

**EFFECT OF MOBILE MARKETING STRATEGIES ON CONSUMER  
PURCHASE DECISIONS OF ONLINE FOOD DELIVERY SERVICE  
CUSTOMERS IN KENYA**

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UNIVERSITY**

**DECEMBER, 2024**

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

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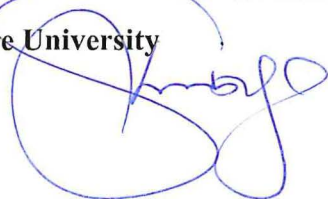
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## **DEDICATION**

I would like to dedicate this project to my parents and siblings. I am grateful for their support and love throughout my education journey.

## **ACKNOWLEDGEMENT**

I would like to express my gratitude to my supervisor, Dr. Stella Nyogesa, for her guidance in this project.

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## ABSTRACT

This study investigated the effect of mobile marketing strategies on consumer purchase behavior within Kenya's online food delivery sector. The research focused on four primary strategies: push notifications, loyalty programs, real-time tracking, and user-generated content. These strategies were analyzed to understand their influence on consumer decision-making, trust, satisfaction, and purchase behavior. Grounded in the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB), the study aimed to provide a comprehensive view of the role of mobile marketing in shaping consumer behavior.

A descriptive research design was employed, and data was collected from a sample of 395 respondents using structured surveys. The findings revealed that push notifications significantly enhanced consumer engagement ( $r = 0.68$ ), particularly when they were timely, personalized, and contextually relevant. Loyalty programs were found to be effective in promoting customer retention, with 58% of respondents indicating membership in at least one loyalty program, and a correlation of  $r = 0.59$  between loyalty program usage and repeat purchases. Real-time tracking was observed to have a strong positive impact on customer trust ( $r = 0.72$ ), with respondents reporting that order transparency and tracking features boosted their confidence in service reliability. User-generated content (UGC), especially positive reviews, played a crucial role in driving purchase decisions, with an  $r = 0.75$  correlation between positive reviews and consumer purchase behavior. Conversely, negative reviews had a notable impact on trust, with 61% of respondents indicating that negative reviews deterred them from using certain services.

Based on these findings, the study concluded that mobile marketing strategies are pivotal in influencing consumer purchase decisions in Kenya's online food delivery industry. Key recommendations included the personalization of push notifications, simplifying loyalty program reward structures, enhancing real-time tracking interfaces, and encouraging satisfied customers to share positive reviews. The study's conclusions highlighted the necessity for online food delivery platforms to refine their marketing approaches to foster trust, improve engagement, and drive customer satisfaction. Future research should explore the long-term impact of these strategies on consumer loyalty and examine the role of emerging technologies such as artificial intelligence and chatbots in enhancing mobile marketing.

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Background to the Study**

Worldwide, the internet has completely changed the way people shop. In the past, customers' requirements for shopping were met by real marketplaces and retail establishments. This traditional purchasing approach limited customers' options to what was available locally and took a lot of time and physical presence. The rise of the internet and resulting developments in technology have led to a notable trend towards online shopping and food delivery services (Chang et al., 2014)

The way that customers engage with the market has been profoundly altered by the growth of e-commerce. Since they provide simultaneous shopping, pricing and product comparisons, and instant delivery alternatives, online e-commerce applications have become increasingly popular globally (Chang et al., 2014; Yeo et al., 2017). Online buying has been increasingly popular due to its convenience, which offers a more varied and effective shopping experience. The e-commerce business has grown significantly over the past ten years. For example, the e-commerce industry in Indonesia grew by 17% as a result of rising internet and smartphone usage (Sidharta et al., 2021).

Within the wider context of e-commerce, the rise of mobile food delivery services is an important step forward. The convenience of use and accessibility offered by mobile apps has led to the massive growth in popularity of online meal delivery services like Glovo, Jumia Foods, and others. These platforms make use of mobile marketing techniques to draw in new clients and keep existing ones. Users can simply browse menus, place orders, follow deliveries, and get real-time updates, features that proved to be of high importance, during the COVID-19 pandemic, through supporting social distancing measures and business continuity (Nagar, 2020).

