

**INFLUENCE OF MOBILE PHONE ADVERTISING ON CONSUMER PURCHASE  
BEHAVIOUR: THE CASE OF KENYA'S FASHION INDUSTRY**

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## DECLARATION

### STUDEN'S DECLARATION

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

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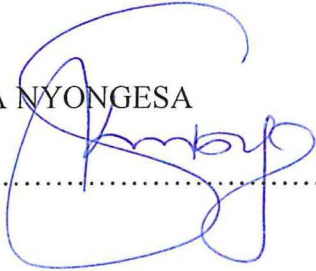
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### SUPERVISOR'S APPROVAL

This research project has been presented for submission with my approval as the university supervisor.

DR STELLA NYONGESA

Signature.....



Date.....

15/1/2025

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## TABLE OF CONTENTS

|   |           |
|---|-----------|
| Table of list of figures .....  | vii       |
| List of abbreviations .....   | viii      |
| Abstract .....  | ix        |
| <b>CHAPTER ONE: INRODUCTION .....</b>   | <b>1</b>  |
| 1.1 Background of the study .....   | 1         |
| 1.1.1 Mobile phone advertisement .....  | 2         |
| 1.1.2 Consumer purchase decisions .....   | 4         |
| 1.1.3 Fashion industry in Kenya .....   | 5         |
| 1.2 Problem statement .....   | 6         |
| 1.3 Research objectives .....   | 7         |
| 1.3.1 General Research Objectives .....   | 7         |
| 1.3.2 Specific Research Objectives .....  | 7         |
| 1.4 Research questions or hypothesis .....                                      | 7         |
| 1.5 Scope of the study .....  | 8         |
| 1.6 Significance of the study .....   | 8         |
| 1.7 Chapter Summary .....   | 9         |
| <b>CHAPTER 2 .....</b>  | <b>10</b> |
| LITERATURE REVIEW .....   | 10        |
| 2.2 Theoretical review .....  | 10        |
| 2.3 Empirical review .....  | 12        |
| 2.3.1 location based mobile advertising and consumer purchase decisions .....   | 12        |
| 2.3.2 Personalized mobile phone advertising on consumer purchase behavior ..... | 13        |
| 2.3.3 SMS based mobile phone advertising and consumer purchasing behavior. .... | 14        |
| 2.4 Research gaps .....   | 15        |
| 2.5 Conceptual framework .....  | 15        |
| 2.5.1 Operationalization of study variables .....                               | 16        |
| 2.6 Chapter Summary .....   | 18        |
| <b>CHAPTER 3: RESEARCH METHODOLOGY .....</b>                                    | <b>20</b> |

|  |           |
|--|-----------|
| 3.1 INTRODUCTION .....   | 20        |
| 3.2 Research design .....  | 20        |
| 3.3 Population .....   | 20        |
| Target Population .....  | 21        |
| 3.4 Sampling .....   | 21        |
| 3.4 Data collection methods .....  | 21        |
| 3.5 Data analysis .....  | 22        |
| 3.6 Research quality .....   | 22        |
| 3.6.1 Data validity and reliability .....  | 22        |
| 3.7 Ethical issues in research .....   | 23        |
| <b>CHAPTER 4: .....</b>  | <b>24</b> |
| <b>DATA PRESENTATION, ANALYSIS, AND INTERPRETATION.....</b>                            | <b>24</b> |
| 4.1 Introduction .....   | 24        |
| 4.2 Sample representation .....  | 24        |
| 4.2.1 Gender .....   | 24        |
| 4.2.2 age of respondents .....   | 26        |
| 4.2.3education level .....   | 27        |
| 4.2.4 employment status .....  | 28        |
| 4.2.5 how often do consumers use their phones .....                                    | 29        |
| 4.3 Descriptive analysis .....   | 30        |
| 4.3.1 frequency of mobile phone usage .....  | 30        |
| 4.3.2 Frequency of encountering advertisements on mobile phones .....                  | 31        |
| 4.4Correlation analysis .....  | 31        |
| 4.5 Summary of the findings .....  | 35        |
| <b>CHAPTER 5: DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS.....</b>                    | <b>36</b> |
| 5.1 Introduction .....   | 36        |
| 5.2 Summary of the findings .....  | 36        |
| 5.2.1 Summary of location based mobile advertising on consumer purchase behavior ..... | 36        |
| 5.2.2 Summary of personalized mobile advertising on consumer purchase behavior .....   | 36        |
| 5.2.3Summary of SMS based mobile advertising on consumer purchase behavior .....       | 37        |

|  |    |
|--|----|
| 5.3 Conclusion .....                       | 37 |
| 5.4 Recommendations .....                  | 38 |
| 5.5 Suggestions for further research ..... | 38 |
| 5.6 Limitations of the research .....      | 39 |
| Reference .....                            | 40 |
| Appendix I: Letter of introduction .....   | 43 |
| Appendix II: Questionnaire .....           | 44 |

## TABLE OF LIST OF FIGURES

|  |    |
|--|----|
| Table 4.1 Response Rate .....                        | 24 |
| Table 4.2 Gender .....                               | 25 |
| Table 4.3 employment levels .....                    | 29 |
| Table 4.4 consumers interact with their phones ..... | 30 |
| Table 4.5 descriptive analysis .....                 | 31 |
| Table 4.6 Correlations .....                         | 32 |
| Table 4.7 Model Summary(b) .....                     | 33 |
| Table 4.8 ANOVA(b) .....                             | 33 |
| Table 4.9 coefficients .....                         | 34 |
| Figure 4.1 Gender .....                              | 26 |
| Figure 4.2 Age Range .....                           | 27 |
| Figure 4.3 education level .....                     | 27 |

## **LIST OF ABBREVIATIONS**

AIDA- Awareness, information, desire, attention

TRA- Theory of Reasonable Action

TPB- Theory of Planned Behavior

## ABSTRACT

Mobile phone advertising and consumer purchase decisions aligns the general communication and objectives of the fashion businesses in Kenya by enhancing customer awareness and finally leading to informed buying decisions. Using the case of Kenyans fashion industry this study establishes how the influence of mobile phone advertising affects customers purchasing decisions.

This study targeted 100 participants both fashion marketers and consumers particularly in urban areas such as Nairobi, Kitengela and Rongai. Using the theory of planned behaviors as a framework the study explored how certain aspects such as behavioral controls are affected by location based, personalized and SMS based advertisements. Data was collected through questionnaires.

The findings aimed to provide insight to the researchers, policy makers and marketers on mobile phone advertising strategies to drive customer engagement and sales generation in the Kenya's vibrant fashion industry.

A good advertisement persuades the customer to make a final purchase and keeps them motivated to do a certain action (Kenneth and Donald 2010). They are used to derive sales, create awareness and promote traffic on the physical stores. Mobile advertising channels include in-app advertisements, mobile web banners, and social media ads tailored for mobile devices. These channels are commonly used to reach consumers on their smartphones and tablets.

To assess mobile advertising the study answers the following questions where used, To assess the influence of location-based mobile advertising on consumer purchase behavior in the fashion industry in Kenya, To assess the influence of personalized mobile advertising on consumer purchase behavior in the fashion industry in Kenya, To assess the impact of SMS-based mobile advertising on consumer purchase behavior in the Kenyan fashion industry.

The study therefore concluded that mobile advertising through location based, personalization and SMS based advertising influences consumer purchase decisions and behavior. Though each portrays potential challenges and benefits, they can be leveraged to yield maximum leads for the fashion industry in Kenya.

## CHAPTER ONE: INRODUCTION

### 1.1Background of study

This chapter introduces the research study on how mobile advertising shapes consumers purchasing behavior, in Kenya's fashion sector.

Over the years, the prominent tool that businesses have relied on to compete has been the marketing communication tools, of which advertising stands tall. (Kotler, 2009)

The high penetration rate of mobile phones has resulted in the increasing use of handheld devices to deliver advertisements for products and services (Kotler, 2009). Advertising is probably the first option that comes to mind when businesses need to communicate with the market.

