

**THE EFFECT OF DIGITAL MARKETING CHANNELS ON THE BRAND
PERFORMANCE: A CASE OF FAST-MOVING CONSUMER GOODS COMPANIES
IN NAIROBI COUNTY, KENYA**

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DECLARATION

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

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ABSTRACT

Digital marketing is one of such realities that businesses are still grappling with understanding the best way around them. Marketers are faced with daily challenges on the channels to direct their resources to in a bid to reap maximum benefits from it. Fast moving consumer goods companies are among the largest advertisers in Kenya and are more inclined to use digital marketing channels to distinguish themselves from the competition, as these channels present more flexibility, real time optimization of campaigns as well as significant budget cuts compared to what would have been used in the case of traditional marketing such as print and billboards. While the perks are obvious, it remains a challenge for marketers to settle on a channel that brings forth maximum benefit for their brands given the dynamic nature of the different options that exist. The general objective of the study is to establish the influence of digital marketing channels on brand performance of FMCG in Nairobi. Its specific objectives include: to determine the influence of search platforms on the brand performance of FMCGs in Nairobi; to find out the influence of social media platforms on the Brand Performance of FMCGs in Nairobi; to examine the influence of content marketing on the brand performance of FMCGs in Nairobi; and to determine the influence of display ads on the brand performance of FMCGs in Nairobi. It was supported by Theory of Disruptive Innovation and the Resource Based View Theory. It applied positivism philosophy. It applied a descriptive cross-sectional research design since it was focused on describing the attributes of the participants involved in the study. It focused on ninety-one managers working within the FMCG companies which constituted the unit of observation. It applied structured questionnaires where pre-determined questions were posed to respondents. The data was then examined using the Statistical Package for Social Sciences (version 22) to conduct descriptive analysis and inferential analysis. The inferential analysis included the Pearson Correlation and the multiple regression model. The results were then presented using graphs and tables. The Pearson Correlation analysis indicated that all the predictor variables were positively and significantly correlated with the outcome variable. The predictor with the strongest correlation with the outcome variable was Social Media Marketing followed by Display Ads Marketing, Content Marketing and Search Engine Marketing, respectively. The regression model demonstrated a good fitness of fit. The ANOVA statistics revealed that there are both significant and statistically significant relationships between the predictor variables and the outcome variable. The Beta Coefficient analysis showed that the Social Media Marketing was the most critical determinant of Brand Performance, followed by Content Marketing, Search Engine Marketing and Display Ads Marketing, respectively. The study recommended that the Government can liaise with players in the FMCG industry to come up with appropriate control measures for addressing the issue of counterfeits which continue to affect brand image and reputation of these companies; and the management of FMCG companies need to increase their investment in digital marketing platforms so as to optimise this increasingly important facet of marketing by ensuring the buy-in by all organisational members, enhancing online visibility, drawing more organic traffic through the delivery of high quality content, on-page optimisation and key-word search. Most of the research on the adoption of digital marketing channels in the FMCG industry has focused on general performance rather than on brand performance, so this study will contribute towards building the body of knowledge on the correlation between digital marketing channels and brand performance, particularly in Kenya.

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LIST OF ABBREVIATIONS AND ACRONYMS

BSC	Balanced Scorecard
B2B	Business to Consumer
CSR	Corporate Social Responsibility
CTR	Click-Through-Rate
FMCG	Fast Moving Consumer Goods
KAM	Kenya Association of Manufacturers
ODAs	Online Display Advertisements
RBV	Resource Based View
ROI	Return on Investment
SEM	Search Engine Marketing
SMEs	Small and Medium Sized Enterprises
SPSS	Statistical Package for Social Sciences
TAM	Technology Acceptance Model
TBL	Triple Bottom Line

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DEDICATION

To my dearest parents, Mr Godfrey Egesa Odongo and Mrs Elizabeth Avumba Odongo, who from the onset, strived to give me the very best that there is. Dad, mum, thank you for always going over and beyond for me. Look at the masterpiece your sacrifice has created.

To my son, Ethan, you have always been the silent inspiration. As you grow up, I hope you remember that even the most complex discoveries started with a single question. May this work show you the power of perseverance and the endless possibilities that lie within your grasp. I love you.

DEFINITION OF TERMS

Brand Performance	refers to the process through which value is generated by a brand due to activities associated with brand building in a given period of time (Sharma, 2019).
Content Marketing	a digital strategic marketing technique that is focused on the creation and distribution of content, which is consistent, valuable, and relevant in order to appeal to and lead to the retention of an audience that has been clearly defined in order to ensure enhanced profitability through customer action (Vinerean, 2020).
Digital Marketing Channels	refer to platforms one can use to reach their target audience online and include social media, display ads, and content marketing (Aguila, 2023).
Display Ads	are graphic images characterized by different sizes, animation, shape, duration, and formats that are visible to online visitors including banners, wallpapers, and skyscrapers (Auschaitrakul & Mukherjee, 2017).
Fast-Moving Consumer Goods	are usually consumed quickly, purchased frequently, are priced low and are usually sold in high quantities (Kotler & Keller, 2016).
Search Engine Marketing	are web-based programs that have been designed to enable the search of documents through the use of specific keywords on the World Wide Web and yields a listing of documented results (Sambana, 2016).
Social Media Marketing	mechanisms of enhancing website traffic through the use of social media sites in the creation of content that appeals to readers and motivates them to share it on their own social media networks (Bansal <i>et al.</i> , 2014).

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

The world has woken up to the realities that have been presented by technology (Chapman, 2016). The inception and continued use of technology and the internet has presented the need for massive adjustments by all players of the economy, starting from governments, and very relevant in the current context of businesses (Pazarbasioglu *et al.*, 2020). One of the aspects that set businesses apart is their ability to adapt, and especially to the external business factors that the organization simply has no control over (Farida & Setiawan, 2022). Rigidity has caused giant businesses to lose out and be overtaken with no hope of competing for the same market share they once had with Nokia as a good example (Lamberg *et al.*, 2021).

Stringfellow *et al.* (2023) affirmed that digital marketing is one of such realities that businesses are still grappling with understanding the best way around them. Based on different web sources, about 86 percent of the world population, which makes up about 6.9 billion people, use smartphones in the year 2023. The study had contextual gaps given that it was not done on the FMCG industry. According to Kharono *et al.* (2022), mobile penetration in Kenya in 2020 stood at 98% while internet connectivity was 43% with 96% opting to use smartphones to access the internet. This study had conceptual gaps given the focus on mobile technology specifically rather than on digital marketing channels in general; as well as contextual gaps since it was not focused on the FMCG sector. The inference from this is that a lot more people can easily access information from wherever they are, at the palm of their hands, this is made even easier with mobile internet connectivity sitting at 87.2 percent (Kenya's Digital Future, 2023)

Khan and Siddiqui (2023) stated that while digital marketing has come with its perks in comparison to the traditional marketing channels such as print, billboards and radio, it remains a fairly new and very dynamic concept. Marketers are faced with daily challenges on the channels to direct their resources to in a bid to reap maximum benefits from it. This study was limited by its lack of focus on the FMCG sector. More often, Boffo and Patalano (2020) established that it is natural for managers to direct energy and resources to the areas that promise more positive performances in reference to the different brand aspects, both financial

and non-financial. This study's main knowledge gaps were the focus on ESG reporting rather than on digital marketing channels specifically; and the lack of concentration on the FMCG industry. These aspects include, brand engagement, brand equity, brand salience, conversion, which is measured in terms of sales volumes among others (Koththagoda, 2017).

What distinguishes the successes from the failures as far as using Digital Marketing channels is concerned are the effects on the brand performance that come from campaigns run on these platforms. According to Al-Mamary *et al.* (2020), brand performance includes both financial and non-financial gains that can be derived from the products. Financial gains include: a return on investment for shareholders and an increase in sales volume of the brand. Non-financial gains may include an increase in market share for the brand, increased brand equity, increased brand engagement and an increase in brand salience. The main knowledge gap of this study was its focus on SMEs rather than on manufacturing firms in the FMCG industry.

The use of digital marketing channels as a source of competitive advantage through branding performance for organisations has been affirmed by various researchers including Khan and Islam (2017), Pinero and Martinez (2016), Labbad and Niketh (2018), and Vaibhava (2019) since various digital marketing channels have been proven to enhance various components of branding including brand awareness, and brand equity. Search engine marketing has been applied in the improvement of brand performance (Damian-Okoro *et al.*, 2023; Ndung'u & Mutinda, 2022); social media marketing has been one most popular digital marketing channels (Aguilar *et al.*, 2022; Manyanga *et al.*, 2024; Omodho, 2019); the linkage between content marketing and brand performance has also been established empirically (Koob, 2021; Jafarova & Tolon, 2022; Manosca, 2022); while display ads have also been proven to be useful digital channels for organisations wishing to improve their branding (Drivas, 2021; Bayer *et al.*, 2020; Nganga, 2022). However, all these studies were on different institutional contexts other than FMCG companies revealing a gap that needs to be addressed by this study. It is, therefore, apparent that all of the aforementioned digital marketing channels are justifiably included in this study as independent variables.

1.1.1 Digital Marketing Channels

Digital marketing channels refer to platforms one can use to reach their target audience online and include social media, display ads, and content marketing (Aguila, 2023). As the use of these channels continue to grow and evolve, businesses are forced to greatly adjust their

marketing throughout the funnel. The most common social media platforms explored in marketing are Facebook and Instagram (Tazeen & Mullick, 2023). The most commonly used display ads are Google display ads, while content marketing has such a vast leaning on influencer marketing (Joshi *et al.*, 2023). For search platforms, google search is the most common with seamless search engine optimization that enables businesses to be found easily based on key words that are relevant for their businesses (Anttila, 2021).

Yerpude and Singhal (2018) affirmed that cognizance must be taken of the enablers of digital marketing, by pointing out that they are smart devices as well as internet connectivity. The main knowledge gaps were contextual and the lack of focus on digital marketing. Peter and Vecchia (2021) determined that digital marketing channels give organizations the opportunity to easily interact with their consumers while offering a new sales avenue, this enables businesses to improve their brand offerings and position, measurable by different aspects as will be discussed. The study was limited by its different geographical context of Switzerland.

Ebrahim (2020) posited that companies often invest large sums of money in their marketing activities, both brand equity investments and non-brand equity investments and part of the benefits that come with digital marketing channels is that the spend is significantly reduced while achieving the same benefits, if not better. The main knowledge gaps of the study were the different geographical context, the limited scope of social media rather than all the digital marketing channels and the different research methodology. A study by Key (2017) showed that digital marketing channels are dynamic, giving businesses power to choose what works for them based on the objectives to be achieved, the budget at hand as well as their target audience. The study had contextual gaps with the limited focus on branded mobile applications. Kurdi *et al.* (2022) found that the increasing popularity of these channels in modern day marketing can be attributed to the role they play in making a product or brand more visible, affecting consumers' pre purchase attitude and thus influencing their purchasing decision. This study had contextual gaps. Additionally, they expose the brand to new markets (Moorman, Soli, & Seals, 2023).

Dwivedi *et al.* (2022) affirmed that a company looking to target this audience can easily use digital channels as the penetration the enablers, smartphones and internets is impressively high. The study had contextual gaps, had a different research methodology and failed to focus on digital marketing channels. Depending on the channels used, and the target of the firm in

context, digital marketing could present both financial and non-financial gains (Feyen, Frost, Gambacorta, Natarajan & Saal, 2021). In Nairobi, this is very paramount in the Fast-Moving Consumer Goods segment given that it is one of the largest industries in the world and competition is immense (Mikassi, 2022).

According to Jones and Runyan (2016), new brands that opted for digital channels to promote their products experienced a jump in sales of 20-30% as compared to their counterparts who implemented traditional marketing techniques. This study had contextual and conceptual gaps. Ndung'u (2022) stated that organizational size plays a critical role in the adoption of a given digital marketing channel strategy since larger organisations tend to have more resources to invest in any strategy while medium and smaller organisations are usually compelled to adopt the most cost effective ones such as social media marketing. Additionally, the study found that online digital media channels are the most effective means of generating brand sustainability for the FMCGs sector. The study had methodological gaps. Gatobu (2018) maintained that many businesses in FMCG use digital advertisement channels to ensure the product promotion to an extended audience; to also target specific clients with tailored marketing strategies based on unique demographic attributes; and save on the costs of marketing. It had conceptual and methodological gaps.

Hruska and Maresova (2020) established that the most popular social media platforms include blogs, social networks, content sharing platforms, and opinion platforms. The study had contextual and methodological gaps. Chadha *et al.* (2021) acknowledged that the process of social media marketing entails the attraction of customer traffic to a given organisation's website through the enhancement of visibility in the aforementioned platforms. The study had contextual gaps given the lack of concentration on the FMCG industry and methodological gaps given the choice of different research design. Mirza (2022) determined that social media platforms have transformed the purchasing behaviour of consumers and their eating habits through enhanced product evaluation, selection and easier purchasing. It had conceptual gaps given the specific focus on social media platforms rather than digital marketing channels in general.

Kamal *et al.* (2021) indicated that social media marketing platforms can be divided into content based and profile based where the latter are concerned with the personal details of members such as profiles that act as a foundation for interactions amongst the members such as

Facebook, Twitter, and WhatsApp; while the former focus on details pertaining to social media posts including contents, discussions and comments so as to establish linkages between users and contents provided by particular influencers such as Flickr, Instagram, Pinterest and YouTube. The study had contextual given the lack of concentration on the FMCG industry and conceptual gaps given the specific focus on social media platforms rather than digital marketing channels in general. Kumar and Padmanaban (2015) averred that social media marketing platforms provide a number of unique advertising options that facilitate the targeting of particular audience by organisations on the basis of interests, demographics, and behaviours; so as to enhance the building of brand awareness and engagement with customers. The study had contextual given the lack of concentration on the FMCG industry and conceptual gaps given the specific focus on social media platforms rather than digital marketing channels in general.

Drivas *et al.* (2023) established that another critical digital marketing channel is Google Display ads which comprise the search and the display network where the latter is predominant marketing strategy for those seeking to heighten brand awareness and consideration, as well as the development of affirmative linkages between customers and organisations. The study had contextual given the lack of concentration on the FMCG industry and conceptual gaps given the specific focus on social media platforms rather than digital marketing channels in general. Bayer *et al.* (2020) determined that online display advertising features plain text, banners, video ads, and media rich content; as well as paid search which complements organic search results of Google display ads. The study had contextual and methodological gaps. Cai *et al.* (2017) added that digital display ads are characterised by the capability of direct response, customisable advertising for individual customers that guarantees customers' response. The study had contextual gaps given the lack of focus on the FMCG industry.

Bala and Verma (2018) affirmed that firms seek to apply digital content marketing in a number of ways including white paper, case studies, e-books, banners, videos, webinars, content for micro-blogging and social media cites, forums, question and answer articles, info graphics, podcasts, etcetera. The content is then linked to skilfully to the firm's business; it may also be tailored for different platforms so as to make it relevant. The study had contextual given the lack of concentration on the FMCG industry and conceptual gaps given the specific focus on social media platforms rather than digital marketing channels in general. Lopes and Casais (2022) established that digital content marketing prioritises the creation and distribution of

content that is both interesting and interactive so to as enable the provision of feedback by customers through the various content marketing channels. The study had contextual gaps given the lack of focus on the FMCG industry. This study will examine search engine marketing, social media marketing, content marketing and display ads.

Digital marketing channels have been studied by a number of authors including Peter and Vecchia (2021); Key (2017); Kurdi *et al.* (2022); Chen *et al.* (2021); Kannan (2017); Emeh *et al.* (2019); Eze *et al.* (2020); Omar and Atteya (2020); Du Plessis (2017); Duffett (2017); Kalei (2020); Olonde (2017); Maina *et al.* (2023); Kasimu (2017); Gatobu (2018); Mwanja (2017); and Karuiki (2018). The most popular digital marketing channels include Search Engine Marketing since they have enhanced the purchasing behaviour of FMCG products since there are increasingly many people who are browsing the Internet, so there is adequate online traffic on the search engines to justify the use of search engine marketing platforms (Nyagadza, 2020; Mulyawa, 2022); Social Media Marketing since marketers are able to engage consumers in real time, provide responses to consumer feedback, and push customised offers and recommendations which translate to success conversions using social media marketing channels (Bansal *et al.*, 2014; Dwivedi *et al.*, 2015); Content Marketing since content creators are able to provide their content in a more accessible manner which has eased the process of consumer engagement on the website (Vinerean, 2020; Wenani, 2020); and Display Ads since they provide a mechanism for tracking pre and post impression responses from consumers as a form of behavioural targeting (Auschaitrakul & Mukherjee, 2017; Filiopoulou *et al.*, 2019).

Given that the main purpose of the study is the determination of the influence of digital marketing channels on brand performance, the study found that the most common digital marketing channels for companies in the FMCG industry were search engine marketing (Goya *et al.*, 2016; Fareniuk, 2022), social media marketing (Om & Kumar, 2021; Kamal *et al.*, 2020), content marketing (Jizdny, 2020; Fareniuk, 2022), and display ads marketing (Das & Nath, 2017; Agarwal, 2022). Thus, these made up the specific objectives of the study.

1.1.2 Brand Performance

Brand performance refers to the process through which value is generated by a brand due to activities associated with brand building in a given period of time (Sharma, 2019) or brand-associated value which is created as a consequence of acceptance by consumers of the brand (Iyer *et al.*, 2019). Brand performance can be measured using two metrics: financial and non-

financial metrics (Mashovic, 2018). Financial metrics include the overall sales volume over a particular accounting period and the return on investment. To determine brand performance using the financial metric, actual figures are compared to forecasted numbers and viable conclusions are drawn (Abratt & Kleyn, 2023). In the case of sales, a firm can compare actual sales to the optimum sales volume based on the overall organization's goals and objectives. Return on investment can also be compared against the required or optimum return on investment expected by the firm. These metrics enable the company to determine whether the advertisement technique used has been efficient and effective (Chin *et al.*, 2020).