The main reasons why customers are drawn to these services include their convenience and their capacity to save time. However, consumer purchase decisions are also influenced by concerns about online safety, reliable delivery, and the quality of the food (Kaur et al., 2021; Troise et al., 2020). The user experience and satisfaction using these apps and websites are greatly improved by their design and usability, which in turn influences frequent purchases (Zhao & Bacao, 2020; Al

Amin et al., 2020). In order to increase consumer confidence and guarantee client retention, it is crucial to integrate user-friendly interfaces with secure payment alternatives.

In addition to simplicity of use and comfort, marketing tactics, especially those including sales promotions, are essential for drawing in clients. Sales promotions has a big impact on consumer loyalty and satisfaction in the online food delivery business in a lot of markets, like Indonesia. In order to directly stimulate purchasing behavior and improve customer retention, promotions frequently incorporate discounts and cashback offers (Sidharta et al., 2021). Since the industry can be so competitive, internet food delivery services must have strong marketing plans and promotional initiatives to succeed (Bannor & Amponsah, 2022).

The rise of mobile food delivery services during the COVID-19 pandemic further underscores the importance of adaptability and innovation in this industry. The pandemic accelerated the adoption of online food delivery as consumers sought safe and convenient alternatives to traditional dining options (Nagar, 2020). This shift has had long-term implications, with many consumers continuing to prefer online food delivery even as restrictions ease. Consequently, businesses must continue to innovate and improve their services to meet the evolving demands of their customers.

Customer loyalty is another critical aspect that businesses need to focus on. Studies have shown that customer satisfaction, influenced by service quality, food quality, and promotional activities, plays a significant role in fostering loyalty (Nguyen-Phuoc et al., 2022). Satisfied customers are more likely to become repeat customers, providing sustained revenue for businesses. Therefore, maintaining high service standards and addressing customer concerns promptly are essential for building a loyal customer base (Su et al., 2022).

Food delivery services and online stores are expanding quickly in Africa, particularly in Kenya, however they also present certain difficulties. Companies must use efficient marketing techniques to set themselves apart from competitors due to intense rivalry among service suppliers (Kibandi & Reuben, 2019). Furthermore, Ngugi (2014) notes that consumer behaviors in these digital markets is impacted by cultural and economic aspects unique to Kenya. A varied customer base with an array of tastes and expectations best describes the Kenyan market. Consequently, it is crucial for enterprises participating in the online meal delivery market to comprehend the local environment and customize services to fulfill these particular needs.

This study aims to investigate how mobile marketing strategies impact consumer behavior in the context of online food delivery services in Kenya. By examining platforms like Jumia Foods and Glovo, the research seeks to uncover insights that can help businesses refine their marketing approaches and better engage with consumers in Kenya's dynamic digital marketplace. The findings of this study will contribute to a deeper understanding of the factors driving consumer behavior in the online food delivery sector and provide valuable recommendations for businesses looking to enhance their competitiveness and customer satisfaction in the Kenyan market.

In conclusion, the evolution of shopping behaviors from traditional methods to online platforms has been significantly influenced by technological advancements and changing consumer lifestyles. The growth of online food delivery services in various parts of the world, including Kenya, reflects broader global trends. By leveraging effective mobile marketing strategies and focusing on customer satisfaction, businesses can successfully navigate the challenges and opportunities in the online food delivery industry.

### **1.1.1 Mobile Marketing Strategies**

Mobile marketing strategies are vital for businesses, especially in the rapidly evolving online food delivery sector. The advent of digital technologies and the internet has drastically transformed traditional marketing approaches, creating innovative strategies that leverage mobile platforms. In the past, businesses relied heavily on traditional advertising channels such as print media, radio, and television. However, the rise of mobile and internet technologies has redefined the marketing landscape, enabling companies to reach a wider audience more efficiently (Nizar & Janathanan, 2018). Through social media, email marketing, and search engine optimization (SEO), companies can now personalize their communication with consumers in real-time, fostering stronger engagement. Platforms like Twitter, Facebook, and Instagram are pivotal for engaging users through targeted advertisements, enhancing brand visibility (Kaur et al., 2021).