It involves mobile marketing channels, which have evolved dramatically in the twenty-first century as compared to traditional physical channels as they portray more advantages. These changes include modifications to structure, function, and requirements. Smartphone channels currently include a variety of venues, including social networking, short message services (SMS), and smartphone apps. A good advertisement persuades the customer to a final purchase and keeps them motivated to do a certain action (Kenneth and Donald 2010). They are used to derive sales, create awareness and promote traffic on the physical stores. Mobile advertising channels include in-app advertisements, mobile web banners, and social media ads tailored for mobile devices. These channels are commonly used to reach consumers on their smartphones and tablets.

Customer behavior analysis is an essential component of marketing (Seth et al., 1999).

Constructing customer behavior models allows businesses to identify the customer segments that are most likely to buy their products and reach target customers effectively (Rossi et al., 1996).

With a better understanding of their customers, it is easier to develop location-based marketing strategies, personalized mobile advertising and the creation of SMS based advertising.

### **1.1.1 Mobile phone advertisement**

Mobile advertising is a term used for advertising using any mobile device such as mobile phones, tablets, and personal digital assistants (PDAs). The Mobile Marketing Association defines mobile advertising as "a form of advertising that is communicated to the consumer/target via a handset" (2008, p. 21). Mobile advertisements can vary from text-based SMS advertisements to smartphone-based banner advertisements. Smartphones are different from any other advertising media because they can support location-specific applications (Grewal et al., 2016). It ranges from simple text messaging to intelligent interactive ad messages. Mobile phone advertising, which includes various forms of marketing communications delivered via mobile devices, has become a pivotal tool for reaching and engaging consumers (Schiffman & Kanuk, 2014).

Mobile communication has been suggested as a method to improve delivery to absolutely all industries i.e. fashion, airline, healthcare, and more. Advertising is a non-personal paid form where ideas, concepts, products or services, and information, are promoted through media (visual, verbal, and text) by an identified sponsor to persuade or influence behavior (Bovee, et al. 1995). Mobile phones allow business organizations to target their customers with customized advertising and messages (Grewal et al., 2016), proving mobile advertising media to be an important platform for organizations to build relationships with their customers.

Personalization is one of the special features of mobile advertising, which offers new chances for the marketers to place effective and efficient promotions to mobile phone users (Kalakoda and Robinson, 2001), which is relevant to their lifestyle, as indicated by Reza, Chady, the global market research at Nokia Networks (DeZoya, 2002). The concept of personalization has been widely used in the customer service sector, but its effect on consumer behavior receives little concern in the field of mobile advertising. In the recent National Census of 2019, Kenya's population was reported to be 47.6 million citizens. The data reports that 96% of the population had Mobile coverage as of 2019. Communication Authorities of Kenya indicated that internet users in Kenya stand at 46.8 million users as of 2019.

Advertising is a powerful communication tool that leaves a lasting impact on viewers' minds (Khan et al., 2012). It falls within the promotional mix, which comprises product, price, place, and promotion. The goal of advertising is to create awareness about products and services, ultimately influencing consumer purchasing decisions.

Advertising, sales promotion, and public relations are mass-communication tools available to marketers. Advertising through all mediums influences audiences, but mobile advertising is one of the strongest mediums of advertising that is growing and making transformation due to its mass outreach; it can influence not only the individual's attitude, behavior, and lifestyle, but even the culture of the country (Latif and Abideen, 2011).

Consumers often make purchase decisions based on emotional connections to brands influenced by what they see or hear. Memories associated with a brand influence consideration and evaluation, leading to purchases (Romaniuk et al., 2004)

(Nasco and Bruner, 2008) explored the use of m-devices (mobile devices) as an advertising channel to communicate with consumers about products and services. Unlike traditional advertising mediums, mobile advertising offers advantages such as reaching consumers anytime and anywhere based on their usage habits and preferences. It goes beyond voice communication and message handling, allowing tailored messages (Nasco and Bruner, 2007).

Yang (2007) highlights the mobile characteristics of mobile advertising, emphasizing its potential reach and flexibility. In today's world, most people value their time and flexibility thus making mobile advertising grow, which leverages this widespread adoption, allowing brands to reach consumers wherever they are, whether commuting, at work, or relaxing at home.

Mobile advertising saves time for both consumers and businesses. This is where consumers get to see, select those of their interest, purchase, order, and deliver to them wherever they are in the country. Advertising not only persuades the customer to buy but also gives them the options that can be considered when they go to purchase to distinguish the products among many. When the customer goes to purchase anything he will once think that there is a certain product with certain features (Edwin et al., 2014). They also can view as many products as they wish and even compare them with those of the other businesses. Consumers have the advantage of comparing the quality, price, and services offered by the brand they choose to consume from.

Mobile advertising favors businesses in the fact that they can respond to their consumers at any given time, and explain their product's quality, size, and price. Businesses consider mobile devices a major advertising channel and allocate huge budgets for mobile advertising (Hashim et al., 2018). Marketers use their phones to create awareness and engage their customers.

Smartphone producers need to understand the factors influencing the purchase intention of the phones which is a key aspect towards boosting their market share (Rahim et al., 2016). They first establish the location of consumers by near-field communication, wireless networks, and location-based systems positioning technologies (Coskun et al., 2013).

### **1.1.2 Consumer purchase decisions**

Consumer purchase decisions refers to how individuals, organizations, and select groups buy and use a product, service, or experience to satisfy their needs and wants (Ramya and Ali). It is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires (Martin and Gordon, 2009) It also refers to the behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. (Syaekhoni et al., 2017). Consumer behavior has been defined by (Jacoby and Morring, 1998) as the "acquisition, consumption and disposition of products, services, time and ideas by decision-making units.

Consumer decisions focus on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. That includes what they buy, why they buy it when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase, and the impact of such evaluations on future purchases, and how they dispose of it. Understanding consumer behavior is essential for developing effective marketing strategies, particularly in dynamic and rapidly growing markets such as Kenya's fashion industry.

It encompasses the actions and decision-making processes of consumers in the marketplace. People have various needs, such as physiological (food, water, shelter), safety, social belonging, esteem, and self-actualization. They also have wants, which are desires that go beyond basic needs. For example, someone might want a new smartphone even if their old one still works. Their decisions are influenced by factors like cost, quality, efficiency, and strategic goals. Purchase intention denotes a customer's behavioral propensity or a conscious plan to buy a product (Wang and Tsai, 2014).

Consumer decisions are affected by several factors such as Psychological Factors as perception, motivation, learning, and attitudes (Solomon, 2017). Social Factors such as Family and social norms play a substantial role in shaping consumer behavior (Kotler, 2016). Cultural Factors e.g. Culture, Personal Factors e.g. Age and Lifecycle. This provides a comprehensive view of what drives consumer actions. Research has shown that personalized advertisements, which cater to individual preferences and shopping habits, can significantly enhance consumer engagement and drive purchase decisions (Schiffman and Kanuk, 2014).

In recent years, the proliferation of mobile phones has significantly altered the advertising landscape. Mobile phone advertising, which includes various forms of marketing communications delivered via mobile devices, has become a pivotal tool for reaching and engaging consumers (Schiffman and Kanuk, 2014). The fashion industry, characterized by its fast-paced nature and trend-driven products, has increasingly leveraged mobile phone advertising to influence consumer purchasing decisions.

### **1.1.3 Fashion industry in Kenya**

Fashion generally refers to a prevailing style of clothing, footwear, accessories, makeup, hairstyle, and overall appearance (Crane, 2000). It includes a wide spectrum of fashion trends and styles that mirror the cultural views, social dynamics, and personal manifestations of society. High penetration of mobile phones in the 21<sup>st</sup> century has allowed fashion marketers and brands to reach their audience and promote their products. Due to too much time on their phones, it encourages absorption of ads from their browsing time. (Kim, 2012) explains that this decision helps fashion brands identify consumers' purchase history, taste and preferences. Cultural history, social standing, weather, and technical breakthroughs are just a few examples of the many variables that shape fashion (Opondo, 2017). It is an important aspect of how people show themselves and can be a means of identity, creativity, and self-expression. Over time, designers, celebrities, the media, and world events shape fashion trends that impact how individuals dress and view themselves in various settings.

