

**THE IMPACT OF DIGITAL MARKETING STRATEGIES ON CONSUMER PURCHASE  
INTENTION: A CASE STUDY OF UNILEVER KENYA LIMITED**

**146690**

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**A RESEARCH PROJECT SUBMITTED TO THE STRATHMORE UNIVERSITY BUSINESS  
SCHOOL IN PARTIAL FULFILLMENT FOR THE DEGREE OF BACHELOR OF  
COMMERCE OF STRATHMORE UNIVERSITY**

**NOVEMBER 2024**

**DECLARATION**

I declare that this project 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 research project contains no material previously published or written by another person except where due reference is made in the research project itself.

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## **ACKNOWLEDGEMENT**

I am thankful to God for the support, motivation, and direction during my research project, as well as for the blessing of life and perseverance during difficult times. I want to show my deep appreciation to Dr. Sarah Awinyo, my supervisor, for her guidance, insights, and support during the entire research project. I appreciate her patience and understanding during the research project process. I am also grateful to my father for his enriching contributions and collaborative approach that improved the quality of this work. I appreciate my family and close friends for their support, endurance and comprehension during this experience. I want to thank Strathmore University for supplying the essential resources and amenities to make the entire process run more smoothly.

## **LIST OF ABBREVIATIONS AND ACRONYMS**

DOI-Diffusion of innovation theory

TAM-Technology of acceptance model.

PPC - pay-per-click

SEO-Search engine optimization

FMCG-Fast-moving consumer goods

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## **ABSTRACT**

Digital marketing has emerged as a transformative force in shaping consumer behaviour and purchase intentions in today's highly competitive and interconnected marketplace. With the proliferation of digital platforms and technologies, businesses face growing challenges to engage consumers effectively and foster brand loyalty. The main objective of the study was to investigate the influence of digital marketing strategies, including mobile marketing, social network marketing, content marketing, and website design marketing, on consumer purchase intention with Unilever Kenya Limited. The general objective of this study been to determine the impact of digital marketing strategy on consumer purchase intention in Unilever Kenya limited and the specific objectives including: To determine the impact of mobile marketing on consumer purchase intention at Unilever Kenya Limited, To establish determine the impact of social media marketing on consumer purchase intention at Unilever Kenya Limited ,To determine the impact of website content on consumer purchase intention at Unilever Kenya Limited and to establish the influence of content marketing on consumer purchase intention at Unilever Kenya Limited. The study adopted a descriptive cross-sectional survey design targeting 384 Unilever consumers in kenya. The anchoring theory of the study being Diffusion of innovation theory and the supporting theory of the study been Technology of acceptance model(TAM). Purposive sampling approach was adopted focusing on a sample of 384 respondents. Primary data was collected through structured questionnaires which were administered to respondents through a pick and drop method. Descriptive statistics-mean statistics and standard deviation and multiple linear regression under inferential statistics were used in the analysis of the data. The results indicated that digital marketing strategies had a significant and positive impact on consumer purchase intention while one had a negative impact, with content marketing and social marketing showing the strongest influence, followed by website design, which showed a significant positive impact, while mobile marketing showed a negative influence. The study reveals that digital marketing strategies on mobile marketing, social media marketing, content marketing, and website design serve as significant predictors of buyer behaviour for sustainable purchasing. Thus, marketers should execute an all-inclusive approach, with a focus on the mentioned areas that would maximize consumer engagement and purchase intention. Further research on other digital marketing strategies is encouraged to influence consumers' purchasing decisions.

Keywords: digital marketing strategies, mobile marketing, social media marketing, content marketing, website design marketing, consumer purchase intention



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## **CHAPTER ONE**

### **INTRODUCTION**

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

In today's fast-paced digital environment, companies are increasingly using digital marketing techniques to improve their competitive advantage and boost consumer interaction. Digital marketing has successfully enhanced brand value by reducing misconceptions about brands through consumer interactions that have increased purchase intention (Tham et al., 2019). Presently, businesses are keen on enhancing their abilities by prioritizing customers' purchase intentions to embrace and utilize contemporary marketing tools, pushing them to incorporate and utilize digital marketing tactics and emphasize the utilization of digital platforms such as social media (Ahmad et al., 2021). Digital marketing is seen as a modern method for communicating with customers and promoting products/services, with the advantages of being cost-effective and accessible anytime, anywhere (Monfared et al., 2021).

According to Wibisurya (2018), digital marketing positively impacts purchase intention, particularly using appealing content and personalized strategies for customers. Likewise, Poyurak and Softic (2019) have verified the same outcome, showing the beneficial impact of digital marketing on consumer purchase intention through interactions with many customers. Chaf and Chadwick (2019) discovered a lack of significant influence and connection between digital marketing and consumer purchase intention, contradicting the idea that modern digital marketing strategies affect purchase intention. Hence, this research aims to further investigate the relationship between digital marketing strategy and consumer purchase intention by adopting digital marketing as the independent variable and consumer purchase intention as the dependent variable for the generalizability of findings.

This study utilized the Diffusion of Innovation (DOI) theory (Rogers, 1962) as the anchoring theory and the Technology Acceptance Model (TAM) (Davis, 1989) as the supporting theory. The theory of DOI explains how new ideas are spread among different groups in a society over time, classifying them as innovators, early adopters, early majority, late majority, and laggards. This theory was relevant for comprehending how digital marketing techniques help drive the acceptance

of new products and services among various consumer groups, influencing their intentions to make a purchase. Utilizing online platforms like social media, influencer marketing, and content

marketing can speed up the spread of new products and impact consumer willingness to try and buy them. Meanwhile, the TAM model highlights the importance of how easy and useful users perceive technology to be, affecting their attitudes and actions towards using it. In digital marketing, TAM is used to analyze how consumers view digital tools and platforms impact their interactions and buying choices. Combining DOI and TAM enables a thorough comprehension of the macro-level spread patterns and the micro-level psychological elements influencing consumer responses to digital marketing strategies. This two-pronged approach provides a strong foundation for evaluating how effective digital marketing is influencing consumer buying intentions.

The context of this study was Unilever Kenya Limited, a prominent company that produces and promotes a variety of goods including food, beverages, home care, and personal care products in the region. Researching Unilever Kenya was particularly relevant for this study as it offered a comprehensive analysis of the effective implementation of digital marketing tactics in developing countries. Understanding how Unilever Kenya utilized digital marketing to influence consumers' purchasing decisions can assist in gaining insight into the unique opportunities and challenges present in the region. This study could offer valuable recommendations for maximizing digital marketing efforts, promoting customer engagement, and increasing market share.

### **1.1.1 Digital marketing strategy**

Digital marketing refers to a type of marketing that involves direct interaction between consumers and sellers through interactive technologies such as websites, online forums, newsgroups, interactive television, and mobile communications (Kotler & Armstrong, 2009). In addition, Smith and Zook (2016) emphasized that a digital marketing strategy is an organized strategy that utilizes digital tools such as managing content, devising a social media plan, running pay-per-click (PPC) ads, and improving conversion rates (CRO). To engage customers and establish enduring connections. Ryan and Jones (2012) defined digital marketing strategy as the coordination of

online marketing efforts with the overall strategy of a business to elevate brand exposure and customer interaction. The study leveraged measures such as search engine optimization (SEO), content marketing, email marketing, and online advertising. Furthermore, Chaffey and Ellis-

Chadwick (2019) described digital marketing strategy as the utilization of digital technologies to reach marketing goals. They highlight a focus on the customer, which includes a deep understanding of the target audience, establishing specific goals, and combining online and offline marketing strategies. Important strategies involved in the process were improving the website, using search engine advertising, interacting with social media, and analyzing data to track progress. Francis et al (2023) defined digital marketing as the practice of promoting products or services using electronics. Their strategy used dimensions such as revolves around mobile marketing, content marketing and social media marketing. This study focused on the conceptualization of digital marketing by Francis et al (2023) such as Mobile marketing content marketing and social media marketing. .

### **1.1.2 Consumer purchase intention**

Consumer purchase intention refers to the way consumers show their inclination, readiness, or intention to buy specific brands (Tahmasebifard, et al., 2015). The concept of purchase intention is defined as a part of consumer behavior, specifically referring to the outlook towards specific products or services (Soebagyo, 2014). According to Putri (2017), it can be recognized through various signs such as: Transactional - indicating one's inclination to buy a particular product or service, Refractive - showing a person's tendency to recommend products or services to others, Preferential - representing an individual's main preference towards the behaviors of a certain product or service. This preference can only change if there is a change in the product or service, and Explorative: An interest that shapes the behavior of someone who is seeking information about a product or service they are interested in.

Foster et al. (2019) defines purchase intention as the wish to acquire a product or service, leading to potential future purchasing behavior, influenced by cognitive processes that impact perception. According to Mirabi et al. (2015), a consumer typically views a cheap item with subpar packaging and an unknown brand as less trustworthy and risky. Additionally, customers are influenced by both external factors (information on the website) and internal factors (shopping experience) during the buying process (Athapaththu and Kulathunga, 2018). Even though the intention to make

a purchase can be increased, it can be achieved through online services and website content to influence the customer's goal and motivation to browse and buy products. Athapaththu and Kulathunga (2018) discovered different levels of purchase intent before making a purchase decision of a product, which are influenced by the customer's experience, existing knowledge, interest, preference, persuasiveness, and buying power. This study adopted the conceptualization for purchase intention by Athapaththu and Kulathunga, (2018) which includes website content, customer's experience, existing knowledge, interest, preference, persuasiveness, and buying power.