Wenani (2020) posited that as far as FMCG companies in Kenya are concerned, brand performance is determined by a number of factors including the choice of influencer; the social media marketing decisions such as the choice of social media channels, social media trends, and saturation of the space; and public relations and communication. The study had conceptual gaps. Rwamba *et al.* (2023) added that in order for FMCG firms in Kenya and established that to attain acceptable levels of brand performance, they needed to engage in appropriate repositioning strategies in response of changes in the external environment including image, tangible assets, intangible assets, and product. This study had methodological gaps. Wirunphan and Ussahawanitchakit (2016) explained that brand performance is dependent upon the brand competence, which refers to a brand that enables the interpretation of customers' needs and the manner in which these needs can be met; the establishment of consumers' trust in the brand; and attributes that contribute towards the satisfaction of customers' needs. The study had contextual and conceptual gaps.

Ngoma and Ntale (2015) established that there was a significant and positive correlation between the role of country of origin, market orientation and brand equity on perceived brand performance in Uganda's pharmaceutical industry. This notwithstanding, the increasing impact of globalisation of markets has made it possible for the effect of country of origin to be negated through making purchasing decisions that were cognisant of international trends. The study had contextual and conceptual gaps. Mmasi and Mwaifyusi (2021) established that brand awareness, brand attitude and brand reputation are the most critical determinants of brand performance amongst Tanzanian brewing companies. It, therefore recommended that firms in the industry should formulate branding strategies that that emphasise the enhancement of these factors so as to optimise brand performance. The study had contextual and conceptual gaps.

Kimeu *et al.* (2016) ascertained that there is a positive and significant correlation between service brand personality and customer-based and financially-based brand performance measures in Kenya's insurance sector. The main implication of this finding is that well defined brand personalities contribute towards the cultivation of competitive advantages in the Kenyan insurance sector. The study had conceptual gaps. Kilei *et al.* (2016) affirmed that organisational and service associations in Kenya's banking industry were both positively and significantly correlated with market brand performance; however, service associations were found to be the stronger of the two correlates. The study had contextual gaps.

1.1.3 Fast-Moving Consumer Goods Companies in Nairobi County

Consumer goods refer to products purchased by the average customer or buyer, mainly for consumption (Loxton, Truskett, Scarf, Sindone, Baldry & Zhao, 2020). They are divided into three different categories: durable, nondurable goods, and services. Important to note, fast-moving consumer goods are the largest segment of consumer goods, they fall into the nondurable category due to their short shelf-life which can be attributed to their perishability and high consumer demand (Kotler & Keller, 2016). Fast-moving consumer goods are usually consumed quickly, purchased frequently, are priced low and are usually sold in high quantities (Kotler & Keller, 2016). They can be classified into different categories. These include processed foods such as cheese, prepared meals such as ready-to-eat meals, beverages such as soft drinks, baked goods such as cookies, fresh, frozen, and dry foods such as fruits and vegetables, medicines such as aspirin, cleaning products such as baking soda, cosmetics, and toiletries such as hair care products, office supplies such as pens (Kotler & Keller, 2016). The fast-moving consumer goods industry is large and very competitive. As a result, companies strive to find creative ways to entice consumers to buy the products they are selling (Pradhan, Duraipandian, & Sethi, 2016). The competitiveness of the fast-moving consumer goods sector also means that consumers have a wide array of options, many of which they do not remember (Stewart & Niero, 2018). Using digital marketing channels, the consumer becomes more likely to remember a product easily due to the number of times they are likely to come across an advert (Olonde, 2017).

Consumers in Nairobi vary tremendously in age, educational levels, tastes, and incomes and like many other cities around the world, there is social stratification with most of the people falling in the low and middle classes (Chelogoi *et al.*, 2020). Kenya's FMCG industry is also

brutally competitive with marketing being the key differentiator amongst the products which often aim to satisfy similar needs hence the importance of exploring digital channels to reach to many people easily and efficiently (Chesula, 2021). The FMCG manufacturing industry's contribution to Kenya's Gross Domestic Product (GDP) shrunk from 5.7% in 2015 to 1.57% in 2020 (Kenya Economic Survey, 2021).

According to the Kenya Association of Manufacturers (2022), the FMCG sector in Kenya has been growing at a considerable rate of 2.28% due to speedy urbanization which has raised the demand for foods, personal care products and beverages. The study further found that the key players in the FMCG sector such as Coca Cola, Unilever and East African Breweries have adopted vertical integration so as to consolidate their market leadership positions through the actual development, manufacturing, marketing, and distribution of their own products, as well as horizontal integration through the merging or acquisition of other firms in the same sector. In a related study, Sasi (2022) established that the Kenyan FMCG sector is concentrated mainly in urban areas including Nairobi, Nakuru, Mombasa and Kisumu while the focus has increasingly turned to the informal sector as the key market where demand for FMCGs has been growing. The study will focus on 93 FMCGs in Nairobi County (KAM, 2022) due to the fact that these are only companies within the top 100 FMCGs in Kenya that are domiciled in Nairobi County. The contextual relevance of these companies is based on the fact that many of these organisations have embraced digital marketing channels as a means of attaining competitive advantages, so the study will seek to establish how well these channels have influenced the brand performance of these companies.

1.2 Statement of the Problem

Digital marketing has grown tremendously over the years and is expected to continue growing as brands try to better position themselves in the market (Purba, Simanjutak, Malau, Sholihat, & Ahmadi, 2021). Continued penetration of internet and smart phone usage also gives an expectation of even further growth (Dwivedi *et al.*, 2022). Fast moving consumer goods companies are among the largest advertisers in Kenya and are more inclined to use digital marketing channels to distinguish themselves from the competition, as these channels present more flexibility, real time optimization of campaigns as well as significant budget cuts compared to what would have been used in the case of traditional marketing such as print and billboards (Olonde, 2017). While the perks are obvious, it remains a challenge for marketers to

settle on a channel that brings forth maximum benefit for their brands given the dynamic nature of the different options that exist (Lockett, 2018).

This study endeavoured to determine the impact of digital marketing channels on brand performance of fast-moving consumer goods in Nairobi. As mentioned above, there are a number of research gaps that this study seeks to address. Firstly, there have been studies that have been conducted in different geographical contexts such as Bilgin (2018); Kumar *et al.* (2017) and ElAydi (2018). Given the unique operational environment in each geographical context, the findings from such studies were not suitable to the present study. Secondly, there have been studies that had contextual gaps since they were focused on single institutional contexts rather than on the general FMCG context such as Kumar *et al.* (2017) and Owino and Mutinda (2022); or SMEs in general rather than FMCGs in particular such as Eze *et al.* (2021). The unique characteristics of each organisation make it difficult to generalise the findings from the single institutional context studies while the generalised focus on SMEs render some of the findings unsuitable since there are SMEs that are not FMCGs.

Thirdly, other studies had conceptual gaps given that they examined specific digital marketing channels such as Chepkwony (2018) and Tungade *et al.* (2020) who focused on social media. This left out a lot of scope for further research into other digital marketing channels. There were studies which had methodological gaps such as Dwivedi *et al.* (2022) and Ndung'u (2022) where different research designs were applied which limited the ability of these studies to reach similar conclusions to the present study. Finally, some studies had other conceptual gaps since they did not focus on brand performance as a dependent variable such as Owino and Mutinda (2022) who focused on sales performance meaning that such studies were examining different relationships than the one proposed in the present study.

1.3 Research Objectives

This section presents general and specific objectives of the study.

1.3.1 General Objective of the Study

The general objective of the study was to establish the influence of digital marketing channels on brand performance of FMCG in Nairobi City County, Kenya.

1.3.2 Specific Objectives of the Study

- i. To determine the influence of search engine platforms on the brand performance of FMCGs in Nairobi City County, Kenya
- ii. To find out the influence of social media platforms on the Brand Performance of FMCGs in Nairobi City County, Kenya.
- iii. To examine the influence of content marketing on the brand performance of FMCGs in Nairobi City County, Kenya.
- iv. To determine the influence of display ads on the brand performance of FMCGs in Nairobi City County, Kenya.

1.4 Research Questions

- i. What is the influence of search engine platforms on the brand performance of FMCGs in Nairobi City County, Kenya?
- ii. What is the influence of social media on the brand performance of FMCGs in Nairobi City County, Kenya?
- iii. What is the influence of content marketing on the brand performance of FMCGs in Nairobi City County, Kenya?
- iv. What is the influence of display ads on the brand performance of FMCGs in Nairobi City County, Kenya?

1.5 Scope of the Study

The study sought to establish the influence of digital marketing channels on brand performance of fast-moving consumer goods in Nairobi. In pursuit of this general objective, it investigated the relationships between each of the independent variables, namely: search platforms, social media platforms, content marketing, and display ads, and the dependent variable, brand performance. Data was collected using structured questionnaires from all the 91 FMCG companies located in Nairobi (KAM, 2022). Accordingly, 91 brand managers will be selected from each of these companies. This study was envisioned to take five months between November 2023 and March 2024.

1.6 Significance of the Study

This study will be significant to the policy makers, industry players within the FMCG sector and scholars. The Kenya Bureau of Standards as the regulator, will be interested in the findings of the study so as to understand the challenges experienced by FMCG companies in Nairobi in terms of adopting digital marketing channels and applying them in improving brand performance so as to formulate policies that can enhance the operational environment.

The findings of this study will also be significant to players in the industry including marketing professionals since it will provide fresh insights on how to integrate digital marketing channels in influencing brand performance. The study findings will also be important to FMCG professionals given the organisational context of the study so as to enable them to improve their understanding of how to apply digital marketing channels in the enhancement of brand performance. The marketing managers of the FMCG companies will also benefit through the new insights into how to incorporate digital marketing channels in the improvement of brand performance.

This study will be significant to all the professionals involved in brand performance both within the FMCG sector and outside in terms of determining how best to integrate digital marketing channels so as to enhance their brand performance. Given the aforementioned gaps in the research, this study will be of crucial significance to researchers and scholars interested in pursuing the correlation between digital marketing channels and brand performance, especially in Kenya.

1.7 Chapter Summary

This chapter introduced the various concepts of the study and provided some background information on each of the concepts. It then articulated the problem statement which captured the main issues that have justified the conduct of the study. Further, research objectives and research questions were outlined. The scope of the study focused on the parameters that defined the study including the location, target population, research variables, sampling and period of study. Finally, the significance of the study explained those that stand to benefit from the study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter will explore the theories underpinning the study including the Theory of the Brand and Digital Marketing Theory. It will also conduct a thorough empirical review on the various variables of the study; then articulate the research gaps, conceptual framework, and operationalisation of the variables.

2.2 Theoretical Foundation of the Study

A theoretical foundation is a structure that offers a path for the development and application of a formal theory so as to enable a better understanding of particular phenomena (Grant & Osanloo, 2016). The following sections will cover the theories that seek to explain the main purpose of the research including the Theory of Disruptive Innovation which was the anchoring theory and the Resource Based View Theory which was the support theory.

2.2.1 The Theory of Disruptive Innovation

This theory was propagated by Clayton Christensen in 1997, in his seminal book *The Innovator's Dilemma*, where he provided an explanation for the failure of respected and well managed organisations by arguing that good managers run the risk of ignoring rivals with disruptive innovations by doing the very things that they needed to succeed (King & Baatartogtokh, 2015). According to Christensen *et al.* (2011), established or incumbent firms compete in a given market by developing the performance metrics for meeting the needs for both low-end and high-end customers, and in the course of time the performance provided exceeds the performance demanded causing a performance surplus. However, this situation changes when new entrants come up with innovations that are either “sustaining” – these can be evolutionary improvements of established technologies, or technological breakthroughs that raise the level of product performance; or “disruptive” – these can be either “low-cost” or “new market” and tend to be simpler, less expensive, and more convenient than products offered by incumbent organisations.

Disruptive innovations help create new markets and value networks by improving products and services in ways that the market does not expect, over a period of time thereby leading to displacement of earlier technology (Naqshbandi & Singh, 2015). Whilst disruptive innovations may be initially inferior and unwanted by the consumers, they eventually overtake the existing products and technologies and are a viable strategy for use by an organisation seeking growth. In fact Christensen *et al.* (2015) explained that entrants target overlooked segments in the market and gain a foothold by delivering more suitable functionality such as lower prices, and are able to escape the attentions of the incumbents who are initially unperturbed; but, these entrants then move upmarket and start delivering the performance that mainstream customers require, while preserving the advantages that drove their early success then cause disruption when these customers start adopting their products.

The Disruptive Innovations Theory (DIT) attracted a number of criticisms including: an over-dependence on historical case studies (Cohan, 2000, Danneels, 2004; Kumaraswamy *et al.*, 2018) which made the DIT prone to hindsight bias which minimised its reliability for making predictions; it was criticised for being too simplistic (Cohan, 2000; Daneels, 2004; Yu and Chieh, 2008) where the categorisation of innovations as being either disruptive as sustaining failed to consider the full breadth and diversity of innovation; and its focus on technology was perceived as being too narrow (Hahn *et al.*, 2014; Saadatmand & Daim, 2019).

Given that digital marketing is a novel approach to marketing, it can be argued that it is a form of disruption and so is consistent with this theory. Thus, it is consistent with all the independent variables (search engine marketing, social media marketing, content marketing and display ads) because these are all innovations that cause disruptions and compel organisations to respond to the disruptions. Additionally, since the theory focuses on strategies adopted by organisations to address performance deficiencies that have been highlighted by comparisons with disruptive products and services, it is also in agreement with the dependent variable (Brand Performance).

2.2.2 Resource Based View Theory

The Resource Based View (RBV) Theory was originally proposed by Penrose (1959) where she posited that the source of a firm's competitive advantage is its internal existing capabilities and knowledge bases; and that in order for the firm to protect this competitive advantage it needs to continuously maintain or improve on these capabilities or knowledge bases.

Accordingly, the RBV theory emphasises the value of an organisation's core competencies (Prahalad & Hamel, 2000) or its internal resources (Nelson & Winter, 1982) in establishing sustainable competitive advantages in a dynamic environment.

Whilst the RBV has gained widespread recognition as an essential part of resource literature, critics such as Barney (1991) were not convinced about the labelling of certain organisational resources as valuable and, by extension, sources of sustained competitive advantage. Mosakowski and McKelvey (1997) claimed that it is not possible to conduct an ex-ante determination of the value of a given resource as suggested by the RBV. Barney (1991) established that the RBV assumes the heterogeneity of organisations regarding their strategic control of resources while Foss (1998) averred that the RBV utilises terms such as assets, resources, capabilities and competencies in a non-homogeneous manner when such generalisation lead to misleading conclusions regarding the relative value of each of these terms as sources of sustained competitive advantages.

The RBV is aligned with the dependent variable of brand performance since brands can be considered internal resources of the organisation which, if continuously maintained and improved can be source of sustained competitive advantage provided the consumers perceive the brand to be more valuable than those of the firm's competitors. Thus, RBV can help explain the relative success that an organisation has had in ensuring that its brand is performing optimally.

2.3 Empirical Review

Empirical review is defined as an ordered assortment of findings from previous research that signifies explanations and suggestions founded on sensual experience and/or resulting from experience by applying techniques of inductive decision making (Cooper & Schindler, 2014). Additionally, it can be perceived as a method of detection that relies on methodical assessment and collection of data in order to ensure the drawing of suitable conclusions (Beins, 2013). The following section will cover different empirical studies conducted on all the variables on the study.

2.3.1 Search Engine Marketing Platforms and Brand Performance

According to Sambana (2016), search engines are web-based programs that have been designed to enable the search of documents through the use of specific keywords on the World Wide Web and yields a listing of documented results. The most popular search engines include Google, Yahoo!, and Bing. Nyagadza (2020) posited that search engine marketing (SEM) utilises paid advertisements that are part of the search engine results pages to market an organisation's product. Accordingly, the study found that advertisers analyse the keywords that are commonly used by people when browsing for products on the search engine pages and opt to put their adverts in tandem with other results of the search engine queries.

Website traffic refers to the number of people who visit a web page in a given period of time, say, a day, week, or month (Vhatkar, 2016). Mulyawan *et al.* (2022) examined how digital platforms are changing the way to buy FMCG products. The study found that search engine marketing has enhanced the purchasing behaviour of FMCG products since there are increasingly many people who are browsing the Internet, so there is adequate online traffic on the search engines to justify the use of search engine marketing platforms. The study had conceptual gaps with the coverage of electronic word of mouth and a digital multisided platform; and methodological gaps since it used scientific sources. A study was conducted by Denis (2018) on digital marketing strategies in FMCG market by focusing on 50 case studies across the world. The study established that a number of organisations in the FMCG sector such as Mars were able to raise the social traffic in their products by collaborating with supermarkets in digital marketing engagements that utilised search engine parameters focused on the number of words in the database and the number of posts per day. These collaborations raised the brand performance by as much as 67%. The study had some conceptual gaps with the choice of different theoretical framework, and contextual gaps with the expanded scope of 50 cases across different countries.

Jansen *et al.* (2009) established that the identity of the search engine brand influences the level of trust that users have; however, for lesser known search engine brands, users tended to interact more intensely during the searching process including the search engine selection, the search engine results page evaluation, individual link evaluation, and evaluation of the landing page. Additionally, the more the search page results, the more popular the brand and its performance. The study had methodological gaps since it applied a laboratory experiment, and the focus on

search engine performance rather than on brand performance reflected a conceptual gap. Ndung'u and Mutinda (2022) examined the effect of search engine marketing on the performance of Kenya's top 100 medium-sized companies and found that search engine marketing ensures that the audience attention is captured in a timely manner leading to organisations accessing content and advertisements in front of target audience that are extremely interested. Ultimately, a reflection of companies' performance is the length of the search engine results pages. The study's choice of descriptive research design was a methodological gap, and the focus on the general performance of companies rather than brand performance was a conceptual gap.

