



# Strathmore

## UNIVERSITY

### **IMPACT OF DIGITAL MARKETING STRATEGIES ON CONSUMER BEHAVIOUR.**

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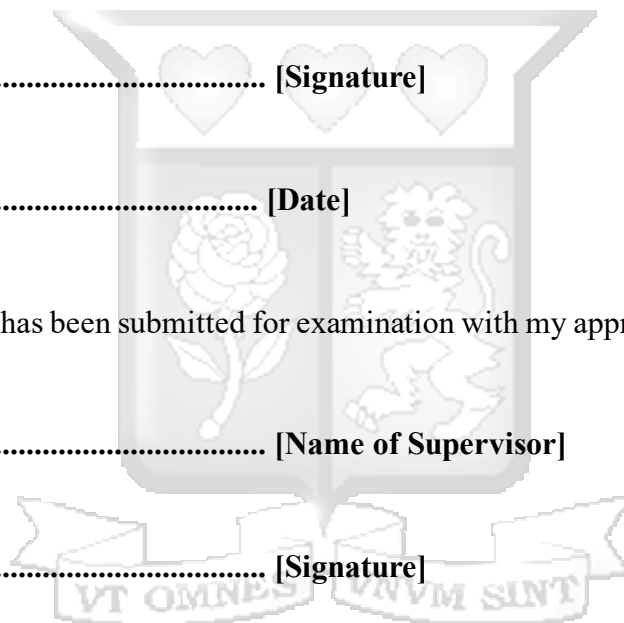
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## **Abstract.**

With the rise of a new generation of consumers, equipped with different experiences and beliefs, the marketing strategies implemented by various firms have greatly evolved to address this new audience. From the ages of discounts and sales to strong brand creation and emotional connections with consumers, firms have gotten creative and gained improvements in marketing and entrepreneurship. The marketing strategies that are currently under widespread implementation are the use of influencers, social media Marketing and Relationship marketing. This study tries to show the real impact of the three strategies to the consumer satisfaction and behaviour. To achieve this, the study employs a descriptive research design and a simple random sampling technique to gather a population sample of consumers from various regions in Nairobi, Kenya. Data is collected from the sample using a structured questionnaire shared with the respondents in the space of one month. For the analysis, Python and Stata are used and Excel is used to create charts and tables for presentation and comparison. This study is of importance as it offers advice to current digital marketers and the implementors of marketing strategies in the government and corporate fields on the significance of social media Marketing and Relationship marketing on consumer purchasing behaviour. It also offers significance as reference to future researchers and scholars.



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## **CHAPTER 1. INTRODUCTION.**

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

Marketing is the overall procedure and activities by which companies create value for customers and build stronger customer relationships to capture value from purchases (Cavusgil & Zou, 2004). A marketing strategy is a firm's plan for competition and survival (Mohamed et al., 2014). Profits and growth are the two aspects that are key and important to any business and therefore ensuring business performance outcomes show satisfaction to interested parties and growth is key. (Brito & Santos, 2012). Therefore, firms who are eager to sustain long term growth and overall success need to develop and implement solid competitive strategies to deal with an increasing uncertainty and dynamic business environment. These competitive techniques are pointed at giving the firm an understanding of the changes in the environment; clear point of the opportunities accessible to the firm and fast response to any barriers arising. (Kehinde & Ikioda, 2011).

Firms constantly look to determine the factors for success to identify those that are critical for them to stay ahead of the competition and create value for their customers (Kehinde & Ikioda, 2011). The objectives of the marketing activities are to have satisfied customers who will become repeat clients and build customer loyalty ensuring that the company can charge a premium for their products because of the trust and perceived quality (Schramm-Klein & Morschett, 2007), (Olins, 2008), (Wheeler, 2017).

“People don't buy what you sell, they are interested in why you sell it,” Simon Sinek stated when trying to explain the importance of creating a meaningful marketing strategy in an interview. Kihagi, 2013 states that a good up to standard strategy prioritises meeting customer needs to make it a likely and attainable goal. Marketing strategies have the key objective of increasing profits and achieving a sustainable advantage over competitors, (Rotich, 2016). Understanding of the mind, behaviours and the decision-making process of consumers by firms is key in any implementation of a marketing strategy, (Nancholas, 2023), (Wheeler, 2017).

Different companies use various marketing strategies to promote product sales. Examples are branding implemented by big firms such as Toyota and Nike (Landor, 1993; Olins, 2008; Wheeler, 2017) and Competitor 'combating' Kamikaze strategy implemented by Coca cola vs Pepsi (Dewan, 2022; Denny, 2011; Mind blog, 2016).

Consumer behaviour is the measure of consumers' choices during searching, assessing, acquiring, and utilizing items and services to satisfy their needs. (Schiffman, Wisenblit, 2019). Consumer behaviour is greatly influenced by consumer features, such as demographics, purchasing capacity, income, spending patterns, lifestyles, experience-based consumption, and

overall participation in buying decisions, (Chetty, 2019; Solomon,2018). According to Solomon,2018, the use of market segmentation strategies means an organization targets its product, service, or idea only to specific groups of consumers rather than to everybody.

Consumer Decision making process are steps that a consumer goes through during purchase. (Cook, 2023). Getting the consumer decision-making process is important for marketers since it helps them to recognize the driving forces behind buyers acquiring products. Marketers ought to look at how their target consumers will select products when setting up a marketing strategy, (Masud, 2022). According to Masud, 2022, the consumer decision-making process involves figuring out what they need, gathering information, weighing their options, deciding what to buy and a post- purchase evaluation. Marketers can take advantage of the decision-making process by creating a need when consumers discover an unfulfilled need by the current product being used through marketing by employing impactful marketing strategies. (Cook,2023).

Digital marketing has come to life as marketing methods, especially those that were used traditionally, are gradually failing from markets and innovative methods, (Kasiso,2015). In the current technological era, marketing strategies have evolved, and new strategies have arisen. Famous strategies such as offering sales and discounts have been overtaken by creating brands using influencers, social media Marketing and Relationship marketing. (Varma, 2021).

Relationship marketing is a customer centric style of marketing centred around direct response marketing that prioritises client satisfaction rather than sales for long term interests. (Berry ,2002). It differs from other styles of marketing in that it perceives the long-term value of customer connectedness beyond advertising and sales promotion. (Palmatier, 2008). With the continued development of the Internet and digital platforms, the relationship marketing has continuously evolved as the technology allows more social communication tools for managing customer relationships. Companies, especially small and medium enterprises are keen on adopting modern and technological marketing strategies, (Cooper, Kleinschmidt, 2015). The three strategies aim at proving that marketing is no longer about sales and discounts, and it is no longer about selling your product but more about creating loyalty and connecting to your consumers as this creates long-term product sales, (Wheeley, 2017), (Olins, 2008).

According to previous studies, it is evident that the marketing strategies implemented by various firms have a significance in impacting various sectors and profitability. Njoroge, 2017 on a study on the impact of marketing strategies on SMEs in Machakos shows that customer relationship marketing strategies and technology-based marketing strategies have a positive influence on the performance of enterprises. This leads to a need and gap in trying to understand the impact of the digital marketing strategies on consumer purchasing behaviour.

### **1.1. Problem Statement.**

Marketing is a very key department in any business dealing with offering goods and services, with the key responsibility of raising sales and product demand aiming at increasing the company's profit margins, all this at a budget. Therefore, the marketers need to optimise their impact to potential clients on the product and services offered, dealing with their budget. This thus needs an implementation of the right marketing strategies, those that align with the consumer behaviour. (Kehinde & Ikioda, 2011). Marketing research has led to a good understanding of consumer preferences, behaviours and thinking, the Mind of the Consumer. This also considers a change in consumer previous experiences and their expectations. Marketers were previously very successful using strategies such as advertising on television, radio and on newspapers, discounts and sales. These strategies have, over the years faced a decline in impact and effectiveness. Due to technological advancement, there has been a decrease in newspaper sales as the new era is more inclined and used to social media platforms. (Nazarov,2020). Also, an increase in the use of the internet has led to an increased use of online resources for day-to-day activities. (Nazarov,2020). According to Nazarov, 2020, the marketing strategies have evolved and shifted to the use of digital online platforms such as social media advertising, pop- up adverts, online purchases and use of social media influencers. In addition to this, to beat competition and optimise impact, a new innovative marketing approach arose using strategies such as creating emotional connectedness and relations. Also, continuously gathering market data and consumer behaviour information has been initiated to help build the right strategies and impact. The current impactful strategies are social media marketing, relationship marketing and use of social media influencers. In order to understand the impact of the three there is a need to look into how the three influence consumer purchasing and post-sales behaviour.