### **1.1.3 Unilever Kenya Limited**

Unilever Kenya Limited holds a 19% market share in the Kenyan FMCG industry, with a presence in various categories, including personal care companies in Kenya, offering a range of products under brands such as Close-Up, Lux, and Safeguard, food and beverage brands, including Magnum, Twine, and Kwality Wall's ice cream and home care segment, offering products such as Surf, Sunam, and Vaseline. The company reported a revenue of KES 42.4 billion (approximately USD 420 million) in 2020. Having employed over 1,200 people across its operations in Kenya. The company exports products to several countries in the East African region, including Uganda, Tanzania, and Rwanda.

Unilever Kenya Limited is a pioneer in leveraging digital marketing strategies to engage with its target audience, making it an attractive case study for this study. The company has invested heavily in digital platforms, including social media, e-commerce, and mobile marketing, to reach its consumers. Analyzing Unilever Kenya's digital marketing strategy will provide valuable insights into how consumers respond to digital marketing tactics, such as influencer marketing, content marketing, and targeted advertising. Additionally, studying Unilever Kenya's approach to digital marketing helped understand how the company measures the effectiveness of its campaigns and how it adapts to changes in consumer behaviour and preferences. By examining the impact of digital marketing strategy on customer purchase intentions at Unilever Kenya this study gained a deeper understanding of the factors that impact consumer purchase intention in the digital age, ultimately informing marketing decisions for businesses operating in the Kenyan market.

The motivation of the study arose from a deep curiosity and dedication to understanding how digital marketing strategies influence consumer purchase intention. As the digital environment changes, businesses need to modify their marketing strategies to effectively connect and sway their intended audience. This research was motivated by a curiosity to investigate the complex connection between purchase intention and digital marketing strategies, including personalized content, social media engagement, and targeted ads. Through exploring this connection, the study sought to offer valuable observations that can assist companies in enhancing their digital marketing tactics for greater consumer interaction and ultimately boosting buying intentions. This research was driven by a strong desire to use digital progress to build significant relationships between brands and customers, improving the efficiency of marketing efforts in today's market.

## **1.2 Statement of the problem**

Despite the expanding global usage of digital marketing methods, the precise influence on customer purchase intention is poorly studied, particularly in developing economies like Kenya. Previous research, such as Tiago and Veríssimo (2014), focused on digital marketing's involvement in social media engagement and online interactions but ignored context-specific elements influencing customer behaviour in African marketplaces. Similarly, Maina (2021) investigated social media marketing as a subset of digital marketing without thoroughly investigating other essential components such as mobile marketing, content marketing, and web marketing. Therefore this study sought to bridge this gap by concentrating on mobile marketing, content marketing and web marketing.

In addition, the contexts of existing studies also differ including, Okpattah, B. K et al (2018) did a study on digital marketing strategies and consumer purchase intentions in . Similarly, Kaur et al. (2023),) did the same study in Pakistan. This study therefore sought to bridge the contextual gap by focusing on the Kenyan market, particularly Unilever Kenya Limited. Moreover, different methodologies have also been employed in the same study including, (Boateng and Okae 2015), who used quantitative methods, Tuten and Solomon (2017) who used in-depth interviews in their study and Kapoor et al. (2020) used mixed methods in their study hence this study sought to bridge the methodological gap by using descriptive cross-sectional survey method.

### **1.3 Objectives to the study**

The general objective of this study is to determine the impact of digital marketing strategy on consumer purchase intention in Unilever Kenya limited

Specific objectives

1. To determine the impact of mobile marketing on consumer purchase intention at Unilever Kenya Limited.
2. To establish the impact of social media marketing on consumer purchase intention at Unilever Kenya Limited.
3. To determine the impact of website content on consumer purchase intention at Unilever Kenya Limited.
4. To establish the influence of content marketing on consumer purchase intention at Unilever Kenya Limited.

### **1.4 Research questions**

1. What is the effect of mobile marketing on consumer purchase intention at Unilever Kenya Limited?
2. What is the effect of social media on consumer purchase intention at Unilever Kenya Limited?
3. What is the effect of website content on consumer purchase intention provided by Unilever Kenya Limited on consumer purchase intention?
4. What is the effect of content marketing on consumers' purchase intention at Unilever Kenya limited?

### **1.5 Significance of the study**

The findings from this study offer important guidance for Kenyan policymakers on how to regulate and support digital marketing tactics. Currently, there is scarce regulatory advice on the execution and most suitable strategies of digital advertising in the Kenyan private sector, especially in the fast-moving consumer goods (FMCG) sector. The results of this research on Unilever Kenya could assist policymakers in grasping the efficiency of different digital marketing techniques and their influence on consumer buying intentions. This knowledge can help develop through

guidelines and standards to guarantee ethical practices, protect consumers, and enhance efficient digital marketing strategies. Regulatory bodies can help companies improve their digital marketing efforts and boost economic growth by implementing a clear framework that enhances consumer experiences.

Additionally, the findings of this research could offer valuable guidance for business practitioners, especially those in the fast-moving consumer goods (FMCG) industry, in improving their digital marketing tactics to increase consumer buying intent. By comprehending the distinct effects of content marketing, influencer marketing, and online marketing, Unilever Kenya and other companies can enhance their marketing strategies to better connect with their desired audience and boost sales. Moreover, understanding the impact of social media marketing can assist these companies in better resource allocation and creating more engaging social media strategies. Moreover, the research results regarding the impact of website design and internet services can assist FMCG businesses in enhancing their online platforms and customer support, resulting in a more enjoyable online shopping experience and higher purchase intentions. In general, this study could assist businesses in creating more effective and purposeful digital marketing strategies

In addition, this study could help enhance the existing body of literature on the influence of digital marketing tactics on consumer purchase intent, particularly for researchers in the fields of digital marketing and consumer behavior. This study seeks to offer detailed perspectives on how content marketing, influencer marketing, online marketing, social media marketing, and website usability impact consumer decision-making at Unilever Kenya. The results may enhance current digital marketing theories and models by providing solid evidence to inform future research efforts. Moreover, this research could motivate additional investigation in various industries or regions, improving academic comprehension of how digital marketing strategies can be customized to enhance consumer buying intentions successfully.

### **1.6 Scope of the study .**

This study examined the impact of digital marketing strategies on consumer purchase intentions, focusing on Unilever Kenya as the context. It specifically investigated how various digital marketing strategies, mobile marketing, social media marketing, content marketing, and website design marketing shape consumer purchase intentions. The specific objective of this study was to determine the impact of mobile marketing on consumer purchase intention at Unilever Kenya

Limited, To determine the impact of social media marketing on consumer purchase intention at Unilever Kenya Limited, To determine the impact of website content on consumer purchase intention at Unilever Kenya Limited and To determine the influence of content marketing on consumer purchase intention at Unilever Kenya. The research was conducted within a time frame of six months, allowing for data collection, analysis, and interpretation. The context was limited to Unilever Kenya, providing a focused exploration of digital marketing strategies in a leading consumer goods company operating in the Kenyan market.

The study targeted a population consisting of 384 consumers familiar with Unilever's digital marketing initiatives, specifically those who interact with the company's online platforms and campaigns. Purposive sampling was used to select respondents who provided insights into their perceptions and behavioral responses to digital marketing strategies. The time limit of the study was eight months.

### **1.7 Chapter Summary**

This chapter discussed the background of the study, the conceptualization of the two study variables namely digital marketing strategies and consumer purchase intents, the context of the study, the two theories underpinning the study, the motivation of the study, the general and specific objectives of the study, the statement of the problem and value of the study.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter presented a theoretical and empirical review of the topic of digital marketing strategies and consumer purchase intentions. It first presented the theoretical underpinnings of the study, by presenting the anchoring and support theories that formed the basis of the current study. It then presented a critical review of previous researchers' work on the main study variables concerning the objectives.

#### **2.2 Theoretical Review**

According to Lederman et al. (2015), the theoretical framework is an abstract set of statements based on well-defined ideas that demonstrate their interdependence. According to Motirei (2020), A theoretical framework outlines relevant theories and concepts related to a research paper's topic and broader areas of knowledge (Motirei, 2020). The study adopted the diffusion of innovation theory as the anchoring and technology acceptance model as the supporting theory , to explain the research variables.

##### **2.2.1 Diffusion of Innovation Theory.**

The Theory of Innovation Diffusion (DOI) is attributed to Rogers (1962). It proposes that innovations predictably spread across society, driven by a variety of factors including the qualities of the innovation, communication routes, time, and the social structure. DOI predicts the rate and extent of innovation adoption by classifying adopters as innovators, early adopters, early majority, late majority, and laggards depending on their willingness to adopt new ideas or technology.

DOI is particularly important for explaining variables related to the adoption of digital marketing strategies. It was able to explain how consumers adopt such tactics over time, identifying the stages of adoption as innovators, early adopters, early majority, late majority, and laggards. The theory also considers the factors that influence adoption rates, including relative advantage, compatibility, complexity, trialability, and observability. Furthermore, DOI demonstrates how the consumer's awareness and attitude regarding the digital marketing approach shifts. It demonstrates how early

adopters impact large segments of the population and how perceived benefits and hazards shape consumer attitudes.