Tongoi (2023) determined that one of the most effective digital promotional strategies adopted by FMCG manufacturers in beauty and personal care sector in Nairobi, Kenya is search engine optimisation through an assessment of the number of visits returned as part of the search engine traffic as well as the increment in the number of unique visitors to the website. The study had methodological gaps since it opted for a descriptive cross-sectional study design, and conceptual gaps given that it focused on influencer marketing and mobile marketing. Wenani (2020) carried out a study on the relationship between influencer marketing and brand performance in FMCG companies in Kenya. According to the results, companies in this sector are able to improve brand performance by paying for search results or creating content to honour user search demand by establishing the number of users who are return visitors to the website. The study's main knowledge gaps including the narrowed focus on influencer marketing and the lack of a theoretical framework.

2.3.2 Social Media Marketing Platforms and Brand Performance

Bansal *et al.* (2014) defined social media marketing platforms as mechanisms of enhancing website traffic through the use of social media sites in the creation of content that appeals to readers and motivates them to share it on their own social media networks. Additionally, this type of marketing derives its benefits from earnings generated through word-of-mouth rather than paid media. Lin and Rauschnabel (2016) found that social media platforms refer to web-based mediums that enable users to utilise and publish content, interactions between people in dialogues, interactions with companies and brands in real time or sequentially, independent from the users' physical location. It had contextual, conceptual and methodological gaps. Dwivedi *et al.* (2015) added that it is a cost-effective online platform for exchanging

information that can be accessed by all types of individuals including businesses, consumers, and government officials. By extension, social media marketing deploys social media networks through electronic word of mouth in order to promote a firm's goods and services so as to expand the reach to a potentially wider customer base.

Research has been done on the effects of social media marketing on brand performance, specifically, brand awareness. Bilgin (2018) studied the effect of social media marketing activities on brand awareness, brand image and brand loyalty of 547 brand followers in Turkey and determined that social media activities have a positive and significant correlation with brand awareness, brand image and brand loyalty amongst the majority of these brand followers. This notwithstanding, Behera and Palaji (2019) who studied opportunities and challenges of social media in India, found that despite its growing popularity, social marketing presents a number of risks for companies including: difficulties in determining which tools to apply to grow the market share; inadequate e-commerce capabilities; social media is an easy channel for disgruntled employees to generate negative publicity by venting their frustrations; and it is also easy for marketers to fall foul of the existing media laws in their advertising campaigns. The geographical context of India is quite different from the Kenyan context, additionally the use of desktop empirical review research design distinguished it from this study.

ElAydi (2018) carried out a study on the effect of social media advertising on brand awareness of mobile services in Egypt, with specific focus on Facebook, the study adopted a descriptive research design, with a sample size of 402 users, sampled randomly, and found a strong, significant, positive relationship of the two variables. However, the choice of Egypt and a narrowed focus on one social media channel made it different from this study. Eze *et al.* (2021) conducted a study on the effectiveness of social media marketing amongst 371 small enterprises in Lagos State, Nigeria and established that a considerable number of business owners were still to be convinced about the efficacy of social media marketing. The choice of SMEs rather than a wider variety of organisational context as well as the different geographical context were points of departure from this study. A study by Tungade *et al.* (2020) on opportunities and challenges of social media in supply chain management in the South African FMCG retail industry affirmed that the social media platform had compelled marketers to respond swiftly to customer complaints owing to the potentially damaging implications of perceived laxity; and there was also the issue of limited control by firms on the content shared

to consumers. The main points of divergence with this study are the different geographical context and the focus on supply chain management rather than on brand performance.

Wakonyo (2019) examined the effect of using social media networks for marketing on sales growth in 699 Small and Medium Sized Enterprises (SMEs) in Nairobi, Kenya and found that a number of these organisations only utilised social media marketing as a fall-back option rather than the main marketing channel which has limited its effectiveness. The key points of divergence are the different organisational context of SMEs and the focus on sales growth rather than brand performance. Chepkwony (2018) carried out a study on the effect of social media marketing as a competitive strategy on sales performance of 78 SMEs in Nakuru CBD, Kenya and found that some SMEs lacked a discernible and clear customer acquisition framework that prevented them from obtaining a sustainable target market and negated the effectiveness of the social media marketing. The main points of divergence are the different organisational context of SMEs, the different geographical context of Nakuru, and the focus on sales performance rather than brand performance. A study by Owino and Mutinda (2022) on the influence of social media marketing platforms on sales performance of 210 staff at Safaricom Public Limited Company, Kenya ascertained that whilst social media marketing had enhanced the sales performance of the company, it had yet to establish clarity on the most popular social media channel amongst its target customers. This research had a number of points of divergence from this study including the institutional context which was not FMCG.

A study by Kumar and Padmanaban (2023) found that marketers are able to engage consumers in real time, provide responses to consumer feedback, and push customised offers and recommendations which translate to success conversions using social media marketing channels. The study had conceptual gaps since it did not focus on brand performance as a dependent variable and the lack of a theoretical framework. Nyairo (2016) conducted a study on the effect of social media use on building brand equity among three-star hotels in Nairobi County, Kenya. The results showed that social media marketing acts as a basis for the improvement of brand awareness, brand loyalty, brand image, brand salience owing to the enhanced conversation rate through active engagements with customers. The study had conceptual gaps given the focus on brand equity specifically rather than brand performance in general.

Aguilar *et al.* (2022) examined the influence of social media marketing on the performance of the students' small online businesses. The study found that whilst there was a positive correlation between social media marketing and the performance of the businesses, the strength of the correlation was moderated by the level of alignment with the organisational objectives. Ra'd Almestarihi *et al.* (2021) investigated the impact of social media marketing on brand equity and established that organisations which develop a strong marketing orientation in their strategic direction invariably attain success in their social media marketing which then leads to good brand equity as manifested by brand awareness, perceived quality, and brand loyalty.

Abasin and Huseynov (2020) carried out a study on the impact of social media marketing on brand loyalty in FMCG markets and found that given the increased penetration of the internet and advancements in mobile phone technology, the post reach percentages of social media platforms has increased exponentially, particularly for the popular FMCG brands in European markets such as Turkey. The study's main knowledge gaps were the specific focus on brand loyalty instead of brand performance and methodological gaps given the different data analysis techniques used. A study was conducted by Kamal *et al.* (2021) on impact of social media marketing on customer purchase decision on FMCG industry of Bangladesh. The study determined that the nature of FMCG brands as convenience products makes them amenable to benefiting from social media promotion strategies since they are able to convince customers in their purchase decisions in the shortest possible time thereby boosting the post reach percentages. The study was limited by its specialised focus on customer purchase decisions instead of brand performance in general.

2.3.3 Content Marketing and Brand Performance

Vinerean (2020) defined content marketing as a digital strategic marketing technique that is focused on the creation and distribution of content, which is consistent, valuable, and relevant in order to appeal to and lead to the retention of an audience that has been clearly defined in order to ensure enhanced profitability through customer action. Świczak (2012) referred to it as a marketing technique whereby valuable content is created and spread to recipients so as to turn their focus on the importance of the content; it is also significant information that appears on an organisation's website through the use of an application or any other digital mechanism so as to promote a product. According to Hollebeek and Macky (2019), digital content marketing, which is defined as the management process through which organisations are able

to identify, anticipate, and satisfy customer needs profitably, has enabled the establishment of enhanced consumer connections and brand attachment.

In a study on the relationship between influencer marketing and brand performance in FMCG companies in Kenya, Wenani (2020) affirmed that digital content marketing is used by such companies to enhance the time of customer engagement on websites through the use of innovative and persuasive means of communication which can result in the generation of up to eight times more return on investment (ROI). The main knowledge gap in this study was the focus on influencer marketing specifically rather than on digital marketing channels in general. Denis (2018) found that the technological advancements have made it possible for content creators to provide their content in a more accessible manner which has eased the process of consumer engagement on the website. The study was limited by the lack of focus on brand performance and the lack of a theoretical framework.

Jafarova and Tolon (2022) investigated the effect of content marketing in social media on brand loyalty and purchase intention and posited that the convenience of digital access has made it possible for credible user-generated content which can be measured through an assessment of the number of website visits per month. Indeed, the study established that whenever content was found to be relevant, unique, and reliable to a large target audience, the number of website visits in a given period will increase since consumers' intention to purchase will have been influenced positively. The study had conceptual gaps given the focus on content marketing specifically rather than on digital marketing in general as well as the focus on brand loyalty rather than on brand performance. Makridis *et al.* (2020) found that online content marketing has empowered consumers as the primary drivers of content which has compelled marketers to customise content and be transparent in the sharing of information. Consequently, consumers have been more emboldened in visiting websites and making online purchases. The study was limited by its focus on brand awareness rather than on brand performance.

Goyal *et al.* (2022) carried out a study on the impact of brand promotion on market performance and determined that FMCG companies utilise branded content to provide linkages between brands and consumers through education, entertainment, and engagement of the organisation's target population. The study's main knowledge gaps were the focus on brand promotion rather than on digital marketing as well as the focus on market performance rather than brand performance. Mann and Kaur (2013) explored branding strategies of FMCG services and

durables brands in India and found that many companies in the sector adopted content marketing that focused on the provision of branded content that can benefit through endorsement by a variety of corporate brands. The study was limited by its focus on branding strategies rather than on digital marketing strategies and the lack of focus on branding performance.

2.3.4 Display Ads and Brand Performance

Auschaitrakul and Mukherjee (2017) stated that online display advertisements (ODAs) are graphic images characterized by different sizes, animation, shape, duration, and formats that are visible to online visitors including banners, wallpapers, and skyscrapers. ODAs can be run any website, however, increasingly, they have been appearing on social networking websites including LinkedIn, Facebook, and Twitter. Filiopoulou *et al.* (2019) explained that display advertisement seeks to transmit visually advertising messages in the form of text, videos, logos, hyperlinks, photos, and animations so as to provide site visitors with generic ads and brand messages.

Khraim (2015) investigated the effect of using pay per click advertisement on online advertisement effectiveness and attracting customers in e-marketing companies in Jordan. The study established that pay per clicks is an effective monitoring tool for advertisers to gauge the success of advertising campaigns since it captures only the instances when users view the online ads and was found to have contributed to the attainment of company results and can be focused on particular customers. The study was limited by its focus on pay per click advertising rather than digital marketing strategies in general as well as the lack of focus on brand performance. A study by Huebner (2019) on digital advertising and the marketing mix and found that the effectiveness of clicks per advert can be overplayed to the detriment of intermediate metrics as exemplified by a global reduction in the click-through rates to less than 1%. The study's main knowledge gap was the lack of focus on brand performance.

Mikassi (2022) examined the effect of digital marketing strategies on business growth in manufacturing sector in Kenya by focusing selected FMCG companies in Nairobi County. The study established that display adverts provide a mechanism for tracking pre and post impression responses from consumers as a form of behavioural targeting. Braun and Moe (2013) investigated online display advertising by modelling the effects of multiple creatives and individual impression stories. The study affirmed that an effective strategy that can be adopted

by online advertisers to enhance the number of website visits and conversions conditioning the content presented to an individual on the history of past ad impressions.

Choi *et al.* (2020) studied online display advertising markets and found that frequency of display ads is a scheduling decision that advertisers have to take which needs to be optimised through appropriate allocation of resources through frequency capping that are based on established algorithms. The study was limited by its specific focus on online display advertising rather than on digital marketing strategies in general as well as the lack of focus on brand performance. Johnson (2023) carried out a study on field experiments in online display advertising and established that the returns on ad frequency are the basis for investing in the advertisement campaign such that the higher the returns on ad frequency, the more that the advertiser will be prepared to spend per user. The study was limited by its specific focus on online display advertising rather than on digital marketing strategies.

2.4 Research Gaps

The literature review has exposed several gaps in the existing body of knowledge. Firstly, several studies were not focused on FMCGs such as Njoroge (2017); Kalei (2020); and Olonde (2017). This meant that the findings from these studies were contextually different given the unique circumstances of FMCG companies. Secondly, other studies were not focused on brand performance as a dependent variable such as Ng'ang'a (2018); Kanyoro (2018); and Wanjohi (2018). This rendered the findings from such studies to be inappropriate for this study. Thirdly, there were other studies still which were conducted in different geographical contexts other than Nairobi such as Hosseini and Soleymanpour (2018); Olutade (2020); and Ikegwuru and Acee-Eke (2022). Consequently, since different geographical regions have different circumstances, the findings from these studies were ill-suited for the current study.

The summary of knowledge gaps is captured in Table 2.1.

Table 2. 1: Summary of Knowledge Gaps

Study	Focus of Study	Findings	Research Gap	Focus of Current Study
Mulyawan <i>et al.</i> (2022)	How digital platforms are changing the way to buy FMCG products.	Search engine marketing is enhanced the purchasing behaviour of FMCG products since there are increasingly many people who are browsing the Internet, so there is adequate online traffic on the search engines to justify the use of search engine marketing platforms	The dependent variable was buying of FMCG products rather than brand performance which is a conceptual gap.	Influence of digital marketing on brand performance in FMCG companies in Kenya.
Denis (2018)	Digital marketing strategies in FMCG market by focusing on 50 case studies across the world.	A number of organisations in the FMCG sector such as Mars were able to raise the social traffic in their products by collaborating with supermarkets in digital marketing engagements that utilised search engine parameters focused on the number of words in the database and the number of posts per day. These collaborations raised the brand performance by as much as 67%.	The geographical context was global rather than local which was a contextual gap; the lack of focus on brand performance was a conceptual gap.	Influence of digital marketing on brand performance in FMCG companies in Kenya.

Jansen <i>et al.</i> (2009)	Brand and its effect on user perception of search engine performance.	The identity of the search engine brand influences the level of trust that users have; however, for lesser known search engine brands, users tended to interact more intensely during the searching process including the search engine selection, the search engine results page evaluation, individual link evaluation, and evaluation of the landing page.	Dependent variable was search engine performance rather than brand performance which was a conceptual gap; contextual gaps due to the lack of focus on the FMCG industry.	Influence of digital marketing on brand performance in FMCG companies in Kenya.
Ndung'u and Mutinda (2022)	The effect of search engine marketing on the performance of Kenya's top 100 medium-sized companies.	Search engine marketing ensures that the audience attention is captured in a timely manner leading to organisations accessing content and advertisements in front of target audience that are extremely interested.	Lack of FMCG institutional context which was a contextual gap; dependent variable was general performance rather than brand performance which was a conceptual gap.	Influence of digital marketing on brand performance in FMCG companies in Kenya.
Tongoi (2023)	The influence of digital promotion strategies on the marketing performance of FMCG manufacturers in beauty and personal care sector in Nairobi, Kenya.	One of the most effective digital promotional strategies adopted by these companies is search engine optimisation through an assessment of the number of visits returned as part of the search engine traffic as well as	Focus on marketing performance in general rather than brand performance which was a conceptual gap.	Influence of digital marketing on brand performance in FMCG companies in Kenya.

		the increment in the number of unique visitors to the website.		
Wenani (2020)	The relationship between influencer marketing and brand performance in FMCG companies in Kenya.	Companies in this sector are able to improve brand performance by paying for search results or creating content to honour user search demand by establishing the number of users who are return visitors to the website.	Focus on influencer marketing specifically rather than digital marketing strategies which was a conceptual gap.	Influence of digital marketing on brand performance in FMCG companies in Kenya.
Joshi <i>et al.</i> (2023)	Social media influencer marketing: foundations, trends, and ways forward.	Social media influencer marketing research tended to focus on authenticity, parasocial interactions and relationships, sponsorship, engagement in influence.	Focus on influencer marketing specifically rather than digital marketing strategies which was a conceptual gap.	Influence of digital marketing on brand performance in FMCG companies in Kenya.
Nyagadza (2020)	Search engine marketing and social media marketing predictive trends.	The most common trends in search engine marketing include accelerated mobile pages, micro-vlogging, voice search, blogging and social messaging.	Focus on search engine marketing and social media marketing and excluding other digital marketing channels which was a conceptual gap.	Influence of digital marketing on brand performance in FMCG companies in Kenya.
Kumar and Padmanaban (2023)	The role of digital marketing on FMCG sales.	Marketers are able to engage consumers in real time, provide responses to consumer feedback, and push customised offers and recommendations which	Different geographical context of India which was a contextual gap; focus on FMCG sales on general rather than on brand performance in	Influence of digital marketing on brand performance in FMCG companies in Kenya.

		translate to success conversions using social media marketing channels.	particular which was a conceptual gap.	
Nyairo (2016)	The effect of social media use on building brand equity among three-star hotels in Nairobi County, Kenya.	Social media marketing acts as a basis for the improvement of brand awareness, brand loyalty, brand image, brand salience owing to the enhanced conversation rate through active engagements with customers.	Focus on three-star hotels instead of FMCG industry which was a contextual gap; and on brand equity rather than brand performance which was a conceptual gap.	Influence of digital marketing on brand performance in FMCG companies in Kenya.
Aguilar <i>et al.</i> (2022)	The influence of social media marketing on the performance of the students' small online businesses.	Whilst there was a positive correlation between social media marketing and the performance of the businesses, the strength of the correlation was moderated by the level of alignment with the organisational objectives.	Focus on students' small online businesses rather than FMCG companies which was a contextual gap; lack of focus on brand performance which was a conceptual gap.	Influence of digital marketing on brand performance in FMCG companies in Kenya.
Ra'd Almestarihi <i>et al.</i> (2021)	The impact of social media marketing on brand equity.	Organisations which develop a strong marketing orientation in their strategic direction invariably attain success in their social media marketing which then leads to good brand equity as manifested by brand awareness, perceived quality, and brand loyalty.	Focus on brand equity rather than brand performance which was a conceptual gap; contextual gaps owing to the lack of focus on FMCG industry.	Influence of digital marketing on brand performance in FMCG companies in Kenya.