### **1.2. Research objectives was:**

- To understand the impact of digital marketing to consumer purchasing behaviour.
- To understand how the various strategies satisfy the consumer marketing standards.
- To identify the consumer satisfaction and attitude in the current marketing era.

### **1.3. Research questions were:**

- What is the impact of digital marketing to consumer purchasing behaviour?

- How has digital marketing satisfied marketing standards and consumer needs?
- How does consumer attitude impact their behaviour?

#### **1.4. Importance of the study.**

##### **1.4.1. To offer advice to digital marketers.**

This study serves importance to digital marketers as it gives advice on the key marketing strategies to implement and how to optimise their impact on consumer purchasing behaviour. The study also offers them advice on the marketing standards to be observed to fully impact the potential consumers and increase their reach.

##### **1.4.2. To offer reference to other scholars and researchers on digital marketing.**

The study offers material for reference and gaining knowledge on matters around digital marketing and impacting consumer behaviour.

##### **1.4.3. To offer advice to policymakers in the government and in corporate.**

This study also serves of importance as it also offers advice to marketing policymakers in the corporate and government fields. This information on the standards of marketing and the various strategies that can be approached is useful to the marketing policy makers to improve customer satisfaction and profits.

#### **1.5. Scope of the Study.**

This study will use responses from consumers from various regions in Kenya to ensure a wider scope. The study will evaluate responses collected over the period of one month.

## **CHAPTER 2. LITERATURE REVIEW.**

### **2.1. Introduction.**

This chapter includes the theoretical framework stating the theories explaining consumer behaviour and marketing strategies. The empirical literature review states previous studies done to understand the impact of marketing strategies on consumer behaviour. The conceptual framework clearly states the dependent and independent variables in the study.

### **2.2. Theoretical Framework.**

#### **2.2.1. Hawkins Stern Impulse Buying.**

Hawkins Stern put this theory forward in 1962 to show a new viewpoint on consumers' buying behaviour, suggesting that consumers get involved in impulsive buying practices under the impact of external factors. This is different from other theories which believed that consumers always make rational and well-planned buying choices. (Dutta and Mandal, 2018; Chetty, 2019).

The theory claims that marketers can convince consumers to purchase more than what they had planned (Dutta and Mandal, 2018). The same has been affirmed in a later overview conducted in the setting of American customers claiming that 80% of respondents purchase on spur-of-the-moment while shopping online (Johnson, 2018; Chetty, 2019). This has led to marketers carefully integrating technology with their marketing goals. (Carter, 2018; Chetty, 2019).

Hawkins Stern's model contributes to categorizing consumer impulse buying behaviour (Shapiro, 2015). The Hawkins' model categorises impulse buying into four types: Pure impulse buying, purchasing of products purely based on impulse, (Dutta and Mandal, 2018; Chetty, 2019), Reminder impulse buying, where a buyer has earlier information or involvement of the item but had no intention to purchase it. (Piron, 1991; Chetty, 2019), Suggested motivation buying, the case of items ordinarily being seen by the customer for the first time and developing an impulse to buy them (Stern, 1962; Dutta and Mandal, 2018), commonly products related or with similarities to their original purchases (Chetty, 2019), and finally Planned impulse buying that entails impulse buying that happens when the customer has the demand for a specific product but is not certain about its specifics (Stern, 1962).

In support of this theory, a study by Podoshen and Andrzejewski, 2007 used the Hawkins Stern theory in to understand how different digital marketing techniques impact consumer impulse buying behaviour in the online environment. The researchers sought to identify specific online advertising and e-commerce strategies that align with the factors outlined in the Stern impulse

buying model. The study findings state the key digital marketing with influence as online advertising, email marketing, social media marketing and mobile marketing. This theory was used in this study to try in improving the social media and influencer marketing to influence consumer purchasing behaviour.

### **2.2.2. Fishbein's Multi-attribute Model.**

The Fishbein model is a behavioural model developed by psychologist Martin Fishbein in the 1960's used to predict how people will act in certain situations by examining the underlying attitudes and subjective norms. It is based on the idea that an individual's attitude is influenced by beliefs about the attractiveness of an outcome or behaviour, and the strength of their motivation to act on those beliefs. The model suggests that any behaviour is affected by the strength of a person's attitude towards the specific behaviour, multiplied by the individual's belief in their ability in execution. (Wozniak,2023; Emmanuel, 2023).

The quality of the attitude is decided by the individual's beliefs around the potential results of the conduct. (Wozniak,2023).

According to Wozniak, 2023, the Fishbein model can be represented as an equation, as follows.

**Attitude Score =  $\Sigma$  (Belief  $\times$  Evaluation  $\times$  Importance Weight)** for all attributes.

This can be implemented in developing market research in consumer behaviour through collecting data and computing the Fishbein score using the above formula to make informed decisions. (Emmanuel,2023).

In support of this study, Wilkie and Pessemier, 1973 examined multiple versions of the Fishbein model to understand consumer purchase intentions. They conducted a pilot study using questionnaires distributed to university students to measure attitudes and behavioural intentions regarding buying term papers. Their findings suggested that models considering a reduced set of attributes provided better predictions of consumer behaviour.

This model has several advantages as it is simple as its components are straight forward and easy to comprehend. The model is also advantageous as it offers a tangible metric for measuring attitudes and predicting behaviours by assigning numerical values to its components. (Emmanuel,2023). However, a key limitation of this model is that it assumes a linear relationship exists between linear beliefs, evaluations, and importance weights and the consumer's attitude. It also ignores the emotional and psychological factors of consumers. This model is not fully advisable in dealing with complex scenarios. (Emmanuel,2023). This theory

was used in this study to get the customer attitude before purchase and compare that with the actual satisfaction after purchase to understand the satisfaction and attitude presented to consumers in the current marketing era.

### **2.2.3. Marketing Mix; 7Ps.**

The Marketing mix was first formally conceptualized as the 4Ps in 1960 by E. Jerome McCarthy including Product, Price, Place and Promotion (McCarthy, 1960) refers to the tactics and marketing activities that firms must consider satisfying customer needs and position their offering clearly in the mind of the customer. The Marketing Mix was later advanced to the 7Ps; after three more elements were added, to help firms to meet the problems faced in marketing services, People, Process and Physical evidence (Allen, 2020; Nguyen, 2022; Booms & Bitner, 1982).

In support of this theory a study by Kotler, Armstrong, & Cunningham (2005), shows that an effective marketing strategy combines the Ps (Product, Price, Place, Promotion, People, Process and Physical evidence) of the marketing mix. It is created to meet the firm's marketing goals by providing its clients with value. However, this theory has some limitations, one of them being that the traditional 7Ps model is more product-centric rather than customer-centric. Critics argue that it does not sufficiently address the importance of understanding and responding to customer needs, preferences, and experiences. (Gummerson, 1997). This marketing theory was therefore used in this study to ensure the best marketing process standards as this study uses the marketing strategies; relationship marketing and social media and influencer marketing strategies to ensure effective impact on the consumer's behaviour.

## **2.3. Empirical literature review.**

### **2.3.1 Marketing management and strategies.**

A study conducted by Kihagi, 2017 on the impact of marketing strategies on consumers studied the strategies implemented in the current insurance market in Kenya such as social media advertising and use of influencers and its impacts by using interviews from the CEO, human resources manager, the chief finance officer, the corporate insurance director, and the chief operating officer at Jubilee Insurance across the year 2017 and used content analysis to make inferences. From the study, there was an indication of the importance of the marketing strategies process as the process created brand attachment and customer loyalty through their marketing practices and tactics. Kihagi, 2017 also draws a conclusion from the study that the marketing strategy processes aids firms in identifying their mission and define specific objectives to develop, implement and evaluate a consumer satisfaction plan.