The Fashion industry therefore refers to a diverse and multifaceted sector that comprises the design, manufacturing, distribution, marketing, and retailing of clothing, footwear, accessories, and related products (Nyamache, 2020).

Kenyan fashion has a long and diversified history, affected by colonialism, globalization, cultural influences, and technological breakthroughs. Over the years, Kenya's fashion sector has expanded dramatically, with designers and fashion houses making their mark both locally and internationally, which requires the players to be more flexible and responsive.

## **1.2 Problem statement**

Despite the rapid and fast growth of mobile phone usage and internet penetration, there are uncertainties about how different mobile advertising affect consumer buyer behavior in the Kenyan fashion industry (Hammami et al., 2023). This has risen due to traditional advertising methods losing effectiveness as consumers are overwhelmed by the volume of advertisements, they receive which leads them to ad fatigue and even avoidance (Schiffman & Kanuk, 2014). Mobile advertising therefore seems to offer solutions to these concerns through personalized, location-based, and SMS-based approaches. However, if not properly managed it may lead to resistance due to privacy concerns, data security, and ad intrusiveness (Nasco & Bruner, 2008).

An international study in Sri Lanka by Suraweera and Jayathilake (2021), investigated the impact of social media and mobile phone advertising on consumer shopping behavior has intensified despite the pandemic and lockdowns, as it brought society together and facilitated communication during challenging times. This study aimed to identify key factors in social media marketing and investigate their influence on consumer buying decisions in the fashion industry during the COVID-19 pandemic. The research focused on the following variables: entertainment, interactions, customization, word of mouth, and trendiness. Using a deductive methodology and a survey of 100 participants, the study found that these social media factors positively affect consumer purchasing decisions. These results also revealed that individuals especially women aged 25-34 are more likely to buy fashion-related products during the pandemic, suggesting the development of marketing tools such as mobile phone advertising, targeted at that demographic.

A study by Hammam and Sahil (2021) investigated the intrusive nature of mobile advertising and its implications for consumer behavior. It focused on the consequences of advertising intrusion, analyzing relationships between perceived intrusion, attitudes, and behavioral intentions. Findings revealed that mobile advertising negatively affects individuals' perceptions

of advertisements, leading to decreased purchase intent. The study emphasized the importance of ethical advertising practices and the need to consider moderating variables like age and gender.

The study by Grewal et al. (2016) provides valuable insights into mobile advertising. It highlights the booming business of mobile advertising, driven by the widespread adoption of smartphones and other mobile devices.

From previous studies though privacy concerns and ethical practices have not been given much attention thus this study aimed to close this gap by seeking to establish the effect of mobile phone advertising on consumer purchase behavior in the fashion industry in Kenya. It will also establish how the different forms of mobile advertising perform across the diverse segments of the Kenyan fashion industry considering factors such as age and gender.

### **1.3 Research objectives**

#### **1.3.1 General Research Objectives**

This study sought to establish how consumer purchasing behavior is influenced by mobile phone advertising in the Kenyan fashion industry.

#### **1.3.2 Specific Research Objectives.**

- i. To assess the influence of location-based mobile advertising on consumer purchase behavior in the fashion industry in Kenya.
- ii. To assess the influence of personalized mobile advertising on consumer purchase behavior in the fashion industry in Kenya.
- iii. To assess the impact of SMS-based mobile advertising on consumer purchase behavior in the Kenyan fashion industry.

### **1.4 Research questions or hypothesis**

- i. How effective is location-based mobile phone advertising on consumers' purchase behavior in the fashion industry?

- ii. How does SMS-based mobile advertising impact consumer purchase behavior in the Kenyan fashion sector?
- iii. What is the influence of personalized mobile advertisement on consumer purchasing behavior in the Kenyan fashion industry?

### **1.5 Scope of the study**

This study focused on the Kenyan fashion industry exploring how mobile phone advertising affects consumer purchase behavior. This study was conducted in urban areas such as Rongai, Kitengela and Nairobi. These areas were used due to their vibrant fashion markets and high penetration of mobile phone usage and internet connections. They portray an understanding of the influence of mobile phone advertising on consumer purchase behavior, quantity research methods were used and a sample size of 100 participants was targeted. Structured questionnaires were used to gather information on customers attitudes, behavior, awareness towards mobile phone advertising in the Kenyan fashion industry. The theory of planned behavior was used to examine how attitudes, subjective norms, and perceived behavioral control influence consumer purchase behavior. This study will take a time frame of two months from August to November 2024 to allow comprehensive data collection and reporting.

### **1.6 Significance of the study**

#### **1.6.1 Researchers**

This study contributes to the existing body of knowledge on mobile advertising and consumer behavior where researchers will benefit from the expanded literature by enhancing insights on how mobile phone advertising influences consumer purchase behavior. Additionally, the use of theories like the theory of planned behavior will help other researchers for future research projects.

#### **1.6.2 Practitioners**

The study will benefit fashion marketers and businesses in Kenya to develop more effective mobile advertising strategies and understand consumer attitudes and behaviors which leads to

more targeted and impactful advertising campaigns. Fashion brands will get a competitive edge by leveraging insights from this study to enhance their mobile advertising efforts, thereby increasing their market share and consumer loyalty. The study provides valuable information on how to better engage with consumers through mobile advertising, which is crucial for brands aiming to build strong, lasting relationships with their audience. it

### 1.6.3 Policy makers

The study can inform regulatory bodies about the current practices and challenges in mobile advertising, leading to the development of guidelines that protect consumers while fostering a healthy advertising environment and highlighting the impact of mobile advertising, the study can help in formulating policies that ensure ethical and consumer-friendly advertising practices.

## **1.7 Chapter Summary**

This study investigates the impact of mobile phone advertising on consumer purchasing behavior in Kenya's fashion industry. It focuses on channels like social media ads, SMS marketing, and in-app advertisements, emphasizing personalized and relevant content. The research addresses challenges such as ad fatigue and privacy concerns, aiming to optimize mobile advertising strategies. Comparing mobile and traditional advertising provides actionable insights for fashion marketers and informs ethical practices.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

To allow for an extensive comprehension of the concepts under this study, it will be necessary to conduct a literature review. This chapter covers a theoretical and empirical literature review on the relationship between mobile phone advertising on consumer purchasing behavior by reviewing empirical evidence on the key concept of the study.

#### 2.2 Theoretical review

This section considers theories used to explain the objectives of the study.

Mertens (2005) states that under the framework of the critical boundaries' assumptions, theories and models are created to challenge and broaden known knowledge as well as to clarify, predict, and understand phenomena. The framework that a research study's theory can be supported by is called the theoretical framework. The theoretical framework presents and explains the concept that explains the existence of the research problem that is being studied. The AIDA model and the Theory of Planned Behavior are the two main ones discussed in this study.

##### 2.2.1 The theory of planned behavior

This theory was by Icek Ajzen in 1985 which is based on a previous work they had worked on with Martin Fishbein on the Theory of Reasonable Action which examines how the beliefs held by the users influence their attitude and how the attitude and the concept of subjective norm affect their behavioral intention to receive and read mobile advertising.

The theory of planned behavior aims to envision and acknowledge an individual's behavior in specific ways like their attitudes, subjective norms, and perceived behavioral control.

To start, Attitude toward the behavior refers to the individual favorable and unfavorable evaluation of performing the behavior which is influenced by the convictions about the results of the behavior. In the case of this study, consumers' attitudes might be influenced by whether they believe the ads are informative or the advertised products are appealing.