Abasin and Huseynov (2020)	The impact of social media marketing on brand loyalty in FMCG markets.	Given the increased penetration of the internet and advancements in mobile phone technology, the post reach percentages of social media platforms has increased exponentially, particularly for the popular FMCG brands in European markets such as Turkey.	Focus on brand loyalty rather than brand performance which was a conceptual gap; and lack of concentration on the FMCG industry which was a contextual gap.	Influence of digital marketing on brand performance in FMCG companies in Kenya.
Kamal <i>et al.</i> (2021)	The impact of social media marketing on customer purchase decision on FMCG industry of Bangladesh.	The nature of FMCG brands as convenience products makes them amenable to benefiting from social media promotion strategies since they are able to convince customers in their purchase decisions in the shortest possible time thereby boosting the post reach percentages.	Focus on customer purchase decision rather than on brand performance which was a conceptual gap; and lack of concentration on the FMCG industry which was a contextual gap.	Influence of digital marketing on brand performance in FMCG companies in Kenya.
Vinerean (2020)	Content marketing strategy. Definition, objectives and tactics	Content is a key component of online marketing strategies that attract and retain consumers organically.	Focus on content marketing specifically rather than digital marketing in general which was a conceptual gap.	Influence of digital marketing on brand performance in FMCG companies in Kenya.
Wenani (2020)	The relationship between influencer marketing and brand	Digital content marketing is used by such companies to enhance the time of customer engagement on websites through the use of innovative and persuasive means	Focus on influencer marketing specifically rather on digital marketing in	Influence of digital marketing on brand performance in FMCG companies in Kenya.

	performance in FMCG companies in Kenya.	of communication which can result in the generation of up to eight times more return on investment (ROI).	general which was a conceptual gap.	
Denis (2018)	Digital marketing strategies of companies in the FMCG market.	The technological advancements have made it possible for content creators to provide their content in a more accessible manner which has eased the process of consumer engagement on the website.	Different geographical context which was a contextual gap; and lack of focus on brand performance which was a conceptual gap.	Influence of digital marketing on brand performance in FMCG companies in Kenya.
Jafarova and Tolon (2022)	The effect of content marketing in social media on brand loyalty and purchase intention.	The convenience of digital access has made it possible for credible user-generated content which can be measured through an assessment of the number of website visits per month.	Focus on brand loyalty rather than brand performance which was a conceptual gap; different geographical context, and lack of focus on FMCG industry which were contextual gaps.	Influence of digital marketing on brand performance in FMCG companies in Kenya.
Makridis <i>et al.</i> (2020).	The influence of digital marketing on building brand awareness overseas.	Online content marketing has empowered consumers as the primary drivers of content which has compelled marketers to customise content and be transparent in the sharing of information	Focus on brand awareness rather than brand performance which was a conceptual gap; different geographical context, and lack of focus on FMCG industry which were contextual gaps.	Influence of digital marketing on brand performance in FMCG companies in Kenya.

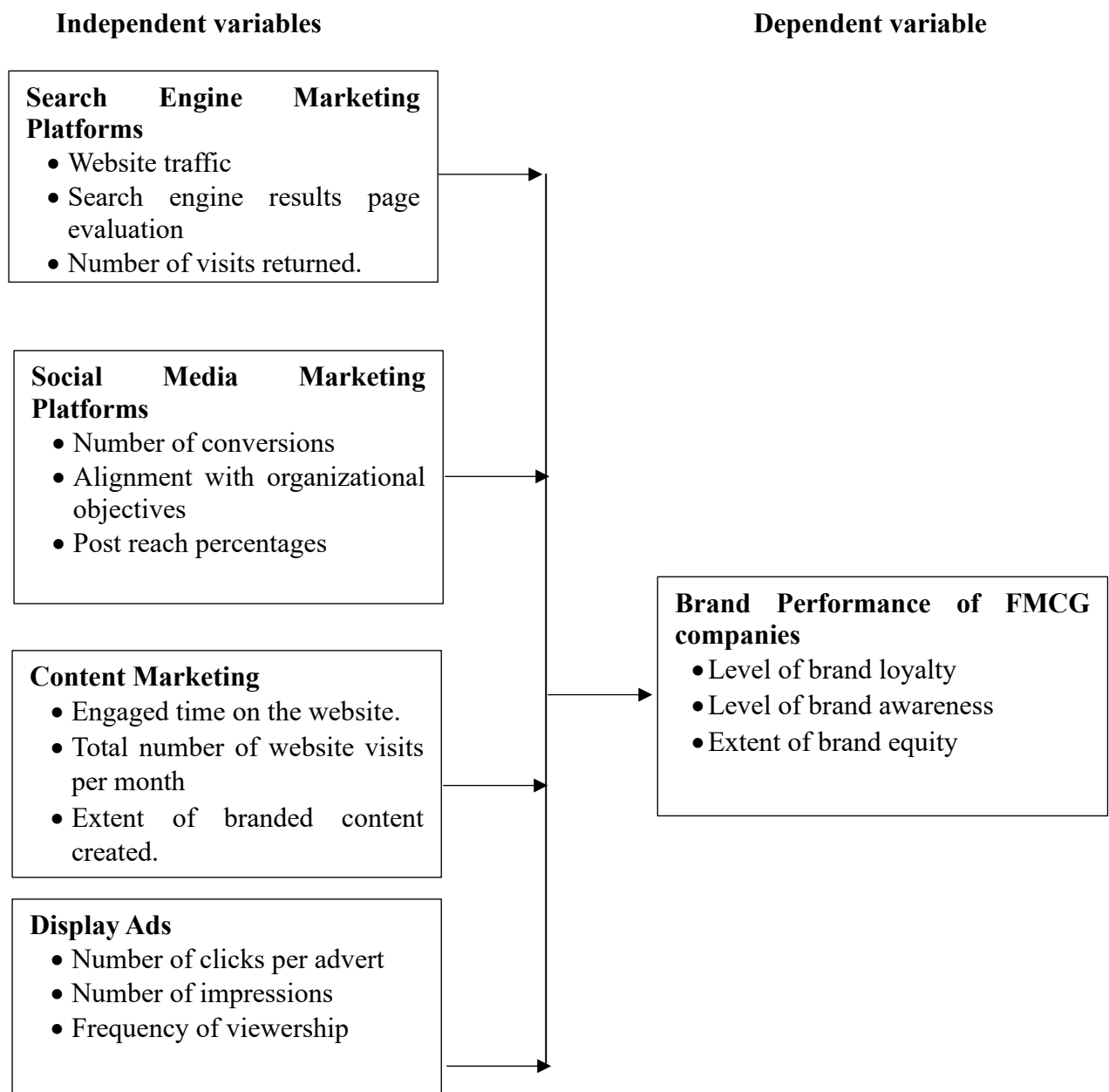
Goyal <i>et al.</i> (2022)	The impact of brand promotion on market performance.	FMCG companies utilise branded content to provide linkages between brands and consumers through education, entertainment, and engagement of the organisation's target population.	Focus on brand promotion rather than on digital marketing strategies, and on market performance rather than on brand performance which were conceptual gaps; and different geographical context which was a contextual gap.	Influence of digital marketing on brand performance in FMCG companies in Kenya.
Mann and Kaur (2013)	Branding strategies of FMCG services and durables brands in India	Many companies in the sector adopted content marketing that focused on the provision of branded content that can benefit through endorsement by a variety of corporate brands.	Focus on branding strategies rather than on digital marketing strategies, and on durable brands instead of branding performance which were conceptual gaps; and lack of focus on the FMCG industry which was a contextual gap.	Influence of digital marketing on brand performance in FMCG companies in Kenya.
Gatobu (2018)	Digital marketing strategies and performance of fashion industry in Nairobi City County, Kenya.	Many businesses in FMCG use digital advertisement channels to ensure the product promotion to an extended audience; to also target specific clients with tailored marketing strategies based on unique demographic attributes; and save on the costs of marketing.	The study failed to focus on brand performance which was a conceptual gap, and lack of focus on the FMCG industry which was a contextual gap.	Influence of digital marketing on brand performance in FMCG companies in Kenya.

Source: Researcher (2024)

2.5 Conceptual Framework

Adom *et al.* (2018) defined a conceptual framework as a structure that will enable a researcher to most suitably articulate the normal advancement of the study phenomenon. This structure comprises the theories, empirical studies and concepts that are associated with the study variables. Figure 2.1 represents the conceptual framework for this study.

Figure 2. 1: Conceptual Framework



Source: Researcher (2024)

2.5.1 Operationalisation of Variables

Rao and Reddy (2013) defined operationalisation as the process through which research concepts and constructs are defined and the procedures involved in the measurement of these concepts and constructs. Tariq (2015) explained that variables are operationalised when a valid, measurable, and quantifiable index is applied in defining them and can be used in their manipulation. The operationalisation of the variables is presented in Table 2.1 below.

Table 2. 2: Operationalisation of Variables

Variable	Constructs	Operational Definition	Measurement Scale	Source (s)
Search engine marketing platforms	<ul style="list-style-type: none"> Website traffic Search engine results page evaluation Number of visits returned 	Web-based programs that have been designed to enable the search of documents through the use of specific keywords on the World Wide Web and yields a listing of documented results	Five-point Likert scale 1-Strongly Disagree 2-Disagree 3- Neutral 4-Agree 5-Strongly Agree	Mulyawan <i>et al.</i> (2022); Denis (2018); Jansen <i>et al.</i> (2009); Ndung’u and Mutinda (2022); Tongoi (2023); and Wenani (2020)
Social media marketing platforms	<ul style="list-style-type: none"> Number of conversions Alignment with organizational objectives Post reach percentages 	Mechanisms of enhancing website traffic through the use of social media sites in the creation of content that appeals to readers and motivates them to share it on their own social media networks.	Five-point Likert scale 1-Strongly Disagree 2-Disagree 3- Neutral 4-Agree 5-Strongly Agree	Kumar and Padmanaban (2023); Nyairo (2016); Aguilar <i>et al.</i> (2022); Ra’d Almestarihi <i>et al.</i> (2021); Abasin and Huseynov (2020); and Kamal <i>et al.</i> (2021)
Content marketing	<ul style="list-style-type: none"> Engaged time on the website Total number of website visits per month Extent of branded content created 	A digital strategic marketing technique that is focused on the creation and distribution of content, which is consistent, valuable, and relevant in order to appeal to and lead to the retention of an audience that has been clearly defined in order to ensure enhanced profitability through customer action.	Five-point Likert scale 1-Strongly Disagree 2-Disagree 3- Neutral 4-Agree 5-Strongly Agree	Wenani (2020); Denis (2018); Jafarova and Tolon (2022); Makridis <i>et al.</i> (2020); Goyal <i>et al.</i> (2022); and Mann and Kaur (2013)
Display ads	<ul style="list-style-type: none"> Number of clicks per advert Number of impressions Frequency of viewership 	Graphic images characterized by different sizes, animation, shape, duration, and formats that are visible to online visitors including banners, wallpapers, and skyscrapers.	Five-point Likert scale 1-Strongly Disagree 2-Disagree 3- Neutral 4-Agree 5-Strongly Agree	Khraim (2015); Huebner (2019); Mikassi (2022); Braun and Moe (2013); Choi <i>et al.</i> (2020); and Johnson (2023).
Brand performance	<ul style="list-style-type: none"> Level of brand loyalty Level of brand awareness Extent of brand equity 	The process through which value is generated by a brand due to activities associated with brand building in a given period of time	Five-point Likert scale 1-Strongly Disagree 2-Disagree 3- Neutral 4-Agree 5-Strongly Agree	Qalati <i>et al.</i> (2019); Muchina and Okello (2016); Iyer <i>et al.</i> (2019); Abratt and Kleyn (2023); Ofori <i>et al.</i> (2016).

Include Source

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter will explore all the procedures that this study proposes to use in articulating and forecasting the occurrences pertaining to the subjects of digital marketing channels and brand performance. More specifically, it will include the research philosophy, research design, the population of the study, sampling design, data collection method, validity and reliability tests, and ethical considerations.

3.2 Research Philosophy

According to Žukauskas *et al.* (2018), the research philosophy refers to the basis of the research that encapsulates the recognised research strategy, problem formulation, data collection, processing and analysis. Saunders *et al.* (2011) affirmed that the choice of the most suitable philosophy for business and management research is reliant upon the understanding of ontological assumptions (those related to the reality that researchers encounter during the course of the study); epistemological assumptions (these relate to assumptions pertaining to suitable, usable and genuine knowledge base of a piece of research); and axiological assumptions (these relate to role that ethics and values play in the process of research). Given that this research sought to understand the correlation between digital marketing channels and brand performance, it applied positivism philosophy since it sought to generate explanatory linkages or causal relationships that result in better forecasting and control of the research phenomenon as explained by Park *et al.* (2020).

3.3 Research Design

Cooper and Schindler (2014) referred to it as the blueprint for satisfying research objectives and responding to queries. Kothari (2016) classified research design into three, namely: exploratory research studies which articulate a problem for more accurate examination so as to reveal ideas and insights; descriptive research studies which are focused on the description of the attributes of an individual or a group; and hypothesis-testing research studies. This study applied a cross-sectional survey research design since it sought to establish the relationships that exist between the variables.

3.4 Population of the Study

The population of study is the complete set of units that acts as a foundation for making inferences about the survey data (Lavrakas, 2008). This study collected data from the 91 FMCG companies which were selected purposively owing to their location in Nairobi which constituted the unit of analysis. The choice of these companies was based on their convenience of access and the relevance of their line of business. These companies were broken down into the product categories that they are involving to enable more precise selection of digital marketing channels and this information is captured in Table 3.1.

Table 3. 1: Breakdown of Target Population

Product Category	No. of firms
Textiles & Apparel, Consumer goods, Manufacturing	11
Household Goods, Consumer Goods, Manufacturing	21
Appliances, Consumer Goods, Manufacturing	5
Jewellery & Watches, Consumer Goods, Manufacturing	1
Sporting Goods, Consumer Goods, Manufacturing	1
Consumer Electronics, Consumer Goods, Manufacturing	3
Cleaning Products, Consumer Goods, Manufacturing	14
Pet Products, Consumer Goods, Manufacturing	3
Health & Nutrition Products, Consumer Goods, Manufacturing	1
Hand, Power and Lawn-care Tools, Consumer goods, Manufacturing	7
Cosmetics, Beauty Supply & Personal Care Products, Consumer Goods	24
TOTAL	91

3.5 Sampling Design

According to Shieh (2010) sample size is the number of items drawn from the overall target population of the study. Sampling technique refers to a process used by researchers in picking small and manageable size of individuals, items, objects or subjects from the entire population. Taherdoost (2016) identified two general sampling methods: probability or random sampling where every member of the population has an equal chance of selection; and non-probability or non-random sampling which are normally linked to qualitative research. The study adopted a purposive sampling design where the researcher used her professional experience to select the companies to include in the study on the basis of their location in Nairobi and their line of business given the focus on FMCG. The sample size is normally chosen to help researcher in

getting relevant data/information for the purpose of formulating conclusions and recommendations. Since this study concentrated only on 91 marketing managers and 91 digital marketing personal, totalling 182 participants in 91 FMCG companies, the study used a census approach as recommended by Singh and Masuku (2014) where all the items in the population were included in the study.

3.6 Data Collection Method

Kothari (2016) explains that primary data collected during descriptive research is typically obtained through observation, direct communication with respondents or through personal interviews. Given that this study chose a descriptive research design, it applied structured questionnaires where pre-determined questions were posed to respondents. The researcher employed a pick later method with trained Research Assistants to improve response rate in administering the questionnaires.

Questionnaires are documents, whose design features questions and other elements that seek to gather relevant information for analysis in survey research, experiments, and other modes of observation. Further, questionnaire construction is founded on the principal objective of eliciting responses from the respondents through their opinions or conclusions to the identified variables for research. The questions were framed as accurately as possible by applying structured questions (Acharya, 2010).

The construction of the questionnaire for this study featured the following. Section A covered the background information which will include demographic questions relating to gender, length of employment, age and education. Section B will include six structured questions which will cover the relationship that exists between the first independent variable and the dependent variable. Section C will include six structured questions which will cover the relationship that exists between the second independent variable and the dependent variable. Section D will include six structured questions which will cover the relationship that exists between the third independent variable and the dependent variable. Section E will include six structured questions which will cover the relationship that exists between the fourth independent variable and the dependent variable; and Section F will include six structured questions which will cover various aspects of the dependent variable. A five-point Likert Scale was used in the question, it featured the following scales: strongly disagree (scale 1), disagree (scale 2), neutral (scale 3), agree (scale 4), and strongly agree (scale 5). This scale will be used to determine the level of

agreement or disagreement by the respondents to each question. It will also facilitate the coding of the data in SPSS.

3.7 Data Analysis

Cooper and Schindler (2014) defines data analysis as the process that reduces accumulated data into a manageable size then develop summaries, explore patterns, and apply statistical techniques. Data analysis can either be quantitative – involving the use of deductive methods, descriptive statistics, and inferential statistics; or qualitative – involving the use of inductive reasoning, systematic and iterative process of searching, categorizing, and integrating data (Van Gog *et al.*, 2007).

The study used a five-point Likert scale in keeping with the findings of Joshi *et al.* (2015) to enable the construction of the questionnaire to use together with the mean and standard deviation, to describe the data. The Statistical Package for Social Sciences (SPSS) (version 22) was then applied to facilitate the conduct of both descriptive and inferential statistical analysis. Inferential analysis included regression analysis and Pearson Correlation analysis. As explained by Haining (1991), the Pearson bivariate correlation enabled the determination by the researcher of whether or not there is a linear relationship between each of the independent variables and the dependent variable. Additionally, correlations applied in circumstances where there was no manipulation of any of the variables. The results were then be presented using graphs and tables.