A study by Ebitu, 2016 on Marketing strategies and the performance of small and medium enterprises in Akwa Ibom state, Nigeria examined the impact of three marketing strategies (product quality, marketing communication and relationship marketing) using the survey method where 240 questionnaires were issued to SMEs in the three senatorial districts of the State and the data obtained was analysed using Pearson Product Moment correlation analysis by the use of Statistical Package for Social Science (SPSS) version 21. The study findings show a significant impact of product quality and relationship marketing strategy on the profitability and increased sales and market share of the SMEs.

A study by Ardjouman & Asma, 2017 on Marketing Management Strategies Affecting Performance of Small and Medium Enterprises (SMEs) in Cote d'Ivoire explores marketing management strategies adopted by SMEs in Cote d'Ivoire to improve their performances by adopting an exploratory and descriptive survey research design using responses from 50 senior executives, 50 middle-level managers and 100 workers in Abidjan city. The study findings indicate that there is a high level of awareness on the significance roles played by marketing management strategies in the performance in SMEs performance.

Njoroge, 2017 on Marketing strategies and the performance of small and medium enterprises in Matuu town, Machakos county, Kenya with the main objective of establishing the influence of marketing strategies on the performance of small and medium enterprises in Matuu town Machakos County, Kenya. The study also shows that innovative marketing strategies have a significant negative relationship with the performance of enterprises.

### **2.3.2. Consumer behaviour in the market.**

A study by Pandagre, 2021 on the Impact of Marketing Strategies on Consumer Behaviour in Bhopal city, India to mainly understand the consumer behaviours after being subjected under different marketing strategies collected data from sixty consumers, using a structured questionnaire across 2021. The study findings show that consumers prefer branded goods in comparison to non-brands, consumers are concerned about quality more than quantity, consumers greatly consider advertisement of a certain product before purchase. The study findings also indicate that consumers do not always opt for a good endorsed by their favourite celebrities and discount schemes don't fully advise client choices. The study concludes that the companies must make sufficient marketing efforts to position themselves. So, the companies must do extensive marketing research as to what are the expectation and needs of the customers. A study by Cai, 2023 on the Influencing factors of consumer behaviour examines the different personalities of consumers and their influence on their purchasing behaviour. The study uses purchase history of 2240 clients in New York, USA and the data was analysed using ten

different approaches from google scholar to increase its accuracy. The study findings show that Age, Education level, the level of Income and total Number of children in a household affect the total amount spent by various consumers. However, Marital status does not seem to have a relevant impact.

A study by Kundar, 2017 on Factors Influencing Customers Buying behaviour aimed at examining and finding out the various determinants of customer buying behaviour at Srinivasa Motors in India, 2017. The researcher uses random sampling technique to generate a study population of from the employees in the organisation and SPSS was used in data analysis. The study findings show that customers strongly agree with brand loyalty, and it has a major role in determining customer buying behaviour.

### **2.3.3. Digital Marketing.**

Nazarov, 2020 in a study on Impact of Digital Marketing on the Buying Behaviour of the Consumer examines the growth and promotion of digital marketing systems around the world. The study shows a growth of online advertising by companies and increase in consumers who use online services such as voice assistants and others in purchasing products.

A study by Salim, 2024 on The Impact of Digital Marketing Management on Customers Buying Behaviour aims at understanding the impact of digital marketing, online marketing, to consumer purchasing behaviour in Soran City, Iraq. The study uses a structured survey questionnaire to collect data and a statistical package for social science (SPSS 26.O) to analyse the data. In conclusion, the study shows that online marketing has a significant impact on customer buying behaviour, especially among younger and higher-educated people as digital marketing has transformed the way businesses interact with customers, providing greater opportunities for engagement and personalization.

A study by Kibet, 2015 on Consumer Behaviour Towards Online Shopping in Kenya aims at assessing the consumer behaviours towards online shopping in Nairobi, Kenya. The research uses a population size of 384 respondents over one year, whose data was collected using a structured questionnaire and its analysis was done using statistical software. The study findings show that that perceived ease of use and usefulness, compatibility and trust between shopping online and shoppers' needs, positively affect attitude towards purchasing online.

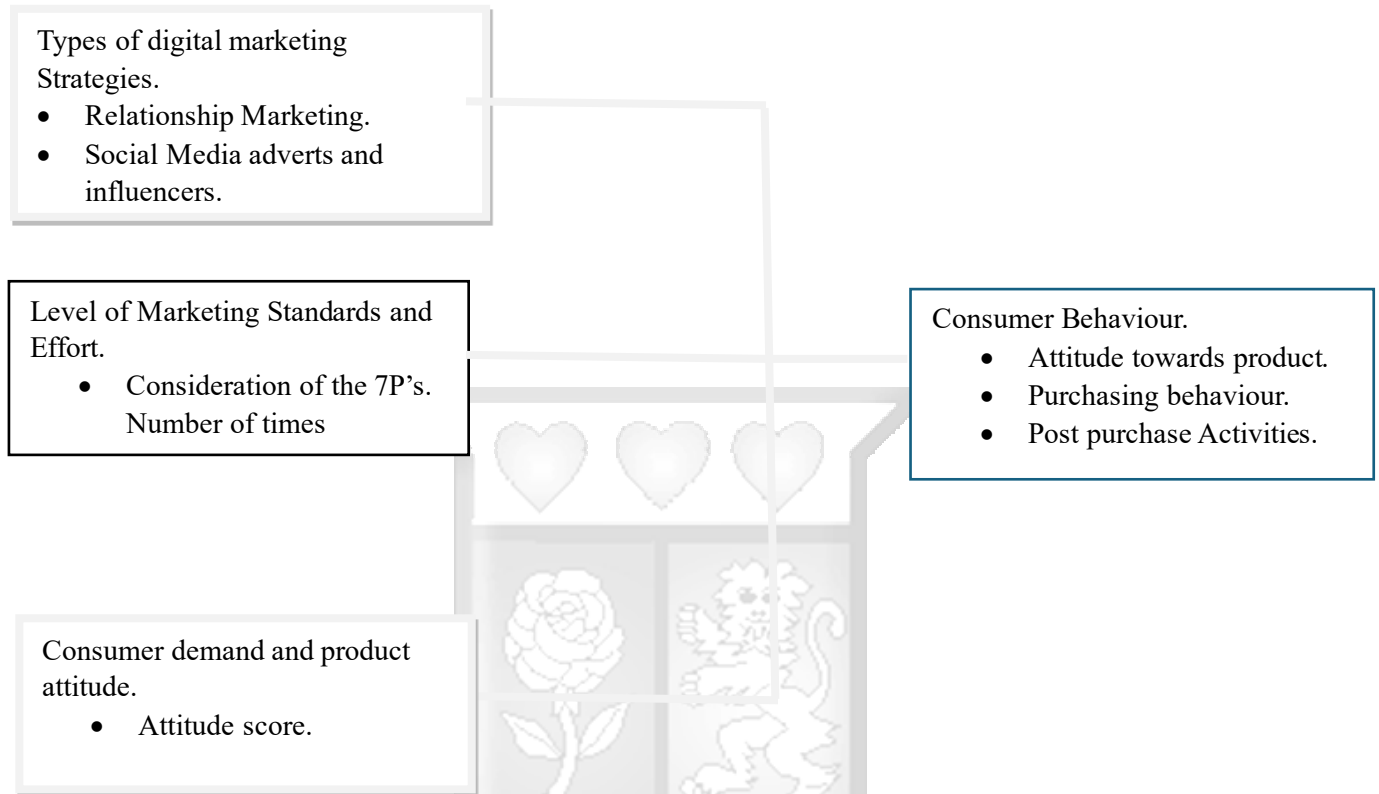
### **2.4. Conceptual Framework.**

This study aims at identifying the impact of marketing strategies and management on consumer behaviour. The study specifically aims at focusing on the following strategies:

relationship marketing and digital marketing (social media advertising and social media influencers).

## INDEPENDENT VARIABLES

## DEPENDENT VARIABLE



The study uses the average attitude and the information on the various products being advertised as the constant as this would affect the consumer purchasing behaviour. The marketing management can be used as the coefficient of the respective marketing strategy. This means that the study aims to understand consumer behaviour as a product of marketing strategy and its management.