However, DOI has been chastised for oversimplifying the complexities of adoption processes by focusing solely on human decision-making considerations while ignoring broader social, cultural, and economic contexts that significantly influence adoption trends. Critics claim that DOI may not adequately reflect the dynamic and interactive character of contemporary digital environments and consumer behaviors, limiting its predictive usefulness in quickly changing markets and technical landscapes.

### **2.2.2 Technology Acceptance Model**

Technology Acceptance Model was coined by Davis (1986) as a model for understanding and predicting the behaviour of new technology users Rigopoulos (2007). The theory has evolved and been broadened into the TAM2, which considers the impact of social factors—such as subjective norms, images, and voluntarism—on the adoption of technology to explain perceived utility. According to Banky-Sword (2017), technology adoption is influenced by how reliable people consider them to be as well as how simple it is to access and utilize them. According to Lala (2014), the TAM2 further states that technology gains acceptance when it can successfully achieve objectives and produce acceptable results that are pertinent to the work at hand.

TAM can be used effectively to show how digital marketing methods have a direct impact on consumer purchase intentions. It asserts that the more consumers find digital marketing methods, such as online commercials, social media campaigns, and email marketing, simple and useful, the more likely they are to make a purchase. TAM is particularly effective for determining how the perceived ease of use and utility of digital marketing platforms influence consumer purchase intentions.

The Technology Acceptance Model (TAM) faces several criticisms despite its widespread use. Critics argue that TAM oversimplifies the complexity of technology adoption by focusing predominantly on perceived ease of use and perceived usefulness, neglecting other significant factors such as social influence, individual differences, and contextual elements. Additionally, TAM's predictive power is questioned, as it may not fully capture the dynamic and evolving nature of user interactions with technology

### **2.3. Empirical review**

This section presents a review of various findings from previous researchers on the study variables. The section will carry out an assessment of previous research on the effect of social media marketing, email marketing, content marketing, web design, and online advertising on fast-moving consumer goods companies. conceptual, contextual, and methodological

#### **2.3.1 Mobile marketing and consumer purchase intentions**

Mutua (2020) investigated the impact of mobile marketing on consumer purchase intentions in Kenya's FMCG sector. This study used an online questionnaire with a descriptive cross-sectional survey design. Mutua specifically investigated mobile marketing strategies—SMS marketing and mobile apps—and how effective they are at influencing consumer purchase intentions. The study reveals that mobile marketing had a major influence on the high purchase intention; this was related to the results of targeted messages and localized information. This study mainly focused on Nairobi as the context while the current study will focus on Unilever Kenya limited as the context.

In a global study on Coca-Cola, Bart et al. (2014) specifically focused on the company's mobile marketing campaigns while examining the impact of mobile display advertising on consumer purchase intentions. Using sales data analysis, they evaluated the efficacy and concluded that contextually relevant and personalized mobile advertising had a beneficial influence on customer purchase decisions. This study mainly focused on mobile marketing while the current study will focus on digital marketing strategies to consumer purchase intention.

#### **2.3.2 Social media marketing and consumer purchase intention**

Goh et al. (2013) employed content analysis and sentiment analysis to assess the potential of user-generated content and interactive social media campaigns with a focus on Nestle's "Have a Break, Have a KitKat" campaign in Singapore. As a result, the findings demonstrated that user interaction on the highly developed social media platforms Facebook and Twitter significantly impacted consumers' attitudes about the KitKat brand and increased their propensity to make a purchase. This study focused on Nestle as the context while the current study focused on Unilever Kenya limited.

Wien et al (2017), focused on beauty campaigns by L'Oréal. They studied visual-based social media areas to influence consumer purchase decisions. Based on the samples chosen, it used questionnaires and structural equation modeling to test their reach on Instagram and YouTube—names written for their high graphical display. The findings indicated that L'Oréal's use of high-quality visuals, accompanied by influencer marketing for its beauty products, basically increased the brand's ability to be noticed among young consumers. This study focused on the beauty industry while the current study will focus on fast moving consumer goods.

Mutua (2019) evaluated the influence of social media marketing on consumer purchase intention in universities in Nairobi. The research design was quantitative, and data were collected using questionnaires from a sample of students in five universities to find out how effective Facebook, Instagram, and Twitter were in causing students to make purchase decisions. According to the study, it is apparent that social media marketing has an influence on purchase intention. Factors that made an impact included the number of visits to social media, the credibility of information, and level of advertisement engagement. Instagram clearly stood out because of the visual and interactive nature of its features. This was however moderated by the degree of social media marketing effectiveness in terms of students' trust for advertisements and content credibility. This study focused on university students while the current study focused on Unilever Kenya's customers.

### **2.3.3 Website content and consumer purchase intention**

A study by Wong and Chen (2023) examined the content strategy of Starbucks' website, emphasizing user-generated material and community involvement. Through user-generated content, customer reviews, and social media integration on its website, Starbucks promotes consumer connection and brand advocacy. They looked at this using content analysis and sentiment analysis tools. Their goal was to comprehend how community-driven content affected both consumer retention, brand loyalty and purchase intentions. According to the survey, consumers who engage in brand-related conversations and activities on the website had a higher likelihood of staying faithful to Starbucks over time and making repeated purchases. This study looked at brand loyalty and customer retention while the current study focused solely on consumer purchase intention.

Kariuki (2018) conducted a study on whether website content influences purchase intention among online shoppers in Nairobi. The study took the form of a descriptive survey design, with data derived from 350 respondents who shopped online regularly. The variables under study included the quality of web content regarding product descriptions, images, videos, and customer reviews. The results were such that high-quality web content significantly impacted a consumer's purchase intention. Detailed product descriptions, high-quality images, and informative videos were very successful in creating trust in the minds of customers and influencing them to make a purchase. Furthermore, customer reviews had a huge influence in determining consumer decisions in the positive direction of buying the product. However, that study showed that poorly designed websites, with poor quality content relating to the product, drained consumer trust and purchase intention. This study focused on online shoppers while the current study focused on general customers of Unilever Kenya Limited.

#### **2.3.4 Content marketing and consumer purchase intention.**

Nguyen et al (2018) conducted a study to determine the influence of Procter & Gamble's (P&G) narrative method in content marketing on consumer engagement and purchase intent. The results showed that P&G's use of emotional storytelling increased customer emotional engagement, making the brand's content more approachable and memorable. This emotional connection was discovered to be an important driver of higher purchase intentions, as consumers developed a stronger affection for the brand and its products. The study found that incorporating emotional storylines into content marketing is extremely beneficial in creating deeper consumer interactions and boosting purchasing behavior, emphasizing the relevance of storytelling as a crucial component of successful marketing tactics. This study looked at in terms of emotional content to consumer purchase intentions whereas the current study sought to look at it in general content used for marketing at Unilever Kenya limited.

Sibanda et al (2019) investigated the impact of content marketing on consumer purchase intentions in the fast-moving consumer goods (FMCG) sector in South Africa. The study utilized a mixed-methods approach, combining surveys with in-depth interviews to collect data from 350 consumers and 50 marketing professionals. The study found that content marketing significantly influenced consumer purchase intentions. Engaging blog posts, interactive social media content, and video marketing were identified as key drivers of consumer engagement and purchase decisions. The

study highlighted that content tailored to local cultural contexts and languages was particularly effective in resonating with consumers.

#### **2.4 Research gaps**

The following section outlined the knowledge, contextual and methodological gaps identified that the research intended to fulfill

#### **Table 2. 1 Research Gaps**

AUTHOR	TITLE OF THE STUDY	FINDINGS	Methodological gaps
Mutua (2020)	The impact of mobile marketing on consumer purchase intentions in Kenya's FMCG sector.	Mobile marketing (SMS, mobile apps) significantly influences consumer purchase intentions in Nairobi.	Did not investigate digital marketing strategies other than mobile marketing and focused on a different context.
Bart et al (2014)	The impact of mobile display advertising on consumer purchase intentions	Contextually relevant and personalized mobile advertising positively affects consumer purchase decisions.	Focused solely on mobile marketing, not covering other digital marketing strategies.
Goh et al(2013)	The potential of user-generated content and interactive social media campaigns	User interaction on Facebook and Twitter positively impacts consumer attitudes and purchase intentions for the KitKat brand	Limited to social media tools, did not explore other digital strategy tools

Wien et al(2017)	Influence of visual-based social media on consumer purchase decisions	High-quality visuals and influencer marketing on Instagram and YouTube significantly enhance brand visibility and purchase decisions.	Focused on the beauty industry, did not cover fast-moving consumer goods
Mutua (2019)	Influence of social media marketing on consumer purchase intention in universities in Nairobi	Social media marketing (Facebook, Instagram, Twitter) positively influences purchase intentions among university students.	Focused on university students, did not explore the general consumer base.
Kariuki (2018)	Influence of website content on purchase intention among online shoppers in Nairobi	High-quality web content (product descriptions, images, videos, customer reviews) significantly impacts consumer purchase intentions.	Focused on online shoppers, did not explore general consumer base