The following multiple regression model was used by the study:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$$

Where;

Y = Brand Performance

X₁ = Search Engine Marketing

X₂ = Social Media Marketing

X₃ = Content Marketing

X₄ = Display Ads

ε = the error term

β₀ = the constant term

3.8 Diagnostic Tests

The study conducted normality, multicollinearity, heteroscedasticity, and linearity tests to confirm the appropriateness of the multiple regression model for the pilot study. These will be explained in more detail in the following sections.

3.8.1 Multicollinearity Test

According to Shrestha (2020), multicollinearity is a phenomenon that occurs when several variables that correlated significantly both with each other and with the dependent variable are included in the multiple regression analysis. Multicollinearity can result in skewness and faulty results when the researcher seeks to establish the extent of the effectiveness of each factor in explaining the response variable in a statistical model. Thus, three techniques can be applied in detecting multicollinearity: using the pairwise scatterplot and correlation coefficients, the variance inflation factor (VIF), and the eigenvalue method. Using the pairwise scatterplot and correlation coefficients, whenever the correlation coefficient value is higher (typically close to a Pearson correlation coefficient of 0.8) with the pairwise variables, then there is multicollinearity.

The VIF method is applied in the measurement of the extent to which the variance of the estimated regression coefficient is inflated whenever the independent variables are correlated. It is the reciprocal of the tolerance. The lower the tolerance, the higher the possibility of multicollinearity. Lastly, the eigenvalue method represents the variance of the linear combination of the variables. Given that the summation of the eigenvalues always equals the number of independent variables then very small values (about 0.05) indicate the existence of multicollinearity. The study applied the VIF method for detecting multicollinearity. SPSS was used for calculating a VIF for each independent variable. VIFs start at 1 and have no upper limit. A value of 1 indicates that there is no correlation between this independent variable and any others. VIFs between 1 and 5 suggest that there is a moderate correlation, but it is not severe enough to warrant corrective measures. VIFs greater than 5 represent critical levels of multicollinearity where the coefficients are poorly estimated, and the p-values are questionable.

3.8.2 Normality Test

Ghasemi and Zahediasl (2013) explained that normality tests are used in establishing whether the assumption of normality, that the data follows a normal distribution, holds. Normality can be undertaken using visual methods by visually inspecting the distribution of the data in histograms, stem-and-leaf plot, boxplot, probability-probability (P-P) plot, and quantile-quantile (Q-Q) plot. Thus, if the shape of the distribution of the data is construed to be bell shaped then this is a normal distribution. However, owing to the inherent inaccuracies in the visual methods, more accurate statistical normality tests can be conducted including the Kolimogorov-Smirnov (K-S) test, Lilliefors corrected K-S test, the Shapiro-Wilk test, the Anderson-Darling test, just to name a few. The most popular of these are the K-S and the Shapiro-Wilk test. These tests make comparisons between sample scores and a set of normally distributed scores with identical mean and standard deviation. The data is interpreted to be not normally distributed if the test is significant. The K-S test is usually applied when the sample size is more than 50 while the Shapiro-Wilk test is used when the sample size is less than 50. The study used Shapiro-Wilk test to test for normality.

3.8.3 Heteroscedasticity Test

According to Astivia and Zumbo (2019), heteroscedasticity refers to the notion that, following the inclusion of the predictors in the regression model, the remaining residual variability changes are dependent on factors that are not included in the model. It occurs when a predicted variable's standard deviations when observed over different values of an independent variable are not constant. Heteroscedasticity seeks to disapprove the inherent regression assumption of homoscedasticity, that the variance of the error term is consistent across all measures of the model. It can be tested visually through the use of scatter plots by observing the pattern the data will take such that data which follows a cone shape is deemed to heteroscedastic. When the data takes on such a shape it cannot be used to perform a normal type of linear regression owing to the lack of constancy in the value of the variance. It can be tested using the Breusch-Pagan test which uses a normal chi square test where a significant result is said to be heteroscedastic. This method requires the data to be normally distributed otherwise it will yield false results. The most robust method for testing heteroscedasticity is White's test since it can test whether all variances are equal across all data if it is not normally distributed. It tests whether variance of the data is approximately equivalent to the variance of the model. Again a

significant result proves the evidence of heteroscedasticity. This study used the Breusch-Pagan test of heteroscedasticity.

3.8.4 Linearity Test

Yu *et al.* (2016) affirmed that linearity occurs when the predictor variables in the regression model have a straight line relationship with the outcome variable. Using the ANOVA output one can determine whether there is a linear relationship between the predictor variables and the outcome variable by checking the significance. Thus, when the significance is higher than 0.05 then it can be concluded that there is a linear relationship while the reverse is true when the significance is less than 0.05. The study used the ANOVA output to test for linearity.

3.9 Validity and Reliability Tests

According to Van Teijlingen and Hundley (2002), pilot tests are feasibility studies which are scaled down versions done in preparation of the major study. The pilot test can either take the form of the first phase of the major study where data from the pilot be contribute to the final analysis, otherwise known as the internal pilot, or the data may be analysed and set aside, thereby becoming an external pilot (Arain *et al.*, 2010). In accordance with the recommendations of Perneger *et al.* (2015), the study conducted a pilot test on 10% of the target population which is equivalent to 18 individuals who were not part of the main study and comprised experts from the FMCG industry.

3.9.1 Validity Tests

Validity refers to the extent to which an instrument measures what it is supposed to measure (Kimberlin & Winterstein, 2008). There are three forms of validity: construct validity which determines the validity of an instrument on the basis of the gathering of evidence from a number of studies using the same measuring instrument; criterion-related validity which is concerned with evidence about how well scores on the new measure associate with other measures of the same construct; and content validity which is concerned with how well the items established to operationalize a construct provide a satisfactory and representative sample (Drost, 2011).

The study used the expertise of the supervisor to establish content validity while criterion-related validity was established by assuring the participants that each one of them would be given an equal opportunity to respond to each question without bias. Construct validity was

evaluated using exploratory component factor analysis where a threshold of 0.5 was adopted on the factor loading values in accordance with the recommendations of Beaver *et al.* (2019).

3.9.2 Reliability Tests

Tavakol and Dennick (2011) define reliability as the ability of an instrument to measure consistently and explain that the best tool for measuring internal consistency (the extent to which all the items in a test measure the same concept or construct) of an instrument is Cronbach’s alpha which is expressed as a number between 0 and 1 with 0 being low reliability and 1 being high reliability. This study used Cronbach’s alpha of 0.7 as recommended by Taber (2018) since a Cronbach’s alpha of 0.7 or higher signifies acceptable levels of internal consistency, values of between 0.5 and 0.7 indicated marginally acceptable levels of internal consistency; while values below 0.5 indicated unacceptable levels of internal consistency.

The reliability analysis featured the Cronbach’s Alpha scores for all the study variables, which were captured in the Table 3.2. According to the results, each of the variables had Cronbach’s Alpha scores above the 0.7 threshold indicating that they all had acceptable levels of internal consistency. This compares favourably with Guru and Asifulla (2023) who found Cronbach’s Alpha scores of 0.83, 0.867, 0.813, 0.912, and 0.843 respectively for various digital marketing constructs.

Table 3. 2: Reliability Statistics

Variable	Cronbach's Alpha	N of Items
Combined	.810	30
Search Engine Marketing	.711	6
Social Media Marketing	.787	6
Content Marketing	.728	6
Display Ad Marketing	.768	6
Brand Performance	.824	6

3.10 Ethical Considerations

Akaranga and Makau (2016) defined ethics as a concept that is concerned with activities, rules, values and practices that establish whether something is right or wrong. Ethical considerations include: informed consent which establishes whether an individual has agreed to participate in

the research knowingly, voluntarily and intelligently; beneficence which establishes whether the researcher has committed to ensuring that they do no harm; respect for anonymity (making sure that the identity of an individual is protected) and confidentiality (keeping the sensitive information pertaining to an individual secret); respect for privacy (an individual's right to control which information can be shared); concern for vulnerable groups of people; not interviewing minors unless with the express consent of their guardians or parents; and conducting research competently. This study addressed ethical considerations by seeking informed and voluntary consent from all participants in advance; committing to doing no physical or mental harm; respecting anonymity and confidentiality as well as privacy. Permission to conduct research was also obtained from the university as well as the National Commission for Science, Technology and Innovation (NACOSTI). Additionally, ethical review committee approval was sought by the researcher.

3.11 Chapter Summary

This chapter has covered the research methodology of the study which has included the research philosophy, research design, population of the study, sampling design, data collection method, data analysis, validity and reliability and ethical considerations.

CHAPTER FOUR

PRESENTATION OF RESEARCH FINDINGS

4.1 Introduction

In this chapter the findings of the study are presented. The study sought to establish the influence of digital marketing channels on brand performance of FMCG in Nairobi. The research findings include the general information pertaining to the results, the pilot test results, demographic information, the descriptive statistics and the inferential statistics. The presentation of the findings will involve the data from SPSS on each of the variables in tables and figures then the analysis and interpretation of the same and a summary of the findings.

4.2 Response Rate

The response rate refers to the number of respondents as a proportion of the total number of intended questionnaires or interviews conducted (Morton *et al.*, 2012). The study administered a total of 182 questionnaires but only 140 were responded to, representing a response rate of 76.9% which was well above the 60-70% threshold recommended by Morton *et al.* (2012) for social research studies.

Table 4. 1: Response Rate

	Number	Percentage
Questionnaires that were responded to	140	76.9%
Questionnaires that were not responded to	42	23.1%
Total Number of Questionnaires	182	100%

4.3 Demographic Characteristics

4.3.1 Gender Distribution

The first demographic categorisation of that the respondents was in accordance with their gender. This information is captured by Figures 4.1. According to results, out of a total of 140 respondents, 76 were male while 64 were female, representing 54% and 46%, respectively. This is an indicator that although there were more males than females, the gender distribution of staff in the various FMCG companies was quite fair. This was aligned with the findings of Adelugba *et al.* (2023).

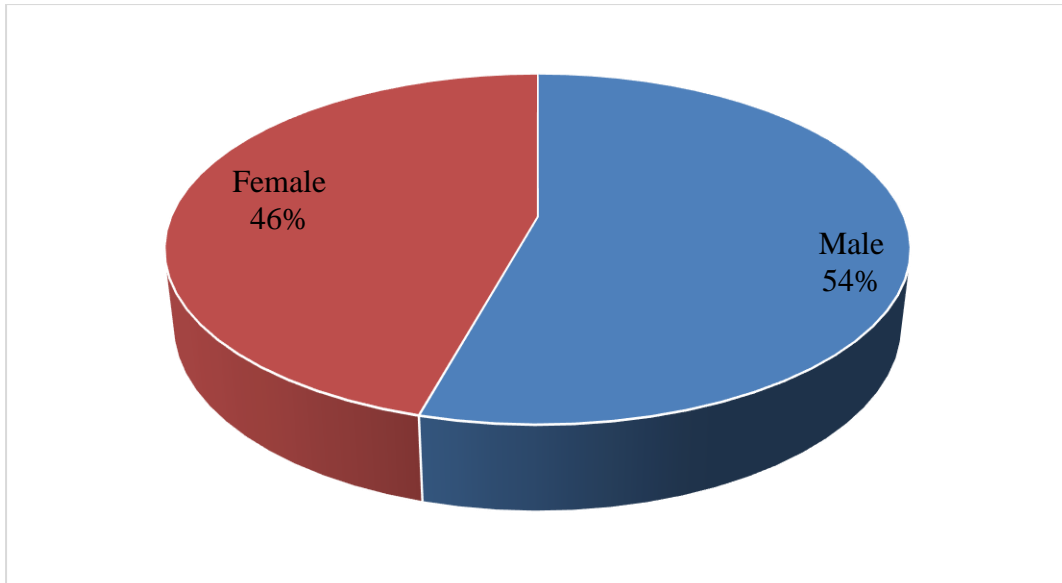


Figure 4. 1: Gender Distribution of Respondents

4.3.2 Age Distribution

The second demographic categorisation was in terms of the age distribution which is captured in Figure 4.2. According to the results, out of 140 respondents, 98 were 20-30 years old, 41 were 31-40 years and 1 was 41-50 years, representing 70%, 29% and 0.7%, respectively. This is an indicator that majority of the staff at FMCG were quite young and that there was a relatively high staff turnover. This was consistent with Iqbal and Faisal (2023) who found that owing to dissatisfaction with the terms of service, mature employees in FMCG companies tended to leave for greener pastures.

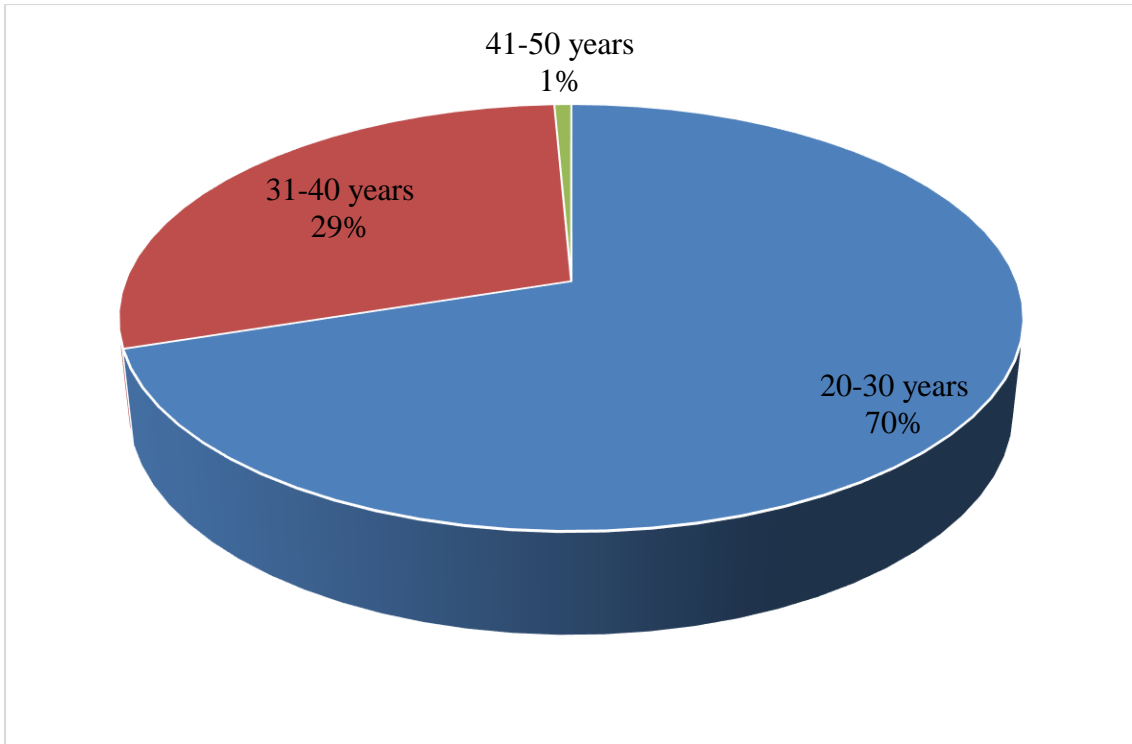


Figure 4. 2: Age Distribution of Respondents

4.3.3 Education Distribution

The third demographic categorisation of the respondents was in accordance with their highest level of education. The results are shown in Figure 4.3. Accordingly, out of a total of 140 respondents, 5 had attained tertiary college, 78 undergraduate, and 57 postgraduate, representing 4%, 56%, and 41%, respectively. This is an indicator that the staff of FMCGs are highly qualified in terms of their academic credentials. This contradicted Yarkova (2017) who established owing to the uniqueness of the FMCG industry, many companies preferred training the employees themselves rather than relying external educational qualification.

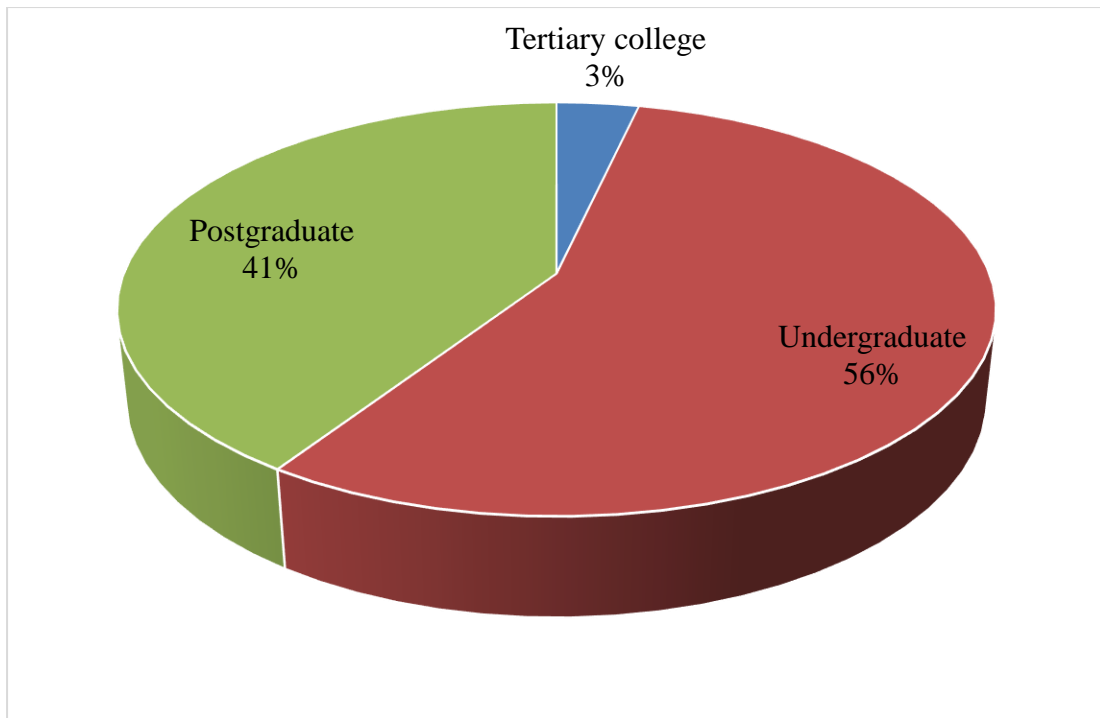


Figure 4. 3: Education Distribution of Respondents

4.3.4 Length of Employment Distribution

The final demographic categorisation of the respondents was as per their length of employment. The results, which are captured in figure 4.4, indicated that out of 140 respondents, 40 had worked for less than 1 year, 75 for 1-5 years, and 6 for over 10 years, representing 29%, 54%, 14% and 4%, respectively. This is an indicator that the majority of the staff had worked for 1-5 years and that there was a higher staff turnover which was consistent with Iqbal and Faisal (2023).