### 2.5. Research Gap.

The studies by Ebitu (2018), Njoroge (2017) and Ardjouman & Asma (2017) clearly indicate an impact of marketing strategies and the need of having impactful strategies by various firms. However, the studies do not indicate the significance of digital marketing strategies such as online marketing and advertising and other demographic factors on consumer purchasing behaviour. Kihagi, 2017 studies the impact of marketing strategies on sales performance. The study however does not show the significance and impact of the respective strategies on consumer purchasing behaviour. The study by Cai, 2023 aims at finding the factors affecting

consumer purchasing behaviour. However, the study does not show the impact of the online marketing strategies on consumer purchasing behaviour. The studies by Nazarov (2020), Salim (2024) and Kibet (2015) show impacts on consumer behaviour by digital marketing strategies. The studies however do not show the impact of Relationship Marketing strategy on consumer purchasing behaviour.

Having deduced that marketing strategies and marketing management has an impact on company sales and profit margins from various studies, further studies were done to get the impact of these marketing strategies on consumer purchasing behaviour. Studies show that marketing strategies have an impact on demand of goods and the purchasing behaviours of clients. With the rise of digital marketing, the impact of the strategies used in online marketing have been studied. However, there exists a gap on the impact of Relationship marketing, Social media marketing and use of online influencers.



## **CHAPTER 3: METHODOLOGY.**

### **3.2. Research Design.**

Research design is the framework of research techniques chosen by a researcher in conducting a study (Bhat, 2020). Bhat (2020) states that research design can be broadly classified into two: Qualitative research, focuses on explaining perspectives and opinions using non-numerical data from relatively smaller samples and analysing the data using interpretation analysis and Quantitative research which focuses on measuring perspectives and opinions using numerical data collected from relatively larger samples and analysing the data using statistical analysis and hypothesis testing.

Bhat (2020) also classifies research design into five categories: descriptive, experimental, correlational, diagnostic and explanatory. Descriptive design is a theory-based design where the researcher collects data, analyses it and presents collected inferences in an aim to describe the case in the research study. Experimental research establishes a relationship between the independent and dependent variables in the research study. (Bhat, 2020). Explanatory design aims at explaining aspect and details of the research subject by establishing an association between variables. (Bhat, 2020; Saunders, 2009).

This study employed the descriptive, experimental and explanatory designs as it involved analysing collected data to draw interpretation on the relationship between the independent variables and the dependent variable. This study also involved both qualitative and quantitative approaches as it involved dealing with both non-numeric and numeric data.

### **3.3. Population.**

A population is a group of people or events being studied to draw results from. (Kombo and Tromp, 2006). This research study, being about impacts of marketing, targeted a sample population of consumers, both online and physical, from various regions in Kenya to widen the scope and enhance results.

### **3.4. Sample and Sampling techniques.**

Sampling involves selection of characters from the decided target population to be used in research (Saunders & Thornhill, 2007). There are four sampling techniques namely: Simple random sampling, Systematic sampling, Stratified sampling and Cluster sampling (McCombs, 2019). According to McCombs, 2019 simple random sampling involves the random selection of characters to be involved in the study. Stratified sampling entails subdividing the population

into smaller groups based on their features and then drawing results from studying each subgroup. (McCombs, 2019).

This research study used simple random selection to generate a sample population of 100 consumers from various regions to draw results. The sample was keenly generated to ensure diversity and optimum population representation in the sample.

### **3.5. Data Collection procedure.**

This research used primary data collected using distributed questionnaires and interviews. The questionnaires included both closed ended and open-ended questions to give a clear reflection of the study objectives. The questionnaire aimed at gathering the demographics and respondents' characteristics in the first section and then the second question got the study questions responses.

A part of the sample was subjected to physical interviews to get responses regarding the study objectives and questions. Interviews offer quick at the time responses compared to questionnaires.

### **3.6. Data Analysis and Presentation.**

The collected data was first cleaned and checked for errors and missing responses. The responses that did not have full information and with errors are then omitted. The results were then prepared in a standard way to allow for computer analysis, using a consistent structure such as numeric data. This study employed descriptive statistics in analysis. Data analysis is then done using Stata and Python. The inferences received from the computer analysis were then presented. In the case of numerical data, Microsoft excel was used in the reporting of data in tables.

### **3.7. Data Reliability.**

The Cronbach's coefficient alpha was used in this study to establish the instruments' reliability. It yielded a coefficient of 0.712 on social media marketing strategy, 0.694 on influencer marketing strategy and 0.751 on relationship marketing strategy. The table below shows the findings.

Table 3.1; The Cronbach's Alpha

|  | Cronbach's Alpha | No of Items |
|--|------------------|-------------|
|--|------------------|-------------|

|                                  |       |   |
|----------------------------------|-------|---|
| Social Media marketing strategy  | 0.712 | 4 |
| Influencer marketing strategy.   | 0.694 | 4 |
| Relationship Marketing strategy. | 0.751 | 3 |

### 3.8. Ethical Considerations.

This study researcher was obliged to follow the Strathmore University guidelines on research and the terms and conditions. The researcher was also obliged to observe the respondents right of data privacy and disclosure as requested.



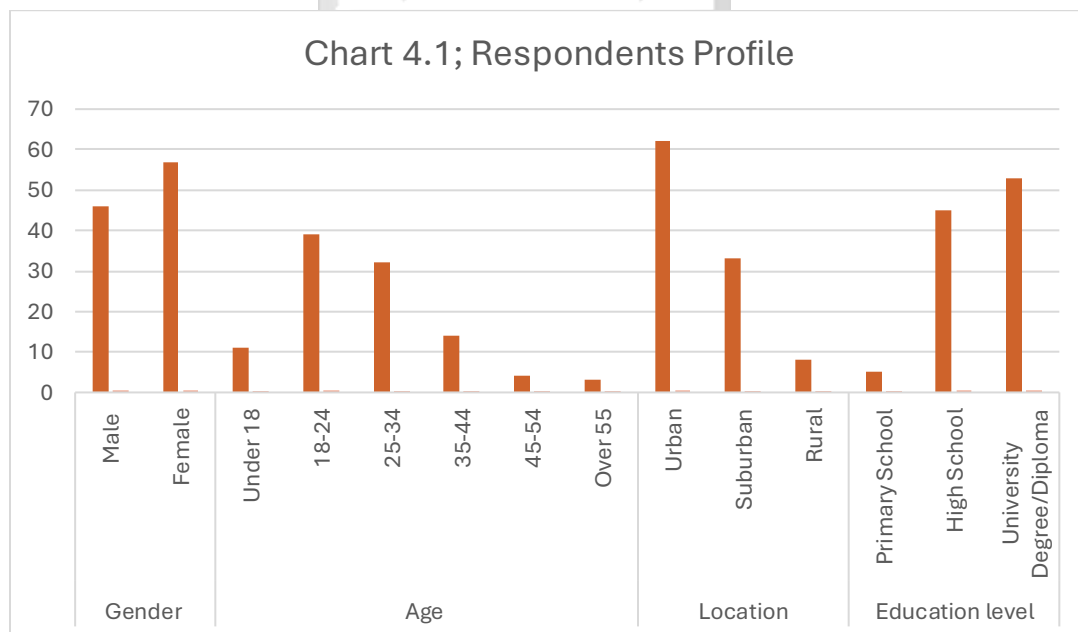
## CHAPTER 4: DATA ANALYSIS AND INTERPRETATION OF FINDINGS.

### 4.1. INTRODUCTION.

This chapter presents the responses received, their reliability, inferences of each study variable, analysis and interpretation to answer study questions. Questionnaires were sent to the sample from the target population through various platforms and after four months the total complete responses were 103. The response target was 100 and thus 103 responses were deemed adequate for the study. The questionnaire responses were not complete, having around 15 incomplete questionnaires that were ignored.

### 4.2. RESPONDENT'S PROFILE.

The respondents were classified according to their demographic information such as age gender and location as well as other features such as level of education and class.



As shown on the chart above, most of the respondents, 55.4%, were female while the rest 44.6% were male. This shows majority of consumers targeted by marketing campaigns are female. On the age, most respondents were between the ages of eighteen years to twenty-four years, 37.8%, forming most of the marketing targeted consumers. Closely following are respondents aged between twenty-five years to thirty-four years forming 31.1% of the respondents. The least number of respondents were those with over 55 years of age, forming 2.9%. In terms of location, most of the respondents were from urban locations, forming 60.2% of the total

respondents. Respondents from suburban areas formed 32% of the total respondents and the least respondents were from rural areas, forming 7.8% of the total respondents.

