, most of the car bazaars have embraced technology in their sales and marketing activities. According to Motor Vehicle Registration (2021) online sales of saloon cars such as Toyota Corolla was 256, outback was 134 while the sales of Vitz and Demio was 372 units. This implies that car buyers have embraced internet marketing as a method of selecting the preferences of the vehicles that meet their taste.

2.4 Empirical Review

This section will focus on empirical literature on the effects of internet marketing on sales performance of second hand vehicles from international and local perspectives. The section is guided by the objectives that were identified in chapter one.

2.4.1 Website Marketing and Sales Performance

In their study, Pestek and Cicic (2019) investigate the effect of website marketing on tourism companies within Bosnia and Herzegovina. The study sought to establish to what extent the firms marketing managers perceive and utilize the website as a marketing tool. Pestek and Cicic (2019) suggest that managers deemed a website a prerequisite and believed that internet marketing provided their companies with a competitive advantage. The study further found that the firms that utilized websites for marketing, but did not have a marketing or strategic plan were less successful than those which did, and had a marketing strategic plan as well.

In Jordan, Kokash (2020) undertook a study to determine both the experts and the tourists' perceptions of travel agencies' websites and the association of these perceptions with clients' satisfaction. The study findings established a disparity between what the tourists perceived as important and experts' assessment of the websites' performances. The main areas of difference were in the provision of basic information to users of the

websites. Also noted were the various standards of marketing, proficiency of procedures and forms of communication provided to individuals. The study noted the need to enhance the interaction of the website between the business and the customer, to improve the relationship with the client and encourage the business to search out new techniques to achieve faster interaction.

In India, Ohri and Sharma (2018) conducted a study to evaluate how consumers acquired and utilized website information in new cars pre-purchase decisions. The study used a narrative review to analyze the Indian market. The study found that consumers used search engines to seek product information when purchasing automobiles. Moreover, consumer automobile purchase decisions were influenced by social media reviews and peer influences. Additionally, consumers primarily used websites to seek product information. Overall, consumers did not have to walk to a showroom to make their purchase decision, as internet marketing channels replaced physical visits. Although the study adds valuable insights, it focused only on new car purchase and not the used car sector and other non-Indian market. The current study will evaluate the impact of the above strategies in the used car market industry in Nairobi County in Kenya.

Similarly, El Mansoury (2016) studied how website marketing influenced an automobile car company's credibility and consumer purchase intentions. The study used a survey design and qualitative and quantitative approaches. Consumers trusted online sources when obtaining car purchase information. Moreover, the most trusted source of online information was the official car company website (El Mansoury, 2016). The study is limited to website marketing in an Egyptian market. The current study will include email, social media marketing and search engine optimization. Additionally, it will focus on used car sales in a Kenyan market.

In Morocco, El Hachimi, Lhassan and Belamhitou (2021) did a study on the contribution of website marketing to business performance. They conducted a quantitative survey among 120 companies in the northern region of Morocco using the PLS path modeling. The study found that website marketing has a positive impact on the performance of companies in the northern region of Morocco.

Kimicho (2020) carried out a study on influence of website marketing and performance of firms in Tanzania. Most of the respondents agreed to employ the use marketing website like trip advisor and booking.com and mobile applications (SMS) and corporate website to help firms to create awareness in their target market about their services and products.

These studies were carried out in other countries and in other sectors other than motor vehicle sector which the current study aims to investigate in Kenyan context.

In Kenya, Maina (2017) did study on effect of the use of web solutions on performance of firms in the real estate sector. The study employed descriptive research design. The questionnaires were used by the researcher as an instrument of collecting primary data. The target population included real estate investors. These included 145 employees, who represented the total number of employees found in Real estate investors, from the real estate in Kenya (Nairobi County). The study concluded that web use affects the performance of the company greatly and positively.

2.4.2 Search Engine Marketing and Sales Performance

Search engine marketing (SEM) is a strategy to boost website ranking in search results. It works by targeting prospective customers through incorporating keywords into their search. Key words are used to direct the user to the organizations. Businesses use hyperlinks and banner ads to maximize their internet marketing (Jain, 2018).

Additionally, it enhances user clicks and increases relevant traffic to the website (Bhandari and Bansal, 2018). SEM helps to improve the online visibility of the website or webpages in search engines like Google, Bing, Baidu, Yandex, Yahoo among others site (Bhandari & Bansal, 2018). Improving the online visibility is important for the organization to reach out to their possible clients. Use of SEO through linking page to another page of the website inform users about the related information. It also informs search engines that the link includes related information which helps in the ranking of the page. Title page being one of the important elements of SEO practice, a properly optimized page title has a positive impact for the web ranking (Jain, 2018).

In India, Velayudham and Rose (2019), conducted a study to evaluate the impact of search engine marketing on consumer purchase behavior. The research was based on a descriptive study design and quantitative and qualitative approach. The study found that higher search rankings positively influenced consumer purchase behavior with internet search skills a critical factor. 68% of the respondents used the internet for electronic appliance purchases while 4% used it for automobile purchases. The study does not consider other forms of internet marketing and is only limited to Chennai, India. The current study will focus on other forms of internet marketing such as social media, email, and website marketing in the used car industry in Kenya.

A study carried out by Bayes, Santos, and Wildenbeest (2015), explained that SEO provides a different way of marketing where internet search providers rank websites using a unique algorithm so that when an internet user searches for a product online, the results displayed will contain some adverts for products from some companies. Giomelakis and Veglis (2015), adds that SEO marketing practice capitalizes on the fact that large number of internet users are likely to click on the top ranked results displayed after a search. Consequently, firms invest in SEO marketing to promote brand visibility and presence of website.

Similarly, a study by Tseui et al. (2020), on SEO marketing practices noted that machine learning helps the search engine to establish frequently visited websites and boost their visibility while low volume websites are listed among the last pages in a search.

In Egypt, Adel and Norhan (2021) did a study on effect of search engine optimization on Egyptian consumer response. For this, a descriptive study was conducted. The target sample for the study was consumers according to their age, gender and educational level. A sample of 158 consumers was selected. The results showed that there is a fundamental difference for customer in search engine optimization according to customer's gender. While there is not a fundamental difference for customer in search engine optimization according to customer's age, finally, the results show there is a fundamental difference for customer in search engine optimization according to customer's educational level. Even though the study focused to SEO adoption similar to the one adopted in this study,

the study targeted consumer response while the current study will target the management in the car bazaars firms located in Nairobi. The different sector targeted by the study may reflect differing results that may not be applicable to other sector.

In Uganda, Atim, J. O. (2019) did a study on relationship between SEO and performance of small and medium sized enterprises in Uganda. The study found that SEO is very important, especially when the company conducts business online. The study concludes that there is a relationship between SEO and performance of SMEs. This study adopted purposive and random sampling methods while the current study will adopt descriptive research design. This study was on SMEs, while the current study was conducted on used motor vehicle sector. The business environment within Uganda may differ with that of Kenya hence the need to carry out this study in the Kenyan context.

In Kenya, Kisato (2014) did a study on utilization of search engine optimization (SEO) and the influence on the Performance of Micro and Small Fashion Enterprises in Nairobi County, Kenya. The study revealed that, there was a statistically significant relationship between SEO and firm performance.

Kasimu (2017) did a study on the influence of Search Engine Optimization (SEO) on the market performance of Top 100 SMEs in Kenya. The findings obtained indicated that SEO increased the number of unique visitors to their websites and that SEO increased the number of clicks on their adverts.

These studies agreed that indeed SEO has influence on firms' performance; however, they were conducted in other sectors other than in motor vehicle sector. This study will fill that gap by investigating the effect of SEO on sale performance of second hand vehicles in Nairobi, Kenya.

2.4.3 Email Marketing and Sales Performance

Email marketing is a strategy that involves using email communication to convert leads into sales. The business achieves conversion by sending various product or service content directly to the target audience (Hudak et al., 2017). Email marketing is one important part in an internet marketing strategy and is becoming popular method adopted

by the companies to deliver marketing information to customers (Hudak *et al.*, 2017). Marketers design marketing Emails differently and put separated content for different segments, which makes the marketing information more relevant to the recipients and possibly creating more conversions. One of the best method of E-mail marketing is sending out mass emails with promotional materials, publishing and distributing e-newsletters and offering correspondence courses via email (Tian, 2018). The advantage to all of these marketing strategies is the ability to reach a more customers at once.

In a study carried out in the UK by Ellis-Chadwick and Doherty (2012) on online ads with an emphasis on the role of e-mail marketing, the sample included almost 1000 promotional e-mails sent by twenty U.K. leaders over an 18-month period. Content review of e-mail campaigns shows that various format, address, subject lines, hyperlinks and interactivity techniques are applied to capture the attention of consumers initially and then stimulate further interest.

In Iran, Bluecast Internet (2017) found that 94% of Iranian marketers use emails to establish customer relationships, and 84% agree that email is an essential or very significant component of marketing strategies.

Chaffey (2005) noted that before the advent of social media, emails were the primary source of communication. Their enhancement from the use of postage mails enabled communication between stakeholders and the organization to be shortened and allowed more detailed correspondences. A total of 54.7 percent of respondents consider emails on mobile devices to be the greatest chance of success, as a majority of the population access their emails on a daily basis through smartphones.

A study by Brock et al. (2016) observed that Tobacco companies in the United States often used emails to their target customers which were quite attractive and appealing to the customers. The study however notes that mass marketing emails sent to target customers may be ignored by the targeted customer or flagged as spam mail and blocked hence defeating its purpose. Conversely, Todor (2016), noted that email marketing requires firms to carry out data gathering activities of its customer base and learn their buying habits before bombarding them with marketing email for better success. The

scholar supports the argument that if email marketing is done right, then the rewards for the organization could be huge.

In an organizational sense, Quaresma, Silva and Marreiros (2017) carried out a study on e-mail use behaviors with an emphasis on Portuguese employees. In an organizational sense, the research empirically explored the use of e-mail, using a sample of the Portuguese population with an active e-mail account assigned by an employer. The findings show that most users have what is considered acceptable behavior in the use of this communication tool.

Hudák, Kianickova and Madlenak (2017) pointed out in another study that e-mail success and popularity contributed to a high regular traffic of sent and received messages. As a result, the widespread use of this communication tool has a positive contribution in their professional or personal lives, considering the vast amount of knowledge they share and handle.

Sahni *et al.* (2018) conducted a study to evaluate the impact of personalization in email marketing. The research design for this study was a randomized field experiment that utilized quantitative and qualitative approaches. The study was based on psychology advertising theories. The study found that personalized emails had a positive impact on advertising outcomes; specifically increasing sales leads. Moreover, personalization did not always have to be about the product. Although the study analyzed the impact of personalization in email marketing, it is focused on the South American market and fast moving consumer goods. The current study will address the impact of email marketing in the used car industry in Nairobi, Kenya.

A study by Bodoine (2020) carried out on Jumia Company in Cameroon, established that a host of digital marketing practices played a role in the growth of an organization. Despite the study analyzing several digital marketing channels, it was clear that Email marketing contributed directly to the growth of Jumia in Cameroon. This can be attributed to the fact that Email marketing is more precision-based than other marketing strategies that target the masses. This means that Email marketing allows firms to send tailored marketing messages to specific customers (Desai, 2019). Quantifying the

personalization factor of email marketing indicates that email marketing has a higher return on investment than any other digital marketing strategy (Addou, 2020). However, most organizations have not discovered the effectiveness of email marketing and tend to overlook it in their marketing strategies. The downside of such a move results in firms missing important marketing opportunities and using more expansive marketing channels that negatively impact the performance of the firms.

Regionally, an analysis by Njoku and Chiana (2019), established that a significant relationship exists between customer satisfaction and email marketing as well as between successful marketing outcomes and email marketing. The findings of this study imply that email marketing can lead to better organizational performance. Further findings by Njoku and Chiana (2019), established that email marketing led to increased stock turnover, brought in higher revenues, and promoted customer satisfaction. This indicates that email marketing holds good prospects for the company that opted to deploy it as a marketing strategy.

2.4.4 Social Media marketing and Sales Performance

Marketing on social media entails promoting consumer contact on the company's own website or through its social presence (Smith & Chaffey, 2018). Facebook, Twitter, LinkedIn, MySpace so on are such examples of social media websites. With these websites, one can share their thoughts, pictures, videos, and anything that they wish to (Akrimi & Khemakhem, 2017). With the rapid increase in the number of users, Marketers use this platform to advertise and increase awareness about their products. With internet now a part of life and social media being easy shopping source, company focuses on a popular social networking site for advertisement.

Bagga and Gupta (2014) conducted a study to evaluate the use of internet marketing in the Indian automobile industry. Using a descriptive research design that combined a quantitative and qualitative approach, the study focused on how Volkswagen, Hyundai and Renault used social media marketing specifically Facebook, Twitter and Google+.

The study found that although Hyundai was the oldest automobile in India, it had been surpassed by newer entrants Volkswagen and Renault. The two companies posted regularly on Facebook and Twitter positively impacting their brand promotion, perception and visibility. Moreover, respondents noted that Volkswagen's website was very informative ranking it as their preferred brand. However, the study did not focus on sales performance, non-social media internet marketing, used car sales market, which will be addressed in this study, in the Kenyan market context

Haarman, et al (2020) examined the effectiveness of online Facebook campaigns, whereby Facebook usage was approximately three to four times lower in West Africa. Approximately 10 per cent of targeted Facebook users engaged with campaign content on likes, comments, shares or clicks. The study indicated that fewer than 3 in 10,000 people who saw the advertisement on Facebook were willing to complete their business transactions.