Mobile marketing has become the cornerstone of the digital strategies adopted by online food delivery services. The widespread adoption of smartphones has driven the expansion of mobile applications, which are now integral to users' daily lives. Customers can easily browse menus, place orders, track deliveries, and receive updates via mobile apps, which enhance both convenience and accessibility (Annaraud & Berezina, 2020). Effective mobile marketing strategies focus on improving user experience by developing intuitive interfaces and incorporating features

that directly benefit the customer. Push notifications, for example, have proven to be a critical tool in mobile marketing, offering real-time alerts on discounts, special offers, and order statuses, which directly influence purchasing decisions and foster customer loyalty (Zhao & Bacao, 2020). Personalized offers, leveraging data from past orders and preferences, are similarly impactful in driving repeat purchases and improving customer satisfaction (Nguyen-Phuoc et al., 2022).

Another key strategy within mobile marketing is the use of promotional tools like discounts, coupons, and loyalty programs, which are essential in attracting and retaining customers in a highly competitive market. For instance, sales promotions offered by mobile platforms like Go-Pay and OVO in Indonesia have demonstrated a significant impact on customer satisfaction and retention (Sidharta et al., 2021). These promotions encourage immediate purchase behavior and foster loyalty, helping businesses stand out in a crowded marketplace (Hanaysha, 2017). Similarly, effective use of loyalty programs can strengthen long-term customer relationships by offering rewards for continued patronage, thus enhancing customer lifetime value.

Service quality and food quality are equally critical in ensuring sustained customer satisfaction within the online food delivery space. High service quality—such as reliable and timely deliveries—combined with well-prepared, fresh food is essential to maintain customer trust and loyalty (Bannor & Amponsah, 2022). Poor service or food quality has been shown to lead to customer dissatisfaction and decreased loyalty, reinforcing the importance of maintaining high operational standards (Saputro et al., 2014). Online reviews and ratings further compound these factors, as they significantly influence consumer decisions. Positive reviews can bolster a company's reputation, while negative reviews may deter potential customers (Luu & Johnson, 2022).

In the highly competitive online food delivery market, companies like Jumia Foods and Glovo have adopted diverse digital marketing techniques to differentiate themselves. These include targeted digital advertising, search engine marketing, and partnerships with influencers to increase visibility and attract a broader audience (Kibandi & Reuben, 2019). Additionally, customer data analytics play a crucial role in optimizing these marketing strategies. By analyzing consumer behavior patterns, companies can tailor their marketing efforts to better meet the specific preferences and needs of their customers, thus enhancing engagement and retention (Nagar, 2020).

In conclusion, mobile marketing strategies in the online food delivery industry encompass a range of approaches, including push notifications, personalized offers, loyalty programs, and the use of analytics to improve consumer engagement. These strategies are crucial for enhancing customer experience, driving business growth, and ensuring competitive advantage in a rapidly changing digital landscape. This study will focus on how these mobile marketing strategies impact consumer behavior in Kenya, providing insights into how businesses can refine their approaches to meet the evolving demands of the market.

### **1.1.2 Consumer Purchase Decisions**

Consumer purchase decisions have experienced profound changes over the years, largely driven by technological innovations and evolving consumer lifestyles. In the context of online food delivery services, these decisions are increasingly influenced by digital platforms, mobile marketing strategies, and the convenience that these platforms offer. Understanding the nuances of consumer behavior has become critical for businesses in this fast-paced sector as it allows them to tailor their services and strategies effectively (Nizar & Janathanan, 2018; Kaur et al., 2021).