Most of the respondents aged over twenty-five years have completed a university degree or diploma, while most of the population aged between eighteen years have not yet completed their degrees or diplomas, hence under high school. The total number of respondents that have completed their university degree are 53 forming 51.5% of the total respondents.

### 4.3. MARKETING STRATEGIES IMPACT ON CONSUMERS.

This section analyses the responses received through the questionnaire on the impacts of various digital marketing strategies on consumers and their respective behaviours. The various marketing strategies examined are Social Media advertisement marketing, Influencer marketing and Relationship Marketing. The study questionnaire also seeks to answer the question of how the rise of these digital marketing strategies has changed the entire consumer mindsets approaching products, their attitude and level of satisfaction from the marketing and the products.

#### 4.3.1. Social Media Advertising Marketing.

The responses below, extracted from the questionnaire responses (questions 4,5,7,10), were targeting to show the impact of social media advertisements marketing.

Table 4.1; Research Findings; Social Media Marketing.

| QN | Target response                     | 1  | 2  | 3  | 4  | 5  | Total | Mean    |
|----|-------------------------------------|----|----|----|----|----|-------|---------|
| 4  | Social media influence              | 4  | 16 | 24 | 36 | 23 | 367   | 3.56311 |
| 5  | Social media ads interest alignment | 5  | 21 | 28 | 34 | 13 | 332   | 3.28713 |
| 7  | Value of social media marketing     | 4  | 18 | 23 | 32 | 26 | 367   | 3.56311 |
| 10 | Personal data use disadvantage      | 11 | 18 | 28 | 28 | 18 | 333   | 3.23301 |

First, the level and role of consumers understanding and use of online platforms in marketing related activities was assessed by the amount and frequency of making online purchases. A value of 3.533, crossing the threshold of 3, shows a rise in digital consumers and increased use of online purchases. The influence brought to the level of online purchases through social media takes an average of 3.54 showing the potential of social media in influencing consumers. Through various advertisements, the interest of the product portrayed to the consumers aligns to their interests at an average level of 3.3. As it has crossed the threshold of 3, this shows the

role of advertisement managers and various brands in how their advertisements create needs to consumers and form interest to the potential consumers. According to the responses, the perceived value of a product in satisfying potential consumers' needs is an average of 3.56, showing the impact of social media marketing.

An issue arising with the use of social media is the use of personal data to decide and alter their advertisement preferences. This question was posted, and most people did not like it. The responses collected an average score of 3.2, crossing the threshold of 3 on the negative. However, several people, 11 respondents did not care about the personal data issue as they liked the idea of having automatic changes to their ad preferences based on what they liked.

#### 4.3.2. Influencer Marketing Strategy.

This section, extracted from the questionnaire responses (questions 2,3,6), analyses the responses received from questions targeting to show the impact of influencers in marketing.

Table 4.2: Research findings; Influencer Marketing.

| QN | Target response                | 1  | 2  | 3  | 4  | 5  | Total | Mean    |
|----|--------------------------------|----|----|----|----|----|-------|---------|
| 2  | Influencer impact              | 10 | 25 | 22 | 33 | 13 | 323   | 3.13592 |
| 3  | Influencer trust               | 8  | 22 | 29 | 31 | 13 | 328   | 3.18447 |
| 6  | Influencer marketing relevance | 6  | 17 | 18 | 34 | 28 | 370   | 3.59223 |

Based on the responses regarding Influencer marketing, the level of Influencer trust by various potential consumers is low having an average score of 3.18, barely crossing the threshold of 3. Also, the responses on the Influencer impact in various marketing is low, recording a score of 3.13, also barely crossing the threshold of 3. This shows a low level of impact and effectiveness of using influencers to promote products. Influencer marketing has a low return due to various influencers having lots of brands to promote and are often associated with other products during the promotion. Also, most people show a tendency of paying attention to celebrities from their personal content and not advertisements.

However, there is an impact that can be gotten from influencers through them not just promoting the products and appearing on marketing posters but integrating the products in their daily lives. A question was posted on the value perceived by potential consumers if influencers integrate the products in their lifestyles and personal activities. An example was given on how the perceived value of football boots increased from having a famous footballer use the boots. The responses took to the positive, with a value of 3.59. This shows that influencers bring

forward a role model effect and if a certain product can make a person edge closer to their lifestyles, then its perceived value increases.

### 4.3.3. Relationship Marketing.

Relationship marketing is also a key marketing strategy, and its effectiveness is analysed through the responses extracted from the questionnaire responses (questions 8,11,13) as shown below.

Table 4.3: Research Findings; Relationship Marketing.

| QN | Target response                                                  | 1 | 2  | 3  | 4  | 5  | Total | Mean    |
|----|------------------------------------------------------------------|---|----|----|----|----|-------|---------|
| 8  | Relationship Marketing consumer satisfaction                     | 2 | 9  | 26 | 43 | 23 | 385   | 3.73786 |
| 11 | Customer retention after Relationship marketing.                 | 3 | 17 | 26 | 39 | 18 | 361   | 3.50485 |
| 13 | Change of consumer brand attitude through relationship marketing | 8 | 6  | 21 | 36 | 32 | 387   | 3.75728 |

Relationship marketing has a very great impact on consumers in marketing. First, it helps in customer retention. A question posed in the questionnaire about how customers felt and the urge to purchase more products from the firm got very positive responses, having an average score of 3.5, crossing the threshold of 3. This shows the effectiveness and success businesses can get in marketing their products if they just focus on what the customer wants, using the customer centric approach. It makes sense for relationship marketing working and being effective in promoting products as that should be the goal of marketing managers that use the approach.

Relationship marketing also changes the consumer attitude. From the responses received on attitude change towards various products after relationship marketing, most responses were positive, recording a score of 3.75. This is because as for clients to change their attitude on a certain product and for them to become long term clients, their feeling on the firm from the service shown is affected. This changes the way the client associates with their products. The clients thus don't just buy products for the service they offer or the needs they have, they purchase the goods or services due to the likeness they have with the firm offering them.

Finally, a question concerning the satisfaction brought by the products and services after relationship marketing. The responses were also positive, recording an average score of 3.74. This is impressive as it shows the attitude and affection that customers form of various product

and service providers makes them feel comfortable and fulfilled from the respective products and services. This is also impressive as it shows marketing is not only advantageous to firms in terms of profits, but also to consumers.

#### 4.3.4. Overall Digital Marketing standards impact.

The responses below extracted from the questionnaire responses (questions 1,12), targeted the overall impact of digital marketing, and the marketing standards maintained were also received, as shown below.

Table 4.4: Research findings; Impact of Digital Marketing.

| QN | Target response                      | 1 | 2  | 3  | 4  | 5  | Total | Mean    |
|----|--------------------------------------|---|----|----|----|----|-------|---------|
| 9  | Digital marketing brand transparency | 6 | 11 | 22 | 37 | 27 | 377   | 3.66019 |
| 12 | Ease brought by digital marketing    | 4 | 12 | 23 | 35 | 29 | 382   | 3.70874 |

The first question posed was about their view of how digital marketing strategies portrayed various firms and their products. The responses were positive, recording a score of 3.66. This shows that potential consumers trust digital marketing and believe that they are transparent, holding good standards compared to other means. This is great for businesses and firms wanting to use digital marketing techniques. Most people believe in social media information and are influenced by celebrities' lifestyles, this reduces the friction businesses should face trying to convince the legitimacy of products and services portrayed through digital marketing. Finally, responses were recorded on how easy consumers think digital marketing made them access potential products satisfying their needs and interests. The responses were positive recording a score of 3.71. The ongoing rise of social media use has created platforms for celebrities to take as influencers. This rise of social media use and influencers has created a more accessible and divers way of marketing products to reach a wider population compared to other ways such as billboards and use of newspapers. This is good for businesses and firms as there are more effective marketing strategies rising.

#### 4.4. Inferential Statistics.

This segment shows the regression analysis to show the relationship between the dependent variables and the independent variables. The dependent variable in the model is the level and frequency of online purchases. The independent variable in the model are as follows: Marketing strategies represented by social media ads influence and influencer impact, Marketing

standards shown by advertisement interest alignment and Consumer attitude shown by brand attitude to represent the attitude score.