Subjective norms refer to the individual perceived opinions influenced by peers such as friends and family. If friends and family approve of purchasing fashion products through mobile ads this could create a favorable subjective norm toward consumer behavior (Fishbein, et al., 1975). This idea assumes that humans are aware of each other's worries and wants, which improves effective communication between individuals Cheshire, et al., (2013). People build networks, connect, and voice their thoughts. The attitude towards behavior and subjective norm (social pressure to perform the behavior in question to which the person is subject) are the two main factors that determine the person's intention to act, and the attitude towards a behavior is a function of the beliefs held by the person. Bauer et al. (2005) found that consumers' behavioral intention to accept mobile phones as an innovative media for advertising is positively influenced by subjective norms. This dimension was also found to have a significant positive effect on the intention to use person-interactive mobile services such as contact and text messaging, especially among older consumers (Nysveen, et al., 2005). Concerning the social influences on the intention to opt-in to SMS advertising, Muk and Babin (2006) disclosed that there was a strong relationship between both dimensions. Zhang and Mao (2008) discovered that this dimension played a vital role in the Chinese consumers' intention to read, and act based on the suggestion made by the advertisement. The same result was also produced by Khan and Allil (2010) which revealed that subjective norms act as an important determinant of consumers' intention to adopt mobile advertising.

Perceived behavioral control refers to the perceived ease or difficulty of performing the behavior, which is thought to reflect past experiences and expected obstacles. Perceived behavioral control could include a consumer's confidence in navigating purchasing due to mobile advertising and belief in the reliability of the medium.

Behavioral intention and behavior, according to this theory an individual's intention to perform a behavior is the most immediate determinant of it. The actual performance depends not only on intention but on the ability to control the behavior.

From the above components, the theory of planned behavior is used due to its comprehensive nature and approach to understanding consumer behavior. By integrating the aspects of attitude, social influence, and perceived controls, this theory makes it applicable to mobile phone advertising in the fashion industry in Kenya. It helps analyze the environmental stimuli and helps

marketers make sound advertising strategies in the context of fashion products in understanding the concept of subjective norms we can reveal how these strategies impact the decision-making process which ultimately identifies the barriers consumers face when engaging with mobile ads and purchasing fashion products, which leads to opportunities for enhancing user experience and increasing the likelihood of consumer purchasing.

## **2.3 Empirical review**

This section presents the empirical review of this study. It reviews the literature on consumer purchase decisions, location based mobile phone advertising, SMS based mobile advertising and personalized mobile advertising

### **2.3.1 location based mobile advertising and consumer purchase decisions**

Location based advertising is a strategy used to integrate geographic locations of consumers with mobile station's position. (Schiller, 2004). It takes up the role of supplying the user of mobile phones with customized information according to their position.

A study by Molitor, et al., (2019) conducted in the United States focused on how the proximity to physical stores affects consumer decisions and responses to advertisements. The study focused on retail industry Moreso those using mobile phones receiving location-based ads. The researcher used random sampling to select participants drawing the sample from the retail shops visitors and was able to use sample size of 1500 respondents from the stores and those who had enabled the location services on their phones. The study used quantitative methods, particularly statistical techniques to examine the click through rates and purchase conversions. The study therefore showed that this increased foot traffic on the stores and increased purchases.

However, this study failed to examine the long-term effects since it only focused on the immediate impact of the location-based advertising that builds on consumer loyalty and decisions.

According to (Banerjee, 2008) consumers tend to respond to ads that are around their locations and increases the likelihood of purchasing. (Molitor, 2019) suggested that location-based advertising has increased traffic on retail stores seconding that consumers are attracted to visit

stores that are nearer and relevant to them. Further, (Luo, 2014) from their studies suggests that click rates are higher on location-based ads than on non-location-based ads.

Therefore (Kwak, 2019) shows that location-based advertising has a direct impact on consumer purchase decisions in the fashion industry encouraging consumers to visit stores and buy products of their choice leading to lead conversions and increase in sales.

### **2.3.2 Personalized mobile phone advertising on consumer purchase behavior**

This involves using data to target and retarget leads with brand messages tailored to specific customers' interests, demographics, and buying behavior. It's about making customers feel like the message was created just for them, whether through one-to-one communication or automated recommendations. (Srinivasan, 2002). Existing studies have asserted that mobile marketing will provide lucrative prospects in the future and will be regarded as a popular media to the marketers for it can deliver personalized texts with a specific message to the target market (Durkin, 2013).

It is a good predictor of consumer behavior (Mitchell and Olson, 1981). The underlying assumption of the theory of reasoned action (TRA) is that human behavior is rational and systematic or primarily under the control of unconscious motives. A person's purchase or use of a product is determined by their intention to purchase or use it, and the choice among different brands is a function of the relative strength of the intention concerning each brand. The intention to buy or use a given product is in turn determined by a person's attitude toward buying or using it (Ajzen and Fishbein, 1980).

A study by Johnson et al. (2017) shows that there is a difference between those consumers who have received mobile ads and those who have not received them in that those who've received have perceived the advertised brands.

Focus has been drawn in an attempt to understand the effect of a general behavior towards advertising on involvement in specific advertisements (James, 1992), advertisement recall (Donthu, 1993), brand switching, and behavioral loyalty (Deighton, et al., 1984), buying interest (Mehta, 2000) as well as consumer purchase behavior (Bush, 1999)

### **2.3.3 SMS based mobile phone advertising and consumer purchasing behavior.**

A study by (Nysveen, 2005) conducted in Norway, disclosed that perceived behavioral control has a positive relationship with the intention to use goal-directed mobile services than the intention (Carroll, 2007) to use experiential mobile services regardless of gender and age.

(Carroll, 2007) and (Merisavo, 2007) reiterated that consumers' opportunity to control the content, time, and frequency of the messages will lead to the acceptance of mobile advertising. Therefore, it can be predicted that consumers' perceived behavioral control against mobile advertising will portray a positive relationship with their purchase intention

Empirical research (Nguyen, 2019) demonstrated that mobile advertising directly impacts consumer purchase behavior, with consumers being more likely to make impulsive purchases when exposed to SMS mobile ads that resonates to their needs and wants.

The study (Tsang, 2004) conducted in Taiwan, explored consumer attitudes toward mobile advertising by measuring four major attributes: entertainment, informativeness, irritation, and credibility. The survey utilized a questionnaire designed to collect data regarding consumer attitudes, intentions, and behavior. The questionnaire had three major parts. The first part was adapted from the instruments used by Ducoffe (1996) and Schlosser (1999) to measure attitudes toward Internet advertising and asked about the respondents' general attitudes toward mobile advertising as measured by four major attributes: entertainment, informativeness, irritation, and credibility.

The second part included questions about familiarity with the use of mobile phones, intention to receive mobile ads, and behavior after receiving mobile ads (e.g., the amount of time between receiving and reading, whether reading ads led to savings, and whether the respondent read the full content). The third part collected the respondent's demographic data, such as gender, age, income, and vocation. The questionnaire was pretested on 30 individuals and was revised based on their feedback. It was then distributed in person at three train stations in Taiwan. A total of 430 questionnaires were distributed, and 380 of them were returned.

The respondents included 181 males and 199 females. 85 percent of them were below 30 years of age, 76 percent had at least a college degree, and 60 percent were students, which indicates that the respondents were primarily young and well-educated. Since most of them were heavy

users of SMS, they formed a good target group for mobile advertising. More than half of the respondents sent at least one SMS message per day. Eighteen percent of them used SMS for sending quick notices, 15 percent for chatting, and 12.6 percent for intimate messages. More than two-thirds of the respondents had more than two years of experience using mobile phones.

This study failed to address how behaviors evolve and later affect consumer choices and decisions.

## **2.4 Research gaps**

The study by Molitor, et al., (2019) has explored consumer decisions based on location based mobile advertising by measuring informativeness and credibility and found that advertising promotes foot traffic in stores leading to high purchasing rates. This reduces the time a product gets to diffuse and reaches the consumers. However, this study focused more on the short-term effect of mobile advertising leaving behind the long-term effects of mobile advertising on consumer decisions and buying patterns not focusing on the ongoing effects of mobile advertising.

This study will therefore delve into the long-term effects of mobile advertising on how variations in consumer decisions influence the demand for products providing understanding of advertising impact on consumer decision making and how the markets perform.