Nwokah and Aenee (2017) studied the impact of social media marketing on the business performance outcomes on automobile dealers in Rivers State, Nigeria. The study used a survey design and quantitative and qualitative approaches. The study found out that Facebook, Twitter and YouTube had a positive impact on sales growth, market share and profitability for automobile dealers. The study is limited to the use of social media marketing in a Nigerian car sales context. The current study will focus on the impact of social media and non-social media internet- based marketing strategies in a Kenyan context.

Silvano and Mbogo (2022) did a study on impact of Social Media Marketing on Small Businesses' Sales Performance with focus to Women Clothing Stores in Nyamagana District, Tanzania. The study used quantitative research approach. Data was collected through questionnaires, and analysis conducted. ANOVA was applied to predict how the use Facebook, Instagram and Twitter for marketing purposes influences the sales performance of small businesses engaging in women clothing retailing. The result obtained through regression analysis established that Facebook has impacts on the sales performance of small businesses. On Instagram, the findings obtained established that

Instagram has a significant impact on the sales performance of small business. And on Twitter the results obtained revealed that Twitter has little or no direct relationship on the sales performance of small business. This study was conducted on clothing while the current study will be conducted in motor vehicles sectors.

Musyoka (2017) analyzed telecommunications companies' social media brand strategy and marketing success in Kenya. A descriptive survey design was used; it targeted all 11 telecommunication companies in Kenya that were registered and licensed. The study found that the engagement of the business with its clients via social media increased their attitude loyalty and strengthened customer retention and acquisition, thereby enhancing marketing efficiency.

A research on social media use and its effect on the financial performance of deposit taking microfinance institutions in Kenya was carried out by Okari (2017). In order to achieve the study objectives, a descriptive research design was adopted and a census survey was carried out on all (13) deposits receiving microfinance in Kenya. The study found that the deployment of social media contributed to a rise in the number of new clients, which increased their portfolio of assets and loans and thus improved the performance of Kenya's microfinance institutions.

Kimathi et al. (2019), conducted a study to evaluate the impact of social media on the performance of medium and small enterprises in Kenya. The study looked at how businesses used mobile phone and internet marketing to influence customer base growth, sales performance and profitability. The study used a descriptive survey design and quantitative and qualitative approaches. The study found that digital marketing enhanced MSMEs sales and profitability performance by 38.8% . Still, the study does not identify specific internet marketing strategies and is not focused on the used car industry. The current study will address these gaps.

The inclination of a prospective user to use a given system is hypothesized to be a fundamental factor in taking into account whether it will be adopted. The adoption and use by most companies of emerging technologies is aimed at improving work efficiency, which then leads to improved job performance. Based on the Hughes and Fill (2009)

observations about the internet marketing, this study will adopt website marketing, Search engine optimization (SEO) E-marketing and social media marketing as the independent variable.

2.5 Research Gap

El Mansoury (2016) conducted a study on the correlation between social network credibility and online purchase intent for the Egyptian automobile market. According to the report, Egyptian online users have confidence in social media networks for automobile purchase research. The scope of the research is restricted to social media and website marketing in the Egyptian market. Email marketing and search engine optimization marketing will be included in the current study. Additionally, it will concentrate on used automobile sales on the Kenyan market.

In India, Bagga and Gupta (2014) did a study on the online marketing practices of the automobile sector, with a focus on Indian rivals. Volkswagen and Renault's active participation on Facebook and Twitter favorably impacts their brand marketing, perception, and visibility. Sales performance was not the focus of the study. The focus of the present study will be Kenyan context.

Kanapathipillai and Kumaran (2022) investigated the effect of a digital marketing strategy on consumer purchasing decisions in the Malaysian automobile sector. The study included a survey design and quantitative and qualitative methodologies. According to the survey, digital marketing is crucial for establishing consumer relationships within the automotive business. Consumer purchase decisions were influenced positively by relationships. Internet marketing played a huge role in the car-purchasing decisions of consumers. Although the report underlines the importance of digital marketing, it does not disclose specific online marketing tactics the businesses employed. In addition, it is restricted to Malaysia and does not focus on the used automobile business. The current study will assess the influence of particular online marketing methods on the Kenyan used automobile market.

Nwokah and Aeenee (2017) conducted a study on social media marketing and the commercial success of vehicle dealers in Rivers State. Facebook, Twitter, and YouTube

had a beneficial effect on sales growth, market share, and profitability for motor car dealers, according to the study. This research is limited to the usage of social media marketing in the context of car sales in Nigeria. This study will examine the influence of social media and non-social media internet-based marketing methods in the setting of Kenya.

Kimathi et al. (2019) conducted a study on the impact of digital marketing on the performance of SMEs in Kenya. The study indicated that digital marketing increased MSMEs' sales and profitability by 38.8 percent. Nonetheless, the report does not identify specific internet marketing methods and is not exclusive to the used automobile business.

This study will fill the gap identified in the previous studies.

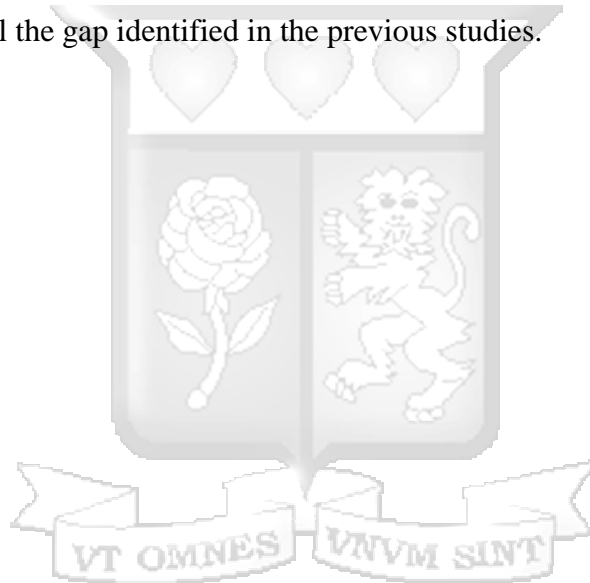


Table 2.1 Summary of Knowledge Gaps

Study	Focus of Study	Findings	Research Gap	Focus of current study
Ohri and Sharma, (2018)	Source & Role of Online Information in Pre-purchase Consumer Behavior in New Passenger Car Industry	The study found that when purchasing autos, buyers utilized search engines to research product information. Moreover, social media reviews and peer influences influenced the buying decisions of automobiles..	The report does not discuss the used car industry or markets outside of India..	This study will examine the impact of the aforementioned strategies on the Kenyan used car market.
El Mansoury, 2016	Relationship between Social Network Credibility and Online Purchase Intention for Automobile Market in Egypt	The survey indicated that Egyptian web users trusted social media networks for researching automobile purchases..	The scope of the investigation is limited to social media and website marketing in the Egyptian market..	The current investigation will encompass email marketing and SEO marketing. In addition, it will concentrate on used car sales in Kenya.
Velayudham and Rose, 2019	Influence of Search Engine Marketing on Consumer Purchasing Behavior.	Higher search rankings positively influenced consumer buying behavior, with internet search abilities being a crucial element, according to the study..	The research excludes all other forms of internet marketing and is limited to Chennai, India exclusively.	This study will focus on social media, email, and website marketing in Kenya's second-hand automobile business.
Sahni et al. 2018	The function of commercial content that is not informational in email marketing	The study discovered that tailored emails had a beneficial effect on advertising outcomes, specifically on sales lead generation.	The subject of this study is the South American market and fast-moving consumer goods	This study will examine the impact of email marketing on the Kenyan used-car market.
Kanapathipillai and Kumaran, 2022	The Mediating Effect of Relationship Marketing Strategy on Digital Marketing	According to the survey, digital marketing is essential for establishing consumer interactions in the automotive business. The influence of	The report did not identify which online marketing methods the businesses employed.	In a Kenyan context, the current study will examine the impact of certain internet marketing methods in the used automobile

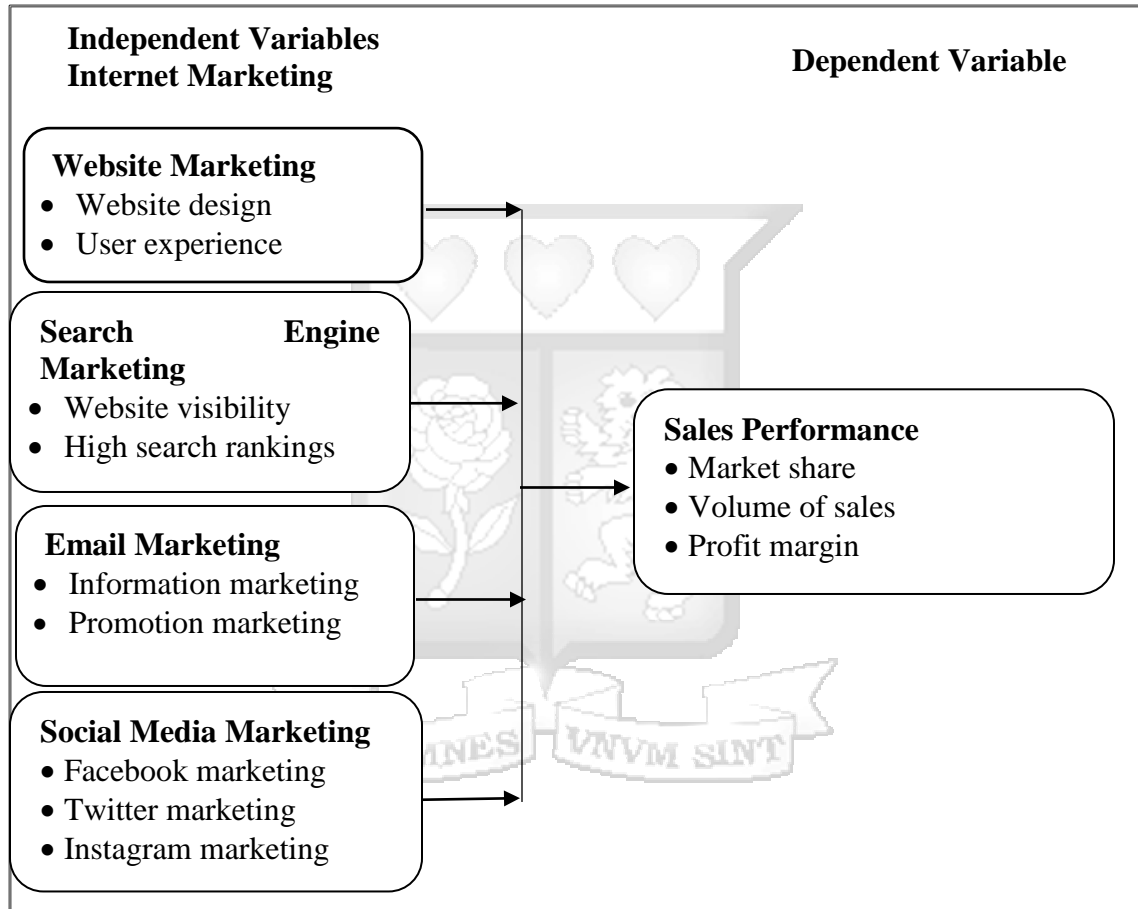
	Strategy and Consumers' Purchasing Decisions in the Malaysian Automotive Industry	relationships on consumer purchase decisions was beneficial. Overall, online marketing played a substantial role in customer automobile purchase decisions.	Moreover, it is limited to Malaysia and does not concentrate on the used automobile business.	business.
Bagga and Gupta, 2014	Internet marketing conducted by the automotive industry, with specific attention paid to Indian competitors	Both Volkswagen and Renault often posted on Facebook and Twitter, which had a favorable impact on the promotion, perception, and visibility of their respective brands..	The study did not focus on sales performance,	The current study will focus on Kenyan Context
Jira-alongkorn and Vungsuntitum, 2020	The Perspectives of Thai Customers Regarding Mazda Brand's Online Marketing Communications	The findings of the study established that Mazda's online platforms, particularly Facebook, are an important component of the company's strategy for consumer involvement..	The study did not detail the companies' internet marketing tactics. It doesn't focus on used cars and is only applicable in Malaysia.	The purpose of this study is to investigate the influence that particular internet marketing methods have had on the secondhand automobile market in Kenya.
Nwokah and Aeenee, 2017	The use of social media marketing strategies and the commercial success of car dealerships in the state of Rivers	The study found that Facebook, Twitter and YouTube had a positive impact on sales growth, market share and profitability for automobile car dealers	The study is limited to the use of social media marketing in a Nigerian car sales context.	This study will examine social media and non-social media internet-based marketing tactics in Kenya.
Kimathi et al. 2019	Effect of Digital Marketing on the Performance of MSMES in Kenya	Digital marketing improved MSMEs sales and profitability by 38.8%, study revealed.	The report does not focus on the used automobile business or identify specific internet marketing tactics.	The current study will address these gaps.

Source:Researcher(2022)

2.6 Conceptual Framework

In the conceptual framework adopted for this study, the independent variables are website, search engine, email and social media marketing, while the dependent variable is sales performance.

Figure 2.1 Conceptual Framework



Source: Researcher (2022)

2.7 Operationalization of Study Variables

Operationalization facilitates the reduction of abstract notion of constructs into observable characteristics so that they can be measured using indicators. A rating scale ranging from 1=strongly disagree to 5=strongly agree will be used to measure both the dependent and independent variables. The indicators that will be used in the study are summarized in the below table.