#### 4.4.1. Model summary.

This section shows the R-square, adjusted R square and the standard error of the estimate as shown below.

Table 4.5.1; Model summary.

| Model | R-square | Adjusted R square | Std Error |
|-------|----------|-------------------|-----------|
| 1     | 0.119    | 0.010             | 0.86      |

The R-square value of 0.119 as shown in the table above means that 11.9% of the variation in the dependent variable relies on the variation in the various independent variables while 88.1% of the variation is explained by other variables outside the model and the error term.

Table 4.5.2; Correlation coefficients.

|                        | Social Media Influence | Influencer Impact | Marketing Standards | Attitude score |
|------------------------|------------------------|-------------------|---------------------|----------------|
| Social Media Influence | 1                      | -0.17             | 0.08                | -0.06          |
| Influencer Impact      | -0.17                  | 1                 | 0.22                |                |
| Marketing Standards    | 0.08                   | 0.22              | 1                   | -0.16          |
| Attitude score         | -0.06                  | -0.03             | -0.16               | 1              |

The correlation coefficient values are low, showing a weak correlation between the four independent variables.

#### 4.4.2. Model coefficients.

Table 4.6; Model Coefficients.

|                            | Coefficient | Std. Error | t     |
|----------------------------|-------------|------------|-------|
| Constant                   | 2.2534      | 0.683      | 3.297 |
| Social Media Influence, X1 | 0.1199      | 0.094      | 1.276 |

|                         |       |       |       |
|-------------------------|-------|-------|-------|
| Influencer impact, X2   | 0.055 | 0.103 | 0.054 |
| Marketing standards, X3 | 0.098 | 0.091 | 0.108 |
| Attitude score, X4      | 0.177 | 0.093 | 1.98  |

According to the values above the resulting equation is as shown below.

$$Y = 2.2534 + 0.1199 X_1 + 0.055 X_2 + 0.098 X_3 + 0.177 X_4 + \varepsilon$$

#### 4.5. INTERPRETATION OF FINDINGS.

The model shows a positive impact caused by social media ads on the purchases made. There is also a positive impact caused to purchases caused by the impact from influencers, marketing standards and the attitude score. This encourages marketing managers from start-ups and other businesses offering products or services of the potential of taking up this advantage from digital marketing strategies. However, from the model the attitude score recorded the greatest impact showing how crucial the natural consumer attitude towards certain products or services, or even the firm itself is. Businesses should therefore be very wary of this effect and try their best to influence this attitude to their advantage. From the findings, the marketing standards maintained by businesses is very key as it has an impact on the potential consumers view on the firm and their products and services.

From the model summary, the R squared value of 0.119 means that only 11.9 % of the variation in the dependent variable is caused by the independent variables. Therefore, 88.1% of the variation is caused by other variables outside the model and the error term. In marketing and social sciences, there are various considerations and factors that affect a consumer decision to make a purchase. Most of these factors are unconscious, complex and difficult to measure their impact on demand. However, from the analysis of variance, the variables chosen in this model, digital marketing strategies, marketing standards and attitude scores have an impact on the purchases made.

## **CHAPTER 5: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.**

### **5.1. Introduction.**

This chapter entails the summary of the findings gained and their interpretations, the conclusions made from the findings and their interpretations and the made. The summary and the conclusions from the responses and their analyses were based on the study objectives. Also, recommendations and suggestions for further research from the study are listed in this chapter.

### **5.2. Summary.**

This study aimed at establishing a relationship between the various digital marketing strategies and the consumer behaviour. The various marketing strategies examined are social media advertising, influencers and relationship marketing. The consumer behaviour examined in this study is amount and frequency of purchases and customer retention. Besides from marketing other factors that impact consumer behaviour were examined in this study. These factors are marketing standards maintained and the consumer attitude score. The study used questionnaires to collect data from 103 respondents which was deemed adequate for the study.

The study findings established that relationship marketing has a very big impact on customer retention. The association the customer gets from relationship marketing such as rewards for loyal customers and feedback analysis to ensure great customer experience greatly impacts the customer attitude and perceived value towards the products and towards the firm too. The study findings also revealed that maintaining marketing standards such as transparency has a positive impact towards the firm. The responses also established a positive impact by both social media marketing and influencer marketing towards the amount and frequency of purchases, positive for the respective firm.

A regression analysis was also carried out, with the dependent variable as consumer behaviour and the independent variables as the attitude score, marketing standards and the digital marketing strategies, social media advertisements and influencer marketing. The analysis of variance (ANOVA) revealed the statistical significance of the independent variables. The correlation between various variables was also measured, showing a low intercorrelation between the independent variables. The model had an R-squared value of 0.119, showing that only 11.9% variation in the dependent variables was caused by variation in the independent variables. From the model, all the independent variables recorded a positive impact on the dependent variable. The consumer attitude score has the greatest impact of the three on consumer behaviour.

### **5.3. Conclusion.**

Based on the study findings, the study reveals that there is a positive impact of marketing standards on consumer behaviour. This can therefore be implemented by various firms and marketing managers to ensure a positive return to respective firms. The study shows how key relationship marketing is and its policies such as rewards to loyal customers and feedback evaluations influence consumer attitude in a positive way towards the firm. The study reveals that influencer marketing is more risky than social media ads as there was a relatively low amount of trust to influencers and the strategy is more effective implied carefully.

The study shows how key consumer attitude is and its impact to firms. Consumer attitude on the firm and its products and services is very key and it is impacted by the respective firm marketing efforts and strategies. A good consumer attitude towards a certain firm and its products and services is beneficial to the respective firms. The attitude gotten by potential and active customers plays a big role in customer retention and referrals building a firm. Therefore, this provides a calling to firms to increase efforts following the digital marketing strategies to impact their potential clients positively for the good of their businesses.

The study findings show a positive impact on marketing standards observed by businesses to the business' product or services purchases. Certain standards such as transparency, consumer consideration on their demand and location and prices have a positive impact on business returns. The standards also impact the consumer attitudes affecting retention and referrals. Finally, the study concludes that consumer decisions are based on many factors, mostly unconscious and complex that influence consumer demand.

### **5.4. Recommendations.**

The study was limited to only two digital marketing strategies, social media advertisements and influencer marketing. Further research might evaluate other forms of digital marketing such as email marketing and search engine optimization. The study used a sample of consumers from Nairobi, and therefore additional research from other several towns in Kenya is highly recommended. The study period used in this study was less than one year. Further research can use a longer study period to increase the collected responses from consumers. This study did not implement time series in the analysis. Further research can include it as consumer behaviour is dictated by a lot of factors that change over time. This study also used responses from consumers only regarding marketing. Further studies could also include responses from

marketing managers and business owners to gather their perspective as they also play a big role in marketing.



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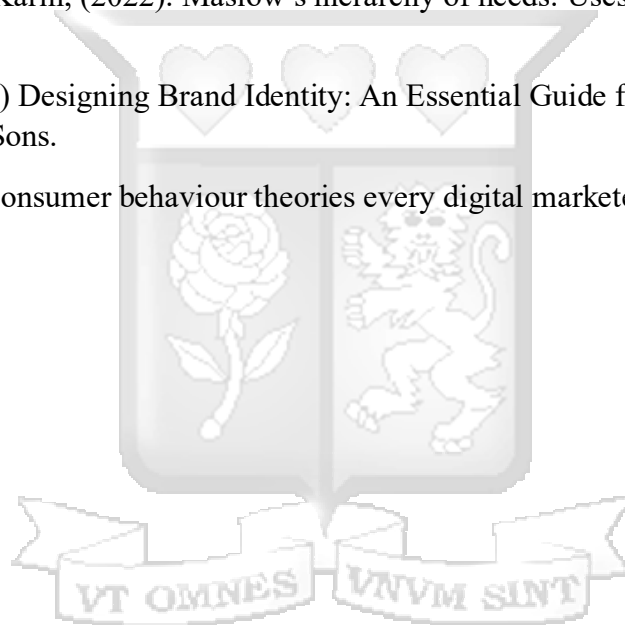
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## **APPENDIX.**

### Appendix 1; Questionnaire.

I am a student at Strathmore University carrying out a research project on the impact of digital marketing strategies to consumer behaviour. This research is academic, and any information received will be handled and used only for academic purposes.

Kindly tick and fill where appropriate.