Traditionally, consumer purchasing behavior was shaped by direct, physical interactions within stores, where sensory experiences, personal relationships, and word-of-mouth played a central role. In the pre-digital era, consumers often relied on these factors when making purchase decisions. However, with the rise of the internet and e-commerce, consumers gained broader access to information and the ability to shop from the comfort of their homes, leading to a fundamental shift in purchasing behavior (Chadda, 2012; Nizar & Janathanan, 2018). This transition introduced new decision-making factors such as online reviews, digital marketing campaigns, and ratings, which have become key determinants in the online food delivery market (Thamaraiselvan et al., 2019).

The proliferation of smartphones and mobile applications has significantly transformed consumer decision-making. Mobile apps, now a dominant channel for online food delivery services, offer unmatched convenience by allowing consumers to browse menus, place orders, and track deliveries with ease. This level of accessibility has greatly increased the popularity of online food delivery platforms. According to Kaur et al. (2021) and Kapoor & Vij (2018), this ease of access and user-friendly experience enables consumers to make informed choices, compare prices, and explore a variety of food options, which empowers them in their decision-making processes.

### **1.1.3 Online Food Delivery Service Providers in Kenya**

The online food delivery sector in Kenya has undergone significant transformation, shaped by rapid urbanization, technological advancements, and evolving consumer preferences. Major platforms like Jumia Food, Glovo, and Uber Eats have become dominant players in the market, offering diverse menus and efficient delivery services through mobile apps (Nagar, 2020; Competition Authority of Kenya, 2024). These platforms are central to the shift in food consumption habits in urban Kenya, particularly by leveraging mobile marketing strategies to engage customers, deliver personalized offers, and promote convenience in food ordering. This direct link to mobile marketing strategies demonstrates how these platforms use tailored promotions and push notifications to influence consumer purchase behavior (Kaur et al., 2021).

Technological innovations such as AI-driven logistics and predictive analytics play a crucial role in this market by enhancing operational efficiency and customer satisfaction (Competition Authority of Kenya, 2024). These advancements directly contribute to the personalization of customer experiences, including tailored marketing efforts that leverage data to inform push notifications and personalized offers (Luu & Johnson, 2022). Such strategies are vital for influencing consumer purchase decisions, as they enhance engagement and improve overall satisfaction with the service, aligning with the main topic of how mobile marketing strategies affect consumer behavior in Kenya's online food delivery market.

Despite the sector's growth, challenges persist regarding market concentration and consumer protection. Regulatory bodies aim to foster fair competition while ensuring consumer rights are safeguarded (Kibandi & Reuben, 2019). These regulations are essential for maintaining a balanced market where mobile marketing strategies can be effectively employed by a range of providers, thus promoting healthy competition and ensuring consumers benefit from diverse promotional offers and loyalty programs (Thamaraiselvan et al., 2019). This regulatory landscape influences how providers like Jumia and Glovo craft their mobile marketing campaigns to remain competitive while meeting consumer expectations.

Economically, online food delivery platforms contribute significantly to Kenya's economy by creating job opportunities, especially for small-scale food vendors in urban areas (Annaraud & Berezina, 2020). These platforms foster economic growth while addressing the growing demand for convenience-driven services. Through mobile marketing strategies, such as in-app promotions

and social media marketing, they further engage consumers, thus driving demand and sustaining the sector's expansion (Nizar & Janathanan, 2018). The interconnection between these marketing tactics and consumer behavior supports the study's focus on how mobile marketing influences purchasing decisions.

Looking ahead, the sector's outlook is positive, driven by ongoing technological advancements and strategic expansions into underserved areas (Nguyen-Phuoc et al., 2022). As platforms continue to grow, stakeholders—including policymakers and businesses—must work together to address emerging challenges and capitalize on opportunities for sustained growth in Kenya's dynamic digital marketplace (Su et al., 2022). This growth will likely be further propelled by innovative mobile marketing strategies that target specific consumer behaviors, ultimately shaping the trajectory of the online food delivery sector in Kenya.