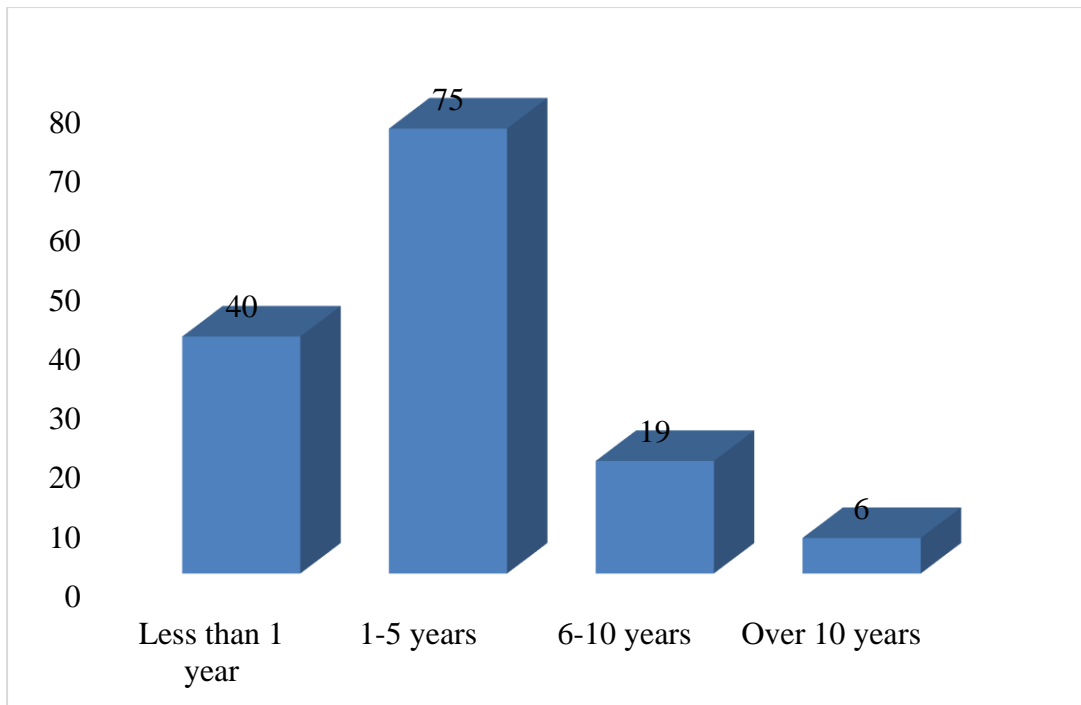


Figure 4. 4: Length of Employment Distribution of Respondents

4.4 Descriptive Analyses

The descriptive statistical results are presented and discussed in the sections below. These results feature the means and standard deviations for the questions pertaining to the various variables of the study. The assessment of the results is based on the recommendations of Martinez and Bartholomew (2017) who established that the mean values for a 5 point Likert scale data ranged from 1 to 5 such that 1 was the lowest mean signifying lack of agreement, values between 1 and 2.49 indicated that most of the respondents were not in agreement, while values above 2.5 indicated agreement by the majority of the respondents. Martinez and Bartholomew (2017) also determined that the standard deviation refers to the variation in the range of answers from the mean answer such that the smaller the value, the greater the level of agreement by the respondents.

According to the summary of the descriptive statistics which are presented in Table 4.7, Social Media Marketing had the highest average mean score of 4.6405 signifying that it contributed the most towards brand performance and that there was a high level of agreement by the respondents to the statements pertaining to it. The next best determinant of brand performance was content marketing with an average mean score of 4.3440 indicating that the majority of

the respondents were in favour of content marketing as a determinant of brand performance. The third best determinant of brand performance was search engine marketing with an average mean score of 4.0929 indicating that the majority of the respondents were in agreement with it as a determinant of brand performance. The fourth best determinant of brand performance was display ads marketing with an average mean score of 3.9726 indicating that most of the respondents were in agreement with it as a determinant of brand performance. Given that the average mean of digital marketing channels is 4.2625, it is clear that it is a major determinant of brand performance amongst the FMCG companies.

4.4.1 Search Engine Marketing and Brand Performance

The descriptive statistics for Search Engine Marketing are presented in Table 4.2. According to the results, all the statements had high mean scores ranging between 3.6857 and 4.2857 indicating a high level of affirmation by most of the respondents which was aligned with the empirical literature including: Mulyawan *et al.* (2022), Denis (2018), Jansen *et al.* (2009), Ndung'u and Mutinda (2022), Tongoi (2023), and Wenani (2020). Additionally, all the standard deviations were small in value indicating that the statements were clustered around the mean responses. This is an indicator of the high level of agreement amongst the respondents regarding the statements.

Table 4. 2: Descriptive Statistics of Search Engine Marketing

	N	Mean	Std. Deviation
There is adequate online traffic on the search engines to justify the use of search engine marketing platforms.	140	4.1714	.73888
The company was able to raise the social traffic in its products as evidenced by the number of posts per day.	140	3.6857	.86570
The company is able to enhance its brand performance by evaluating the search engine results page.	140	4.2429	.67719
Search engine results page evaluation assesses whether the audience attention is captured in a timely manner.	140	4.0214	.65115
The company utilises search engine optimisation through an assessment of the number of visits returned as part of the search engine traffic.	140	4.2857	.66013
The company has been able to improve brand performance by improving the number of visits returned.	140	4.1500	.75793
Average	140	4.0929	.72516

4.4.2 Social Media Marketing and Brand Performance

The results of the descriptive statistics of Social Media Marketing are presented in Table 4.3. According to the results, all the statements had very high mean scores that ranged between 4.4286 and 4.7500 indicating a high level of agreement by those who participated, which affirmed the empirical literature including Bilgin (2018), ElAydi (2018), Aguilar *et al.* (2022), Ra'd Almestarihi *et al.* (2021), Abasin and Huseynov (2020), and Kamal *et al.* (2021). Additionally, all the standard deviations were small in value indicating that the statements were clustered around the mean responses. This is an indicator of the high level of agreement amongst the respondents regarding the statements.

Table 4. 3: Descriptive Statistics of Social Media Marketing

	N	Mean	Std. Deviation
Marketers are able to engage consumers in real time which translates to successful conversions using social media marketing channels.	140	4.6929	.54833
Social media marketing acts as a basis for the improvement of brand awareness owing to the enhanced conversation rate.	140	4.7286	.68743
The company's social media marketing is aligned with the organisational objectives.	140	4.5286	.71412
The company has developed a strong marketing orientation in its strategic direction which has enabled it to attain success in its social media marketing.	140	4.4286	.57705
Given the increased penetration of the internet and advancements in mobile phone technology, the post reach percentages of social media platforms have increased exponentially.	140	4.7500	.43457
The nature of FMCG brands as convenience products enables them to benefit from social media promotion strategies.	140	4.7143	.45338
Average	140	4.6405	.56915

4.4.3 Content Marketing and Brand Performance

The results of the descriptive statistics of Content Marketing are presented in Table 4.4. According to the results, all the statements had high means that ranged between 4.0571 and 4.4571 indicating that the vast majority of the respondents were in agreement with them, which was consistent with the empirical studies including: Wenani (2020), Denis (2018), Jafarova and Tolon (2022), Makridis *et al.* (2020), Goyal *et al.* (2022), and Mann and Kaur (2013).

Additionally, all the standard deviations were small in value indicating that the statements were clustered around the mean responses. This is a reflection of the high level of agreement amongst the respondents regarding the statements.

Table 4. 4: Descriptive Statistics of Content Marketing

	N	Mean	Std. Deviation
Digital content marketing is used by the company to enhance the time of customer engagement on websites through the use of innovative and persuasive means of communication.	140	4.2357	.58286
Technological advancements have made it possible for content creators to provide their content in a more accessible manner which has eased the process of consumer engagement on the website.	140	4.6643	.54457
The convenience of digital access has made it possible for credible user-generated content which can be measured through an assessment of the number of website visits per month.	140	4.0571	.98017
Online content marketing has empowered consumers and made them more emboldened in visiting websites and making online purchases.	140	4.2929	.61745
The company utilises branded content to provide linkages between brands and consumers through education, entertainment, and engagement of the organisation’s target population.	140	4.4571	.49995
The company has adopted content marketing that focused on the provision of branded content that can benefit through endorsement by a variety of corporate brands.	140	4.3571	.48088
Average Score	140	4.3440	.61765

4.4.4 Display Ads and Brand Performance

The results of the descriptive statistics of Display Ads are shown in Table 4.5. According to the results, all the statements had high mean scores that ranged between 3.5643 and 4.3857 indicating a high level of affirmation by those who participated and affirming the empirical literature that included Khraim (2015); Huebner (2019); Mikassi (2022); Braun and Moe (2013); Choi *et al.* (2020); and Johnson (2023). Additionally, all the standard deviations were small in value indicating that the statements were clustered around the mean responses. This is a reflection of the high level of agreement amongst the respondents regarding the statements.

Table 4. 5: Descriptive Statistics of Display Ads

	N	Mean	Std. Deviation
Pay per clicks is an effective monitoring tool for advertisers to gauge the success of advertising campaigns since it captures only the instances when users view the online ads.	140	4.1429	.78265
The effectiveness of clicks per advert can be overplayed to the detriment of intermediate metrics.	140	3.5643	.90729
Display adverts provide a mechanism for tracking pre and post impression responses from consumers as a form of behavioural targeting.	140	3.9071	.95131
An effective strategy that can be adopted by online advertisers to enhance the number of website visits and conversions conditioning the content presented to an individual on the history of past ad impressions.	140	3.8357	.68500
The frequency of display ads is a scheduling decision that advertisers have to take which needs to be optimised through appropriate allocation of resources through frequency capping that are based on established algorithms.	140	4.3857	.70543
The returns on ad frequency are the basis for investing in the advertisement campaign such that the higher the returns on ad frequency, the more that the advertiser will be prepared to spend per user.	140	4.0000	.87326
Average Score	140	3.9726	.81749

4.4.5 Brand Performance

The results of the descriptive statistics of Brand Performance are presented in Table 4.6. According to the results, all the statements had high mean scores that ranged between 3.7714 and 4.4429 indicating a very high level of agreement amongst those who participated. This corroborated the findings by the empirical literature including Xi and Hamari (2019); Wenani (2020); Okwuise *et al.* (2020); Schmidt *et al.* (2016); Ngoma and Ntale (2015); and Mmasi and Mwaifyusi (2021). Additionally, all the standard deviations were small in value indicating that the statements were clustered around the mean responses. This is a reflection of the high level of agreement amongst the respondents regarding the statements.

Table 4. 6: Descriptive Statistics of Brand Performance

	N	Mean	Std. Deviation
The firm has conducted sentiment analysis to determine the level of brand loyalty.	140	3.7714	.88426
The firm has personalised customers' experiences which had improved brand loyalty.	140	4.0286	1.00318
The firm has adopted effective product packaging which has improved brand awareness.	140	4.2571	.72342
The firm's brand orientation has enhanced the brand awareness of its products.	140	4.3143	.46590
The firm has developed a positive brand equity.	140	4.1500	.58672
The firm has created value by focusing on brand equity.	140	4.4429	.69190
Average Score	140	4.1607	.72590

Table 4. 7: Summary of Descriptive Statistics

Area of Focus	Item Description	N	Mean Score	Standard Deviation
Digital Marketing Channels	Search Engine Marketing	140	4.0929	.72516
	Social Media Marketing	140	4.6405	.56915
	Content Marketing	140	4.3440	.61765
	Display Ads Marketing	140	3.9726	.81749
Average score			4.2625	.68236
Brand Performance		140	4.1607	.72590

4.5 Diagnostic Test Results

This section presents the diagnostic test results of the study which feature the multicollinearity test results, the normality test results, the linearity test results, and the heteroscedasticity test results.

4.5.1 Multicollinearity Test Results

The results of the Multicollinearity Test for the Pilot Study are shown in Table 4.8. According to the results, the VIFs for four independent variables were 1.408, 1.202, 2.068 and 1.527, for Search Engine Marketing, Social Media Marketing, Content Marketing, and Display Ad Marketing, respectively. Given that these values were greater than 1 and less than 10, it is apparent that there is no multicollinearity. In other words, there is no strong relationship between each of the independent variables and the dependent variable and are, thus statistically significant meaning that they contribute significantly to the model when each of them is included. This confirms the suitability of the multiple regression model for the pilot.

Table 4. 8: Multicollinearity Statistics

Model	Coefficients ^a					Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Tolerance	VIF
	B	Std. Error	Beta					
(Constant)	1.140	2.056			.555	.589		
Search Engine Marketing	.385	.301	.372		1.279	.223	.710	1.408
Social Media Marketing	.256	.291	.237		.881	.394	.832	1.202
Content Marketing	.047	.407	.041		.116	.909	.483	2.068
Display Ads								
1 Marketing	.027	.262	.031		.103	.919	.655	1.527

a. Dependent Variable: Brand Performance

4.5.2 Normality Test Results

The results of the normality test for the pilot study are presented in Tables 4.9 to 4.12. It should be noted that since the sample size for the pilot was only 18, the K-S test applied rather than the Shapiro-Wilk test. According to the results, the p-values for Search Engine Marketing were 0.004 and 0.001 indicating that it was statistically significant and, therefore, not normally distributed. Additionally, the p-value for Social Media Marketing was 0.001 indicating that it was statistically significant and, therefore, not normally distributed. Further, the p-value for Content Marketing were 0.000 and 0.008 indicating that it was statistically significant and, therefore, not normally distributed. Finally, the p-value for Display Ads Marketing were 0.001, 0.015 and 0.024 indicating that it was statistically significant and, therefore, not normally distributed.

Table 4. 9: Normality Statistics for Search Engine Marketing

Search Engine Marketing	Tests of Normality ^a						
		Kolmogorov-Smirnov ^b			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Agree	.346	11	.001	.774	11	.004	
Brand Performance Strongly agree	.407	6	.002	.640	6	.001	

a. Brand Performance is constant when Search Engine Marketing = Neutral. It has been omitted.

b. Lilliefors Significance Correction

Table 4. 10: Normality Statistics for Social Media Marketing

		Tests of Normality^{a,b}					
		Kolmogorov-Smirnov^c			Shapiro-Wilk		
Social Media Marketing		Statistic	df	Sig.	Statistic	df	Sig.
Brand Performance	Strongly agree	.295	15	.001	.761	15	.001

a. Brand Performance is constant when Social Media Marketing = Neutral. It has been omitted.

b. Brand Performance is constant when Social Media Marketing = Agree. It has been omitted.

c. Lilliefors Significance Correction

Table 4. 11: Normality Statistics for Content Marketing

		Tests of Normality					
		Kolmogorov-Smirnov^a			Shapiro-Wilk		
Content Marketing		Statistic	df	Sig.	Statistic	df	Sig.
	Agree	.471	9	.000	.536	9	.000
Brand Performance	Strongly agree	.333	9	.005	.763	9	.008

a. Lilliefors Significance Correction

Table 4. 12: Normality Statistics for Display Ads

		Tests of Normality					
		Kolmogorov-Smirnov ^a			Shapiro-Wilk		
Display Ads Marketing		Statistic	df	Sig.	Statistic	df	Sig.
	Neutral	.441	4		.630	4	.001
	Agree	.272	10	.035	.802	10	.015
Brand Performance	Strongly agree	.307	4		.729	4	.024

a. Lilliefors Significance Correction

4.5.3 Linearity Test Results

The results of the Linearity test for the pilot study are shown in Tables 4.13 to 4.16. According to the results, the level of significance for the relationship between each of the independent variables and Brand Performance was greater than 0.05 indicating the lack of a linear relationship.

Table 4. 13: Linearity Statistics for Search Engine Marketing

ANOVA Table								
			Sum of Squares	df	Mean Square	F	Sig.	
Brand Performance * Search Engine Marketing		(Combined)	1.030	2	.515	1.555	.243	
		Linearity	.970	1	.970	2.929	.108	
		Deviation						
		Between Groups	from Linearity	.060	1	.060	.181	.676
		Within Groups		4.970	15	.331		
	Total		6.000	17				

Table 4. 14: Linearity Statistics for Social Media Marketing

ANOVA Table								
			Sum of Squares	df	Mean Square	F	Sig.	
Brand Performance * Social Media Marketing		(Combined)	.400	2	.200	.536	.596	
		Linearity	.348	1	.348	.932	.350	
		Deviation						
		Between Groups	from Linearity	.052	1	.052	.140	.714
		Within Groups		5.600	15	.373		
	Total		6.000	17				

Table 4. 15: Linearity Statistics for Content Marketing

		ANOVA Table ^a				
		Sum of Squares	df	Mean Square	F	Sig.
Brand Performance * Content Marketing	Between Groups (Combined)	.222	1	.222	.615	.444
	Within Groups	5.778	16	.361		
	Total	6.000	17			

a. With fewer than three groups, linearity measures for Brand Performance * Content Marketing cannot be computed.