#### Section 1: Background Information.

##### 1. Provide your age group

- ☐ Under 18: ( )
- ☐ 18-24: ( )
- ☐ 25-34: ( )
- ☐ 35-44: ( )
- ☐ 45-54: ( )
- ☐ 55+: ( )

##### 2. Provide your gender:

- ☐ Male: ( )
- ☐ Female: ( )
- ☐ Other: ( )

##### 3. Indicate your residing location:

- ☐ Urban: ( )
- ☐ Suburban: ( )
- ☐ Rural: ( )



#### Section 2: Impact of Digital Marketing on Consumer Purchasing Behaviour

##### 1. How often do you make online purchases?

- ☐ Never: ( )
- ☐ Rarely: ( )
- ☐ Occasionally: ( )
- ☐ Frequently: ( )
- ☐ Always: ( )

2. Which digital platforms influence your purchasing decisions the most? (Select all that apply)

- ☐ Instagram: ( )
- ☐ Facebook: ( )
- ☐ YouTube: ( )
- ☐ TikTok: ( )
- ☐ Twitter: ( )
- ☐ Pinterest: ( )
- ☐ Other: ( )

3. How likely are you to purchase a product after seeing an influencer promote it on social media?

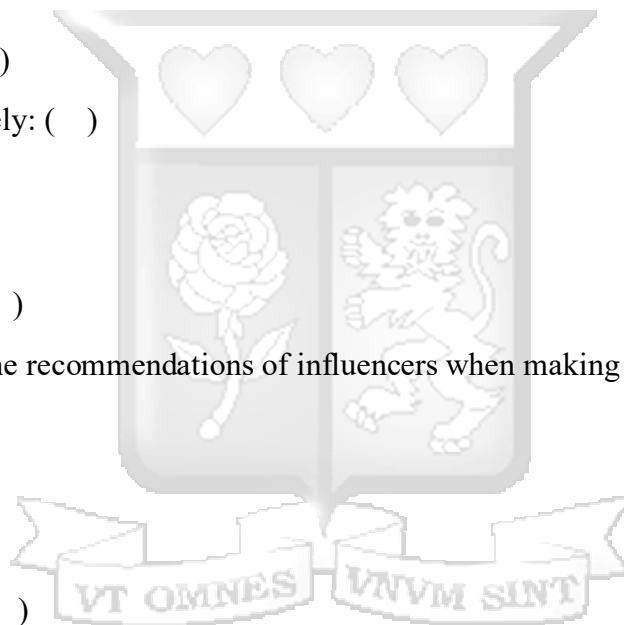
- ☐ Not likely: ( )
- ☐ Somewhat likely: ( )
- ☐ Neutral: ( )
- ☐ Likely: ( )
- ☐ Very likely: ( )

4. Do you trust the recommendations of influencers when making purchasing decisions?

- ☐ Not at all: ( )
- ☐ Slightly: ( )
- ☐ Neutral: ( )
- ☐ Moderately: ( )
- ☐ Completely: ( )

5. To what extent does social media marketing (ads, posts, videos, etc.) influence your buying behaviour?

- ☐ Not at all: ( )
- ☐ Slightly: ( )
- ☐ Neutral: ( )
- ☐ Moderately: ( )
- ☐ Strongly: ( )



### Section 3: Strategies Satisfying Consumer Marketing Standards

1. Do you feel that digital marketing strategies (such as influencer promotions or ads) align with your interests and needs?

- ☐ Not at all: ( )
- ☐ Somewhat: ( )
- ☐ Neutral: ( )
- ☐ Mostly: ( )
- ☐ Completely: ( )

2. How relevant do you think the content promoted by influencers is to your personal preferences?

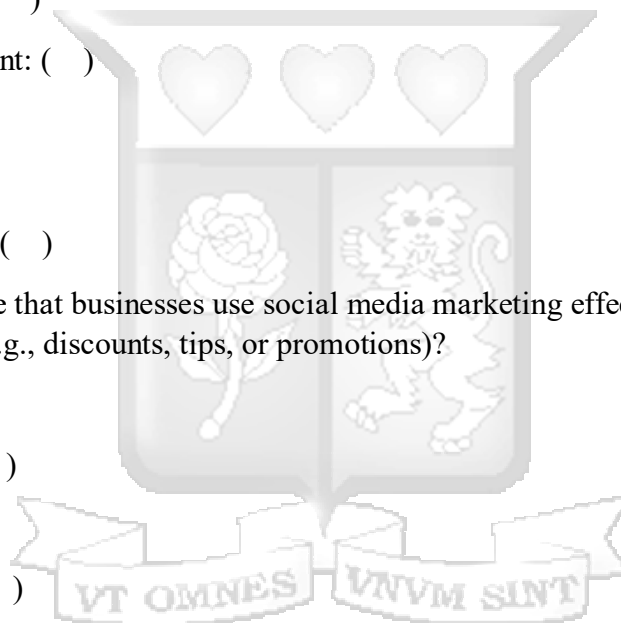
- ☐ Not relevant: ( )
- ☐ Slightly relevant: ( )
- ☐ Neutral: ( )
- ☐ Relevant: ( )
- ☐ Very relevant: ( )

3. Do you believe that businesses use social media marketing effectively to provide value to consumers (e.g., discounts, tips, or promotions)?

- ☐ Not at all: ( )
- ☐ Somewhat: ( )
- ☐ Neutral: ( )
- ☐ Effectively: ( )
- ☐ Very effectively: ( )

4. In your opinion, does relationship marketing (engagement with brands, loyalty programs, customer support) enhance your overall satisfaction with a brand?

- ☐ Not at all: ( )
- ☐ Slightly: ( )
- ☐ Neutral: ( )
- ☐ Moderately: ( )
- ☐ Significantly: ( )



#### Section 4: Consumer Satisfaction and Attitude in the Current Marketing Era

1. How satisfied are you with the transparency of digital marketing content (e.g., clear disclosure of sponsored content)?

- ☐ Very dissatisfied: ( )
- ☐ Dissatisfied: ( )
- ☐ Neutral: ( )
- ☐ Satisfied: ( )
- ☐ Very satisfied: ( )

2. How do you feel about businesses using personal data to target you with personalized ads?

- ☐ Very uncomfortable: ( )
- ☐ Uncomfortable: ( )
- ☐ Neutral: ( )
- ☐ Comfortable: ( )
- ☐ Very comfortable: ( )

3. How likely are you to follow a brand on social media after an engaging marketing campaign (e.g., giveaways, creative ads, influencer collaborations)?

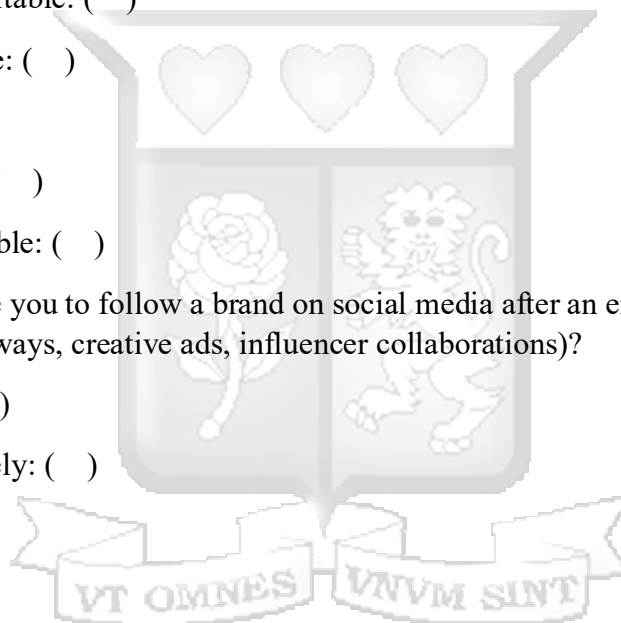
- ☐ Not likely: ( )
- ☐ Somewhat likely: ( )
- ☐ Neutral: ( )
- ☐ Likely: ( )
- ☐ Very likely: ( )

4. Has your attitude toward a brand changed after influencer campaigns and promotions; Let's say a football player promoting football boots?