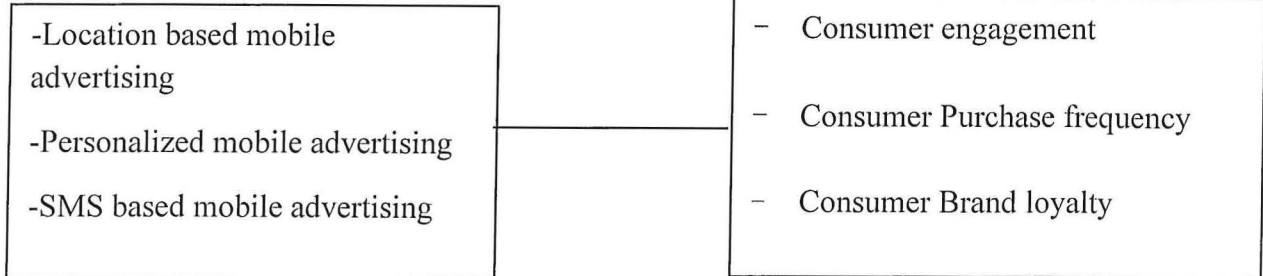
Tsang and Liang examined the attitude of consumers towards SMS ads by examining irritation and entertainment and established that SMS ads heavily target mobile users only, but it only captured responses at a single point in time thus does not explore how consumer behaviors evolve in response to SMS advertising. Therefore, this study will address this gap by understanding how consumer behavior evolves over time focusing on long-term effects by offering insights into consumer engagement patterns in the fashion industry.

## **2.5 Conceptual framework**

**Independent variable: Mobile phone advertising purchase**

**Dependent variable: consumer**

Behavior



**2.5.1 Operationalization of study variables**

Mobile phone advertising

| construct                          | Operational definition  | Measurement scale  | sources  |
|------------------------------------|---|--|--|
| Personalized message               | This is a process of customizing messages according to their behavior, preferences, and demographics. | 5-point Likert scale<br>-strongly disagree<br>-disagree<br>-neutral<br>-agree<br>-strongly agree | Peppers, D., & Rogers, M. (1997). The one-to-one future: Building relationships with one customer at a time. |
| Location -based mobile advertising | This is the use of consumer geographic location to promote advertising and influence their purchase   | 5-point Likert scale<br>-strongly disagree<br>-disagree<br>-neutral<br>-agree<br>-strongly agree | Shankar, V., & Balasubramanian, S. (2009). Mobile marketing: Synthesis and Prognosis                         |

|                              |  |  |                       |
|------------------------------|--|--|-----------------------|
|                              | decisions.   |  |                       |
| SMS based mobile advertising | The use of SMS messages to promote fashion products. E.g. captions | 5-point Likert scale<br>-strongly disagree<br>-disagree<br>-neutral<br>-agree<br>-strongly agree | Merisavo et al (2007) |

### Consumer purchase behavior.

| construct           | Operational definition   | Measurement of scale   | source   |
|---------------------|--|--|--|
| Purchase frequency  | The times a consumer purchases the brand.  | The number of orders received from the customer may be per week, month, and year           | Dischinger, A., & Kleijnen, M. (2008). Determinants of consumer intentions to redeem mobile coupons. <i>Journal of Interactive Marketing</i> . |
| Consumer Engagement | Engaged customers actively interact with your brand—via website visits, social media, or | Track metrics such as time spent on the website, app usage, social media interactions, and | Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, A. (2011). Customer engagement: Conceptual   |

|               |   |   |   |
|---------------|---|---|---|
|               | email.  | participation in loyalty programs. Engagement can be measured using tools like Google Analytics and social media analytics platforms. | domain, fundamental propositions, and implications for research. Journal of Service Research  |
| Brand loyalty | The extent to which consumers choose a brand over others. | Recommendation rates<br>Likelihood to return  | Reinartz, W. J., & Kumar, V. (2003). The impact of customer relationship characteristics on profitable lifetime duration. Journal of Marketing. |

## 2.6 Chapter Summary

This chapter gives a comprehensive review of the studies conducted on the impact of mobile advertising on consumer purchase behavior and covers a large dimension of consumer attitudes, the effects of advertising on awareness, and consumer purchase behavior. First, it addresses Barroso's highlighted gap by investigating long-term demand dynamics and how fluctuations in customer choice influence advertising efficacy. Second, it will expand on Philip and Vriens' research by investigating how different styles of advertising influence customer behavior across various demographic segments, such as age and gender. Finally, it builds on Tsang and Liang's research by providing a longitudinal view of how consumer attitudes and actions toward mobile

advertising change over time, providing deeper insights into the shifting environment of consumer engagement with mobile ads.

## **CHAPTER 3: RESEARCH METHODOLOGY**

### **3.1 INTRODUCTION**

Research technique is a methodical approach to tackling a research topic. It could be conceived of as a science that investigates how scientific research is conducted (Kothari, 2014).

(Kombo, 2016) define research methodology as an examination of the concepts and procedures associated with a specific field of study. This chapter discusses the research design, the study population, the sampling procedures, the data gathering instrument, the data collection methods, and the methodologies utilized in the analysis and presentation of the results.

### **3.2 Research design**

Research design is a strategy or plan used to help in the determination of research questions' answers (Cooper, 2011) It includes techniques and methods that help gather data, sample of the population under study, and time and resource challenges during the research (Bryman, 2015). Descriptive research design is defined as a research design that describes the characteristics of the population or phenomenon that is being studied (Kombo, 2016). A descriptive research design was used for this study because the study aimed at establishing influence of mobile phone advertising strategy on consumer purchase behavior at the Kenyan fashion industry. The study has quantitative data. This type of research design collects large data sets in the form of quantitative survey data qualitative case studies or observation data. This has made it easy to use a multifaceted approach in the data gathering and analysis process.

### **3.3 Population**

A population is a group of people, objects, or cases that have similar traits that are easily seen (Mugenda, 2012). Further (Kothari, 2014) explains that it is a set of individuals, elements, services, households, events, or groups of things that have one thing in common. The target population for this research consisted of consumers aged from 18-50 years and businesspeople in the fashion industry in Kenya. This is because it covers both rural and urban areas, thus covered the different cultures and how mobile advertising affects their consumer purchasing behavior.

## **Target Population**

The target population is the group of elements from which data is obtained or sought (Mugenda & Mugenda, 2012). Since it is not possible to target all fashion businesses and consumers, the target population of this study comprised of 50 marketers and 50 consumers in the fashion sector around Nairobi, Rongai and Kitengela, since they are well conversant the mobile phone usage. Through this, the study obtained relevant information from the 69 participants who were mainly active in the fashion industry and mobile phone usage.

## **3.4 Sampling**

This is the act, process, or technique of selecting a suitable sample, or a representative part of a population to determine parameters or characteristics of the whole population (Salant, 2010).

A sampling frame was captured consisting of mobile users within that demographic and a stratified random sampling method was used to capture all subgroups and the strata was based on age groups 18-24, 25-30, 31-40, 41-50 and Over 50 picked at random.

Based on a confidence level of 0.95% and a margin of error 0.05%, and a minimum of 50 participants was needed and a sample size of 100 was targeted.

## **3.4 Data collection methods**

According to (Bryman, 2015), data collection is defined as the precise, systematic gathering of information relevant to research sub-problems. This study seeks to collect quantitative data. The utilization of questionnaires is the most precise tool for collecting and quantification of self-sufficiency correlation and self-reported reliance (Cooper, 2011). The questionnaires provided the participants with freedom of expression, and they are built to gather both quantitative and qualitative data (Hair, 2019). In this study, the questionnaire was the main data collection tool for the collection of primary data. Structured questionnaires consisted of both open-ended and closed-ended questions designed to elicit specific responses for quantitative analysis respectively.

The questionnaire was divided into three sections. Section one was designed to obtain general information on person and organization profiles, section two questions regarding the factors influencing mobile advertising in fashion stores, and section three consisted of questions on the role of mobile phone advertising in consumer buying behavior.

### **3.5 Data analysis**

Data analysis is the application of reasoning to understand the data that has been collected to determine consistent behavior and summarize the relevant details that come out of the investigation (Bryman, 2015). A structured approach was used following the process such as data collection, data preparation, hypothesis testing and reporting. The data collected was analyzed using descriptive statistics to summarize and relate variables that were collected from the administered questionnaires. The data was classified, tabulated, and summarized using descriptive measures, mean, percentages, and frequency distribution tables while tables and graphs was used for the presentation of findings.