Sibanda et al. (2019)	Impact of content marketing on consumer purchase intentions in the FMCG sector in South Africa	Content marketing significantly influences purchase intentions, with local cultural context and language being effective. Did not explore other digital marketing tools apart from content marketing.
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## Conceptual framework

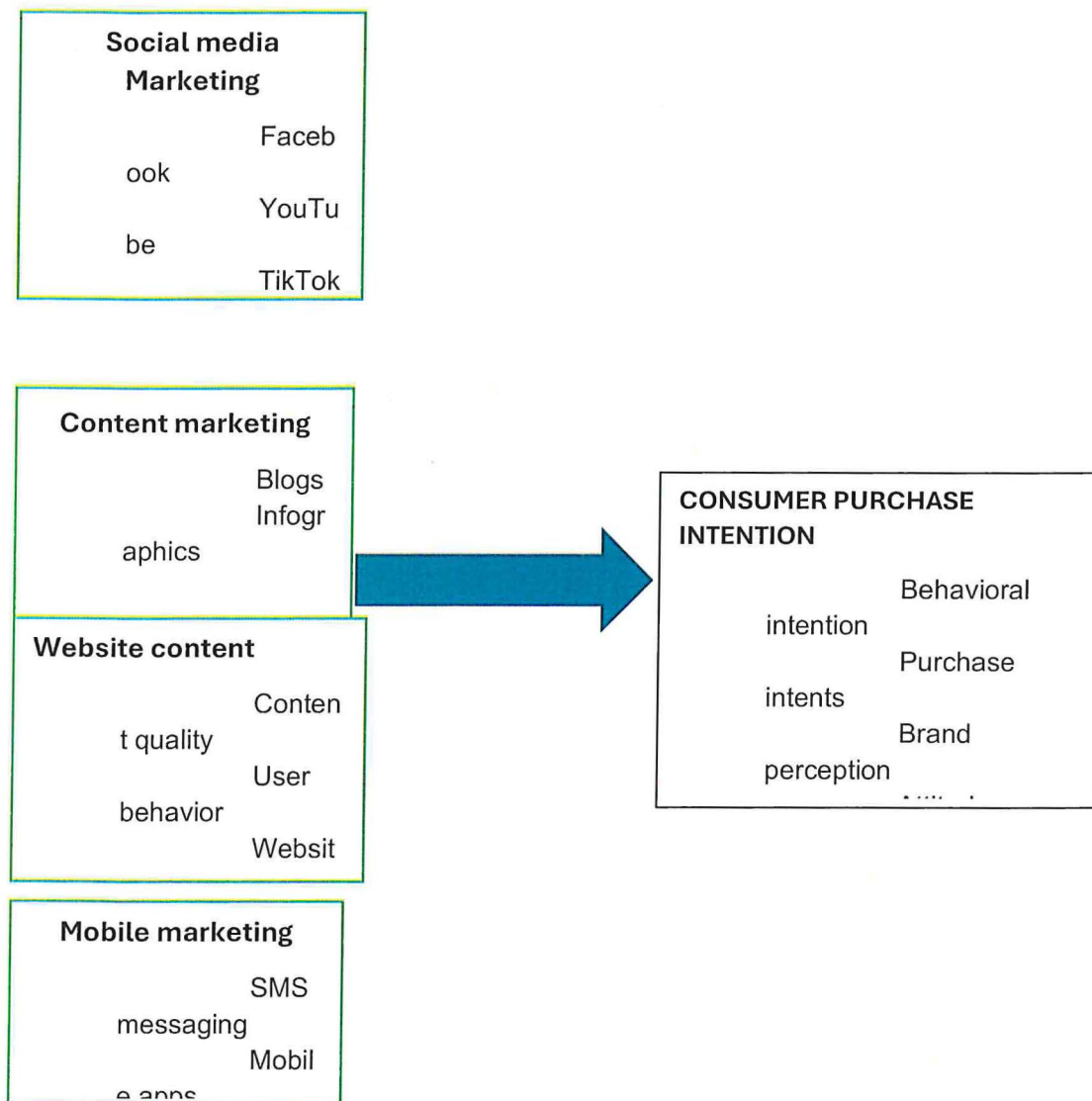
This section illustrates the relationship between the two study variables. The conceptual framework hypothesizes the relationship between the digital marketing strategy and consumer purchase intention.

Independent variable

### 1.1 Conceptual Framework

Dependent variable

Figure 2.1 Conceptual Framework



## **2.5 Chapter Summary**

This chapter discussed the theoretical and empirical literature relating to the research topic.

The research gaps arising from the existing studies have also been presented. The chapter also outlines the conceptual framework as well as the operationalization of study variables.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter provided the research methodology to be adopted in this study. The research methodology captured the research design, target population, sampling design, data collection, data analysis, and research quality

#### **3.2 Research design**

A research design is a plan, structure, and method of investigation devised to find answers to research objectives or challenges. (Kerlinger, 1986). According to Xie (2016), the research design serves as a framework for answering study questions. According to Bloomfield and Fisher (2019), research design methodologies are typically chosen based on the study's nature. This study adopted the descriptive cross-sectional survey design that comprises various types of fact-finding inquiries to describe the current condition of affairs (Kothari 2004). A descriptive cross-sectional study involves gathering data from multiple sources at a particular moment in time and observing variables without altering them (Thomas, 2020). This design was deemed useful since the study sought to address the digital marketing strategies issue at one point in time. A descriptive survey aims to give information about a specific group without distinguishing cause and effect (Cherry, 2022).

#### **3.3 Population and sampling**

##### **3.3.1 Target Population**

According to Cooper and Schindler (2011), a population is the full set of subjects or events that the study is trying to look at. The targeted population of this study was Unilever Kenya Ltd customer database which contained extensive historical data on consumer behaviors, preferences, and responses to various marketing strategies that were provided by Unilever Kenya Ltd. Unilever

has an estimated customer base of 27-32 million in Kenya according to the Unilever website . This is considering that 50-60% of the estimated 13.8 million households in Kenya buy Unilever products frequently, with an average household size of 3.9 individuals. From this observation, Unilever has a huge customer base, making it one of the key players in the market, with its products used extensively in the country.

### **3.3.2 Sampling**

A sample as a subsection of the population, designed in such a way that their characteristics reflect those of the group from which they are chosen (Matt hein, 2005). The sampling technique aims to describe a data collection procedure that allows the researcher to conclude the research population (Ghauri, Grønhaug, & Strange, 2020). The study adopted a purposive sampling design, targeting respondents who could provide the most relevant insights regarding their interactions with Unilever Kenya's digital marketing strategies. The target population was approximately 27–32 million consumers. To determine an appropriate sample size, Cochran's formula was applied: a sample size of approximately 384 was appropriate to achieve a 95% confidence level with a 5% margin of error.

### **3.4 Data collection methods**

This study adopted primary data to gather data. The study's data was gathered quantitative through administering structured questionnaires to Unilever customers. The questionnaire was organized into three sections as follows. Section A captured demographic information, Section B highlighted the Digital marketing strategies and Section C consumer purchase intention .A 5 point Likert scale was used for this study. The technique enabled an in-depth understanding of both the company's digital marketing efforts and how consumer purchase intentions are influenced. The questionnaire was administered through a pick and drop method, through a research assistant.Purposive sampling was appropriate because it allowed researchers to deliberately select respondents who possessed specific characteristics or knowledge relevant to the study, ensuring a more targeted and insightful data collection process. This method was particularly effective as the research focused on a specific subset of the population, such as consumers familiar with Unilever’s digital marketing strategies.

### **3.5 Data analysis**

This study employed both descriptive and inferential statistics to analyse the data that includes standard deviation, mean, average scores and frequency distribution. Descriptive statistics summarized historical data on consumer behaviors, preferences, and marketing strategies. Mean, standard deviation, average scores, and frequency distribution provided insights into central tendencies and dispersion. Inferential statistics made inferences and predicted the population from the sample. Multiple linear regression was used to test the relationship among the two study variables.

### **Research Quality**

#### **3.6.1 Validity**

According to Gulafshan (2003), validity refers to an instrument's ability to accurately assess its intended outcome. Bougie (2010), stated that the validity of instruments is determined by respondents' willingness to provide the necessary information. Furthermore Golafshani (2003), the research study will demonstrate both content and construct validity. According to Slack and Draugalis (2001), content validity refers to the ability of a research instrument to produce adequate results for the characteristics being measured. Construct validity refers to the ability of the research instrument to derive study variables from sound theoretical models and relevant literature (Onyango, 2021). To guarantee content validity, the supervisor reviewed the questionnaire's format, for content validity, and substance to ensure data collection is suitable.

#### **3.6.2 Reliability**

Reliability refers to the consistency of research instrument outcomes across multiple trials (Saunders et al., 2019). Heale and Twycross (2015) define reliability as the constancy of a measure. Lee Cronbach invented the Cronbach's alpha  $\alpha$ , also known as coefficient alpha, in 1951. It is a measure of internal consistency, indicating how closely linked a set of items is as a group. It is also regarded as a measure of scale dependability. Cronbach's  $\alpha$  is a measure of reliability that ranges from 0.00 to +1.00 (Cronbach, 1951). Smith et al (2018) achieved a Cronbach Alpha score of 0.87. Ahmed et al (2019) achieved a Cronbach Alpha score of 0.85. This study adopted a Cronbach Alpha score of 0.7 and above.