Table 2.2 Operationalization of Variables

Objective	Variable	Measurable	Data Collection Tool	Data Analysis	Citation
To establish the effect of website marketing on sales performance of second hand vehicles in Nairobi County.	<ul style="list-style-type: none"> • Website design • User experience 	Quantitative	Structured Questionnaire	Description Correlation Regression Tests	Pestek and Cicic (2019). El Mansoury (2016). Ohri and Sharma (2018).
To investigate the effect of search engine marketing on sales performance of second hand vehicles in Nairobi County.	<ul style="list-style-type: none"> • Website visibility • High search rankings 	Quantitative	Structured Questionnaire	Description Correlation Regression Tests	Velayudham and Rose (2019). Wildenbeest (2015). Giomelakis and Veglis (2015).
To determine the effect of email marketing on sales performance of second hand vehicles in Nairobi County.	<ul style="list-style-type: none"> • Information marketing • Promotion marketing 	Quantitative	Structured Questionnaire	Description Correlation Regression Tests	Bluecast Internet (2017). Brock et al. (2016). Bodoine (2020).
To establish the effect of social media marketing on sales performance of second hand vehicles in Nairobi County.	<ul style="list-style-type: none"> • Facebook marketing • Twitter marketing • Instagram marketing • Market share • Volume of sales • Profit margin 	Quantitative	Structured Questionnaire	Description Correlation Regression Tests	Bagga and Gupta (2014). Nwokah and Aenee (2017). Silvano and Mbogo (2022). Malgwi and Dahiru (2014). Liu, Y., Feng, J., & Liao, X. (2017). Eriotis, N. P., Frangouli, Z., & Ventoura-Neokosmides, Z. (2002). Santos and Brito (2012).

Source: Researcher, 2022

2.8 Chapter Summary

This chapter discussed the theories on which the study was anchored as well as the empirical studies scholars have carried out on internet marketing and sales performance. The research gaps arising from previous studies are also summarized. The conceptual framework is derived showing the interrelationships between variables, and the operationalization table summarizes the description of variables and their measures.



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter focuses on the methodology of the study and starts with outlining the philosophy of the research, research design, population of the study, data collection, data analysis, research quality and ethical considerations of this study

3.2 Research Philosophy

The assumptions made by researchers about how they see the world are reflected in their research philosophy, which is related to the process of developing new knowledge as well as the nature of the knowledge itself (Saunders et al., 2007). Positivism and interpretivism are the two primary research theories that serve as the foundation for research in the social sciences. Interpretivism acknowledges the presence of numerous readings of reality as a component of the scientific knowledge that is being pursued and asserts that the only way reality can be understood is through the subjective interpretation of interventions. According to this idea, acquired knowledge is a product of social construction rather than something that is objectively determined or seen. Its purpose is not to generalize or make predictions about causes and effects; rather, it seeks to interpret and comprehend the meaning behind human behavior. Interviews and observations are common techniques of data collecting used by interpretivism, and the data collected is heavily influenced by the researcher's own personal opinion and values. Studies based on qualitative research are made possible as a result of the philosophy (Cooper & Schindler, 2006).

On the other hand, positivism is based on the idea that the observer is independent of what is being observed, and it maintains that measuring ought to be done through objective standards. Positivism is a school of thought. It aims to gather predictive and explanatory knowledge of the world by the determination of cause and effect in relationships, and it is founded on real facts, neutrality, measurements, and the validity of outcomes (Uddin & Hamiduzzaman, 2009). The positivist method of conducting research begins with the formulation of a theory, followed by the collection of data, its

examination via statistical methods, and the application of the findings to support or refute a hypothesis.

The positivist research philosophy was used for this study. This suggests that the research presumes that only knowledge based on facts can be relied upon (Bajpai, 2011). According to Saunders, Lewis, and Thornhill (2009), positivism encourages the researcher to focus on the facts rather than the researcher's own impressions. The findings of research that is conducted in a positivistic manner are able to be observed and quantified using statistical methods (Wilson, 2014). The positivist approach utilizes theory in order to generate hypotheses, which are then put to the test during the research phase (Easterby, Thorpe & Jackson, 2008).

3.3 Research Design

The overall method that is adopted to integrate the variables of a study in a consistent and logical manner in order to effectively address the research topic is referred to as the research design (Kothari, 2010). The study will be based on descriptive research design which is a category of quantitative research. Quantitative research measures data using numbers and statistics. The approach is selected because it helps quantify outcomes, establish the cause and effect relationships, and make predictions about generalizability (Cooper and Schindler, 2014). According to Blumberg, Cooper and Schindler (2014), the descriptive research design provides an accurate profile of people, events, or situations by documenting the pre-existing conditions and attitudes through the use of observation and interpretation methodologies. It makes it possible to collect quantitative data that, after being evaluated quantitatively with descriptive and inferential statistics, may be interpreted quantitatively.

This study employed a descriptive cross sectional survey design since it describes phenomena as they exist. Descriptive cross-sectional survey design is a research tool used to capture information based on data gathered for a specific point in time. A cross-sectional study is a type of research design in which you collect data from many different individuals at a single point in time. Thus, the cross-section research design was selected because the study is a survey involving collection of data at one point in time and this

study was undertaken in July 2022. Descriptive cross-sectional survey design characterizes the prevalence of a study outcome in a specified population. Studies such as Ongoto (2021) and Adede (2017), which are related to this one, have utilized this research design. The study design is appropriate because it helps measure data trends and compares variables (Ibrahim et al., 2010). Furthermore, it is less time-consuming allowing collection of data from a large number of variables.

3.4 Target Population

Target population is the collection of elements that possess the information sought by a researcher (Solverman, 2016). According to Taylor, Bogdan and DeVault, (2015) a population refers to the entire group of persons or elements that have at least one thing in common. Nairobi County was selected as the geographical scope as it houses the largest number of second hand car bazaars. This study involved all the car bazaars that are registered with Kenya Auto Bazaar Association by the end of year 2021. According to KABA (2021) report there were 395 second hand car bazaar operating within Nairobi County. Most of these car bazaars are located along the major highways including but not limited to Ngong road, Mombasa road, Thika road, Langata road, Uhuru highway and Jogoo road as presented in Table 3.1. Thus, the target population of this study was 395 second hand car bazaar within Nairobi County where the unit of analysis was yard managers, sales managers an IT manager. These people were targeted since they are in charge of day today running of the business thus they aware of the effect of internet marketing which this study aims to investigate.

Table 3.1 Target Distribution

Cadre	Frequency	Percentage
Ngong road	93	24
Mombasa road	51	13
Thika road	64	16
Langata road	77	19
Uhuru highway	72	18
Jogoo road	38	10
Total	395	100

Source: Kenya National Bureau of Statistics (2021)

3.5 Sampling Design

In order to come up with a representative sample of the target population for this study, the study will use the Modified Fisher Model since the population is less than 10,000.

The formula is as follows:

$$\text{Equation 1: } n = \frac{Z^2 * p * q}{e^2}$$

Where; n = refer to the desired sample size when the entire survey population is less than 10,000.

Z = the standard normal deviate usually set at 1.96 which corresponds to the 95% confidence level.

p = Population of the target population estimated to have a particular characteristic, 50% is normally used because it is the recommended measure if there is lack of reasonable estimate.

$$q = 1.0 - p$$

e = degree of accuracy desired in this context set at 0.05.

The sample size was obtained using the formula as indicated below:

$$n = \frac{Z^2 * p * q}{e^2} = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2} = 384$$

where the above sample size was adjusted using equation 2 below:

$$\text{Equation 2: } nf = \frac{n}{1 + \frac{(n-1)}{N}}$$

Where:

nf = the sample size,

n = the sample size in equation 1 above; and

N = is the population size

Given that the population of interest is 395 (population size $N=395$), the sample size was obtained as illustrated mathematically using Modified Fisher's Model as below:

$$\text{Equation 3: } nf = \frac{n}{1 + \frac{(n-1)}{N}} = 384 / [1 + (384/395)]$$

$$n = 195$$

For a manageable sample, stratified and random sampling were employed. Stratified random sampling is used to pick a sample based on homogenous subpopulations with shared attributes. The method is selected because it ensures efficient and accurate data collection (Frey, 2018). It minimizes bias by enabling systematic selection of a sample that takes into account the population attributes.

As the population comprised a number of various groups, the frame will be divided into separate strata based on the location of the automobile bazaar. Each stratum was then sampled independently, resulting in a stratified sample. To ensure that specific groups within the population are sufficiently represented in the sample and to increase efficiency by gaining better control over the sample's composition are the primary reasons for utilizing a stratified sampling design. The sample distribution is depicted in Table 3.2. This study's sample size was 195 companies, and one respondent was recruited from each company. Respondents included yard managers, sales managers and IT managers. After stratifying respondents, one respondent was interviewed randomly across all the firms that were targeted in order to get a general view with as little bias as possible.

Table 3.2: Sample distribution

Cadre	Sample of Bazaars	Percentage
Ngong road	46	24
Mombasa road	25	13
Thika road	32	16
Langata road	38	19
Uhuru highway	36	18
Jogoo road	19	10
Total	195	100

Source: Kenya National Bureau of Statistics (2021)

3.6 Data Collection Methods

A questionnaire was used to collect the primary data. Individuals' thoughts, motives, behaviors, accomplishments, and experiences are questioned via questionnaires, and this is why knowledge collection is accepted (Mellenbergh, 2008). The questionnaire adopted closed-ended questions. The study's questionnaire captured the study's objectives, and the researcher also ensured that the subjects were not manipulated (Franker, 2006).

According to Franker (2006), questionnaires are favored for data collection since they are less expensive and require less time.

The questionnaire was subdivided into three parts: the first section included demographic details, second section discussed the independent variables of the study while section three covers the dependent variable. Questionnaires were given to the targeted respondents, which were circulated with the help of three other assistants involved by the researcher. In administering the questionnaires, the drop and pick later approach was used. To test the level of the respondent agreement for a particular construct that was used to measure the independent variables and dependent variable adopted in this analysis, the questionnaire adopted a Likert scale questions ranging from 1 to 5 in the 5-point Likert scale (Kiess & Bloomquist, 2008).

3.7 Data Analysis

The techniques for data analysis and testing are described in this section. The data will be edited, coded and cleaned prior to processing the responses. In addition, quantitative data will be collected as part of the project. The quantitative data will be coded and recorded using SPSS 23 and descriptive statistics. Researchers will utilize statistical methods to describe the data and determine the level of agreement that respondents have with the numerous assertions mentioned under each of the categories in the study. The analysis was conducted in the following manner: the frequency and percentage distribution table were used to determine the profile of the respondents; descriptive statistics, such as mean and standard deviation were used to determine the magnitude and direction of dispersion of the items that characterized internet marketing and sales performance. Inferential statistics will also be conducted using correlation analysis and multiple linear regression analyses in order to determine the level at which the independent variables predict the variation in the dependent variable The regression equation is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \alpha$$

Where: “Y is the dependent variable (sales performance),”

$\beta_1, \beta_2, \beta_3$ and β_4 are the slopes of the regression equations,

X_1 is Website marketing

X₂ is search engine marketing,
 X₃ is e-mail marketing
 X₄ is social media marketing,

α “is an error term normally” distributed “about a mean of 0 and” for purpose “of computation, the α is assumed to be 0.”

3.8 Research Quality

This section presents the validity and reliability test of the study.

3.8.1 Reliability Test

A questionnaire is considered credible if it produces consistent findings when administered multiple times to the same population (Collis & Hussey, 2013). The Cronbach's reliability test was performed to ascertain the reliability of the instrument. Classification on quality of Cronbach 's Alpha value by Stevens (2013), state that value exceeding 0.9 is excellent, between 0.9 and 0.8 is good, 0.7 to 0.8 is acceptable, 0.6 to 0.7 is questionable and 0.5 to 0.6 is poor, and below 0.5 as unacceptable. The Cronbach's results of both internet marketing and sales performance were 0.805 and 0.751 respectively and were interpreted as acceptable (Stevens, 2013). Table 3.3 gives the summary of the reliability results.

Table 3.3: Reliability Results

Internet Marketing	
Cronbach's Alpha	N of Items
0.805	31
Sales performance	
Cronbach's Alpha	N of Items
.751	5

Source: Researcher, 2022

3.8.2 Validity Test

It is a representation of the amount to which the questionnaire is measuring what it intended to assess when it comes to the measurement of validity. Since a measuring instrument should measure what it is intended to measure, validity is considered to be the most important quality of a measuring instrument, as stated by Cooper and Schindler (2014). Validity can be measured in three different ways: the face or content validity, the construct validity, and the criterion validity (Johnston, 2014). Validity was determined based on the construct as well as the content of this investigation. The content validity of the instrument was determined through conversation with industry professionals who are knowledgeable about internet marketing for used motor vehicle businesses. Construct validity was carried out with the cooperation of the supervisor in order to make certain that the questionnaire has all of the components that are included in the conceptual framework. When conducting research, it is important to make sure that the face, content, construct, and concurrent validities are all met. This finding is in line with the proposition made by Cooper and Schindler (2011).

When conducting research surveys, it is best practice to first carry out a pilot study using between 10 and 30 percent of the population that is being surveyed (Connelly, 2008). Within the scope of this investigation, the pilot study was performed on ten percent of the total number of respondents to the questionnaire. The pretest for this study was carried out with the participation of twelve employees recruited from the used vehicle businesses that are based in Kiambu County. The results of the pilot study were not incorporated into the overall findings of the study. The results of this test were analyzed to determine how the questionnaire may be improved in terms of its wording, phrasing, and sentence structure, as well as its alignment to the goals.