### **3.6 Research quality**

As postulated by Creswell and Clark (2017), the goal of piloting is to ensure a thorough understanding of the research variables that are used in a study. This was ensured by clear objectives which were specific and measurable. Participants were provided with detailed information about how their data was treated with confidentiality and on data collection, reliable tools for data collection were used and quality control was done by double checking to avoid inconsistencies. Additionally, clear reporting and dissemination was also done.

#### **3.6.1 Data validity and reliability**

Validity and reliability tend to be critical aspects of any research work. Validity is the degree to which results obtained from the analysis of the data represent the phenomenon under the study. Reliability is the degree to which the research instruments produce consistent results. For this research, the research instruments were subjected to validity and reliability tests.

The tests that were carried out were pre-tests on the instruments used for the research. The test was used to determine whether the research instruments aligned with the objectives of the study, and it was done on the questionnaires to determine whether they were adequately designed as per the conceptual framework of the study. This was achieved by seeking the opinions of experts and university supervisors as recommended by Erik and Marko (2011). Further, Cooper and Shindler (2011) noted that a pre-test also helps to determine if the questions are appropriate and if there are changes to be made to ensure that the tool asks queries related to the study objectives.

### **3.7 Ethical issues in research**

Ethics is about doing good and avoiding harm (Shamoo, 2015). Harm was prevented or reduced through the application of appropriate ethical principles (Shamoo, 2015). Ethical issues can be present in any kind of research. Ethics is about doing good and avoiding harm (Shamoo, 2015). Harm can be prevented or reduced through the application of appropriate ethical principles (Shamoo, 2015)

This study was carried out by the principles of business research methods (Bryman, 2015) and ensured that utmost confidentiality before, during, and after interviews was maintained to conceal the real identity of the respondents, ensuring the anonymity of individuals and businesses that participated in the research and provided voluntary participation of the respondents of the study.

## CHAPTER 4:

### DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

#### 4.1 Introduction

In this chapter, the research data collected is presented, analyzed and interpreted in view of research objectives. The sample was drawn from 70 consumers who were drawn from all Nairobi, Kitengela and Rongai. Data was collected through a survey where questionnaires were distributed to all the consumers across the three urban areas.

#### 4.2 Sample representation

##### Response Rate

This study targeted 100 participants within the Kenyan fashion industry comprising both consumers and marketers who use mobile phone advertising. A total of 69 respondents participated in the questionnaires making a response rate of 69 % which was deemed satisfactory to make inferences from the findings as a response of averagely 50% is considered sufficient (Mugenda & Mugenda, 2012). The study response rate is presented in Table 4.1.

*Table 4.1 Response Rate*

| category        | frequency | percentage |
|-----------------|-----------|------------|
| Responded       | 69        | 69%        |
| Did not respond | 31        | 31%        |
| Total           | 100       | 100%       |

Source: research survey (2024)

##### 4.2.1 Gender

This study sought to determine the gender of the respondents that interact with mobile adverts among the fashion consumers in the selected areas. As clearly seen in figure 4.1, 62.3% of the

respondents were male while 33.3% were male and 4.4% preferred not to disclose. Male were relatively more than female but both were represented adequately. While deciding on using mobile phone advertising, it is very important to consider both genders for effective decision making.

*Table 4.2 Gender*

|                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Valid male        | 23        | 32.9    | 33.3          | 33.3               |
| female            | 43        | 61.4    | 62.3          | 95.7               |
| prefer not to say | 3         | 4.3     | 4.3           | 100.0              |
| Total             | 69        | 98.6    | 100.0         |                    |
| Missing System    | 1         | 1.4     |               |                    |
| Total             | 70        | 100.0   |               |                    |

Source: research survey (2024)

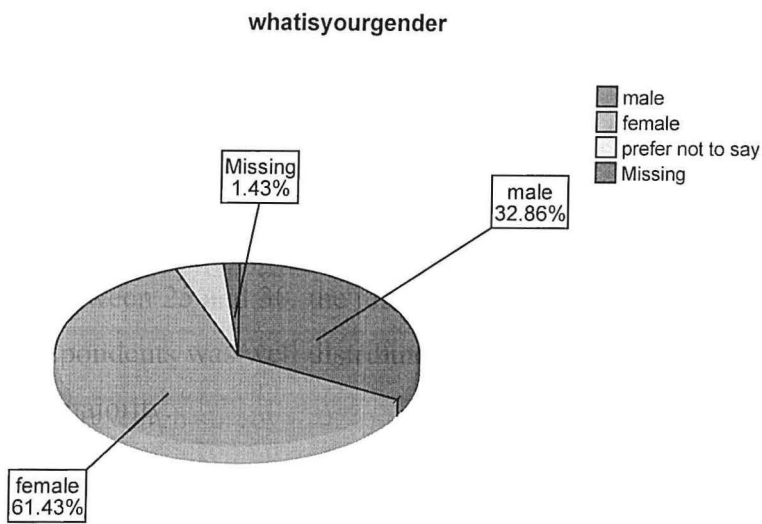


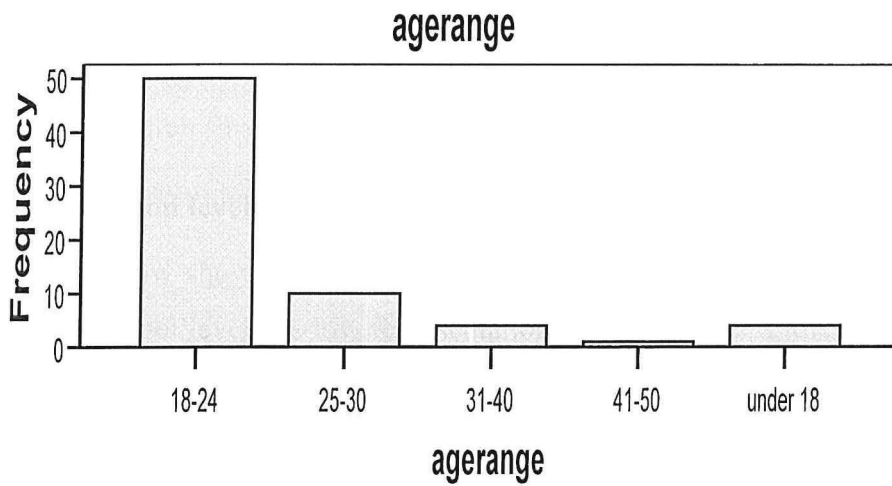
Figure 4.1 Gender

Source: research survey (2024)

#### 4.2.2 age of respondents

As indicated in figure 4.2, (72.5%) of the respondents were aged between 18-24, (16.5%) were aged between 25 and 30, the rest (13%) were aged between 31 and 50. This shows that the age of the respondents was well distributed in view of achieving the objective of the study having 18-24 as the majority.

Figure 4.2 Age Range



Source: research survey (2024)

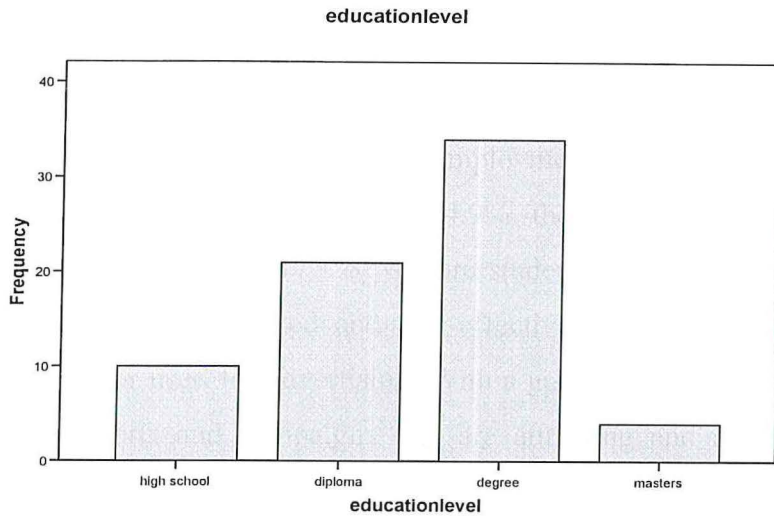
#### 4.2.3 education level

The bar below shows the distribution of respondents according to their education level, where the high school level has low representation like the master's level. The diploma level showed a relatively higher segment compared to high school, indicating that the respondents have a post high school education. Degree holders are the largest segment showing the level of education that is really associated with mobile phone usage and fashion consumerism in Nairobi, Rongai and Kitengela. This information shows that most of the consumers who interact with fashion adverts are educated.