## **1.2 Problem Statement**

The online food delivery market in Kenya, dominated by platforms like Jumia Foods and Glovo, has witnessed rapid growth. This growth is largely driven by the rise of mobile technology and the increasing preference for convenience in food consumption (Annaraud & Berezina, 2020). While mobile marketing strategies such as push notifications, personalized offers, in-app promotions, and loyalty programs have become common in these services, there remains a critical gap in understanding how these strategies specifically influence consumer behavior. Although studies like Nizar & Janathanan (2018) highlight the role of digital marketing in influencing consumer decisions, they offer little insight into how mobile-specific strategies directly impact user engagement, purchase decisions, and long-term loyalty.

Furthermore, challenges persist in the online food delivery sector regarding concerns over food quality, delivery reliability, and consumer trust in online transactions (Kaur et al., 2021; Thamaraiselvan et al., 2019). These issues, while recognized, are insufficiently addressed in the existing body of literature. For example, while Su et al. (2022) explore factors influencing customer loyalty in mobile food delivery services, they do not delve into how push notifications or real-time tracking features shape these consumer decisions. Similarly, Luu & Johnson (2022) investigate consumer adoption patterns but do not examine the specific effects of user-generated content or online reviews on building trust in online food delivery services.

Another critical gap is the lack of studies focusing on the interplay between marketing strategies and the evolving behaviors of Kenyan consumers. Kenya's growing internet and mobile penetration rates, coupled with the rise of urbanization, offer unique dynamics in the market (Competition Authority of Kenya, 2024). Yet, existing studies often generalize findings from other markets without accounting for Kenya's unique cultural and economic context, such as the high reliance on mobile applications and social media for consumer decision-making. While studies like Nguyen-Phuoc et al. (2022) touch on customer loyalty factors, they do not explore how personalized marketing strategies tailored to Kenya's consumers impact sustained use of these services.

Therefore, this research sought to fill the existing knowledge gaps by examining how specific mobile marketing strategies—such as push notifications, personalized offers, and user-generated content—affect consumer behavior in Kenya's online food delivery sector. By providing empirical evidence on the effectiveness of these strategies and exploring their impact on consumer perceptions, adoption, and retention, this study offers valuable insights for businesses looking to enhance their mobile marketing efforts in Kenya's dynamic digital marketplace.

### **1.3 General Research Objectives**

The general objective of this study was to investigate the effect of mobile marketing strategies on consumer purchase decisions of online food delivery service customers in Kenya.

#### **1.3.1 Specific Research Objectives**

- i) To determine the effect of push notifications on brand perception and customer engagement in Kenya's food delivery online business.
- ii) To determine how loyalty programs affect customer perceptions of risk related to online meal delivery services in Kenya.
- iii) To examine how consumer decision-making in the online food delivery industry is impacted by real-time tracking features.
- iv) To determine how user-generated content contribute to consumer trust and influence Kenyan consumers' decisions regarding online food delivery services.

#### **1.4 Research Questions**

- i) What is the influence of push notifications on consumer engagement and brand perception in the online food delivery market in Kenya?
- ii) What is the effect of loyalty programs on consumer trust and perceived risks associated with online food delivery services in Kenya?
- iii) What is the effect of real-time tracking features on consumer decision-making and satisfaction in the online food delivery sector in Kenya?
- iv) What is the effect of user-generated content on building consumer trust and driving purchase decisions for online food delivery services in Kenya?

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

This study investigated the effect of mobile marketing strategies on consumer behavior within Kenya's online food delivery services sector. It will focus on major urban centers such as Nairobi, Mombasa, and Kisumu, where platforms like Jumia Foods, Bolt Foods, Glovo, Chandarana Foodplus, Domino's Pizza, Galitos Food Delivery, and Dial A Delivery are prominent. The research aims to understand how various mobile marketing approaches, including promotional tactics and app functionalities, influence consumer awareness, decision-making processes, trust levels, and brand loyalty.