3.9 Ethical Considerations

There are two primary reasons why research ethics are so vitally important: To begin with, the use of ethics in research is necessary in order to advance the goals of the research, which include the attainment of knowledge and truth and the prevention of error. Second, ethical standards promote the values that are essential to collaborative work, such as trust, accountability, mutual respect, and fairness.

This is important for the reason that research frequently involves a significant amount of cooperation and coordination between a large number of different people working in a variety of different fields and institutions. The researcher made certain that both the participants in the study and any sensitive data that will be disseminated remained anonymous and confidential. Concerning study subjects, ethical considerations include secrecy, privacy, anonymity, voluntarily informed consent, and informed consent itself (Saunders et al., 2015). Therefore, the researcher ensured that the participants' anonymity by keeping their identities separate from the information that they provided.

The code of ethics from Strathmore University served as a compass during the course of this study's execution. The university granted permission for the research to be conducted with clear terms relating to ethical conduct of data collection and presentation. In addition, a permit from NACOSTI (annexed herein), was obtained.

Respondents filled a questionnaire after verbally consenting to be part of the study.

In order to avoid accusations of plagiarism, full acknowledgment was given to every piece of published and unpublished material that was used in the writing of this thesis.

Further the material that was acquired for this study was treated with the utmost confidentiality, and its use for the purposes of this investigation was the only purpose for which it was disclosed.

3.10 Chapter Summary

This chapter has articulated the research methodology to be considered throughout the project. It has highlighted process by considering the research design, the population and sampling design, data collection methods, the research procedures and the methods that were considered for data analysis.

CHAPTER FOUR

DATA ANALYSIS, FINDINGS, AND DISCUSSIONS

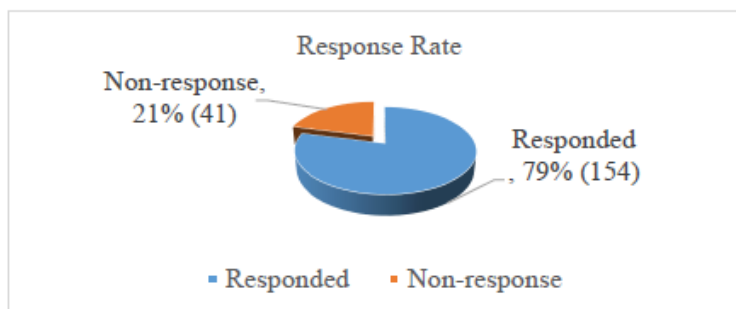
4.1 Introduction

This chapter documents the presentation of study conclusions derived from collected data, which was critical in the research process. The descriptive data, and multiple regression analysis conducted. The objective of this research was to investigate effects of internet marketing on sales performance of second hand vehicles among car bazaars in Nairobi County. The findings were presented in line with the study objectives. Tables and figures were utilized in analyzing the data.

4.2 Questionnaire Response Rate

The study targeted 195 respondents from second hand car bazaars located along major highways, that is, Ngong road, Mombasa road, Thika road, Langata road, Uhuru highway and Jogoo road in Nairobi City County, Kenya. Data collection was carried out between 15th July and 22nd July 2022. Out of the 195 questionnaires distributed only 154 questionnaires were returned. As a result, 154 questionnaires that were fully filled were adopted in this analysis contributing to 79% response rate. According to Kothari (2010), a response rate of 50% is adequate for analysis and reporting, 60% is good and a response rate of 70% and over is excellent and acceptable for the study. Therefore, the response rate of 79% was deemed sufficient for data analysis. Figure 4.1 illustrates the questionnaire response rate.

Figure 4.1 Questionnaire Response Rate



Source: Researcher (2022)

4.3 Demographic respondents' profile

This section presented the demographic profile of the respondents in regards to their gender, age, duration of working at vehicle selling sector, level of education, position held by the respondents, category of vehicles sold in the firm and company ownership.

Table 4.1 shows the summary of the research findings.

Table 4.1 Demographic Characteristics

Gender	Frequency	Percent
Male	108	70
Female	46	30
Total	154	100
Age	Frequency	Percent
20-29years	20	13
30-39years	33	21
40-49years	57	37
51-60years	35	23
Above 60years	9	6
Total	154	100.0
Years of Organization Operation	Frequency	Percent
Less than 2 years	17	11
3 to 5 years	81	53
Over 5 years	56	36
Total	154	100
Education Qualification	Frequency	Percent
Masters	19	12
Degree	88	57
Diploma	47	31
Total	154	100
Position	Frequency	Percent
Sales manager	65	42
ICT manager	26	17
Yard manager	63	41
Total	154	100

Vehicles Sold	Frequency	Percent
Saloons and Wagons	60	39
Commercial Lorries/Trucks	35	23
Pick Ups	27	18
Buses	20	13
Earth moving equipment	12	8
Total	154	100
Ownership	Frequency	Percent
Limited Company	41	27
Partnership	52	34
Sole proprietorship	61	40
Total	154	100

Source: Researcher (2022)

4.3.1 Gender of Respondents

The researcher aimed at determining the relationship between the gender of respondents. From the research findings, the majority 70% (108) of the respondents were males and 30% (46) were females. The gender composition illustrated that a gender divide exists in sales of second hand vehicles in Nairobi County. This signified that the male gender dominated a larger portion of the market compared to female gender in the second hand vehicles industry in Nairobi County, Kenya.

4.3.2 Age of the Respondents

The study also sought to establish the age category of the respondents. The research findings showed that the majority of the respondents 37% (57) were between the age category between 40-49 years, 23% (35) were aged between 51-60 years, 21% (33) were aged 30-39years, 13%(20) were aged between 20-29 years while 6%(9) aged over 60 years. The findings illustrated that majority of the respondent were more than 40 years and thus by virtue possess the experience necessary in selling the second hand vehicle in the market.

4.3.3 Years of Organization Operations

The researcher also sought to find out the number of years that the respondent has been in the second hand vehicle selling sector. From the research findings, majority 58% (57) of the firms have been in the operation for a period of 15 years and above, 35% (34) have been in operation for 11-15 years while 7% (7) have been in operation for 6-10years. This implied that most of the firms that participated in this study had been in the motor selling quite for a long time and thus respondents were able to respond to the information that this study sought on the influence of internet marketing on sales performance of second hand vehicles.

4.3.4 Respondents' Level of Education Qualification

Respondents were asked to indicate their highest level of education. The research results showed the majority 57% (88) had a bachelor's degree as their highest academic qualification, 31% (47) were having diploma while 12% (19) were having master's degree as their highest academic qualification. The research findings revealed that the majority of the top-level management team have a bachelor's or diploma degree as their highest academic qualification and thus they can run the business operations in competitive or dynamic environments. This made them fit for the research target audience thus enabling the achievement of the research goals.

4.3.5 Position held by the Respondents in the Firm

The study also sought to establish the position held by the respondents in their respective organizations. From the research findings, the study established that the majority 42% (65) were sales managers, 41% (63) were yard managers and 17% (26) ICT managers. The findings showed the fair distribution of the respondents had been attained and therefore enabling the achievement of the study's goals.

4.3.6 Vehicles Sold in the Car Bazaar

The study sought to investigate the type of sold by the car bazaar within Nairobi County. From the findings, 39%(60) were selling saloons and wagons, 23%(35%) were selling

commercial lorries/trucks, 18%(27) were selling pick-ups, 13%(20) were selling buses while 8%(12) were selling earth moving equipment. The findings show that most of the second hand vehicles that are highly demanded in the market are saloons and wagons followed by commercial lorries/trucks. This further mean that saloons cars were the most preferred body type among consumers of passenger cars in the market and are highly advertised in most second hand vehicles.

4.3.7 Ownership

Further the study sought to investigate the ownership of companies selling second hand vehicles. The study revealed that 40%(61) were sole proprietorship, 34% (52) were partnership while 27%(41) were limited companies. This indicates that majority of the companies operating within Nairobi County are registered as sole proprietorship.

4.4 Descriptive Statistics

Descriptive statistics were used to present a summary of the variable findings. The mean and standard deviation of the results were included. The Likert chart enabled comparison among respondents as they stated their ideas and sentiments on a five-point scale. Aggesti and Finlay (2009) define a mean between 1.00 and 2.49 as very weak, 2.50 to 3.49 as weak, 3.50 to 4.49 as strong, and 4.50 to 5.00 as very strong. A standard deviation more than 0.5 shows homogeneity, whereas a standard deviation less than 0.5 indicates heterogeneity. Heterogeneity in a study suggests that the sample had a variety of outcomes (Lorenc et al., 2016). If, on the other hand, the data is homogeneous, it implies that respondents had a comparable understanding of the subject and supplied similar responses (Lorenc et al., 2016).

4.4.1 Website Marketing and Sales Performance

Website marketing was operationalized and measured using website design and user experience as the key constructs of the variable. The respondents were required to indicate on the level of agreement in regard to each attribute as associated with independent variables. Descriptive statistics such as mean, standard deviation and frequency were used to summarize the data.

Table 4. 2 Website Marketing and Sales Performance

	N	Mean	STDev
Our company website is designed that it shows our products	154	4.40	0.492
Our company website is updated weekly	154	4.36	0.774
Our company website is linked to the company's social media pages	154	4.30	0.901
Our company website design is displayed on the company's marketing pages	154	4.27	0.792
Our company website are customer friendly	154	4.01	0.956
Our company tracks website visitor and sales conversion numbers	154	4.26	0.592
Our company website is customer interactive	154	4.21	0.765
Our company's website is self-explanatory	154	3.74	0.089
Average	154	4.20	0.670

Source: Researcher (2022)

In this variable, eight statements were constructed to and respondents were required to indicate their level of agreement in each statement. Result in Table 4.2 shows respondents agreed that their companies have a website that used in marketing activities as shown by a means score of 4.40 with a standard deviation value of 0.492. Likewise, respondent agreed that their company have a website which is updated weekly as illustrated by a mean score of 4.36 and standard deviation of 0.774. Furthermore, respondent agreed that their company website is linked to the company's social media pages as depicted by mean score of 4.30 and a distribution across the mean of 0.901. Respondents also agreed that their company uses the industry best practices for website marketing as illustrated by mean score of 4.20 and standard deviation of 0.670. Respondents agreed with the statement that company website performance numbers are reviewed regularly as indicated by mean score of 4.01 and 3.74 with a standard deviation of 0.956 and 0.089 respectively. The average mean was 4.20 with a standard deviation of 0.670 showing variation across the statement. This means that website marketing influence sales performance of second hand vehicles in most of car bazaar within Nairobi County.

4.4.2 Search Engine Marketing and Sales Performance

For the purposes effect of search engine marketing on sales performance of second hand vehicles, descriptive analysis was run on website visibility and high search rankings as key constructs. In this regard, respondents were asked to state the level of their agreement/disagreement to various statements presented in the questionnaire with regard to search engine marketing and sales performance. A scale of: Strongly Disagree; Disagree; Undecided; Agree; Strongly Agree; was used to measure the responses from respondents. Table 4.3 presents the descriptive statistics obtained by the study.

Table 4.3 Search Engine Marketing and Sales Performance

	N	Mean	STDev
After a search our company website is on the first page of in popular sites	154	3.99	0.871
Our company is available in most popular sites for website marketing	154	4.01	0.922
Our company use paid and non-paid advertising to make our website more visible on popular sites	154	4.36	0.702
Our company implement online strategies to increase traffic to our website	154	4.10	0.706
Our company has a popular sites business profile	154	4.12	0.924
Our company's website is highly ranked to gain more new customers	154	4.25	0.882
Our company's popular sites business profile marketing strategy is highly ranked	153	4.20	0.803
Average	154	4.15	0.830

Source: Researcher (2022)

Table 4.5 indicates that the sampled respondents generally agreed with regard to the aspect that company use paid and non-paid advertising to make our website more visible on popular sites as depicted by mean score of 4.36 with a standard deviation of 0.702. Equally, members agreed their company's website has enabled them to gain more new customers as shown by ($M=4.25$; $SD=0.882$); respondent also agreed that company's popular sites business profile marketing strategy has helped increased our sales as depicted by mean score of ($M=4.20$; $SD=0.803$). Additionally, respondent agreed that

their company implement online strategies to increase traffic to their website ($M=4.10$; $SD=0.706$). Additionally, the participant agreed that company understand how to use in popular sites for website marketing as shown by mean score of ($M=4.01$; $SD=0.922$). respondent also agreed that after a search our company website is on the first page of popular sites ($M=3.99$; $SD=0.871$). The average mean score of 4.15 and average standard deviation of 0.830 shows that respondents agreed that indeed search engine marketing have an effect on sales performance of second hand vehicles, Kenya.

4.4.3 E-mail Marketing and Sales Performance

The study also aimed at finding out the effect of e-mail marketing on sales performance of second hand vehicles in Nairobi County, Kenya. The results are shown in Table 4.4.