### **3.7 Ethical Issues in Research**

Ethical considerations were integral to this study, ensuring the protection and dignity of all participants. Informed consent was obtained from respondents after clearly explaining the study's purpose and their rights, including the freedom to withdraw at any time. Participation was entirely voluntary, with no coercion or undue incentives. Confidentiality and anonymity were strictly maintained by anonymizing data and using it solely for academic purposes. The study avoided any harm to participants by designing non-intrusive questions and adhering to institutional and international ethical guidelines. Data integrity was upheld by ensuring honest collection, analysis, and reporting of findings.

## CHAPTER 4

### PRESENTATION OF FINDINGS

#### 4.1 Introduction

This chapter focuses on the presentation of findings. Structured questionnaires were used to obtain primary data for the study variables. Completed questionnaires were collected, sorted, structured, and cleaned before analysis. Data was analyzed using both descriptive and inferential statistics. This chapter presents the findings in the form of tables and figures.

#### 4.2 Response rate

For the study, 384 respondents were chosen as a sample and requested to complete the questionnaire. A total of 272 of them filled out the surveys and promptly sent them back for evaluation. These surveys underwent sorting, organization, and error and completeness checks. Which suggests that the response rate for this study was 70.8%, as shown in Table 4.1.

**Table 4.1** Response rate

Category	Frequency	Percentage
Responded	272	70.8%
Non-response	112	29.2%
Total	384	100%

#### 4.3 General information

Information regarding the demographic traits of the research subjects was collected. The results shown in Table 4.2 indicate that most respondents were female (58.8%), between the ages of 26 and 35 (57.4%), and that digital marketing methods had an impact on their decision to buy Unilever products (67.6%).

**Table 4. 2 personal information**

<b>Characteristics</b>	<b>Distributio n</b>	<b>Frequenc y</b>	<b>Percentag e</b>
<b>Gender</b>	Male	112	41.2%
	Female	160	58.8%
<b>Age</b>	<25	40	14.7%
	26-35	156	57.4%
	36-45	76	27.9%
<b>Are you influenced by digital marketing strategies when buying Unilever products?</b>	Yes	184	67.6%
	No	88	32.4%

#### **4.4 Descriptive statistics**

Descriptive statistics, such as frequencies, percentages, means, ranges, and standard deviations, were employed in this phase of the study. In line with Aggresti (2009), who said that a mean of 1.00 to 2.49 is considered extremely weak, 2.50 to 3.49 weak, 3.50 to 4.49 Strong, and 4.50 to 5.00 extremely Strong, the mean evaluation was conducted. A standard deviation of less than 0.5 denotes data heterogeneity, while a value greater than 0.5 was considered to show homogeneity. In a study, heterogeneity indicates that the sample's outcomes differed. It demonstrates that the people in the study sample are very diverse (Lorenc et al., 2016). Conversely, a homogeneous set of data indicates that the respondents understood the issue similarly and provided comparable answers (Lorenc et al., 2016).

##### **4.4.1 Social media marketing and consumer purchase intention**

The study aimed at finding out how social media marketing impacted consumer purchase intentions on Unilever products. Table 4.3. shows the obtained results

**Table 4. 3: Social Media Marketing and Consumer purchase intention with Unilever**

<b>Statements</b>	<b>N</b>	<b>Me an</b>	<b>Standard Deviation</b>
Unilever effectively uses social media platforms to engage with me as a consumer.	272	3.85	1.02
Social media advertising by Unilever has increased my awareness of their products.	272	4.10	0.96
Unilever regularly monitors and responds to customer feedback on social media.	272	3.70	1.08
Social media campaigns from Unilever are well-integrated into their overall brand message.	272	4.05	0.89
Unilever uses influencers to enhance its brand presence on social media.	272	4.20	0.78
<b>Overall Scores</b>		<b>3.98</b>	<b>0.74</b>

The findings in Table 4.3 demonstrate that most respondents agreed with the positive impact of Unilever’s social media marketing efforts on consumer engagement, awareness, and brand recognition. The statement with the highest mean score (4.20) was: *"Unilever uses influencers to enhance its brand presence on social media,"* indicating a strong belief that influencer partnerships significantly enhance Unilever's brand presence. Respondents had a lower agreement level for the statement: *"Unilever regularly monitors and responds to customer feedback on social media,"* with a mean of 3.70, indicating some perceived limitations in Unilever’s responsiveness to customer feedback on social platforms. Based on an overall average score of 3.98, it can be inferred that Unilever’s social media marketing strategies are generally viewed positively in terms of enhancing customer engagement, brand awareness, and integration with brand messaging. Respondents acknowledged Unilever's use of influencers as particularly impactful in building brand presence.

#### 4.4.2 Content marketing and consumer purchase intention

The study aimed at finding out how content marketing impacted consumer purchase intentions on Unilever products. Table 4.4. shows the obtained results

**Table 4. 4 Content marketing and consumer purchase intention.**

Statements	N	Mean	Standard Deviation
Unilever produces high-quality content that is valuable and informative to me.	272	4.15	0.92
The content on Unilever's social media is regularly updated and keeps me engaged.	272	4.05	0.95
Unilever's blog or articles are relevant and provide engaging content.	272	3.95	1.02
Unilever uses infographics that help me understand complex information about their products.	272	4.25	0.88
Overall Scores		4.10	0.69

Table 4.6 shows that most respondents agreed with statements regarding Unilever's content marketing efforts and its effectiveness in keeping consumers engaged and informed. The statement with the highest mean score (4.25) was: *"Unilever uses infographics that help me understand complex information about their products,"* indicating that visual content is highly appreciated by respondents for simplifying complex information. The lowest agreement with the statement: *"Unilever's blog or articles are relevant and provide engaging content,"* which scored a mean of 3.95. This suggests that while respondents generally find the content engaging, there might be some room for improvement in blog/article relevance or engagement. With an overall average score of 4.10, it can be concluded that Unilever's content marketing is generally well-received, with infographics and high-quality, informative content having the most significant positive impact on consumer engagement and understanding. This suggests that content that combines

visual appeal with valuable information may be particularly effective in Unilever’s content marketing strategy.

#### 4.4.3 Mobile marketing and Consumer purchase intention

The study aimed at finding out how mobile marketing impacted consumer purchase intentions on Unilever products. Table 4.5. shows the obtained results.

**Table 4. 5 Mobile marketing and consumer purchase intention.**

Statements	N	Mean	Standard Deviation
Unilever’s mobile marketing messages are relevant to my needs.	272	2.85	1.10
Unilever’s mobile app (if any) provides a convenient shopping experience.	272	2.60	1.15
Notifications from Unilever’s mobile marketing are timed well and are not intrusive.	272	2.75	1.08
Overall Scores		2.73	0.89

Table 4.7 reveals that respondents generally do not find Unilever’s mobile marketing strategies highly effective or relatable, as indicated by the lower mean scores across all statements, all below 3.0. The statement with the highest mean score (2.85) was: *"Unilever’s mobile marketing messages are relevant to my needs,"* indicating a moderate perception of relevance, though still below a strong agreement level. This suggests that there is some alignment with consumer needs, but room for improvement. The lowest score (2.60) was for the statement: *"Unilever’s mobile app provides a convenient shopping experience,"* indicating that consumers do not generally find the app (if available) to be convenient for shopping purposes. This low score could point to potential issues in the app’s functionality or user experience. With an overall average score of 2.73, it can be concluded that Unilever’s mobile marketing is generally not resonating strongly with consumers, with low engagement levels and perceptions of relevance. This suggests an opportunity for Unilever to refine its mobile marketing strategies, possibly by enhancing the relevance, timing,

and appeal of mobile ads and improving the mobile app experience to better meet consumer expectations.

#### 4.4.4 Website design and consumer purchase intention

The study aimed at finding out how website design impacted consumer purchase intentions on Unilever products. Table 4.5. shows the obtained results.

**Table 4. 6 website design and consumer purchase intention.**

Statements	N	Me an	Standard Deviation
Unilever’s website is designed in a way that encourages me to revisit.	272	3.55	0.95
Unilever’s website is visually appealing and easy for me to navigate.	272	3.60	0.90
Unilever uses data on user behavior to improve the website experience.	272	3.45	1.05
Unilever regularly updates its website content to keep it relevant and engaging.	272	3.40	1.10
<b>Overall Scores</b>		<b>3.50</b>	<b>0.80</b>

Table 4.8 indicates that respondents had a moderate level of agreement with statements regarding Unilever’s website design and its influence on their experience. The highest mean score (3.60) was observed for the statement: *"Unilever’s website is visually appealing and easy for me to navigate,"* suggesting that respondents generally find the website aesthetically pleasing and easy to use. This is an indication that Unilever's design choices may effectively address basic visual and navigational requirements. The statement with the lowest mean score (3.40) was: *"Unilever regularly updates its website content to keep it relevant and engaging."* This suggests that respondents feel the content updates are present but might not consistently meet their expectations for relevance or engagement. With an overall mean score of 3.50, it can be concluded that Unilever’s website design moderately meets user expectations in terms of aesthetics, ease of navigation, and engagement.