Figure 4.3 education level

Source: research survey (2024)

Source: research survey (2024)



Source: research survey (2024)

#### 4.2.4 employment status

The table below represents the employment status of the respondents. Those who are not employed are the majority with 44.9%, those who are employed 18.8%, those who are self-employed 18.8% and 17.1% who are students. The largest group who are not employed imply the need of value based and cost-effective advertising strategies to limit the amount that's budgeted or used for advertising. With a good number of students represented, marketers could tailor adverts and campaigns that are attracting and appealing to a younger audience. The working group who are self-employed and employed could be targeted for premium fashion products and tailored to location based variable due to their busy schedules and their likelihood of purchasing and disposable income. Therefore, marketers should design their mobile adverts with all the employment status in mind and their targeted areas and individuals to effectively generate leads and convert them to sales.

Table 4.3 employment levels

|                | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Valid employed | 13        | 18.6    | 18.8          | 18.8               |
| self-employed  | 13        | 18.6    | 18.8          | 37.7               |
| students       | 12        | 17.1    | 17.4          | 55.1               |
| not employed   | 31        | 44.3    | 44.9          | 100.0              |
| Total          | 69        | 98.6    | 100.0         |                    |
| Missing System | 1         | 1.4     |               |                    |
| Total          | 70        | 100.0   |               |                    |

Source: research survey (2024)

#### 4.2.5 how often do consumers use their phones

The table below outlines the frequency of mobile usage amongst fashion consumers. A high usage of more than 5 hours per day was clearly seen from the number of responses who were 37 (53.6%) indicating a high engagement of mobile phones portraying that mobile phone advertising can reach a potentially high audience. Those that use their phones 1-3 hours or less are only 17.3% implying that very few people are either too busy to use their phones or are limited to accessing them. Therefore, those that use their phones for more than 5 hours per day are a good number of audiences to target while creating mobile phone adverts and marketers could consider SMS based text, push notification, and social media ads to reach those consumers by leveraging the mobile apps such as: Instagram, twitter, Facebook, TikTok and snapchat.

Though the 1-3 hours per day group is slightly low, the marketers could monitor their metrics and learn their peak hours and pop the ads. With this information over 80% of the respondents use their mobile phones for more than 3 hours a day demonstrating potential reach of mobile advertising in the fashion industry in Kenya.

Table 4.4 consumers interact with their phones

|           |                           | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|---------------------------|-----------|---------|---------------|--------------------|
| Used      | less than 1 hour per day  | 3         | 4.3     | 4.3           | 4.3                |
|           | 1-3 hours per day         | 9         | 12.9    | 13.0          | 17.4               |
|           | 3-4 hours per day         | 20        | 28.6    | 29.0          | 46.4               |
|           | more than 5 hours per day | 37        | 52.9    | 53.6          | 100.0              |
|           | Total                     | 69        | 98.6    | 100.0         |                    |
| Not using | System                    | 1         | 1.4     |               |                    |
| Valid     |                           | 70        | 100.0   |               |                    |

Source: research survey (2024)

### 4.3 Descriptive analysis

This presents descriptive statistics for the frequency of mobile phone usage and the frequency of encountering advertisements on mobile phones.

#### 4.3.1 frequency of mobile phone usage

On the frequency of mobile phone usage, the score range is from 1-4 with the categories being 1=less than 1 hour per day, 2= 1-3 hours per day, 3= 3-4 hours per day, 4= more than 5 hours per day.

The mean is 3.32 meaning that the average respondent uses their phone between 3-4 hours per day which is close to 4: more than 5 hours per day.

There's a relatively low standard deviation of 0.866, with little variation in how often the respondents use their phone. This means that the responses are structured around the mean.

#### 4.3.2 Frequency of encountering advertisements on mobile phones

The responses range is from 1-5 with 1 being the smallest and 5 the largest. The categories are rarely, occasionally, sometimes, often, and very often. The mean 3.74 means that the respondents encounter ads between 3-4 implying that they encounter ads frequently. The standard deviation is 1.038 which is slightly higher compared to phone usage suggesting that there is more variability in the responses regarding the frequency of encountering ads.

Therefore, given the high average ad exposure, marketers should focus on optimizing ad content and timing to engage users encountering ads. They could also personalize data for those who use their phones occasionally and make sure they produce content for the heavy user more than 5 hours per day.

Table 4.5 descriptive analysis

|  | N  | Minimum | Maximum | Mean | Std. Deviation |
|--|----|---------|---------|------|----------------|
| how often do you use your phone                  | 69 | 1       | 4       | 3.32 | .866           |
| how often do you encounter adverts on your phone | 69 | 1       | 5       | 3.74 | 1.038          |
| Valid N (listwise)                               | 69 |         |         |      |                |

Source: research survey (2024)

#### 4.4 Correlation analysis

The table below provides the correlation analysis between independent variables and how often do you encounter adverts on your phone and dependent variables: have you ever purchased anything based on mobile advertising. For the Pearson correlation coefficient  $-0.010$  measures the strength of the linear relationship of the variables. The correlation is negative, the value is close to zero and the relationship is negligible. The significance P-value  $0.937$  is used to determine the statistical significance of the correlation therefore this shows that the relationship is not statistically significant since it is above  $0.05$ . Therefore, there is no evidence to suggest the relationship between encountering mobile ads and consumer purchase behavior. An implication to marketers is to increase ad frequency might not directly affect or influence purchasing behavior of consumers. Thus, focus on personalization and understanding different tastes and preferences while incorporating alternative strategies.

Table 4.6 Correlations

|  |                     | how often do you encounter adverts on your phone | have you purchased ever anything based on mobile advertising |
|--|---------------------|--|--|
| how often do you encounter on your phone                     | Pearson Correlation | 1  | -.010  |
|  | Sig. (2-tailed)     |  | .937   |
|  | N                   | 69   | 69   |
| have you purchased ever anything based on mobile advertising | Pearson Correlation | -.010  | 1  |
|  | Sig. (2-tailed)     | .937   |  |
|  | N                   | 69   | 69   |

Source: research survey (2024)

The study employed the Durbin-Watson (DW) test to assess the presence of autocorrelation, a condition where the residuals in a regression model are correlated. Autocorrelation can negatively impact the regression model's validity. The DW test typically yields a value between 0 and 4. A value between 1.5 and 2.5 indicates no autocorrelation, a value below 1.5 suggests positive autocorrelation, and a value above 2.5 suggests negative autocorrelation. As shown in Table below, the DW statistics of 2.080 indicate positive autocorrelation.

Table 4.7 Model Summary(b)

| Model | R       | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|---------|----------|-------------------|----------------------------|---------------|
| 1     | .375(a) | .140     | .128              | .65542                     | 2.080         |

Source: research survey (2024)

Predictors: (Constant), Mobile advertising

b Dependent Variable: Consumer decisions

#### ANOVA(b)

The study also conducted an analysis of variance (ANOVA) to model the relationship between the variables and determine the significance of the influence of the independent variables. Table 14 presents the results of the ANOVA analysis. The model confirms that the collective relationship between the independent variables and the dependent variable is statistically significant ( $F = 10.951$ ,  $P < 0.02$ ).