Table 4.4 E-mail Marketing and Sales Performance

	N	Mean	STDev
Our company has an email marketing strategy	154	4.56	0.572
Our company has an email marketing list	154	4.48	0.760
Our company sends customers personalized emails	154	3.68	1.231
Our company regularly sends email to customers to inform them on new products and services	154	4.19	0.613
Our company regularly sends promotional emails to customers highlighting sales, offers and discounts	154	4.38	0.887
Our company's emails are cross-linked with the firm's social media pages	154	4.14	0.048
Our company uses email to collect customer data for marketing	154	3.75	0.270
Our company's email marketing strategy increases the number of second hand motor vehicle sales	154	4.10	1.150
Average	154	4.16	0.941

Source: Researcher (2022)

Based on the study results obtained, it was found out that respondents strongly agreed that company has an email marketing strategy ($M=4.56$; $SD= 0.572$). Respondents also agreed that company has an email marketing list ($M=4.48$; $SD= 0.760$). Company regularly sends promotional emails to customers highlighting sales, offers and discounts

(M=4.38; SD=0.887). In addition to this, the respondents slightly agreed company's emails are cross-linked with the firm's social media pages (M=4.14; SD=0.148); company uses email to collect customer data for marketing (M=3.75; SD=0.270). Respondents slightly agreed that company sends customers personalized emails (M=3.68; SD=0.231). Under this objective, the study obtained an average mean score of 4.16 and average standard deviation of 0.941 shows that respondents agreed that e-mail marketing have an effect on sales performance of second hand vehicles, Kenya.

4.4.4 Social Media Marketing and Sales Performance

The effect of social media marketing on sales performance of second hand vehicles was also assessed. To this end, various indicators or aspects regarding this objective were provided rated on a five point Likert scale ranging from Strongly disagree (1) Disagree (2) Neutral (3) Agree (4) Strongly Agree (5). The responses were as shown in Table 4.5.

Table 4.5 Social Media Marketing and Sales Performance

	N	Mean	STDev
Our company has a social media marketing strategy	154	3.51	0.468
Our company has a Facebook page	154	4.23	0.962
Our company has an Instagram page	154	4.19	0.948
Our company has a Twitter Account	152	4.24	0.828
Our company posts daily on all the social media pages	154	4.58	0.613
Our company responds to user contents and questions on social media pages	154	4.32	0.914
Our company understands how to use analytics to track and measure social media performance	154	3.95	0.920
Our use of social media marketing increases the number of second hand motor vehicle sales	154	4.16	0.617
Average	154	4.15	0.784

Source: Researcher (2022)

Table 4.8 illustrates that the sampled respondents strongly agreed that company posts daily on all the social media pages (M=4.58; SD=0.613); respondent agreed that company responds to user contents and questions on social media pages (M=4.32; SD=0.914). Likewise, respondent also agreed that their company has a Twitter Account (M=4.24; SD=0.828). On the other hand, respondent slightly agreed that use of social media marketing increases the number of second hand motor vehicle sales (M=4.16; SD=0.617). Respondents also agreed that company understands how to use analytics to track and measure social media performance (M=3.95; SD=0.920). Finally, respondent agreed that their company has a social media marketing strategy (M=3.51; SD=0.468). The average mean score (4.15) and average standard deviation (0.784) indicated that the respondents agreed with the aspects of social media marketing applied in their organizations which in turn influences sales performance of second hand vehicles in Nairobi County, Kenya.

4.4.5 Sales Performance of Second Hand Vehicles

The researcher sought to find the sales performance of second hand vehicles car bazar in Nairobi County, Kenya. Table 4.6 indicates the results obtained.

Table 4.6 Sales Performance of Second Hand Vehicles

	N	Mean	STDev
Our company market share increased due to adoption of E-marketing	154	4.34	0.810
Our company has experienced large quantity of orders through social media accounts	154	4.17	1.059
Since adoption of internet marketing we have experienced increased volume of sales of our vehicles	154	3.75	1.270
Our company has identified new market segments in the online market	154	4.20	1.122
Our company has experienced high profit margin since we started online marketing	154	3.74	1.318
Average	154	4.04	1.116

Source: Researcher (2022)

The respondents were presented with five statements on sales performance of second hand vehicles. From the findings, respondents strongly agreed that their company market share increased due to adoption of E-marketing (M= 4.34, SD= 0.810). Respondents agreed that their company has identified new market segment in the online market (M=4.20, SD =1.122), and that their company has experienced large quantity of orders through social media accounts results (M= 4.17, SD= 1.059). However, despite having the least mean values, respondents agreed that since adoption of internet marketing they had experienced increased volume of sales of their vehicles (M= 3.75, SD= 1.270), and that their company has experienced high profit margin since they started online marketing (M=3.74, SD= 1.318). The average mean score (4.06) and average standard deviation (1.116) indicated the there is an increased sales performance of the organization realized at car bazaars in Nairobi County, Kenya.

4.4.6 Descriptive Statistics Summary

The table 4.7 provides a summary of the average means and standard deviations of the independent variables (website marketing, search engine marketing, email marketing, and social media marketing) and the dependent variable (sales performance).

Table 4.7 Descriptive Statistics Summary

Area of Focus	Item Description	N	Mean (μ)	STD (σ)
Internet marketing	Website marketing	154	4.20	0.670
	Search engine marketing	154	4.15	0.830
	Email marketing	154	4.16	0.941
	Social media marketing	154	4.15	0.784
Average		154	4.17	0.806
Sales Performance		154	4.04	1.116

Source: Researcher (2022)

According to the study of findings, website marketing had the highest mean score of 4.20 and the lowest standard deviation of 0.670. This indicated that, as compared to other independent factors, website marketing had the greatest impact on the sales performance

of used cars, and respondents overwhelmingly agreed with the constructs associated with this variable. With a mean score of 4.16 and a standard deviation of 0.941, email marketing came in second. This suggested that respondents acknowledged its significant impact on used car sales, albeit not to the same degree as website marketing. The mean scores for social media marketing and search engine marketing were both 4.15, while having different standard deviations of 0.830 and 0.784 respectively. This proved they have an impact on used car sales performance as well, though not as much as the other two variables (website marketing and email marketing). Website marketing, search engine marketing, email marketing, and social media marketing have a significant impact on the sales performance of used cars in Nairobi County, Kenya as indicated by overall means of Internet marketing ($M= 4.17$, $SD= 0.806$), and sales performance ($M= 4.04$, $SD= 1.116$).

4.5 Inferential Statistics

Inferential statistics is a field of statistics that deals with inferences, generalizations, estimates, and approximations based on sample data, according to Mugenda & Mugenda (2003). Based on information gathered from that community, it is utilized to make decisions concerning that group. Correlation analysis was used to apply inferential statistics and determine the nature of the relationship between the dependent variable and the independent variables as well as whether there was statistical significance. In order to investigate the effects of website marketing, search engine marketing, email marketing, and social media marketing (all independent variables), the study additionally used a multivariate regression model. The dependent variable was sales performance of second hand vehicles in Nairobi County which was measured using market share, volume of sales and profit margin.

4.5.1 Pearson's Coefficient of Correlation

The coefficient of correlation developed by Karl Pearson was applied so that the linear relationship that was hypothesized to exist between the variables could be tested. The Pearson correlation coefficient is an extremely useful tool for quantifying the statistical connection that exists between variables that are independent and variables that are

dependent on one another. The correlation was evaluated in accordance with Saunders, Lewis, and Thornhill (2011), who stated that $r=1$ indicates a strong relationship, $0.9 < r < 1$ indicates Positive strong correlation, $0.7 < r < 0.9$ Positive high correlation $0.5 < r < 0.7$ Positive moderate correlation, $0 < r < 0.5$ Weak correlation $r=0$ No, relationship and $-1 < r = < 0$ Negative relationship. In the study, Karl Pearson's coefficient of correlation was used to illustrate the connection between the several variables under investigation (r). It is essential to do correlation analysis in order to determine the prevalence of variables and the correlations between them, as well as to forecast occurrences on the basis of existing data and knowledge. The findings of the study are shown in table 4.8.

Table 4.8 Pearson's Coefficient of Correlation

		Sales Performance	Website Marketing	Search Engine Marketing	E-mail Marketing	Social Media Marketing
Sales Performance	Pearson Correlation	1				
	Sig. (2-tailed)					
Website Marketing	Pearson Correlation	.642	1			
	Sig. (2-tailed)	.000				
Search Engine Marketing	Pearson Correlation	.562	.626	1		
	Sig. (2-tailed)	.000	.000			
E-mail Marketing	Pearson Correlation	.458	.534	.340	1	
	Sig. (2-tailed)	.000	.000	.000		
Social Media Marketing	Pearson Correlation	.573	.170	.200	.141	1
	Sig. (2-tailed)	.027	.035	.013	.081	
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

Source: Researcher (2022)

Website marketing, social media marketing, search engine marketing, and email marketing all had mean scores that depicted a moderate positive correlation with one another, as shown by the following: 0.642, 0.573, 0.562, and 0.458 respectively. This

result reveals that there was a moderate positive correlation between these four types of internet marketing. The findings reveal that website marketing, social media marketing, search engine marketing, and email marketing, in that order, have a significant impact on sales performance. This is indicated by the fact that the results collected indicate that these four types of internet marketing are most influential on sales performance of second hand vehicles.

4.5.2 Multiple Regression Analysis

In this particular investigation, the four independent variables that comprised internet marketing were website marketing, social media marketing, search engine marketing, and email marketing. The dependent variable in the regression model was sales performance. The researcher created regression equations for each objective and a model equation for the multiple regression model based on the findings of the simple regression that are displayed in each of the tables that can be found further down on this page. The multiple regression analysis was utilized so that the relationship that exists between each independent variable (website marketing, social media marketing, search engine marketing and email marketing), and the dependent variable (sales performance) could be investigated

When performing regression analysis, the squared R statistic is utilized to determine how well a model fits the data. The R-squared coefficient of determination is a statistical measure that determines how closely the regression line matches the actual data in the process of regression analysis. It determines what percentage of the variance in the dependent variable, which in this case is sales performance within the second hand autos market, may be attributed to the factors that are considered to be independent. The adjusted R-squared is a modified form of the original R-squared that takes into account the total number of predictors that are included in the model. The value of the adjusted R-Squared will only go up if the addition of the new predictor results in a significant (i.e., statistically significant) improvement to the model. The standard error of the estimate is a measure of the accuracy of predictions, and it lowers when a predictor improves the model by less

than what would be anticipated by chance. However, it increases when a predictor improves the model by more than what would be expected by chance. Additionally, the standard error (or errors) of the regression offers an absolute measurement of the typical distance that the data points deviate from the regression line.

4.5.2.1 Website Marketing and Sales Performance

The researcher sought to find out the effect of website marketing on sales performance of second hand vehicles. The results are displayed in table 4.9.

**Table 4.9 Website Marketing and Sales Performance
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642 ^a	.412	.408	.54125

a. Predictors: (Constant), WM1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.171	1	31.171	106.401	.000 ^b
	Residual	44.529	152	.293		
	Total	75.699	153			

a. Dependent Variable: SPV

b. Predictors: (Constant), WM1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.019	.282		3.618	.000
	WM1	.740	.072	.642	10.315	.000

a. Dependent Variable: SPV

Source: Researcher (2022)

The findings demonstrated a direct relationship between the dependent variable (sales performance) and the independent variable (website marketing). This demonstrated a significant relationship between website marketing and sales performance (R=0.412). In addition, it was obvious from the analysis that the coefficient of determination was

significant (R Square = 0.41, P 0.05). This indicated that 41 percent of the variance in sales performance were attributable to website design and user experience as the components of website marketing.

Utilizing Analysis of Variance, the significance of the regression model was examined (ANOVA). $F=106.401$ and $p=0.000$, which is less than 0.05, indicate that the model is statistically significant for predicting the effect of online promotion on the sales performance of used vehicles in Nairobi County, Kenya. Given that $p < 0.05$, the model is significant with a 95% degree of confidence and the variables in the equation are significant.

Website marketing had a coefficient of 0.642 and $p < 0.05$. This indicated that the link was statistically significant at the 5% level of confidence. The standardized coefficients indicated the change in the dependent variable that corresponded to a change of one unit in the independent variable (website marketing). Thus, a 1% change in website marketing will result in a 21.7% change in the sales performance of used vehicles in Nairobi County.

Therefore, the regression equation is;

$$Y = \beta_0 + \beta_1 X_1 + \epsilon$$

Where:

Y is the dependent variable - sales performance,

β_0 is the regression coefficient/ Y-intercept,

β_1 is the slopes of the regression equation,

X_1 is the independent variable - website marketing,

ϵ is the error term.

Thus, the regression equation for website marketing style and sales performance was;

$$Y = 1.019 + 0.642 X_1 + 0.282$$

4.5.2.2 Search Engine Marketing and Sales Performance

The researcher sought to find out the extent to which search engine marketing influenced sales performance. The results are displayed in table 4.10.

Table 4.10 Regression Analysis for Search Engine Marketing and Sales Performance

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.562	.316	.311	.58378		

a. Predictors: (Constant), SE1

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.898	1	23.898	70.125	.000
	Residual	51.801	152	.341		
	Total	75.699	153			

a. Dependent Variable: SPV
b. Predictors: (Constant), SE1

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.343	.191		12.291	.000
	SE1	.427	.051	.562	8.374	.000

a. Dependent Variable: SPV

Source: Researcher (2022)

The results of the study indicated a direct relationship between search engine marketing (independent variable) and sales performance (dependent variable). Between search engine marketing and sales success, there was a significant correlation ($R=0.562$). Moreover, it was clear from the research findings that the coefficient of determination was significant ($R\text{ Square} = 0.316$, $P 0.05$). This indicated that website visibility and high

search rankings as the components of SEO were responsible for 31,6% of the difference in sales success.

Utilizing Analysis of Variance (ANOVA) the significance of the regression model was examined. $F=70.125$ and $p=0.000$ were less than 0.05, hence the model was statistically significant for predicting the effect of search engine marketing on the sales performance of used vehicles in Nairobi County, Kenya. Given that $p < 0.05$, the model is significant with a 95% degree of confidence, and the variables in the equation are significant.