#### 4.4.5 Consumer purchase intention

The dependent variable of the research was the consumer purchase intention of Unilever products. The findings are shown in Table 4.9 below:

**Table 4. 7 Consumer purchase intention**

Category	Statements	N	Mean	Standard Deviation
<b>Behavioral Intention</b>	Unilever's digital marketing strategies have influenced my likelihood to purchase their products.	272	3.62	1.08
	Unilever's digital marketing campaigns have increased my intention to buy their products.	272	3.75	1.02
	I am more likely to buy Unilever products because of their online marketing efforts.	272	3.58	1.15
<b>Overall Scores</b>			3.65	0.87
<b>Purchase Intent</b>	Unilever's digital marketing strategies have increased my intention to purchase their products.	272	3.68	1.07
	I am more inclined to purchase Unilever products after engaging with their digital content.	272	3.71	1.03
	I consider purchase intent based on Unilever's digital content when making product decisions.	272	3.52	1.12
<b>Overall Scores</b>			3.64	0.82

<b>Brand Perception</b>	Unilever's digital marketing positively influences my perception of their brand.	272	3.84	0.96
	I perceive Unilever's brand more favorably because of their online marketing efforts.	272	3.91	0.92
	Unilever's digital marketing enhances the strength of their brand in my eyes.	272	3.87	0.94
<b>Overall Scores</b>			3.87	0.68
<b>Attitude Toward Marketing Messages</b>	I find Unilever's digital marketing messages relevant and engaging.	272	3.78	1.05
	The tone and content of Unilever's marketing messages positively affect my attitude toward their products.	272	3.82	1.00
	I respond positively to the digital marketing messages Unilever delivers through online channels.	272	3.80	1.03
<b>Overall Scores</b>			3.80	0.79
<b>Consumer purchase intention (Overall Scores)</b>			3.74	0.58

The findings presented in Table 4.9 show that respondents expressed moderately positive agreement with statements regarding Unilever's digital marketing influence on consumer purchase intention. The overall average score of 3.74 indicates that consumers generally feel Unilever's digital marketing has a meaningful impact on their purchasing behavior and brand perception. Brand Perception received the highest mean score of 3.87, indicating that Unilever's digital marketing efforts strongly influence how consumers view the brand. Respondents agreed that

Unilever's online marketing contributes to a more favorable perception of the brand and enhances its overall strength. Attitude Toward Marketing Messages scored an overall mean of 3.80, suggesting that consumers generally find Unilever's digital marketing messages engaging and relevant. The tone and content of the messages positively affect their attitudes toward Unilever's products, though slightly less strongly than brand perception. Behavioral Intention had an overall mean score of 3.65, reflecting moderate agreement that Unilever's digital marketing strategies influence consumers' likelihood to purchase. This category shows that while digital marketing encourages interest in Unilever products, it has a slightly lower impact on directly motivating a purchase compared to brand perception and attitude. Purchase Intent achieved an overall mean of 3.64, with responses indicating moderate intention to buy Unilever products after engaging with digital content. This suggests that digital marketing strategies foster a level of purchase intent, though this influence might require more compelling content or engagement to boost it further. Unilever's digital marketing strategies have a notable influence on consumers' brand perception and attitudes toward marketing messages, as indicated by the highest mean scores in these categories.

#### **4.5 Inferential statistics**

Inferential statistics were used in order to approximate, generalize, and make inferences about the population from the sample data. Specifically, regression analysis and correlational analysis were carried out.

##### **4.5.1 Correlational analysis**

The correlation coefficient measures the linear link between two sets of scores. This study used Pearson's correlation coefficient to evaluate the linear relationship between two continuous variables. Initial checks for normality indicated that the independent and dependent variables followed a normal distribution or had minor deviations from the assumption. Pearson's correlation is most suited in this situation. The study examined the relationship between digital marketing techniques (independent variables) and customer purchase intentions (dependent variable). Correlation analysis was used to assess the relationship between the independent and dependent variables. Table 4.10 illustrates that.

**Table 4. 8 Correlation analysis.**

	<b>Mobile Marketing</b>	<b>Website Design</b>	<b>Social Media Marketing</b>	<b>Content Marketing</b>	<b>Consumer Purchase Intention</b>
<b>Mobile Marketing</b>	1				
<b>Website Design</b>	-0.324**	1			
<b>Social Media Marketing</b>	-0.145	0.476**	1		
<b>Content Marketing</b>	-0.112	0.531**	0.645**	1	
<b>Consumer Purchase Intention</b>	-0.378**	0.412**	0.579**	0.623**	1

**Correlation is significant at the 0.01 level (2-tailed).**

The correlation coefficient between mobile marketing and consumer purchase intention is **-0.378**, indicating a weak negative relationship. This statistically significant ( $p = 0.000$ ) finding suggests that mobile marketing strategies might not resonate well with consumers in this context, potentially due to overly intrusive or irrelevant communication. The correlation between website design and consumer purchase intention is **0.412**, indicating a slightly positive relationship. The significance ( $p = 0.000$ ) highlights that well-designed websites can moderately improve consumer purchase intentions, likely due to ease of navigation, aesthetic appeal, and trustworthiness. Social media marketing has a correlation coefficient of **0.579** with consumer purchase intention, indicating a moderate positive relationship. The relationship is statistically significant ( $p = 0.000$ ), suggesting that leveraging social media platforms effectively enhances consumer interest and purchase

decisions, likely due to engaging content and wide reach. Content marketing demonstrates a correlation coefficient of **0.623**, reflecting a strong positive relationship with consumer purchase intention. This highly significant relationship ( $p = 0.000$ ) suggests that high-quality, informative, and relevant content greatly influences consumer decision-making processes by building trust and delivering value. Among the strategies analyzed, **content marketing** shows the strongest positive correlation with consumer purchase intention ( $r = 0.623$ ), followed by **social media marketing** ( $r = 0.579$ ). These findings underline the importance of digital platforms in modern marketing strategies. Conversely, **mobile marketing** shows a negative correlation with consumer purchase intention ( $r = -0.378$ ), suggesting a need for re-evaluating its approach in this context. Website design has a moderately positive impact ( $r = 0.412$ ), indicating its supportive role in influencing purchase intentions.

#### 4.5.2 Regression analysis.

This study used independent variables (social media marketing, content marketing, website design, and mobile marketing) and a regression model to determine consumer purchase intention. Numerous regression analysis was utilized to examine the relationship between a single dependent variable (consumer purchase intention) and numerous independent variables.

##### 4.4.5.1: Model Summary of Digital Marketing Strategies on Consumer Purchase Intention

The adjusted R Squared, known as the coefficient of multiple determination, explains the model's strength by showing the proportion of variation in the dependent variable caused by the independent variables. Table 4.11 indicates that the adjusted R squared is **0.148**, implying that the independent variables explain **14.8%** of the variation in consumer purchase intention. This indicates that while digital marketing strategies have a significant influence on consumer purchase intention, their overall impact is modest.

**Table 4. 9: Model Summary of Digital Marketing Strategies on Consumer Purchase Intention**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.385	0.148	0.148	0.872
	a			

a. Predictors: (Constant), Social Media Marketing, Content Marketing, Website Design, Mobile Marketing

#### 4.4.5.3: Coefficients of Digital Marketing Strategies on Consumer Purchase Intention

The regression coefficients in Table 4.13 reveal the contributions of individual digital marketing strategies to consumer purchase intention. The constant value ( $B=2.754$ ) implies a baseline level of purchase intention irrespective of digital marketing strategies. Social Media Marketing with a regression coefficient of 0.302 and  $p\text{-value} = 0.000 (<0.05)$ , it has a significant positive impact on consumer purchase intention. This highlights the effectiveness of social media in influencing consumers. Content marketing also has a significant positive influence ( $B=0.258$ ,  $p\text{-value} = 0.002 < 0.05$ ), suggesting that high-quality, relevant content drives purchase decisions. Website design A slightly positive impact ( $B=0.143$ ,  $p\text{-value} = 0.071 > 0.05$ ) is observed, indicating that while website design supports purchase intention, its effect is not statistically significant. Mobile marketing shows a negative impact ( $B=-0.215$ ,  $p\text{-value} = 0.005 < 0.05$ ), signifying that intrusive or irrelevant mobile marketing strategies may discourage purchase intention.

**Table 4. 10: Regression Coefficients on Digital Marketing Strategies and Consumer Purchase Intention**

Model	Unstandardized Coefficients B	Standardized Coefficients Std. Error	t Beta	Sig.
Constant	2.754	0.183		15.047
Social Media Marketing	0.302	0.069	0.284	4.384
Content Marketing	0.258	0.081	0.218	3.198
Website Design	0.143	0.079	0.114	1.816
Mobile Marketing	-0.215	0.076	-0.186	-2.829

**Dependent Variable:** Consumer Purchase Intention

**4.4.5.2: ANOVA of Digital Marketing Strategies on Consumer Purchase Intention**

The ANOVA analysis supports the generalizability of the study findings to the population. Table 4.21 displays the F-value ( $F=15.307$ ,  $p\text{-value} = 0.000$ ), indicating a statistically significant model. Since the p-value is less than the threshold of 0.05, it confirms that digital marketing strategies significantly influence consumer purchase intention. Furthermore, the F-value exceeds the critical value ( $F_{0.05,4,375}=2.372$ ), affirming the robustness of the model.