- ☐ No change: ( )
- ☐ Slightly negative: ( )
- ☐ Neutral: ( )
- ☐ Slightly positive: ( )
- ☐ Very positive: ( )

5. Do you believe that digital marketing has made your shopping experience more enjoyable and convenient?

- ☐ Not at all: ( )

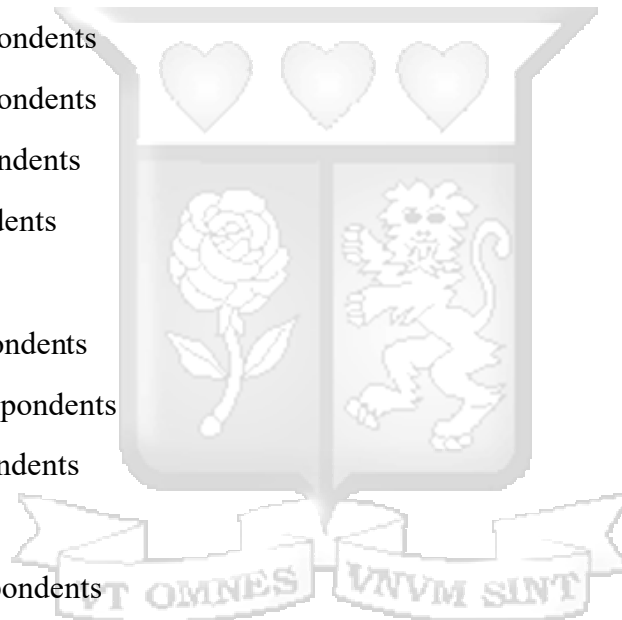


- o Somewhat: ( )
- o Neutral: ( )
- o Mostly: ( )
- o Completely: ( )

## APPENDIX 2; QUESTIONNAIRE RESPONSES.

### Demographic Information

1. Age:
  - o Under 18: 10 respondents
  - o 18-24: 40 respondents
  - o 25-34: 30 respondents
  - o 35-44: 15 respondents
  - o 45-54: 5 respondents
  - o 55+: 3 respondents
2. Gender:
  - o Male: 45 respondents
  - o Female: 55 respondents
  - o Other: 3 respondents
3. Location:
  - o Urban: 70 respondents
  - o Suburban: 25 respondents
  - o Rural: 8 respondents



### Section 1: Impact of Digital Marketing on Consumer Purchasing Behaviour

1. How often do you make online purchases?
  - o Never: 5 respondents
  - o Rarely: 10 respondents
  - o Occasionally: 30 respondents
  - o Frequently: 40 respondents
  - o Always: 18 respondents
2. Which digital platforms influence your purchasing decisions the most? (Select all that apply)

- o Instagram: 70 respondents
  - o Facebook: 50 respondents
  - o YouTube: 45 respondents
  - o TikTok: 60 respondents
  - o Twitter: 20 respondents
  - o Pinterest: 15 respondents
  - o Other: 3 respondents
3. How likely are you to purchase a product after seeing an influencer promote it on social media?
- o Not likely: 10 respondents
  - o Somewhat likely: 25 respondents
  - o Neutral: 20 respondents
  - o Likely: 35 respondents
  - o Very likely: 13 respondents
4. Do you trust the recommendations of influencers when making purchasing decisions?
- o Not at all: 8 respondents
  - o Slightly: 20 respondents
  - o Neutral: 30 respondents
  - o Moderately: 30 respondents
  - o Completely: 15 respondents
5. To what extent does social media marketing (ads, posts, videos, etc.) influence your buying behavior?
- o Not at all: 5 respondents
  - o Slightly: 15 respondents
  - o Neutral: 25 respondents
  - o Moderately: 35 respondents
  - o Strongly: 23 respondents

## Section 2: Strategies Satisfying Consumer Marketing Standards

1. Do you feel that digital marketing strategies (such as influencer promotions or ads) align with your interests and needs?
- o Not at all: 5 respondents

- o Somewhat: 20 respondents
  - o Neutral: 30 respondents
  - o Mostly: 35 respondents
  - o Completely: 13 respondents
2. How relevant do you think the content promoted by influencers is to your personal preferences?
- o Not relevant: 5 respondents
  - o Slightly relevant: 15 respondents
  - o Neutral: 20 respondents
  - o Relevant: 35 respondents
  - o Very relevant: 28 respondents
3. Do you believe that businesses use social media marketing effectively to provide value to consumers (e.g., discounts, tips, or promotions)?
- o Not at all: 4 respondents
  - o Somewhat: 18 respondents
  - o Neutral: 25 respondents
  - o Effectively: 30 respondents
  - o Very effectively: 26 respondents
4. In your opinion, does relationship marketing (engagement with brands, loyalty programs, customer support) enhance your overall satisfaction with a brand?
- o Not at all: 5 respondents
  - o Slightly: 10 respondents
  - o Neutral: 25 respondents
  - o Moderately: 40 respondents
  - o Significantly: 23 respondents

### Section 3: Consumer Satisfaction and Attitude in the Current Marketing Era

1. How satisfied are you with the transparency of digital marketing content (e.g., clear disclosure of sponsored content)?
- o Very dissatisfied: 6 respondents
  - o Dissatisfied: 10 respondents
  - o Neutral: 25 respondents
  - o Satisfied: 35 respondents

- o Very satisfied: 27 respondents
- 2. How do you feel about businesses using personal data to target you with personalized ads?
  - o Very uncomfortable: 10 respondents
  - o Uncomfortable: 20 respondents
  - o Neutral: 25 respondents
  - o Comfortable: 30 respondents
  - o Very comfortable: 18 respondents
- 3. How likely are you to follow a brand on social media after an engaging marketing campaign (e.g., giveaways, creative ads, influencer collaborations)?
  - o Not likely: 5 respondents
  - o Somewhat likely: 15 respondents
  - o Neutral: 25 respondents
  - o Likely: 40 respondents
  - o Very likely: 18 respondents
- 4. Has your attitude toward a brand changed after influencer campaigns and promotions; Let's say a football player promoting football boots?
  - o No change: 10 respondents
  - o Slightly negative: 5 respondents
  - o Neutral: 20 respondents
  - o Slightly positive: 35 respondents
  - o Very positive: 33 respondents
- 5. Do you believe that digital marketing has made your shopping experience more enjoyable and convenient?
  - o Not at all: 4 respondents
  - o Somewhat: 12 respondents
  - o Neutral: 23 respondents
  - o Mostly: 35 respondents
  - o Completely: 29 respondents

### APPENDIX 3; SUMMARISED RESPONSES.

| QN | Target response | 1 | 2 | 3 | 4 | 5 | Total | Mean |
|----|-----------------|---|---|---|---|---|-------|------|
|----|-----------------|---|---|---|---|---|-------|------|

|    |                                                                  |    |    |    |    |    |     |         |
|----|------------------------------------------------------------------|----|----|----|----|----|-----|---------|
| 1  | Online purchases frequency                                       | 5  | 10 | 31 | 39 | 18 | 364 | 3.53398 |
| 2  | Influencer impact                                                | 10 | 25 | 22 | 33 | 13 | 323 | 3.13592 |
| 3  | Influencer trust                                                 | 8  | 22 | 29 | 31 | 13 | 328 | 3.18447 |
| 4  | Social media influence                                           | 4  | 16 | 24 | 36 | 23 | 367 | 3.56311 |
| 5  | Social media ads interest alignment                              | 5  | 21 | 28 | 34 | 13 | 332 | 3.28713 |
| 6  | Influencer marketing value presentation                          | 6  | 17 | 18 | 34 | 28 | 370 | 3.59223 |
| 7  | Value of social media marketing                                  | 4  | 18 | 23 | 32 | 26 | 367 | 3.56311 |
| 8  | Relationship Marketing consumer satisfaction                     | 2  | 9  | 26 | 43 | 23 | 385 | 3.73786 |
| 9  | Digital marketing brand transparency                             | 6  | 11 | 22 | 37 | 27 | 377 | 3.66019 |
| 10 | Personal data use disadvantage                                   | 11 | 18 | 28 | 28 | 18 | 333 | 3.23301 |
| 11 | Customer retention after Relationship marketing.                 | 3  | 17 | 26 | 39 | 18 | 361 | 3.50485 |
| 12 | Ease brought by digital marketing                                | 4  | 12 | 23 | 35 | 29 | 382 | 3.70874 |
| 13 | Change of consumer brand attitude through relationship marketing | 8  | 6  | 21 | 36 | 32 | 387 | 3.75728 |