Search engine marketing showed a coefficient of 0.562 and a p-value of less than 0.05. This indicated that the association was significant at the 5% level of significance. The standardized coefficients indicated the change in the dependent variable corresponding to a change of one unit in the independent variable. Thus, a one percent shift in search engine marketing would result in a 56,2 percent shift in sales success.

Therefore:

$$Y = \beta_0 + \beta_2 X_2 + \epsilon$$

Where:

Y is the dependent variable - sales performance,

B₀ is the regression coefficient/ **Y**-intercept,

β₂ is the slopes of the regression equation,

X₂ is the independent variable - search engine marketing,

ε is the error term.

Thus, the regression equation for search engine marketing and sales performance was;

$$Y = 2.343 + 0.562 X_2 + 0.191$$

4.5.2.3 E-mail Marketing and Sales Performance

The researcher carried out a regression analysis to determine the extent to which E-mail marketing influence sales performance of second hand vehicles within Nairobi County. The results are displayed in table 4.11 below.

Table 4.11 Regression Analysis for E-mail Marketing and Sales Performance

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.623	.388	.384	.55191

a. Predictors: (Constant), EMM1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.399	1	29.399	96.514	.000
	Residual	46.301	152	.305		
	Total	75.699	153			

a. Dependent Variable: SPV

b. Predictors: (Constant), EMM1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.128	.285		3.961	.000
	WM1	.715	.073	.623	9.824	.000

a. Dependent Variable: SPV

Source: Researcher (2022)

The findings indicated a direct correlation between E-mail marketing (independent variable) and sales performance (dependent variable). This indicated that there was a significant correlation between email marketing and sales performance ($R=0.623$). Moreover, the analysis demonstrates that the coefficient of determination was statistically significant ($R\text{ Square} = 0.388$, $P 0.05$). This indicated that 38.8% of the variance in sales performance was attributable by information marketing and promotion marketing as components of email marketing.

Analysis of Variance was used to test the significance of the regression model (ANOVA). $F= 96.514$, and $p=0.000$, which was less than 0.05, was significant. Thus, the model is statistically significant in its ability to forecast how E-mail marketing affected the sales performance of used vehicles in Nairobi County, Kenya. Given that $p<0.05$, the model was significant with a confidence level of 95%, and the variables in the equation were significant.

Email marketing showed a coefficient of 0.623 and a p-value less than 0.05. This indicated that the association was statistically significant at the 5% level. The standardization of the coefficients indicated the proportional change in the dependent variable for each unit change in the independent variable. Thus, a 1 percent variation in E-mail marketing would result in a 62.3 percent variation in sales performance.

Therefore:

$$Y = \beta_0 + \beta_3 X_3 + \epsilon$$

Where:

Y is the dependent variable - sales performance,

B₀ is the regression coefficient/ Y-intercept,

B₃ is the slopes of the regression equation,

X₃ is the independent variable - E-mail marketing,

ε is the error term.

Thus, the regression equation for E-mail marketing and sales performance was;

$$Y = 1.128 + 0.623X_3 + 0.285$$

4.5.2.4 Social Media Marketing and Sales Performance

The researcher sought to find out how social media marketing influences sales performance. The results are displayed in table 4.12.

Table 4.12 Social Media Marketing and Sales Performance

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633	.401	.397	.54434

a. Predictors: (Constant), SMM1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.161	1	30.161	101.789	.000
	Residual	45.039	152	.296		
	Total	75.200	153			

a. Dependent Variable: SPV

b. Predictors: (Constant), SMM1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.083	.283		3.823	.000
	WM1	.728	.072	.633	10.089	.000

a. Dependent Variable: SPV

Source: Researcher (2022)

The results revealed a direct correlation between the sales performance (dependent variable) and the social media marketing (independent variable). This indicated a substantial correlation between social media marketing and sales performance (R=0.633). In addition, the analysis revealed that the determination coefficient was statistically significant (R Square = 0.401, P 0.05). This indicated that use of Facebook marketing, Twitter marketing and Instagram marketing as used as component of social media marketing were responsible for 40,1% of the variation in sales performance.

Using Analysis of Variance, the significance of the regression model was examined (ANOVA). F=101,789 and p=0.000, which is less than 0.05, indicated that the model is statistically significant in its ability to forecast how social media marketing affects the sales performance of used vehicles in Nairobi County, Kenya. Given that p 0.05, the model is significant with a 95% degree of confidence, and the variables in the equation are significant.

The coefficient for social media marketing was 0.633, and p was less than 0.05. This indicated that the association was statistically significant at the 5% confidence level. The standardization of the coefficients indicated the proportional change in the dependent variable for every unit change in the independent variable. Thus, a 1% change in social media marketing will result in a 63.3% difference in sales performance.

Therefore, the regression equation is;

$$Y = \beta_0 + \beta_1 X_1 + \epsilon$$

Where:

Y is the dependent variable - sales performance,

B0 is the regression coefficient/ Y-intercept,

β_1 is the slopes of the regression equation,

X₁ is the independent variable - social media marketing,

ε is the error term.

Thus, the regression equation for social media marketing and sales performance was;

$$Y = 1.083 + 0.633 X_1 + 0.283$$

4.5.2.5 Internet Marketing and Sales Performance

A multiple regression analysis was run to determine the relationship between independent variables (website marketing, social media marketing, search engine marketing and E-mail marketing) in dependent variable. Table 4.13 below shows the results:

Table 4.13 Internet Marketing and Sales Performance

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.675 ^a	.456	.442	.52564

a. Predictors: (Constant), SMM1, EMM1, SE1, WM1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	34.530	4	8.633	31.243	.000 ^b
	Residual	41.169	149	.276		
	Total	75.699	153			

a. Dependent Variable: SPV

b. Predictors: (Constant), SMM1, EMM1, SE1, WM1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.940	0.297		3.162	0.002
	Website	0.740	0.282	0.642	10.315	0.000
	Search Engine	0.427	0.191	0.562	8.374	0.000
	E-mail	0.715	0.285	0.623	9.824	0.000
	Social Media	0.728	0.283	0.633	10.089	0.000

a. Dependent Variable: SPV

Source: Researcher (2022)

The model summary revealed a direct relationship between the dependent variable (sales performance) and the independent variables (website marketing, social media marketing, search engine marketing, and E-mail marketing) under this study. There was a significant correlation ($R=0.675$) between website marketing, website marketing, e-mail marketing, search engine marketing, and social media marketing. In addition, it was obvious from the table that the coefficient of determination was substantial and statistically significant ($R\text{ Square}= 0.45$, $P 0.05$). This indicated that 45,6% of the variance in sales performance was attributable to website marketing, e-mail marketing, search engine optimization, and social media.

Analysis of Variance (ANOVA) was used to test the significance of the regression model. $F = 31.243$ and $p = 0.000$ were both less than 0.05. Thus, the model is statistically significant for predicting the effect of website marketing, e-mail marketing, search engine optimization, and social media on the sales performance of used vehicles in Nairobi County, Kenya. Given that $p < 0.05$, the model was significant with a confidence level of 95%, and the variables in the equation were significant. This meant that the regression model could accurately predict how website marketing, e-mail marketing, search engine marketing, and social media affected sales performance.

Significant regression weights were observed for three of the independent variables. Unstandardized coefficients were included in the regression model because they were easy to perceive and comprehend, and because their use in calculations and analyses was preferred (Siegel, et. al., 2016). Website marketing had a coefficient of 0.642 and $p < 0.05$, whilst search engine marketing had a value of 0.562 and $p < 0.05$, email marketing had a coefficient of 0.623, and social media marketing had a coefficient of 0.633 and $p < 0.05$. This indicated that the association was statistically significant at the 5% level.

The standardization of the coefficients indicated the proportional change in the dependent variable for each unit change in the independent variable. Thus, a one percent change in website marketing would result in a seventy-four percent change in sales performance; a

one percent change in search engine marketing would result in a forty-two percent change in sales performance; a one percent change in email marketing would result in a seventy-one and a half percent increase in sales performance; and a one percent change in social media marketing would result in a seventy-two and a half percent increase in sales performance.

Therefore:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Where:

Y is the dependent variable-sales performance,

β_0 is the regression coefficient/constant/Y-intercept,

β_1 , β_2 , β_3 , and β_4 are the slopes of the regression equation,

X_1 is the website marketing,

X_2 is the search engine marketing,

X_3 is the E-mail marketing,

X_4 is the social media marketing,

ϵ is an error term

Therefore, the regression equation between the four internet marketing components and sales performance was;

$$Y = 0.940 + 0.740X_1 + 0.427X_2 + 0.715X_3 + 0.728X_4 + 0.297$$

CHAPTER FIVE

DISCUSSIONS

5.1 Introduction

This chapter provides a summary of the key findings, discussion and conclusion drawn from the study findings. Further, the study presents recommendations on further studies on this topic to help fill in the gaps left out as a result of the scope limitations of this study.

5.2 Demographic Profile

The study established discovered that majority of the respondents were males. The gender distribution showed that there is a gender gap in Nairobi County's second-hand automobile sector. This demonstrated that in the second-hand vehicle market in Nairobi County, Kenya, men dominated a bigger share of the market than women. On duration of the company operation, the study revealed that majority (of the firms have been in the operation for a period of 15 years and above. Most of the organizations had been in the motor selling business for a long time, thus respondents were in a position to provide information on the impact of internet marketing on second-hand vehicle sales.

On the highest education level that respondents had obtained, the study established that majority had a bachelor's degree as their highest academic qualification. The research findings revealed that the majority of the top-level management team have a bachelor's or post-graduate degree academic qualification and thus they can run the business operations in competitive or dynamic environments. To the years of professional experience, the study discovered that majority of the respondents, had worked in the sector for a period of 11-15 years. The findings supported the idea that the majority of the respondents had acquired the relevant sales experience required in the sector. Majority of the respondents were general managers. The findings showed the fair distribution of the respondents had been attained and therefore enabling the achievement of the study's goals.

5.3 Discussion of Findings

The purpose of this study was to determine the effects of internet marketing on sales performance of second hand vehicles among car bazaars in Nairobi County. Primary data was collected using structured questionnaire and regression analysis was run for the data set. The following were the findings:

5.3.1 Website Marketing and Sales Performance

The study aimed to investigate the effect of website marketing on sales performance, the study established that most of the companies have website that they use in marketing activities and that it was updated weekly. The website is linked to the company's social media pages. The average mean score shows that respondents agreed that website marketing influence sales performance of second hand vehicles in Nairobi County.

From the regression analysis conducted, the study established that there was strong association between website marketing and sales performance. The association was a significant predictor of website marketing's influence on the sales performance of second hand vehicles in Nairobi County.

According to Yulianto and Fauzi (2020) the design of website can trigger a business in any field in the virtual world. The company website must follow a user-centric design and user should understand of the functionalities of an application through graphical design. The study agreed with study showed that customer satisfaction is directly and positively influenced by website design and information content respectively. They added that firms should pay attention on the designing and structuring of an effective website. Website design, ease of navigation and overall structure of the interface are proposed as factors that affect the online consumer in making decisions.

Similarly, Bucko and Kakalejcik (2018) found that user experience and website usability is an important factor during the online purchasing process. Customers use the internet to gather information about products and services. By interacting with the website, users feel like they can control the system and make the online market seem more trustworthy. They added that website user may be browsing online looking for prices or special offers

before they visit the store. Companies should offer their customers both the online and offline experience of shopping in order to achieve a wider variety of customers; those who shop online and those who prefer to visit the store. Website should serve or add value in order to improve customers' experience. Website helps businesses to improve their image by adding new unique services, build the company value and formulate an unforgettable customer experience by providing interactive facilities.

The finding of this study are consistent with those of Dwivedi, Ismagilova, Hughes, Carlson, Filieri, Jacobson and Wang (2021) that using links on social media effectively, the company can increase website traffic and improve the organizations brand awareness. Additionally, Chaffey and Smith (2018) pointed that increasing website traffic through social media is fundamental, so links on social media posts should be in place to achieve this. The result of this study concurs with a study conducted by El-Hachimi, Ait Lhassan and Belamhitou (2021) that the website marketing use has a positive effect on sales performance. The result also agreed with a study conducted by Seukindo (2017) which established website marketing had a statistically positive significant effect on sales performance.

Rogers (2003) noted that users adopted new innovations due to the relative advantage measured in economic terms. Most companies embraced the use of website marketing because it increased their sales. Moreover, it fits with reduced complexity attribute which means it is easy to understand.

5.3.2 Search Engine Marketing and Sales Performance

To the effect of search engine marketing on sales performance, the study found that most of the companies use paid and non-paid advertising to make their website more visible on popular search engine sites such as Google. Through the company website firms have been able to get new customers which have in turn resulted to more sales. Likewise, the study established that most companies have implemented online strategies to increase traffic to their website. Respondents agreed that search engine marketing have an effect on sales performance of second hand vehicles, Kenya.

There was significant relationship between search engine marketing and sales performance. The study determined that search engine marketing influenced the sales performance of second hand vehicles in Nairobi County

According to Bhandari and Bansal (2018) organizations use SEO to boost brand visibility and invariably gain a market share. Gaining a bigger market share would mean that the organization is performing better in the market and that it has a competitive edge over its competitors. Loftipannah (2016), on the impact of SEO on visibility and recognition of online academic journals noted that SEO managed to make the journals visible and also increased the number of citation and downloads of the same journals. This is a classic example of how SEO can improve the visibility and engagement of a brand.