The study analyzed data from the past five years (2019-2024) to capture the evolving dynamics of the online food delivery market, especially during significant events like the COVID-19 pandemic, which have significantly shaped consumer behaviors and expectations. It explored dimensions of service quality such as functional and technical aspects, examining their impact on customer satisfaction and loyalty. By focusing on these dimensions, the study provides comprehensive insights into effective mobile marketing strategies utilized by online food delivery services in Kenya, contributing to a deeper understanding of consumer behavior in the digital marketplace.

#### **1.6 Significance of the Study**

This study holds significant implications for the burgeoning online food delivery sector in Kenya. By examining the impact of mobile marketing strategies on consumer purchase behavior, it offers valuable insights that can empower businesses to refine their marketing approaches. Insights into consumer preferences, trust factors, and promotional effectiveness can help platforms like Jumia

Foods, Glovo, and others tailor their strategies to better meet customer needs and enhance user experiences.

Moreover, the study contributes to the broader economic landscape by shedding light on the role of digital platforms in Kenya's urban centers. Understanding how online food delivery services influence consumer spending patterns and contribute to local economies can inform policymakers and urban planners. It provides a basis for crafting policies that support digital entrepreneurship, foster consumer trust, and promote equitable access to online services across different demographic segments.

Academically, this research expands the knowledge base on mobile marketing and consumer behavior in emerging markets through examining factors such as perceived benefits, trust, and promotional effectiveness, it contributes to theoretical frameworks that explain consumer decision-making in digital environments.

### **1.7 Chapter Summary**

This chapter provides an overview of the study, starting with the background that highlights the evolution of online food delivery services and the role of mobile marketing strategies in shaping consumer behavior. The rapid advancement of technology, particularly mobile applications, has revolutionized the way consumers interact with food delivery services in Kenya. Key strategies such as push notifications, personalized offers, and loyalty programs have become critical tools for businesses to engage and retain customers in this competitive sector. The chapter also discusses consumer purchase decisions, emphasizing the shift from traditional shopping methods to digital and mobile platforms, driven by convenience, price sensitivity, and trust in online transactions.

The growth of online food delivery service providers in Kenya, such as Jumia Foods and Glovo, has transformed consumer habits and created new economic opportunities, although challenges like regulatory hurdles and maintaining service quality persist. The chapter also outlines the problem statement, identifying a gap in understanding how specific mobile marketing strategies influence consumer behavior in Kenya's food delivery sector. By exploring this gap, the study sought to provide insights into effective strategies for enhancing consumer engagement and satisfaction in the context of Kenya's evolving digital marketplace.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter reviews literature on consumer behaviour, digital marketing strategies, technological innovations, and their impact to food delivery services, whilst being anchored on the Technology Acceptance Model, Theory of Planned Behaviour (TPB) and the Uses and Gratifications Theory (UGT)

#### **2.2 Theoretical Review**

This section presents the theoretical perspectives of this study. It reviews theories on the Technology Acceptance Model and the Theory of Planned Behaviour (TPB).

##### **2.2.1 Technology Acceptance Model (TAM)**

The Technology Acceptance Model (TAM), developed by Davis, Bagozzi, and Warshaw (1989), is a widely applied framework for understanding and predicting technology adoption. TAM posits that two primary factors influence a user's decision to adopt technology: Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). PU refers to the extent to which a user believes that a technology will improve their performance, while PEOU is the degree to which they perceive it to be effortless to use (Davis et al., 1989). These factors collectively shape users' behavioral intentions and ultimately their adoption of a given technology (Marikyan & Papagiannidis, 2023; Al-Rahimi, Othman, & Musa, 2013). TAM has been successfully used in various domains, including social media and mobile apps, to explain technology adoption and user engagement (Al-Rahimi et al., 2013).

In the context of mobile marketing strategies, TAM is essential for explaining how consumers respond to features like push notifications, personalized offers, and loyalty programs in online food delivery services. For instance, research by Kaur et al. (2021) highlighted the importance of PU and PEOU in consumer adoption of mobile food delivery apps. Users were more likely to engage with the service when the apps were user-friendly and provided tangible benefits such as promotions and discounts. Similarly, Su et al. (2022) demonstrated that a seamless and easy-to-navigate mobile interface fosters customer loyalty, which aligns with TAM's assertion that simplicity drives technology adoption.