Table 4.8 ANOVA(b)

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.    |
|-------|------------|----------------|----|-------------|--------|---------|
| 1     | Regression | 4.704          | 1  | 4.704       | 10.951 | .002(a) |

|          |        |    |      |  |  |
|----------|--------|----|------|--|--|
| Residual | 28.781 | 67 | .430 |  |  |
| Total    | 33.486 | 68 |      |  |  |

Source: research survey (2024)

Predictors: (Constant), Mobile advertising

b Dependent Variable: Consumer decisions

### Coefficients(a)

Additionally, the study conducted a regression coefficient analysis to statistically measure the functional relationship between the dependent variable (mobile phone advertising) and the independent variables (consumer purchase decisions). The analysis also assessed the significance of this functional relationship. The results in the table below illustrate the relationship between the variables.

Table 4.9 coefficients

| Mode | 1                  | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|------|--------------------|-----------------------------|------------|---------------------------|-------|------|
|      |                    | B                           | Std. Error | Beta                      |       |      |
|      | 1 (Constant)       | 1.354                       | .359       |                           | 3.770 | .000 |
|      | Mobile advertising | .358                        | .108       | .375                      | 3.309 | .002 |

Source: research survey (2024)

a Dependent Variable: Consumer decisions

#### **4.5 Summary of the findings**

This chapter focused on obtaining findings from the respondents' data on the influence of mobile phone advertising on consumer purchase decisions which suggest that there is a significant high engagement with mobile phones among fashion consumers in the fashion industry in Kenya making mobile phone advertising a viable strategy to engage, influence and inform consumers. This in turn leads to generation and conversion of leads. However, marketers should base their advertising strategies on personalization and timing of ads encounter.

## **CHAPTER 5: DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 Introduction**

This chapter focused on discussion of the key findings in relation to the influence of mobile phone advertising on consumer purchase. This chapter also gives conclusions, recommendations, and areas for further research.

### **5.2 Summary of the findings**

#### **5.2.1 Summary of location based mobile advertising on consumer purchase behavior**

The findings showed that location based mobile advertising influences consumer purchase behavior in Kenya's fashion industry. Stores' locations, as advertised in the mobile advertising, increase foot traffic and the likelihood of business interacting with their customers promoting and appreciating feedback from them. Molitor et al. (2019) noted that location-based advertising promoted and influenced consumers of fashion giving a similarity of my findings where both studies highlight that mobile phone advertising promotes engagement and appreciate feedback from customers. Additionally, both studies put emphasis on the positive influence of location-based advertising in driving foot traffic.

Nevertheless, this study only focused on the positive engagement of consumers in the Kenyan industry where Molitor et al. (2019) viewed a broader geographic context and did not limit to a single based context.

#### **5.2.2 Summary of personalized mobile advertising on consumer purchase behavior**

Personalized advertising reflected a very high positive impact on consumer purchase behavior in that respondents indicated a higher engagement and interaction of mobile advertising. According to the demographics in this study mobile ads are interesting, entertaining and informative. This means that they are liking or influenced by ads that are resonating to their needs. The findings align with the study by Srinivasan (2002) emphasize that personalized ads foster stronger emotions and connections that lead to higher conversions therefore both studies delv deeper into

the effectiveness of tailored messages and ads that have information and features that resonates to the customers.

However, Srivasan (2002) findings focused on the global markets thus covering a larger context which attracts different views and opinions of different consumers while this study only obtained views from three urban centers in the Kenya's fashion industry.

### **5.2.3 Summary of SMS based mobile advertising on consumer purchase behavior**

The study findings showed that SMS based advertising are effective for promoting bulk and impulse purchases. This concept is supported by a study by Tsang (2004) that respondents appreciate the directness of SMS based advertising, but they did not appreciate the intrusive nature and the research therefore suggested timing of the messages. Both studies take into consideration the intrusive nature of SMS based advertising highlighting time as the crucial factor for effectiveness. Such kind of advertising attracts a segment of consumers who appreciate directness from fashion brands.

In contrast to this study that focused on directness and a very small segment of consumers, Tsang findings were broader and keen to the point.

## **5.3 Conclusion**

The study therefore agrees with previous researchers on the influence of mobile phone advertising on consumer purchase behavior. It concludes that mobile advertising through location based, personalization and SMS based advertising influences consumer purchase decisions and behavior. Though each portrays potential challenges and benefits, they can be leveraged to yield maximum leads for the fashion industry in Kenya. Factors such as contextual factors and industry specific dynamics might account for certain differences. All in all, integrating these mobile phone methods, by balancing the consumer centric approach, leads to positive effectiveness of mobile advertising. Ethical consideration like privacy and intrusiveness are aspects to be considered while integrating.

In addition, the theory of planned behavior highlights that mobile advertising effectiveness depends on creating the right consumer attitudes through engagement, standardizing social norms by aligning ads with expectations and enhancing perceived control by personalizing and customizing ads that are non-intrusive and do not breach privacy.

#### **5.4 Recommendations**

The study recommends that every fashion business should leverage mobile phone advertising strategy that is personalized for the different audience and at the same time ensure that the business is generating leads.

It also recommends that mobile ads should be tailored to reduce intrusiveness, scams, fatigue and promote location based on advertising.

It should also reduce the frequency of SMS based advertising to prevent ad fatigue and respect the consumers' needs by incorporating opt in systems.

The mobile advertising strategies should take into consideration privacy concerns by educating consumers.

#### **5.5 Suggestions for further research**

The study focused on the influence of mobile phone advertising on consumer purchase decisions in the fashion industry in Kenya. Further studies should be conducted in other industries e.g. healthcare industry, education industry and any other industry in Kenya and assess the impact mobile advertising generates in terms of consumer purchase decision.

Further studies could take into consideration the long-term effects of mobile advertising on consumer loyalty for marketing tools.

They could also focus on the community and environmental impacts of mobile advertising strategies by analyzing cultural differences and examining the ethical implications.

Further studies could expand the geographical scope to obtain findings for more insights.

## **5.6 Limitations of the research**

The study focused only on urban areas which limit the generalizability of the findings in the rural areas which also consume fashion products. Additionally, the reliance of self-reported data could have bias implications.

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Appendix I: Letter of introduction

Dear respondent:

My name is Kakaangi Purity Siteyian, a Strathmore University student undertaking bachelor's degree in commerce and currently collecting data in this study whose insights can help in the understanding of the phenomenon under study on the influence of MOBILE PHONE ADVERTISING ON CONSUMER PURCHASE DECISIONS: CASE OF KENYAS FASHION INDURTY which will be used for academic purpose only. To protect your identity, you need not indicate your name. You are free to withdraw from the study at any point; however, the process will take about 7 minutes of your time.

Thank you for your participation.

KAKAANGI PURITY SITEYIAN

## Appendix II: Questionnaire

Sample questionnaire: consumer attitudes towards mobile advertising

Section A: Demographic information.

Tick the option that applies to you

1. Kindly indicate your gender.

Male

Female

Other

Prefer not to say

**2. Age range**

• Under 18

• 18-24

• 25-30

• 31-40

• 41-50

• Over 50

3. Education level

• High school

• Diploma

• Degree

• Masters

4. Employment status

• Employed

• Self-employed

• Student

• Not employed

• Retired

**Section B: mobile advertising exposure**

5. How often do you use your phone?
- Less than 1 hour per day
  - 1-3 hours per day
  - 3-4 hours per day
  - More than 5 hours per day
6. How often do you encounter adverts on your phone?
- Never
  - Rarely
  - Sometimes
  - Often
  - Always

**Section C: Attitudes towards mobile advertising**

1 = strongly disagree, 2= disagree, 3= neutral, 4 =agree, 5= strongly agree

7. I find mobile advertising entertaining

- 1
- 2
- 3
- 4
- 5

8. Mobile advertising provides useful information

- 1
- 2
- 3
- 4
- 5

9. Mobile advertising irritates me

- 1
- 2
- 3
- 4
- 5

10. Mobile advertising influences me positively

1

2

3

4

5

**Section D: Behavioral intentions**

11. How likely are you to view mobile advertising

- Very unlikely
- Unlikely
- Likely
- Very likely

12. Have you ever purchased anything based on mobile advertising

- Yes
- No

**Section E: Open-ended questions**

What do you like about mobile advertising?

What most do you dislike about mobile advertising?

What changes would you like to be made to mobile advertising to fit your needs?