Velayudham and Rose (2019) established that higher search rankings positively influenced consumer purchase behavior with internet search skills a critical factor. Search engine optimization techniques play a key role to increase ranks of a sites. The search engine optimization factors such as utilizing key words, should be considered during the development of websites because it can help to get higher rank of sites in search results. Lemos and Joshi (2017) contend that a website with a higher search engine ranking attracts more visitors, and the internet is the primary marketing medium. Every month, around 70 billion users utilize search engines to look up information. A website's top ranking offers a fantastic opportunity to reach customers. To get higher rank in search results it is essential for any web page or website to have a top rank on first page of search engine. The optimized websites appear at better ranks in search engine and ordinarily get higher number of visitors.

The findings of this study concur with Castronovo and Huang (2018) that companies are able to increase their traffic through search engines with the goal of pushing their websites and names at the top of any search results page. The findings also agree with Yang, Shi and Wang (2018) that search engine marketing and business model has a strong positive relation with sale performance. Nevertheless, the findings may contradict those of Schultheib and Lewandowski (2015) which found that SEO was an important

marketing tool. However, it was largely unknown to users which meant that they had no expertise to evaluate its impact.

5.3.3 E-mail Marketing and Sales Performance

To the effect of E-mail marketing on sales performance of second hand vehicles, the study discovered that most companies surveyed, have developed an email marketing strategy and have an email marketing list. Companies regularly send promotional emails to customers highlighting sales, offers and discounts. Additionally, the study established that company emails are cross-linked with the firm's social media pages. The study showed that respondents agreed that email marketing has an effect on sales performance of second hand vehicles in Nairobi, Kenya. There was a significant relationship between e-mail marketing and sales performance.

Tian (2018) argued that email marketing is becoming popular a medium in the companies in delivery of marketing information to customers. As a result, businesses benefit a lot from email marketing. For example, email marketing is good at focusing on customers instead of products. The objective of an Email marketing campaign is to achieve a business goal. It is cheap to deliver marketing information through email, comparing with any other marketing methods.

Venugopal, Das and Murthy (2019) note that companies should first understand the options available to them in terms of email marketing. The most common options include sending out mass emails with promotional materials, publishing and distributing e-newsletters and offering correspondence courses via email. The advantage to all of these marketing strategies is the ability to reach a worldwide audience. Some email marketing campaigns are for seasonal promotion some others are for discount, and so forth. A good phrase for the subject matter is expected to catch the recipient's initial attention enough to encourage them to open the email. Many email newsletter software vendors offer transactional email support, which gives companies the ability to include promotional messages within the body of transactional emails.

The findings of this study concur with MacDonalde (2021) that E-mail marketing strategy is an important part of any marketing strategy. Email is the most cost-effective way to promote organization products, communicate with customers and reach business goals. The findings of this study agree with Kannan (2017) that a high advertising value is positively correlated with a positive attitude toward advertising via emails. Email marketing is still one of the most effective marketing strategies.

According to Rogers (2003) the adoption of a new innovation is influenced by relative advantage and trialability. Email marketing's relative advantage lies in its convenience and cost-effectiveness. Companies can reach multiple consumers at the click of a button. Moreover, it is cheaper as one simply requires an internet connection and a mailing list. Trialability means that email marketing is not a one stop decision. Instead companies can implement it in phases without incurring additional costs. As a result, companies can try multiple email marketing strategies before settling on the one that works for them.

5.3.4 Social Media Marketing and Sales Performance

On whether social media marketing influences sales performance, the study revealed that most companies posts daily on all their social media pages. There is immediate feedback to user contents and questions on social media pages. Use of social media marketing increases the number of second hand motor vehicle sales. The respondents agreed with the aspects of social media marketing applied in their organizations that they influence sales performance of second hand vehicles in Nairobi County, Kenya. There was a strong relationship between social media marketing and sales performance.

Bagga and Gupta (2014) conducted a study to evaluate the use of internet marketing in the Indian automobile industry with focus to Volkswagen, Hyundai and Renault. The study found that although Hyundai was the oldest automobile in India, it had been surpassed by newer entrants Volkswagen and Renault. Volkswagen and Renault posted regularly on Facebook and Twitter positively impacting their brand promotion, perception and visibility. Moreover, respondents noted that Volkswagen's website was very informative ranking it as their preferred brand. Haarman, et al (2020) companies use

Facebook ads since they are perceived to be a cheaper option for campaign implementers compared to traditional outreach activities.

Guesalaga (2017) found that social media is transforming the way sellers and buyers interact. Salespeople are using social media more and more to demonstrate connectivity to customers and to their organization, although the author indicates that the acceptance and use of technology may vary to a great extent among salespeople. Also, social media makes buyer-seller interactions more efficient, although this may bring a detriment to the quality of the relationship by reducing face-to-face interaction. Sufian, Min, Murad and Aziz (2020) recognized that the increased availability of social media platforms has forced many companies to integrate these with their traditional customer relationship management (CRM) systems.

The finding of this study concurs with Rodriguez et al. (2017) that social media positively influence customer orientation activities, which in turn positively impact sales performance. It has the potentials of influencing decision-making in a very short time regardless of the distance. This study concurs with a study conducted by Kagondu (2018) on the effect of social media marketing on sales performance of large retail stores in Nairobi County. The regression analysis established that there is a positive relationship between social media marketing and sales performance. Another study conducted by Rodriguez, Peterson, and Krishnan (2017) established that the findings support that social media has a positive relationship with sales processes.

Additionally, the findings concur with the innovation theory's communication dimension (Rogers, 2003). Social media provides a channel by which participants create and exchange information to reach a mutual conclusion. Companies use social media to advertise their cars and engage with customers. In turn customers use the same platforms to create user-generated content. Social media has been used for connecting with friends but companies can now show users that the platforms can also add value to the car buying process. Furthermore, it meets observability as a criterion for influencing the uptake of an innovation. Social media profiles are public with company pages rated on the number of

likes, views and followers. Consequently, as it is easy for people to see the results of a social media campaign social media marketing is quickly embraced by industry players.

5.4 Conclusion

Overall, the study found that most of the companies have a website that they use in marketing activities and that it was updated frequently. The website is linked to the company's social media pages. The study concludes that there was strong coefficient of determination between website marketing and sales performance. The model was established to be statistically significant in predicting how website marketing influences sales performance of second hand vehicles in Nairobi county.

On the effect of search engine marketing on sales performance, the study concludes that companies use paid and non-paid advertising to make their website more visible on popular search engines such as Google. There was significant relationship between search engine marketing and sales performance. The model was established to be statistically significant in predicting how search engine marketing influences the sales performance of second hand vehicles in Nairobi County.

To the effect of email marketing on sales performance of second hand vehicles, the study found that most companies have developed an email marketing strategy and have an email marketing list.. The study concludes that there was significant relationship between email marketing and sales performance. Statistically it was found out that email marketing influenced sales performance of second hand vehicles in Nairobi County.

On the effect of social media marketing influence sales performance, the study concludes that most companies post daily on all their social media pages.. The study concludes that there was strong relation between social media marketing and sales performance. The model was found to be statistically significant in predicting how social media marketing influence sales performance of second hand vehicles in Nairobi County, Kenya.

Car bazaars form a social system. Although they are in competition they are engaging in joint problem solving to provide cars to the population. Rogers (2003) states that diffusion occurs within a social system. The study shows that most of the car bazaars

have adopted various forms of internet marketing as it is an acceptable norm by members of the social system. The diffusion of innovation theory helps change the structure and functioning of a social system (Rogers, 2003). In this case organizations are open to using internet marketing strategies signifying a shift from traditional marketing. Furthermore in line with the firm performance theory which states that increased profitability, market share and market value as derived from sales performance contribute to the firm's financial performance (Santos & Brito, 2012).

5.5 Implications of Research

Depending on their needs, different stakeholders can use the study's findings to make decisions. Management, knowledge, and policymakers are impacted by the study.

5.5.1 Contribution to Management

The findings of this study provide several managerial implications. First, if companies believe in the benefits of using internet marketing on sales, they need to build organizational competence and commitment. The former could be developed by selecting senior managers with high levels of knowledge and expertise in internet use, and by providing the necessary training to acquire relevant knowledge and productivity in using internet. Sometimes companies might explore is to have an expert in internet marketing, with enough authority to influence senior management in the company. This position may be strategic in developing competence, but also commitment through an articulate strategy on internet marketing and a communication campaign.

At the individual level, this research suggests that companies should have sales executives that are active users of internet, and promote the personal use of internet platforms available like social media pages. For selection, the areas of Human Resources may consider explicitly the engagement and expertise of candidates to sales jobs, either through personal interviews or standardized tests. With respect to promoting the personal use of social media platforms, the implications are somehow tricky. On the one hand, companies may have policies that limit the personal use of social media during work hours, to reduce the risks of lower productivity.

On the other hand, the findings of this study indicate that it could actually be beneficial to encourage the personal use of internet marketing by sales executives. The answer probably depends on some other factors related to the company and the salesperson; however, a starting point could be to promote personal use of social media, but at the same time provide training on how to build expertise from the personal usage to a professional usage, and how to increase effectiveness and efficiency in their jobs by using social media.

5.5.2 Contribution to Policy

The sellers of used vehicles will be able to understand how they can customize their offers to clients through the use of internet marketing. This will be accomplished by establishing a profile of the customer based on their purchasing history and preferences. The second-hand sellers are able to provide customized offers that are reflective of their clients' interests since they track the web pages and product information that prospective buyers browse. Tracking website visits will make available information that may be used for organizing cross-selling activities, which will ultimately result in an increase in the value of sales made by individual customers. Internet marketing is an essential tool for developing meaningful relationships with clients and achieving higher levels of client retention.

5.5.3 Contribution to Knowledge

This research contributes to filling gaps identified in the literature by studying antecedents of internet marketing on sales performance. The study is based on Diffusion Innovation Theory to propose a framework where internet marketing forms such as social media, website, SEO and email marketing can enhance sales performance. The findings of this study will be used by other scholars, academicians and researchers on the literature of internet marketing and sales performance of second hand vehicles. The study will make empirical contribution to the field internet marketing to sales performance in general and particularly to the second hand vehicles among car bazaars in Kenya.

5.6 Limitations and Recommendations for further studies

The main constraint of this study was that most respondents deemed certain pieces of information to be secret and did not wish to divulge everything. This constraint was mitigated by observing the respondents' nonverbal behavior and drawing informed inferences on some of the concerns. The study also discovered difficulties in monitoring responses from those who were not available at the time of data collection.

This study relied on self-reported information via questionnaires; however, self-reported information is not usually reliable. The tool was pretested to reduce the respondent recollection bias mistake. Respondents dropped out of the study or did not return the surveys. In such an instance, the researcher followed up with a comparable questionnaire to the individuals implicated.

The study was also limited to website marketing, search engine marketing, email marketing, and social media marketing as the measures of internet marketing. There are other components of internet marketing which have been adopted by other scholars.

The study recommends further research to be conducted on internet marketing on other sector other than in motor selling industry and in other counties in order to depict real situation across the sectors.

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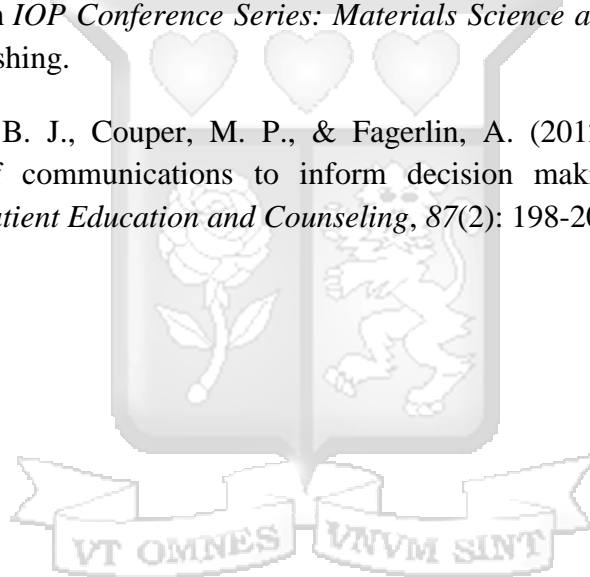
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APPENDICES

Appendix 1: Letter of Introduction

Ole Sangale Rd, Madaraka Estate,
P.O. Box 59857 00200, Nairobi, Kenya.
Cell: +254 703 414/6/7, Twitter: @SBSKenya

Email: info@sbs.ac.ke or visit www.sbs.strathmore.edu



22nd February 2022

To Whom It May Concern

RE: FACILITATION OF RESEARCH – AMOS GITAU

This is to introduce Amos Gitau who is a Master of Commerce (MCOM) Student at Strathmore University Business School, admission number MCOM/135376. As part of our MCOM Program, Amos is expected to do applied research and undertake a project. This is in partial fulfilment of the requirements of the MCOM course. To this effect, Amos would like to request for appropriate data from your organization.

Amos is undertaking a research paper on “**Effects of Internet Marketing on Sales Performance of Second Hand Vehicles Among Car Bazaars in Nairobi County.**” The information obtained shall be treated confidentially and shall be used for academic purposes only.

Our MCOM seeks to establish links with industry, and one of these ways is by directing our research to areas that would be of direct use to industry. We would be glad to share our findings with you after the research, and we trust that you will find them of great interest and of practical value to your organization.

We appreciate your support and shall be willing to provide any further information if required.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Njoki Kiagiri".

Njoki Kiagiri
Associate Manager – Graduate Programmes.
Strathmore University Business School.



Appendix II: Questionnaire

Number.....