**Table 4. 11: ANOVA of Digital Marketing Strategies on Consumer Purchase Intention**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	46.290	4	11.573	15.307	0.000
Residual	265.411	375	0.708		
Total	311.701	379			

- a. **Dependent Variable:** Consumer Purchase Intention
- b. **Predictors:** Social Media Marketing, Content Marketing, Website Design, Mobile Marketing

**4.5 Chapter summary**

The study aimed to determine how digital marketing strategy affects consumer purchase intentions for Unilever products. This chapter presents study findings. The chapter summarizes the research response rate, respondent background information, and data collection results, including descriptive statistics, regression analysis, and correlation.

## CHAPTER 5

### DISCUSSION, CONCLUSION AND RECOMMENDATIONS

#### 5.1 Introduction

This section expands on the preceding chapter by offering a synopsis of the research along with a thorough analysis and discussion of the results that were discussed in the earlier chapter. The part also offers the study's overall conclusion, practice advice, problems found during the study's completion, and ideas for additional research.

#### 5.2 Summary of the study

The study sought to examine how digital marketing methods influence consumer purchase intentions for Unilever products in Kenya. The study focused on social media marketing, content marketing, website design marketing, and mobile marketing as parts of digital marketing strategies, which served as the independent variable, while consumer purchase intention served as the dependent variable. The study was based on the diffusion of innovation theory as the anchor theory and the technological acceptance theory of consumer purchase intention as the supporting theory. A cross-sectional descriptive study design was used. Purposive sampling was used to obtain a sample of 384 respondents who purchased Unilever products. A sufficient response rate was obtained. The overall mean and standard deviation values : social media marketing (M=3.98, SD=0.74), content marketing (M=4.10, SD=0.69), website marketing strategy (M=3.50, SD=0.80), and mobile marketing (M=2.73, SD=0.89) consumer purchase decision (M=3.74, SD=0.58).

#### 5.3 Discussion of the key findings

The findings revealed that digital marketing strategy has a positive impact on consumer purchase intention ( $\beta = 0.099$ ,  $p < 0.05$ ). this suggest that for a unit change in digital marketing strategy, there is an increase in consumer purchase intention by 0.099 units. this means that if digital marketing strategy is improved, this can result in an increase in consumer purchase intention at unilever kenya in nairobi county kenya. do the same for the other results linked to your study objectives in specific paragraphs.

### **5.3.1 Mobile marketing and consumer purchase intention**

The findings revealed that Unilever's mobile marketing strategy has a negative impact on consumer purchase intentions in Kenya. Descriptive analysis showed that respondents expressed a negative sentiment regarding the influence of mobile marketing on their purchasing decisions. While there was some alignment between the relevance of mobile marketing messages and consumer needs, the timing of notifications and the convenience of the mobile app were identified as areas requiring improvement. These issues suggest that while there is potential for mobile marketing to resonate with consumers, the execution of these strategies needs significant refinement. This aligns with the Technology Acceptance Model (TAM), which suggests that the perceived ease of use and usefulness of a technology directly influence consumer behavior. In this case, the negative sentiment may stem from consumers perceiving the mobile app as difficult to use or the notifications as intrusive, diminishing the perceived usefulness of the mobile marketing efforts. Furthermore, the Diffusion of Innovation (DOI) Theory posits that for consumers to adopt an innovation, it must offer a clear relative advantage and be compatible with their needs. The study's findings suggest that Unilever's mobile marketing lacked these elements, as the strategy did not meet consumer expectations in terms of convenience and relevance, which hindered its effectiveness in driving purchase intentions.

Regression analysis further supported these findings, indicating a negative relationship between mobile marketing and purchase intention. With a statistically significant negative relationship, the results suggest that ineffective mobile marketing strategies—such as intrusive notifications or irrelevant content—are likely to deter consumers from making purchases. This highlights the importance of carefully crafting mobile marketing strategies to avoid alienating consumers.

The implications of these findings suggest that Unilever needs to focus on improving the effectiveness of its mobile marketing strategies. Efforts should be directed towards enhancing the timing and relevance of notifications and making mobile apps more user-friendly and convenient to navigate. Addressing these areas could help transform mobile marketing from a potential deterrent to a more effective tool in driving consumer purchase intentions. These findings are consistent with previous research, which emphasizes the negative effects of poorly executed

mobile marketing strategies on consumer behavior, underscoring the need for careful planning and execution in mobile marketing campaigns.

### **5.3.2 Social media and consumer purchase intention**

The findings revealed that Unilever's social media marketing strategy significantly influences consumer purchase intentions in Kenya. Descriptive statistics indicated that respondents perceive the strategy as effective in improving brand awareness, customer engagement, and recognition. Influencer partnerships were highlighted as particularly impactful, enhancing brand visibility and effectively reaching target audiences. This underscores the importance of influencers in bridging the gap between brands and consumers in today's digital age, characterized by authenticity and relatability. Additionally, social media advertisements were recognized for their ability to increase awareness of Unilever products, demonstrating that compelling and visually appealing campaigns capture consumer attention and effectively convey brand messages.

The findings also showed that Unilever's social media campaigns align well with the broader brand strategy, creating consistency across platforms and reinforcing a cohesive brand image. However, respondents pointed out areas needing improvement, particularly in responsiveness to customer feedback. While Unilever engages with consumers through social media, enhancing two-way communication and fostering a sense of connection with its audience could build greater trust and loyalty. These findings suggest that while Unilever's social media strategies are effective, focusing on more personalized engagement and responsiveness could further enhance consumer satisfaction and loyalty.

Regression analysis revealed that social media marketing has a statistically significant positive impact on consumer purchase intention, with a regression coefficient of 0.302 and a p-value of 0.000. This indicates that effective social media marketing strategies can strongly influence consumer decisions, emphasizing the importance of leveraging digital platforms to drive purchasing behavior. Social media offers a dynamic and interactive environment for brands to engage with consumers, enhance product awareness, and build trust through creative and relatable content.

The findings align with previous studies, including Balakrishnan et al. (2014), Pandey et al. (2018), Laksamana (2018), Spackman and Larsen (2017), Duffett and Wakeham (2016), Nyetera (2021), Ogunyombo et al. (2017), Kwamboka and Owino (2024), Nungari and Obuba (2023), and Glendah et al. (2019). These studies consistently highlight social media marketing as a significant predictor of consumer purchasing intentions, emphasizing its role in driving brand awareness, building trust, and influencing purchasing decisions. The current study reinforces and extends these findings within the Kenyan context, highlighting the critical role of effective social media strategies in today's competitive market.

### **5.3.3 Website design content and consumer purchase intention**

The findings revealed that Unilever's website design content strategy moderately impacts consumer purchase intentions in Kenya. Descriptive statistics indicated that while the website design is generally visually appealing and easy to navigate, it does not fully meet user expectations in driving long-term engagement. Although users initially engage with the site, there is limited motivation for repeat visits, likely due to infrequent content updates and a perceived lack of relevance. Furthermore, despite some respondents acknowledging data-driven improvements to the website, these adjustments do not significantly enhance the overall user experience. Regression analysis supported these observations, showing a slightly positive but statistically insignificant impact of website design on purchase intention, with a regression coefficient of 0.143 and a p-value of 0.071. This suggests that while the website design contributes to consumer behavior to some extent, its influence is limited.

These findings suggest that Unilever could benefit from implementing strategies to enhance the relevance and freshness of its website content. Regular updates that reflect emerging trends, seasonal interests, and consumer needs could make the website more engaging and encourage repeat visits. Additionally, incorporating interactive elements and personalized features may improve user experience and foster a stronger connection with the brand. The results are consistent with the propositions of the Technology Acceptance Model (TAM) and the Diffusion of Innovation (DOI) Theory. According to TAM, perceived usefulness and ease of use are critical factors influencing technology adoption. Unilever's visually appealing and user-friendly website

design aligns with these principles but falls short in perceived usefulness due to limited engagement features. Similarly, DOI Theory highlights the importance of continuous innovation and relevance, suggesting that Unilever's website content should evolve to maintain user interest and drive adoption.

The findings align with previous studies, such as those by Shankar et al. (2017), Liem et al. (2019), and Kim et al. (2020), which emphasize the importance of user-friendly, visually appealing, and responsive website designs in influencing consumer purchasing intentions. However, the current study highlights that while a well-designed website is important, it is not sufficient to drive significant consumer purchase intentions without regular content updates and enhanced interactivity. These findings extend the applicability of prior research by emphasizing the importance of maintaining relevance and user engagement to maximize the impact of website design on consumer behavior in the Kenyan context.

#### **5.3.4 Content marketing and consumer purchase intention**

The findings revealed that Unilever's content marketing strategy significantly influences consumer purchase intentions in Kenya. Descriptive statistics demonstrated that the strategy is well-received, with respondents expressing strong agreement on its effectiveness in engaging and informing consumers. Regression analysis further supported this with a significant positive influence, evidenced by a regression coefficient of 0.258 and a p-value of 0.002, underscoring the importance of high-quality and relevant content in driving purchase decisions. These results suggest that content marketing plays a pivotal role in shaping consumer behavior by simplifying complex product information, fostering engagement, and maintaining brand loyalty through consistent updates.