Table 4. 16: Linearity Statistics for Display Ads

		ANOVA Table				
		Sum of Squares	df	Mean Square	F	Sig.
Brand Performance * Display Ads Marketing	(Combined)	.150	2	.075	.192	.827
	Linearity	.125	1	.125	.321	.580
	Deviation from					
	Between Groups	.025	1	.025	.064	.804
	Within Groups	5.850	15	.390		
	Total	6.000	17			

4.5.4 Heteroscedasticity Test Results

The findings relating to the Heteroscedasticity Test are shown in Table 4.17. According to the results, using the Breusch Pagan test, it can be observed that the p-value was 0.497 which is above 0.05 indicating that it is not statistically significant and confirming the absence of heteroscedasticity. This means that the standard errors that are in the output table of the regression are reliable.

Table 4. 17: Heteroscedasticity Statistics

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	.601	4	.150	.890	.497 ^b
Residual	2.192	13	.169		
1 Total	2.793	17			

a. Dependent Variable: sqres

b. Predictors: (Constant), Display Ads Marketing, Search Engine Marketing, Social Media Marketing, Content Marketing

4.6 Inferential Analyses

4.6.1 Correlation Analysis

Schober *et al.* (2018) referred to correlation coefficients as measures of the extent of association that exists between one variable when gauged against a change in the magnitude of another. Additionally, Pearson correlation coefficients are typically applied for data that is characterised by a bivariate normal distribution. The results pertaining to the Pearson correlation coefficients of the study are presented in Tables 4.20. According to results, all the independent variables (Search Engine Marketing, Social Media Marketing, Content Marketing, and Display Ads Marketing) have positive correlations of $r = 0.421$, $r = 0.810$, $r = 0.535$, and $r = 0.757$ with the dependent variable (Brand Performance). Additionally, the p-values for were ≤ 0.05 indicating the existence of a statistically significant relationship between each one of them and the dependent variable as suggested by Di Leo and Sardanelli (2020).

Table 4. 18: Correlation Statistics

		Search Engine Marketing	Social Media Marketing	Content Marketing	Display Ads Marketing	Brand Performance
Search Engine Marketing	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	140				
Social Media Marketing	Pearson Correlation	.037	1			
	Sig. (2-tailed)	.667				
	N	140	140			
Content Marketing	Pearson Correlation	.504**	-.059	1		
	Sig. (2-tailed)	.000	.490			
	N	140	140	140		
Display Ads Marketing	Pearson Correlation	.267**	.245**	.604**	1	
	Sig. (2-tailed)	.001	.003	.000		
	N	140	140	140	140	
Brand Performance	Pearson Correlation	.421**	.810	.535	.757	1
	Sig. (2-tailed)	.009	.001	.002	.000	
	N	140	140	140	140	140

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

4.6.2 Regression Analysis

4.6.2.1 Digital Marketing Channels and Brand Performance

Multiple linear regression is a statistical technique that is conducted in order to predict the values of an outcome variable, Y , given a collection of explanatory variables (Jeon, 2015). The multiple regression model summary of Digital Marketing Channels is captured in Table 4.19. According to the results, the R Square value of multiple regression model is 0.809 or 80.9% indicating that 80.9% of the variation in brand performance was as a result of digital marketing channels.

Table 4. 19: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.884 ^a	.809	.705	.53563

a. Predictors: (Constant), Display Ads Marketing, Social Media Marketing, Search Engine Marketing, Content Marketing

The second component of the multiple regression analysis is the Analysis of Variance (ANOVA). ANOVA is defined as a bivariate statistical tool that is applied in the determination of significant distinctions in the means among three or more groups (Gelman, 2005). The results of the ANOVA of Digital Marketing Channels are presented in Table 4.20. According to the results, the calculated value F_{cal} at 5% level of significance is equivalent to 10.727, which is greater than the F critical value (F_{crit}) of 2.45 indicating that there is a significant relationship between Digital Marketing Channels and Brand Performance. Given that the p-value of 0.022 is less than 0.05 the model is statistically significant at 95% confidence interval and that the variations in the equation are important. This is an indicator that the model is statistically significant in explaining how digital marketing channels influence brand performance of FMCG companies. This demonstrates the goodness of fit of the model.

Table 4. 20: ANOVA Statistics

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3.411	4	.853	10.727	.022 ^b
Residual	10.732	135	.079		
1 Total	14.143	139			

a. Dependent Variable: Brand Performance

b. Predictors: Digital Marketing Channels

The final component of the multiple regression analysis is the Beta Coefficient analysis. Beta Coefficients are unknown constants that are estimated from the data which are linked to given predictors variables (Ziglar, 2017). These coefficients measure the magnitude of change in a predictor variable and how this affects the outcome variable when the rest of the predictor variables are held constant. The results of the Beta Coefficients of Digital Marketing Channels are shown in Table 4.21. The values of the constants and coefficients enabled the generation of the following multiple regression model:

$$Y = \beta_0 + \beta_1 X_1 + \varepsilon = 1.868 + 0.188 X_1 + 0.643$$

According to the equation, taking the predictor variable to be zero, Brand Performance is a constant equivalent to 1.868. Additionally, a unit increase in Digital Marketing Channels will lead to a 0.188 increase in Brand Performance. The p-value for the Digital Marketing Channels was below 0.05, which indicates that there was a statistically significant relationship with Brand Performance.

Table 4. 21: Beta Coefficients

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.868	.643		2.189	.004
1 Digital Marketing Channels	.188	.114	.167	1.629	.000

a. Dependent Variable: Brand Performance

4.6.2.2 Search Engine Marketing and Brand Performance

The multiple regression model summary of Search Engine Marketing is captured in Table 4.22. According to the results, the R Square value of multiple regression model is 0.221 or 22.1% indicating that 22.1% of the variation in brand performance was as a result of search engine marketing.

Table 4. 22: Regression Model Summary for Search Engine Marketing

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.221 ^a	.049	.042	.53890

a. Predictors: (Constant), Search Engine Marketing

The results of the ANOVA of Search Engine Marketing are presented in Table 4.23. According to the results, the calculated value F_{cal} at 5% level of significance is equivalent to 7.114, which is greater than the F critical value (F_{crit}) of 3.94 indicating that there is a significant relationship between Search Engine Marketing and Brand Performance. Given that the p-value of 0.009 is less than 0.05 the model is statistically significant at 95% confidence interval and that the variations in the equation are important. This is an indicator that the model is statistically significant in explaining how search engine marketing influences brand performance of FMCG companies. This demonstrates the goodness of fit of the model.

Table 4. 23: ANOVA Statistics for Search Engine Marketing

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2.066	1	2.066	7.114	.009 ^b
Residual	40.077	138	.290		
1 Total	42.143	139			

a. Dependent Variable: Brand Performance

b. Predictors: (Constant), Search Engine Marketing

The results of the Beta Coefficients of Search Engine Marketing are shown in Table 4.24. The values of the constants and coefficients enabled the generation of the following multiple regression model:

$$Y = \beta_0 + \beta_1 X_1 + \varepsilon = 3.489 + 0.207 X_1 + 0.329$$

According to the equation, taking the predictor variable to be zero, Brand Performance is a constant equivalent to 3.489. Additionally, a unit increase in Search Engine Marketing will lead to a 0.207 increase in Brand Performance. The p-value for the Search Engine Marketing was below 0.05, which indicates that there was a statistically significant relationship with Brand Performance.

Table 4. 24: Beta Coefficients for Search Engine Marketing

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.489	.329		10.622	.000
1 Search Engine Marketing	.207	.077	.221	2.667	.009

a. Dependent Variable: Brand Performance

4.6.2.3 Social Media Marketing and Brand Performance

The multiple regression model summary of Social Media Marketing is captured in Table 4.25. According to the results, the R Square value of multiple regression model is 0.217 or 21.7% indicating that 21.7% of the variation in brand performance was as a result of social media marketing.

Table 4. 25: Regression Model Summary for Social Media Marketing

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.432 ^a	.217	.010	.54779

a. Predictors: (Constant), Social Media Marketing

The results of the ANOVA of Social Media Marketing are presented in Table 4.26. According to the results, the calculated value F_{cal} at 5% level of significance is equivalent to 6.098, which is greater than the F critical value (F_{crit}) of 3.94 indicating that there is a significant relationship between Social Media Marketing and Brand Performance. Given that the p-value of 0.001 is less than 0.05 the model is statistically significant at 95% confidence interval and that the

variations in the equation are important. This is an indicator that the model is statistically significant in explaining how social media marketing influences brand performance of FMCG companies. This demonstrates the goodness of fit of the model.

Table 4. 26: ANOVA Statistics for Social Media Marketing

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	.732	1	.732	6.098	.001 ^b
Residual	41.411	138	.120		
1 Total	42.143	139			

a. Dependent Variable: Brand Performance

b. Predictors: (Constant), Social Media Marketing

The results of the Beta Coefficients of Social Media Marketing are shown in Table 4.27. The values of the constants and coefficients enabled the generation of the following multiple regression model:

$$Y = \beta_0 + \beta_1 X_1 + \varepsilon = 3.290 + 0.218 X_1 + 0.685$$

According to the equation, taking the predictor variable to be zero, Brand Performance is a constant equivalent to 3.290. Additionally, a unit increase in Social Media Marketing will lead to a 0.218 increase in Brand Performance. The p-value for the Social Media Marketing was below 0.05, which indicates that there was a statistically significant relationship with Brand Performance.

Table 4. 27: Beta Coefficients for Social Media Marketing

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.290	.685		4.805	.000
1 Social Media Marketing	.218	.140	.132	1.562	.021

a. Dependent Variable: Brand Performance

4.6.2.4 Content Marketing and Brand Performance

The multiple regression model summary of Content Marketing is captured in Table 4.28. According to the results, the R Square value of multiple regression model is 0.024 or 2.4%

indicating that 2.4% of the variation in brand performance was as a result of content media marketing.

Table 4. 28: Regression Model Summary for Content Marketing

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.154 ^a	.024	.016	.54606

a. Predictors: (Constant), Content Marketing

The results of the ANOVA of Content Marketing are presented in Table 4.29. According to the results, the calculated value F_{cal} at 5% level of significance is equivalent to 6.702, which is greater than the F critical value (F_{crit}) of 3.94 indicating that there is a significant relationship between Content Marketing and Brand Performance. Given that the p-value of 0.010 is less than 0.05 the model is statistically significant at 95% confidence interval and that the variations in the equation are important. This is an indicator that the model is statistically significant in explaining how content marketing influences brand performance of FMCG companies. This demonstrates the goodness of fit of the model.

Table 4. 29: ANOVA Statistics for Content Marketing

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	.993	1	.993	6.702	.010 ^b
Residual	41.150	138	.148		
1 Total	42.143	139			

a. Dependent Variable: Brand Performance

b. Predictors: (Constant), Content Marketing

The results of the Beta Coefficients of Content Marketing are shown in Table 4.30. The values of the constants and coefficients enabled the generation of the following multiple regression model:

$$Y = \beta_0 + \beta_1 X_1 + \varepsilon = 3.290 + 0.218 X_1 + 0.685$$

According to the equation, taking the predictor variable to be zero, Brand Performance is a constant equivalent to 3.604. Additionally, a unit increase in Content Marketing will lead to a 0.170 increase in Brand Performance. The p-value for the Content Marketing was below 0.05, which indicates that there was a statistically significant relationship with Brand Performance.

Table 4. 30: Beta Coefficients for Content Marketing

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.604	.415		8.676	.000
1 Content Marketing	.170	.093	.154	1.825	.020

a. Dependent Variable: Brand Performance

4.6.2.5 Display Ads Marketing and Brand Performance

The multiple regression model summary of Display Ads Marketing is captured in Table 4.31. According to the results, the R Square value of multiple regression model is 0.071 or 7.1% indicating that 7.1% of the variation in brand performance was as a result of display ads marketing.

Table 4. 31: Regression Model Summary for Display Ads Marketing

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.238 ^a	.071	.070	.55222

a. Predictors: (Constant), Display Ads Marketing

The results of the ANOVA of Display Ads Marketing are presented in Table 4.32. According to the results, the calculated value F_{cal} at 5% level of significance is equivalent to 5.114, which is greater than the F critical value (F_{crit}) of 3.94 indicating that there is a significant relationship between Display Ads Marketing and Brand Performance. Given that the p-value of 0.009 is less than 0.05 the model is statistically significant at 95% confidence interval and that the variations in the equation are important. This is an indicator that the model is statistically significant in explaining how display ads marketing influences brand performance of FMCG companies. This demonstrates the goodness of fit of the model.

Table 4. 32: ANOVA Statistics for Display Ads Marketing

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1.559	1	1.559	5.114	.009 ^b
Residual	42.083	138	.305		
1 Total	43.643	139			

a. Dependent Variable: Brand Performance

b. Predictors: (Constant), Display Ads Marketing

The results of the Beta Coefficients of Display Ads Marketing are shown in Table 4.33. The values of the constants and coefficients enabled the generation of the following multiple regression model:

$$Y = \beta_0 + \beta_1 X_1 + \varepsilon = 4.240 + 0.029 X_1 + 0.269$$

According to the equation, taking the predictor variable to be zero, Brand Performance is a constant equivalent to 4.240. Additionally, a unit increase in Display Ads Marketing will lead to a 0.029 increase in Brand Performance. The p-value for the Content Marketing was below 0.05, which indicates that there was a statistically significant relationship with Brand Performance.

Table 4. 33: Beta Coefficient for Display Ads Marketing

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.240	.269		15.747	.000
1 Display Ads Marketing	.029	.065	.038	.442	.039

a. Dependent Variable: Brand Performance

4.7 Chapter Summary

The chapter present the findings of the study. These included the response rate, demographic characteristics, descriptive analyses, diagnostic test results, and inferential analyses. The descriptive analyses featured the mean and standard deviations while the inferential analyses featured the correlation analysis and regression analysis.

CHAPTER FIVE

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter features the summary of the findings, a discussion of the resultant conclusions; and a description of the recommendations that will be derived from the conclusions. It will also include suggestions for further studies, implication of the study, and limitations of the study.

5.2 Summary of Results

The general objective of the study was to establish the influence of digital marketing channels on brand performance of FMCG in Nairobi City County, Kenya. According to the results, there was a positive and significant correlation between digital marketing channels and brand performance of FMCG in Nairobi City County, Kenya. This validates the findings of Jones and Runyan (2016), Ndung'u (2022), and Kurdi *et al.* (2022). The first specific objective was to determine the influence of search engine marketing on brand performance of FMCG in Nairobi City County, Kenya. The results showed that there was a positive and significant relationship between search engine marketing and brand performance. This validates the findings of Mulyawan *et al.* (2022), Denis (2018), and Ndung'u and Mutinda (2022). The second specific objective was to establish the influence of social media marketing on brand performance of FMCG in Nairobi City County, Kenya. The study found that there is a positive and significant relationship between social media marketing and FMCG in Nairobi City County, Kenya. This validates the findings of Bilgin (2018), ElAydi (2018), and Aguilar *et al.* (2022). The third specific objective was to examine the influence of content marketing on brand performance of FMCG in Nairobi City County, Kenya. The study established that there is a positive and significant relationship between content marketing and brand performance of FMCG in Nairobi City County, Kenya. This validates the findings of Wenani (2020), Denis (2018), and Jafarova and Tolon (2022). The fourth specific objective was to investigate the influence of display ads marketing on brand performance of FMCG in Nairobi City County, Kenya. The results indicated there was a positive and significant relationship between display ads marketing and

brand performance of FMCG in Nairobi City County, Kenya. This validates the findings of Khraim (2015); Huebner (2019); and Mikassi (2022).

5.3 Discussion of Results

5.3.1 Search Engine Marketing and Brand Performance

The study found a positive correlation between search engine marketing and brand performance indicating that search engine marketing can improve brand performance in FMCG companies. The implication is that FMCG companies which invested in search engine marketing were likely to experience improved brand performance. By leveraging on search engine marketing, FMCG companies can ensure the improvement of brand performance. The study established strong linkages with the Theory of Disruptive Innovation since FMCG companies which have adopted search engine marketing as an innovative digital marketing channel are able to act as disruptors by creating new markets and value networks by improving products and services in ways that the market does not expect, over a period of time thereby leading to displacement of earlier technology.

There was adequate online traffic on the search engines to justify the use of search engine marketing platforms. The companies were able to raise the social traffic in their products as evidenced by the number of posts per day. The companies were able to enhance their brand performance by evaluating the search engine results page. Search engine results page evaluation assessed whether the audience attention was captured in a timely manner. The companies utilised search engine optimisation through an assessment of the number of visits returned as part of the search engine traffic. The companies had been able to improve brand performance by improving the number of visits returned. These findings were consistent with Mulyawan *et al.* (2022), Denis (2018), Ndung'u and Mutinda (2022), Tongoi (2023) and Wenani (2020). However, a number of studies found contradictory results of the influence of search engine marketing on brand performance including Aswani *et al.* (2018), Schultz *et al.* (2024), and Saura *et al.* (2017).

5.3.2 Social Media Marketing and Brand Performance

The study found a positive correlation between social media marketing and brand performance indicating that social media marketing can improve brand performance in FMCG companies.

The implication is that FMCG companies which invest in social media marketing were likely to experience improved brand performance. By exploiting social media marketing, FMCG companies can ensure the improvement of brand performance. The study established strong linkages with the Theory of Disruptive Innovation since FMCG companies which have adopted social media marketing as an innovative digital marketing channel are able to act as disruptors by creating new markets and value networks by improving products and services in ways that the market does not expect, over a period of time thereby leading to displacement of earlier technology. Additionally, given that social media platforms belonging to a given company can be viewed as intangible resources, it can also be argued that there are strong associations with the RBV theory.

Marketers were able to engage consumers in real time which translated to successful conversions using social media marketing channels. Social media marketing acted as a basis for the improvement of brand awareness owing to the enhanced conversation rate. The companies' social media marketing was aligned with the organisational objectives. The companies had developed strong marketing orientations in their strategic direction which had enabled them to attain success in their social media marketing. Given the increased penetration of the internet and advancements in mobile phone technology, the post reach percentages of social media platforms have increased exponentially. The nature of FMCG brands as convenience products enables them to benefit from social media promotion strategies. These findings were consistent with Bilgin (2018), ElAydi (2018), and Ra'd Almestarihi *et al.* (2021). However, there were studies which established contradictory findings including Amoah and Jibril (2020), Keegan and Rowley (2017), and Ahmad *et al.* (2019).