You are invited to participate in the above mentioned thesis. The survey should only take at most 10 minutes to complete. To ensure confidentiality of all responses, you are not obliged to provide your name. The information you give in response to this survey will be purely used for academic purpose.

Part A: Background Information

1. Please indicate your gender?

Male Female

2. Kindly indicate your age.

20-29years 30-39years
40-49years 51-60years
Above 60years

3. How long has your company been in operation?

Below 5 years 11-15 years
6-10 years Over 16 years

4. Kindly indicate your Highest education qualification.

PhD. Masters
Degree Diploma
High School Primary Level

5. Which position do you hold in this firm?

Sales manager ICT manager Yard manager

Any other specify.....

6. Indicate the category of the vehicles you sell (Tick all that apply)

- a. Saloons and Wagons
- b. Commercial Lorries/Trucks
- c. Pick Ups
- d. Buses
- e. Earth moving equipment

7. Indicate the ownership of your firm?

Limited Company

Partnership

Sole proprietorship

PART B:

Section A: Effect of Website Marketing on sales performance of second hand vehicles

1. What is your rating of the following statements with regards to effect of Website marketing on sales performance of second hand vehicles? use the following scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Not Sure, 4 = Agree, and 5 = Strongly Agree

Website marketing	1	2	3	4	5
Our company has a website					
Our company website is updated weekly					
Our company website is linked to the company's social media pages					
Our company website linked is displayed on the company's marketing pages					
Our company website performance numbers are					

reviewed regularly					
Our company tracks website visitor and sales conversion numbers					
Our company uses the industry best practices for website marketing					
Our company's website increases the sales of second hand motor vehicles					

Section B: Effect of Search Engine Marketing (SEM) on sales performance of second hand vehicles

2. What is your rating of the following statements with regards to effect of SEM or Google marketing on sales performance of second hand vehicles? Use the following scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Not Sure, 4 = Agree, and 5 = Strongly Agree

SEM	1	2	3	4	5
After a search our company website is on the first page of popular sites					
Our company understand how to use in popular sites for website marketing					
Our company use paid and non-paid advertising to make our website more visible on popular sites					
Our company implement online strategies to increase traffic to our website					
Our company has a business profile available in popular sites					
Our company's website has enabled us gain more new customers					
Our company's business profile marketing strategy has helped increased our sales in					

popular sites					
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Section C: E-mail Marketing

3. What is your rating of the following statements with regards to effect of e-mail marketing on sales performance of second hand vehicles? use the following scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Not Sure, 4 = Agree, and 5 = Strongly Agree.

E-mail marketing	1	2	3	4	5
Our company has an email marketing strategy					
Our company has an email marketing list					
Our company sends customers personalized emails					
Our company regularly sends email to customers to inform them on new products and services					
Our company regularly sends promotional emails to customers highlighting sales, offers and discounts					
Our company's emails are cross-linked with the firm's social media pages					
Our company uses email to collect customer data for marketing					
Our company's email marketing strategy increases the number of second hand motor vehicle sales					

Section D: Social Media Marketing

4. What is your rating of the following statements with regards to effect of social media on sales performance of second hand vehicles? use the following scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Not Sure, 4 = Agree, and 5 = Strongly Agree

Social Media Marketing	1	2	3	4	5
Our company has a social media marketing strategy					
Our company has a Facebook page					
Our company has an Instagram page					
Our company has a Twitter Account					
Our company posts daily on all the social media pages					

Our company responds to user contents and questions on social media pages					
Our company understands how to use analytics to track and measure social media performance					
Our use of social media marketing increases the number of second hand motor vehicle sales					

PART E: Sales Performance of the Organization

5. The questions in this sub-section are on the evaluation of performance of the organization in several areas. Use a scale of 1-5, where (1-strongly disagree, 2-disagree, 3-neutral, 4-agree and 5- strongly agree) tick one.

Statement	1	2	3	4	5
Our company market share grew due to adoption of E-marketing					
Our company has experienced large quantity of orders through social media accounts					
Since adoption of internet marketing we have experienced increased volume of sales of our vehicles					
Our company has identified new market segment in the online market					
Our company has experienced high profit margin since we started online marketing					

THANK YOU FOR YOUR TIME AND PARTICIPATION

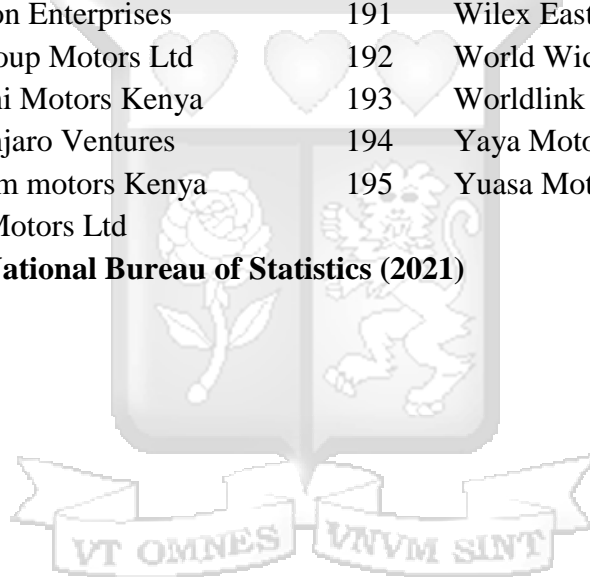
Appendix III: List of Sampled Registered Car Bazaars in Nairobi County

1	Abson Motors Ltd	99	Langata Road Motors
2	Access Motorsports Ltd	100	Lian Motors Ltd
3	Ace Prestige Autos	101	Lota Automobiles Ltd
4	Agba Motors Limited	102	Lowaland Motors
5	Alfa Motors Ltd	103	M K & Sons Ltd
6	Al-Ikhlās Motors	104	Maeji International Ltd
7	Alpine Auto Parts Ltd	105	Malik Cars Link (K) Ltd
8	Al-Shujah Motors Ltd	106	Maridadi Motors
9	Amazon Motors Ltd	107	Marine Auto Sales
10	Ameen Motors	108	Mashariki Motors Ltd
11	A-Plus Motors Ltd	109	Mashlyn Sky Ltd
12	Arrow Hi Fi Ltd	110	Master Cars
13	Asai Motors	111	Matuto Mwalimu Motors
14	Ashok Leyland Ltd, Kenya	112	Matuto Mwalimu Motors Ltd
15	Asman Awan Auto	113	Mbengo Motor Care
16	Associated Motors Ltd	114	MHH International Ltd
17	Auto Bazaar Kenya	115	MHH Japanese Cars
18	Auto Prestige	116	Milestone Cars
19	Autobox Motors	117	Motherland Motors
20	Autoswift Ventures Ltd	118	Motorhub Limited
21	Awan Autos	119	Motorshop Dealers
22	Balco International	120	Mozel Motors
23	Banbros Ltd	121	Muanya Investments
24	Bavaria Auto	122	Murica Enterprises
25	Bhatia Auto (Kenya)	123	Mwalimu Motors
26	Bhogal's Motor Mart	124	Nairobi Dam Motors
27	BMK (Kenya)	125	Nazish Motors Ltd
28	Bomas Motor Mart	126	Nihon City Trading Ltd
29	Bon Motors Co Ltd	127	Optic Motor Ltd
30	Bottomline Motors	128	Oriel motor Ltd -
31	Brooklane Evolution	129	Osaka Motors
32	Capitol Hill Motors	130	Panij Automobiles (K) Ltd
33	Car Experts	131	Parklane Motors
34	Car Soko Limited	132	Petag motor
35	Carland Limited	133	Pewin Motors
36	Carmasters Ltd	134	Philton Enterprises
37	CarMax East Africa	135	Planet Motors Ltd
38	Carzman Ltd	136	Prestige World Motors
39	Chery Motors	137	Priority Motors

40	Classic Motors Ltd	138	Proauto Dealers
41	Clyde Motors Company Ltd	139	Prodrive East Africa
42	Comat Trading Company	140	Rakesh Chotai
43	Concorde Motors Ltd	141	Rani Motors Ltd
44	Coverpoint Automobiles	142	Realmart motors
45	Crater Group	143	Reddy Services Ltd
46	Croton Motors	144	Redline Motors
47	Crystal Kenya Co Ltd	145	Refac Enterprises
48	Davanu Auto Spares	146	Regional Cars
49	Davies Motor	147	Rex Motors Ltd
50	Demfor Motors	148	Russ Motors
51	Denken Enterprises	149	Ryce East Africa Ltd
52	Destiny Motors	150	Safari M Park Motors
53	Diamondmark Motor Co	151	Sakai Motors
54	Divine Car Dealers	152	Sakai Trading Ltd
55	Double Touch Cars Ltd	153	Sarwar Motor Spares Ltd
56	Doughty Ltd	154	Sean Garstin Motors
57	Dove Motors Ltd	155	Shahid Sleek Auto Mart
58	Drivers Universe	156	Shina Trading Co Ltd
59	East Africa Motors Ltd	157	Shineland Motors
60	Empress Motorworld	158	Signature Cars
61	ESR Executive	159	Simba Colt Motors
62	Excellent Car Dealers	160	Singapore Motors Ltd
63	Executive Super	161	Sky High Motors
64	Fiona Motors Ltd	162	Skylark Impex Ltd
65	Forward Cars	163	Smart Autos
66	Four M Auto Parts Ltd	164	Sonic Auto
67	Gachewa Motors Ltd	165	Southend Motors Ltd
68	Gigi Motors Ltd	166	Southland Motors Ltd
69	Greenlight Auto	167	Ssangyong Motors
70	Gulf Auto Parts Ltd	168	Stantech Motors Ltd
71	Hamamatsu Trading	169	Stardom Motors
72	Hilltop Junction Motors	170	Supercity Motors
73	Hyundai Motors Ltd	171	Symc Motors (K) Ltd
74	Image Motors (K) Ltd	172	Tenfold Motors Ltd
75	Impala Downtown Ltd	173	Thika Motor Dealers (K) Ltd
76	Imports by Kairo	174	Times Cars
77	Infinity Motors	175	Topline Ventures
78	Insignia Motors Ngong Road	176	Toyopet Automobiles
79	Ivory Motors	177	Toyotsu Kenya

80	Jacaranda Motors Ltd	178	TransAfrica Motors
81	Jamii Auto Bargains	179	Transallied Ltd
82	Jaribu Motors Ltd	180	Triple A Motors
83	Jas Auto Solutions Ltd	181	Tripple One Motors
84	Jimoh Motors and Properties	182	Twiga Motors Ltd
85	Jolex Motors Services	183	Tymstar Motors
86	Joniz Wheelz Enterprises Ltd	184	Uhuru Garden Car Sales
87	Josim Kenya	185	Urja Distributors
88	Karen Auto Mart Ltd	186	Usman Awan Auto
89	Kengold Automobiles Ltd	187	Valley Road Motors
90	Kensville Motors	188	Valueplus Trading
91	Kenya Car Bazaar Ltd	189	Westpoint Motors Ltd
92	Kenya Grange Vehicle	190	Wigawa Enterprises
93	Kevinson Enterprises	191	Wilex East Africa
94	Key Group Motors Ltd	192	World Wide Auto
95	Kilimani Motors Kenya	193	Worldlink Holdings Ltd
96	Kilimanjaro Ventures	194	Yaya Motors
97	Kingdom motors Kenya	195	Yuasa Motors
98	Kinza Motors Ltd		

Source: Kenya National Bureau of Statistics (2021)



Appendix IV: Strathmore University- Ethical Approval



28th June 2022

Mr Kagechu, Amos
amos.gitau@strathmore.edu

Dear Mr Kagechu,

RE: Effects of Internet Marketing on Sales Performance of Second-Hand Vehicles Among Car Bazaars in Nairobi County

This is to inform you that SU-ISERC has reviewed and **approved** your above **SU Masters'** research proposal. Your application reference number is **SU-IERC1381/22**. The approval period is **28th June 2022 to 27th June 2023**.

This approval is subject to compliance with the following requirements:

- i. Only approved documents including (informed consents, study instruments, MTA) will be used
- ii. All changes including (amendments, deviations, and violations) are submitted for review and approval by SU-ISERC.
- iii. Death and life-threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to SU-ISERC within 48 hours of notification
- iv. Any changes, anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to SU-ISERC within 48 hours
- v. Clearance for export of biological specimens must be obtained from relevant institutions.
- vi. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal.
- vii. Submission of an executive summary report within 90 days upon completion of the study to SU-ISERC.

Prior to commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology, and Innovation (NACOSTI) <https://research-portal.nacosti.go.ke/> and obtain other clearances needed.

Yours sincerely,

for: **Dr Ben Ngoye,**
Secretary; SU-ISERC

Cc: Prof Fred Were,
Chairperson; SU-ISERC



Appendix V: NACOSTI Research License


REPUBLIC OF KENYA


**NATIONAL COMMISSION FOR
SCIENCE, TECHNOLOGY & INNOVATION**

Ref No: **644517** Date of Issue: **13/July/2022**

RESEARCH LICENSE



This is to Certify that Mr.. Amos Gitau of Strathmore University, has been licensed to conduct research in Nairobi on the topic: EFFECTS OF INTERNET MARKETING ON SALES PERFORMANCE OF SECOND HAND VEHICLES AMONG CAR BAZAARS IN NAIROBI COUNTY for the period ending : 13/July/2023.

License No: **NACOSTI/P/22/18759**

644517
Applicant Identification Number


Director General
**NATIONAL COMMISSION FOR
SCIENCE, TECHNOLOGY &
INNOVATION**

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