The findings imply that businesses like Unilever should prioritize creating content that is not only visually appealing and informative but also closely aligned with consumer preferences to maximize its impact. Enhancing the relevance of blog content and incorporating interactive elements could provide an opportunity to better sustain consumer interest over time. This also points to the need for continuous evaluation and improvement of content marketing strategies to

adapt to evolving consumer needs and market trends. The results are consistent with the propositions of the Technology Acceptance Model (TAM) and Diffusion of Innovation (DOI) Theory. The DOI theory proposes that innovation adoption is influenced by factors such as relative advantage, compatibility, complexity, and observability. In this context, Unilever's use of innovative content marketing tools such as infographics aligns with the theory's emphasis on simplifying information to enhance consumer understanding and adoption. Similarly, the consistent updates and high-quality content align with the TAM proposition that perceived usefulness and ease of use drive consumer acceptance.

The findings of this study are also consistent with past empirical studies, including those by Balakrishnan et al. (2014), Pandey et al. (2018), and Laksamana (2018). These studies emphasize the role of engaging and relevant content in increasing brand awareness, building trust, and driving purchasing decisions. The alignment of the current study with these earlier works reinforces the understanding that content marketing is a crucial determinant of consumer behavior. Importantly, the findings do not contradict previous research but rather extend its applicability within the Kenyan context, highlighting the universal relevance of effective content marketing strategies across diverse markets.

## **5.4 RECOMMENDATIONS**

This section discusses recommendations based on policy, practice and theory.

### **5.4.1 Practice Recommendations.**

Based on the findings of this study, it is recommended that Unilever prioritize improving the user experience of its mobile marketing strategies. This can be achieved by ensuring that mobile app notifications are timely, non-intrusive, and highly relevant to consumers' preferences. The company should also focus on enhancing the convenience and usability of its mobile apps, ensuring that consumers find them easy to navigate and engage with. Additionally, Unilever could incorporate more interactive and personalized features in their mobile marketing campaigns, such as tailored offers or content based on consumer behavior and preferences. Regularly updating content and ensuring that marketing messages align with emerging trends and seasonal consumer needs will also help keep the audience engaged. These improvements will not only help in reducing

negative perceptions but also in fostering a more positive relationship with consumers, which can lead to higher purchase intentions.

#### **5.4.2 Policy Recommendations**

In light of the findings, it is recommended that Unilever's marketing team reviews and adapts its mobile marketing policies to better align with consumer expectations and industry best practices. Policies should focus on ensuring that mobile marketing strategies are customer-centric, meaning they should always be relevant, non-intrusive, and add value to the consumer's experience. Additionally, Unilever should invest in consumer feedback loops that allow for real-time data collection regarding mobile marketing strategies, enabling the company to make data-driven adjustments quickly. Adopting a more transparent and responsible approach to how consumer data is used for mobile marketing campaigns will also help build trust and enhance brand loyalty. Clear guidelines should be established to govern the frequency of mobile notifications and their content, ensuring that consumers' preferences and privacy are always respected.

#### **5.4.3 Theory Recommendations**

From a theoretical perspective, this study's findings underscore the importance of both the Technology Acceptance Model (TAM) and the Diffusion of Innovation (DOI) Theory in understanding mobile marketing's impact on consumer behavior. It is recommended that future research consider integrating these models to provide a more nuanced understanding of how mobile marketing strategies are perceived and adopted by consumers. Specifically, future studies should explore how the perceived ease of use, relevance, and compatibility of mobile marketing strategies can influence consumer purchase intentions. Researchers should also investigate the role of consumer trust in adopting mobile marketing innovations, as this factor seems to play a significant role in the effectiveness of these strategies. Lastly, the study calls for more empirical testing of the TAM and DOI models in digital marketing contexts, as their integration could offer valuable insights into the evolution of mobile marketing and consumer decision-making in the digital era.

## **5.5 LIMITATIONS OF THE STUDY**

To address these limitations, future studies on a similar topic can be undertaken using secondary data. Another limitation arose from the scope of this study since it was undertaken at Unilever among customers. Future studies can focus on other sectors and investigate the effect of digital marketing strategy on customer purchase intention in other sectors.

## **5.6 CONCLUSION**

The study reveals that a carefully designed digital marketing strategy can significantly enhance consumer purchase intention at Unilever Kenya in Nairobi County Kenya. The study findings support the propositions of relationship management theory and supporting theories. Policy makers and practitioners are encouraged to adopt customer relationship management strategies to enhance customer retention for the benefit of the organization.

### **5.6 Suggestions for Further Studies and Limitations**

This study, while offering valuable insights, has several limitations. First, the sample size limits the generalizability of findings to other regions or countries. The study focused on only a few digital marketing channels, excluding others like email marketing and influencer marketing, which may yield further insights. The cross-sectional nature of the research only captures consumer intentions at a single point in time; future studies could adopt a longitudinal approach to explore long-term impacts. The reliance on self-reported data may introduce biases, suggesting the need for objective measures such as actual purchase behavior in future research. The negative impact of mobile marketing on purchase intention requires deeper investigation to identify underlying factors. Future research could also segment consumers based on demographics to understand how different groups respond to digital marketing strategies. Expanding the scope to include additional strategies such as SEO, video marketing, and PPC, while examining cultural and regional variations, could enhance the understanding of digital marketing's impact. A deeper examination of mobile marketing's effectiveness and the role of digital marketing in shaping brand image and trust would provide more comprehensive insights. Additionally, integrating consumer feedback could clarify the drivers behind engagement and purchase decisions.

## **5.7 Chapter Summary**

This chapter provided an overview of the investigation and a detailed discussion of the findings. It concluded with the study's key insights, identified limitations, and offered recommendations for further research.

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## **APPENDIX**

### **QUESTIONNAIRE**

#### **Structured Questionnaire**

Dear

Respondents,

This study is being conducted to determine the impact of digital marketing strategies on consumer purchase intention. This research is an academic exercise, so the information you provide will be kept strictly confidential and used solely for academic purposes.

#### Section A: Demographic Information

1. Age:

- 18-25
- 26-35
- 36-45
- 46-55
- 56 and above

2. Gender:

- Male
- Female
- Prefer not to say

3. Are you influenced by digital marketing strategies when buying Unilever products?

- YES
- NO

#### Section B: Digital Marketing Strategies.

The following statements relate to Digital Marketing strategies in your firm. Please indicate by ticking (✓) in each of the following statements the extent to which you agree with the following statements regarding digital marketing strategies in your firm. Tick (✓) in the appropriate box as follows: 1 = To a very small extent, 2 = small extent, 3 = Moderate extent, 4 = Large extent, 5 = considerable extent.

**I Social media marketing**

STATEMENTS	1	2	3	4	5
Unilever effectively uses social media platforms to engage with me as a consumer.					
Social media advertising by Unilever has increased my awareness of their products.					
Unilever regularly monitors and responds to customer feedback on social media.					
Social media campaigns from Unilever are well-integrated into their overall brand message.					
Unilever uses influencers to enhance its brand presence on social media.					

**(ii)Content Marketing**

STATEMENTS	1	2	3	4	5
Unilever produces high-quality content that is valuable and informative to me.					
The content on Unilever’s social media is regularly updated and keeps me engaged.					
Unilever’s blog or articles are relevant and provide engaging content.					
Unilever uses infographics that help me understand complex information about their products.					

**(III)Mobile marketing**

STATEMENTS	1	2	3	4	5
Unilever’s mobile marketing messages are relevant to my needs.					

Unilever's mobile app (if any) provides a convenient shopping experience.					
Notifications from Unilever's mobile marketing are timed well and are not intrusive.					

**(IV) Web design**

STATEMENTS	1	2	3	4	5
Unilever's website is designed in a way that encourages me to revisit.					
Unilever's website is visually appealing and easy for me to navigate.					
Unilever uses data on user behavior to improve the website experience.					
Unilever regularly updates its website content to keep it relevant and engaging.					

**Section C: Consumer Purchase Intentions**

The following statements relate to Digital Marketing strategies in your firm. Please indicate by ticking (√) in each of the following statements the extent to which you agree with the following statements regarding digital marketing strategies in your firm. Tick (√) in the appropriate box as follows: 1 = To a very small extent, 2 = small extent, 3 = Moderate extent, 4 = Large extent, 5 = considerable extent

**(I) Behavioral intention**

STATEMENTS	1	2	3	4	5
Unilever's digital marketing strategies have influenced my likelihood to purchase their products.					
Unilever's digital marketing campaigns have increased my intention to buy their products.					

I am more likely to buy Unilever products because of their online marketing efforts.					
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**(ii) Purchase intents**

STATEMENTS	1	2	3	4	5
Unilever’s digital marketing strategies have increased my intention to purchase their products.					
I am more inclined to purchase Unilever products after engaging with their digital content.					
I consider purchase intent based on Unilever’s digital content when making product decisions.					

**(iii) Brand perception**

STATEMENTS	1	2	3	4	5
Unilever’s digital marketing positively influences my perception of their brand.					
I perceive Unilever’s brand more favorably because of their online marketing efforts.					
Unilever’s digital marketing enhances the strength of their brand in my eyes.					

**(iv) Attitude Towards the Marketing Messages**

STATEMENTS	1	2	3	4	5
I find Unilever’s digital marketing messages relevant and engaging.					
The tone and content of Unilever’s marketing messages positively affect my attitude toward their products.					
I respond positively to the digital marketing messages Unilever delivers through online channels.					



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