5.3.3 Content Marketing and Brand Performance

The study found a positive correlation between content marketing and brand performance indicating that content marketing can improve brand performance in FMCG companies. The implication is that FMCG companies which invest in content marketing were likely to experience improved brand performance. By taking advantage of content marketing, FMCG companies can ensure the improvement of brand performance. The study established strong linkages with the Theory of Disruptive Innovation since FMCG companies which have adopted content marketing as an innovative digital marketing channel are able to act as disruptors by creating new markets and value networks by improving products and services in ways that the

market does not expect, over a period of time thereby leading to displacement of earlier technology. Additionally, given that content marketing platforms belonging to a given company can be viewed as intangible resources, it can also be argued that there are strong associations with the RBV theory.

Digital content marketing was used by the companies to enhance the time of customer engagement on websites through the use of innovative and persuasive means of communication. Technological advancements have made it possible for content creators to provide their content in a more accessible manner which has eased the process of consumer engagement on the website. The convenience of digital access has made it possible for credible user-generated content which can be measured through an assessment of the number of website visits per month. Online content marketing has empowered consumers and made them more emboldened in visiting websites and making online purchases. The companies utilise branded content to provide linkages between brands and consumers through education, entertainment, and engagement of the organisations' target population. The companies have adopted content marketing that focused on the provision of branded content that can benefit through endorsement by a variety of corporate brands. These findings were consistent with Wenani (2020), Jafarova and Tolon (2022), and Makridis *et al.* (2020). However, the findings were contradicted by Ho *et al.* (2020), Eze *et al.* (2023), and Du Plessis (2017).

5.3.4 Display Ads Marketing and Brand Performance

The study found a positive correlation between display ads marketing and brand performance indicating that display ads marketing can improve brand performance in FMCG companies. The implication is that FMCG companies which invest in display ads marketing were likely to experience improved brand performance. By taking advantage of display ads marketing, FMCG companies can ensure the improvement of brand performance. The study established strong linkages with the Theory of Disruptive Innovation since FMCG companies which have adopted display ads marketing as an innovative digital marketing channel are able to act as disruptors by creating new markets and value networks by improving products and services in ways that the market does not expect, over a period of time thereby leading to displacement of earlier technology.

Pay per clicks are an effective monitoring tool for advertisers to gauge the success of advertising campaigns since it captures only the instances when users view the online ads. The

effectiveness of clicks per advert can be overplayed to the detriment of intermediate metrics. Display adverts provide a mechanism for tracking pre and post impression responses from consumers as a form of behavioural targeting. An effective strategy that can be adopted by online advertisers to enhance the number of website visits and conversions conditioning the content presented to an individual on the history of past ad impressions. The frequency of display ads is a scheduling decision that advertisers have to take which needs to be optimised through appropriate allocation of resources through frequency capping that are based on established algorithms. The returns on ad frequency are the basis for investing in the advertisement campaign such that the higher the returns on ad frequency, the more that the advertiser will be prepared to spend per user. These findings are aligned with Khraim (2015), Mikassi (2022), and Choi *et al.* (2020). However, they were contracted by a number of studies including: Katsikeas *et al.* (2020), Amiri *et al.* (2023), and Kannan (2017).

5.4 Conclusions

The study examined the relationship between search engine marketing and brand performance of FMCG in Nairobi City County, Kenya. The study findings revealed that search engine marketing is a positive and significant determinant of brand performance of FMCG in Nairobi city County, Kenya. Additionally, the study investigated the relationship between social media marketing and brand performance of FMCG in Nairobi City County, Kenya. The study findings revealed that socially media marketing is a positive and significant determinant of brand performance of FMCG in Nairobi City County, Kenya. Further, the study investigated the relationship between content marketing and brand performance of FMCG in Nairobi City County, Kenya. The study findings revealed that content marketing a positive and significant determinant of brand performance of FMCG in Nairobi City County, Kenya. Lastly, the study examined the relationship between display ads marketing and brand performance of FMCG in Nairobi City County, Kenya. The study findings revealed that display ads marketing is a positive and significant determinant of brand performance of FMCG in Nairobi City County, Kenya. This suggests that all of the examined independent variables are determinants of brand performance in FMCG in Nairobi City County, Kenya.

5.5 Recommendations

5.5.1 Policy Recommendations

The Government can liaise with players in the FMCG industry to come up with appropriate control measures for addressing the issue of counterfeits which continue to affect brand image and reputation of these companies.

5.5.2 Managerial Recommendations

The management of FMCG companies need to increase their investment in digital marketing platforms so as to optimise this increasingly important facet of marketing by ensuring the buy-in by all organisational members, enhancing online visibility, drawing more organic traffic through the delivery of high quality content, on-page optimisation and key-word search.

In order to enhance the usage of social media platforms, FMCG companies need to conduct thorough research to identify the most suitable social media platforms for their products and create content that resonates with their target demographics.

The management of FMCG companies also need to consider sharing eye-catching images and videos of their products in action. Additionally, the inclusion of user-generated content and influencer collaborations can enhance the brands' credibility.

Other digital marketing platforms that have not been covered by this study such as email marketing have a lot of potential for exploitation by the FMCG industry and this can be leveraged through the collection and segmentation of customer data, and creation of highly personalised email campaigns that target specific consumer groups.

5.5.3 Implications for Academia and Research

Most of the research on the adoption of digital marketing channels in the FMCG industry has focused on general performance rather than on brand performance, so this study will contribute towards building the body of knowledge on the correlation between digital marketing channels and brand performance, particularly in Kenya. Additionally, some of the aspects of digital marketing that have been included in this study such as search engine marketing and display ads marketing have not been research a lot which is a gap that this study will go a long way towards plugging.

5.6 Suggestions for Further Studies

The study has limited itself to four digital marketing channels, future researchers can examine the correlation between other digital marketing channels and brand performance. Secondly, this study has been contextualised on the FMCG sector, future research can investigate the interplay between the study variables within other contexts.

5.7 Limitations of the Study

In attempting to attain its research objectives, the study encountered the following limitations. Firstly, some of the respondents were unwilling to provide personal information. To mitigate against this, the researcher provided the assurance that this study was only for academic purposes. Secondly, the study was restricted to 91 FMCG companies in Nairobi. To mitigate against this, the researcher recommends that further research be conducted on other institutional contexts in order to determine whether the findings will be different using the same constructs. Thirdly, the study also limited itself to the four digital marketing platforms. To mitigate against this, further research should be conducted on other digital marketing platforms. The study was limited by the conceptual variables applied in the study and that other variables could have been used to further test the relationship. Finally, the study applied a cross-sectional research design which cannot establish cause-and-effect relationship and analyse behaviour over a period of time. To mitigate against this, the research recommends that longitudinal studies be carried out to analyse the variables over an extended period of time.

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APPENDICES

Appendix 1: Letter of Introduction

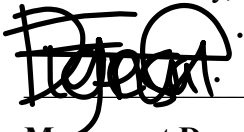
RE: Request to Collect Data

I am a Masters student at the Strathmore Business School pursuing a Master of Commerce. I am currently conducting research on **“the effect of digital marketing channels on the brand performance of fast-moving consumer goods in Nairobi”**.

The purpose of this study is to find out the effect of digital marketing channels on brand performance of FMCG in Nairobi County, Kenya. The results of the study will provide a practical reference for all concerned parties wishing to improve the brand performance amongst the FMCGs including players in the industry including marketing professionals, FMCG professionals and researchers and scholars. As respondents, you stand to benefit through your own personal contribution in shedding more light to the reasons why FMCGs have been struggling to improve brand performance.

Strathmore University respects participants’ right to privacy and, as such, as a student of the institution, I am bound to uphold this principle by ensuring the anonymity of all participants and confidentiality of any information gotten from the study. Additionally, my professional ethics precludes me from engaging in any practices that will cause undue injury to any participant. Finally, it should be noteworthy that your participation is fully voluntary, and you have a right to get prior consent for use of any information prior to that information being used in the study. Your participation is highly invaluable and will be gratefully appreciated.

Yours Sincerely,



Marygoret Dayana Injehu

Appendix 2: Research Instruments

SECTION A: DEMOGRAPHIC INFORMATION

1. Gender of Respondent Male Female
2. What is your age? (Kindly tick one below):

 20-30 years

 31-40 years

 41-50 years

 51-60 years

 Above 60 years
3. What is your highest level of education? (Kindly tick one below):

 Primary School or lower High School

 Tertiary College Undergraduate

 Postgraduate
4. How long have you worked for the FMCG company? (Kindly tick one below):

 Less than 1 years 1-5 years

 6-10 years Over 10 years
5. How many social media platforms does your company have? (Kindly tick one)

 1 2

 3 4

 More than 4

SECTION B: Influence of Search Engine Marketing on Brand Performance.

Kindly (√) tick appropriately on a scale of 1-5. 1-Strongly Disagree (SD), 2-Disagree (D), 3-Neutral (N), 4-Agree (A), 5-Strongly Agree (SA).

	Statement	SD	D	N	A	SA
1.	There is adequate online traffic on the search engines to justify the use of search engine marketing platforms.					
2.	The company was able to raise the social traffic in its products as evidenced by the number of posts per day.					
3.	The company is able to enhance its brand performance by evaluating the search engine results page.					
4.	Search engine results page evaluation assesses whether the audience attention is captured in a timely manner.					
5.	The company utilises search engine optimisation through an assessment of the number of visits returned as part of the search engine traffic.					
6.	The company has been able to improve brand performance by improving the number of visits returned.					

SECTION C: Influence of social media on Brand Performance.

Kindly (√) tick appropriately on a scale of 1-5. 1-Strongly Disagree (SD), 2-Disagree (D), 3-Neutral (N), 4-Agree (A), 5-Strongly Agree (SA).

	Statement	SD	D	N	A	SA
7.	Marketers are able to engage consumers in real time which translates to successful conversions using social media marketing channels.					
8.	Social media marketing acts as a basis for the improvement of brand awareness owing to the enhanced conversation rate.					

9.	The company's social media marketing is aligned with the organisational objectives.					
10	The company has developed a strong marketing orientation in its strategic direction which has enabled it to attain success in its social media marketing.					
11	Given the increased penetration of the internet and advancements in mobile phone technology, the post reach percentages of social media platforms have increased exponentially.					
12	The nature of FMCG brands as convenience products enables them to benefit from social media promotion strategies.					

SECTION D: Influence of Content Marketing on Brand Performance.

Kindly (√) tick appropriately on a scale of 1-5. 1-Strongly Disagree (SD), 2-Disagree (D), 3-Neutral (N), 4-Agree (A), 5-Strongly Agree (SA).

	Statement	SD	D	N	A	SA
13	Digital content marketing is used by the company to enhance the time of customer engagement on websites through the use of innovative and persuasive means of communication.					
14	Technological advancements have made it possible for content creators to provide their content in a more accessible manner which has eased the process of consumer engagement on the website.					
15	The convenience of digital access has made it possible for credible user-generated content which can be measured through an assessment of the number of website visits per month.					
16	Online content marketing has empowered consumers and made them more emboldened in visiting websites and making online purchases.					

17	The company utilises branded content to provide linkages between brands and consumers through education, entertainment, and engagement of the organisation's target population.					
18	The company has adopted content marketing that focused on the provision of branded content that can benefit through endorsement by a variety of corporate brands.					

SECTION E: Influence of Display Ads on Brand Performance.

Kindly (√) tick appropriately on a scale of 1-5. 1-Strongly Disagree (SD), 2-Disagree (D), 3-Neutral (N), 4-Agree (A), 5-Strongly Agree (SA).

	Statement	SD	D	N	A	SA
19	Pay per clicks is an effective monitoring tool for advertisers to gauge the success of advertising campaigns since it captures only the instances when users view the online ads.					
20	The effectiveness of clicks per advert can be overplayed to the detriment of intermediate metrics.					
21	Display adverts provide a mechanism for tracking pre and post impression responses from consumers as a form of behavioural targeting.					
22	An effective strategy that can be adopted by online advertisers to enhance the number of website visits and conversions conditioning the content presented to an individual on the history of past ad impressions.					
23	The frequency of display ads is a scheduling decision that advertisers have to take which needs to be optimised through appropriate allocation of resources through frequency capping that are based on established algorithms.					
24	The returns on ad frequency are the basis for investing in the advertisement campaign such that the higher the returns on ad					

frequency, the more that the advertiser will be prepared to spend per user.					
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SECTION F: Brand Performance.

Kindly (√) tick appropriately on a scale of 1-5. 1-Strongly Disagree (SD), 2-Disagree (D), 3-Neutral (N), 4-Agree (A), 5-Strongly Agree (SA).

	Statement	SD	D	N	A	SA
25	The firm has conducted sentiment analysis to determine the level of brand loyalty.					
26	The firm has personalised customers' experiences which had improved brand loyalty.					
27	The firm has adopted effective product packaging which has improved brand awareness.					
28	The firm's brand orientation has enhanced the brand awareness of its products.					
29	The firm has developed a positive brand equity.					
30	The firm has created value by focusing on brand equity.					

Thanks for your participation!

Appendix 3: Sampling ~Frame – List of FMCGs in Nairobi County

1. Coca-Cola Kenya
2. Kenafric Industries
3. Farmers Choice
4. KimFay
5. BAT
6. PZ Cussons
7. Unilever Kenya Limited
8. Reckitt Benckiser
9. Diageo
10. L'Oreal
11. Nestle
12. Kenya Nuts Company
13. Kenchic
14. HACO Industries
15. Unga Group
16. Colgate Palmolive
17. Doric Industries
18. Nature Lock
19. Beiersdorf East Africa
20. Angelica Industries
21. Dawn Industries
22. Ellena Beauty Products
23. Eldoville Dairies
24. Tropikal Brands
25. Taste Afrique
26. Twiga Stationers and Printers Limited
27. Whitecow
28. Melvin Tea
29. New Kenya Cooperative Creameries
30. Happy Cow
31. Adix Plastics

32. Upfield Kenya
33. Flame Tree Africa
34. Bidfood Kenya
35. Kenya Wine Agencies Limited
36. Britania Foods
37. Prime Steel Mills Limited
38. Insteel Limited
39. East Africa Wax
40. Buyline Industries
41. Halar Industries
42. Crown Paints Kenya
43. Osho Chemical Industries
44. Ellams Products
45. Skanem Interlabels Nairobi
46. Kings Wear
47. Astral Industries
48. Henkel Kenya Limited
49. Dow Chemicals EA
50. Glacier Products Limited
51. TAMFEEDS
52. United Paints Limited
53. Galaxy Paints and Coatings
54. TATA Chemicals
55. Muthokinju Paints
56. Brush Manufacturers
57. Berger Paints Kenya
58. Servechem
59. Pastrim Industries
60. Devki Steel Mills
61. Naledi Body Products
62. Candy Kenya Limited
63. Virones EA
64. Pembe Flour Mills

65. Tropical Heat LTD
66. Uzuri Foods Limited
67. Devyani Food Industries Kenya
68. Josera Pet Food East Africa
69. BIC East africa
70. United Tools
71. Techpak Industries
72. Texplast Industries
73. Premier Food Industries
74. ROK Industries
75. Bata Shoe Kenya PLC
76. Maxcare Products Ltd
77. Umoja Shoe Company
78. Trufoods Limited
79. Kevian Kenya Ltd
80. LCN East Africa
81. AGNES | Pure & Regal
82. Galaxy Plastics
83. Containers World Kenya
84. Kenstar Plastic Industries
85. Kenpoly Manufacturers
86. Kartasi Industries Limited
87. Nairobi Plastics Ltd
88. Led Power Technologies (ea) K
89. Advacosmetics
90. Aquamist Kenya
91. Brookside Dairy

Appendix 4 -Strathmore University ethical clearance



22nd April 2024

Ms Injehu Marygoret,
marygoret.injehu@strathmore.edu

Dear Ms Injehu,

RE: The Effect of Digital Marketing Channels on the Brand Performance: A Case of Fast-Moving Consumer Goods Companies in Nairobi County

This is to inform you that SU-ISERC has reviewed and approved your above SU-masters research proposal. Your application reference number is SU-ISERC2141/24. The approval period is from 22nd April 2024 to 21st April 2025.

This approval is subject to compliance with the following requirements:

- i. Only approved documents including (informed consents, study instruments, MTA) will be used.
- ii. All changes including (amendments, deviations, and violations) are submitted for review and approval by SU-ISERC.
- iii. Death and life-threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to SU-ISERC within 72 hours of notification.
- iv. Any changes anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to SU-ISERC within 72 hours.
- v. Clearance for the export of biological specimens must be obtained from relevant institutions.
- vi. Submission of a request for renewal of approval at least 60 days prior to the expiry of the approval period. Attach a comprehensive progress report to support the renewal.
- vii. Submission of an executive summary report within 90 days of completion of the study to SU-ISERC.

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

Yours sincerely,

Mr Ambrose Rachier,
Chairperson; SU-ISERC

Appendix 5: NACOSTI Permit

 REPUBLIC OF KENYA	 NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
RefNo: 724756	Date of Issue: 30/April/2024
RESEARCH LICENSE	
	
This is to Certify that Miss. Marygoret Dayana Injehu of Strathmore University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Nairobi on the topic: THE EFFECT OF DIGITAL MARKETING CHANNELS ON THE BRAND PERFORMANCE: A CASE OF FAST MOVING CONSUMER GOODS COMPANIES IN NAIROBI COUNTY for the period ending : 30/April/2025.	
License No: NACOSTI/P/24/35141	
724756	
Applicant Identification Number	Director General NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
	Verification QR Code 
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