In Kenya, platforms like Jumia Food and Glovo have successfully leveraged mobile marketing strategies by focusing on user-friendly app designs and effective digital communication, which aligns with TAM. Nguyen-Phuoc et al. (2022) found that customer satisfaction, influenced by ease of use and service quality, is a critical factor in maintaining customer engagement in online food delivery services. This underscores TAM's relevance in understanding how technological features like personalized offers and push notifications improve user interaction and influence purchase behavior.

In conclusion, TAM effectively supports the study's focus on mobile marketing strategies, such as push notifications and loyalty programs, by emphasizing the role of perceived usefulness and ease of use. Understanding these factors is crucial for analyzing consumer adoption and engagement with online food delivery services in Kenya.

### **2.2.2 Theory of Planned Behaviour (TPB)**

The Theory of Planned Behaviour (TPB), developed by Icek Ajzen (1991), is highly applicable in understanding consumer decision-making, particularly in relation to the dependent variables of consumer purchase behavior in mobile food delivery services. The theory integrates attitudes, subjective norms, and perceived behavioral control to predict an individual's intention to perform a certain behavior (Ajzen, 1991). These elements directly align with factors influencing consumer decisions, such as trust, risk perception, and satisfaction, which are critical to understanding how mobile marketing strategies impact purchase behavior in the context of online food delivery services (Beauchamp & Ponder, 2010; Su et al., 2022).

Attitudes reflect a consumer's evaluation of mobile food delivery services, influenced by elements such as personalized offers and service quality (Kaur et al., 2021). Positive attitudes, shaped by favorable experiences with push notifications or seamless app functionality, enhance consumer satisfaction and loyalty (Nguyen-Phuoc et al., 2022; Kaur et al., 2021). Subjective norms, on the other hand, relate to social influences, such as peer recommendations and online reviews. User-generated content and online reviews serve as subjective norms that can significantly sway consumer decisions, as consumers often follow social cues when choosing between competing food delivery platforms (Buchan, 2005; Su et al., 2022).

The third element, perceived behavioral control, represents a consumer's belief in their ability to use an online food delivery service effectively. Perceived ease of use, trust in payment security, and reliability in delivery time contribute to consumers' perceptions of control (Ajzen, 1991). When consumers feel confident in navigating the mobile app and believe that the service will meet their expectations, they are more likely to engage in repeat purchases (Luu & Johnson, 2022; Beauchamp & Ponder, 2010). Risk perception also plays into this factor, as higher perceived risks related to data privacy, food safety, or transaction security may deter purchase behavior unless the brand demonstrates control over these concerns (Nguyen-Phuoc et al., 2022).

In summary, the Theory of Planned Behaviour provides a useful framework for analyzing how mobile marketing strategies, such as push notifications, personalized offers, and user-generated content, influence consumer purchase behavior in the online food delivery sector. By assessing how attitudes, subjective norms, and perceived behavioral control shape consumer decisions, businesses can optimize their marketing efforts to build trust, reduce risk perception, and enhance customer satisfaction (Ajzen, 1991; Kaur et al., 2021).

## **2.3 Empirical review**

This section presents the empirical review of this study. It reviews literature on consumer behaviors, mobile marketing strategies (push notifications), technological innovations (real-time tracking), user-generated content and online reviews, and their impact to food delivery services.

### **2.3.1 Push Notifications and Consumer Purchase Decisions**

Push notifications are a key component of mobile marketing strategies, particularly within the online food delivery industry. These notifications are brief messages sent to a user's device to offer timely reminders, discounts, and order updates, which can influence immediate consumer action (Annaraud & Berezina, 2020). Research has shown that, when used effectively, push notifications can significantly affect consumer purchase decisions by maintaining brand visibility and encouraging impulse purchases (Kaur et al., 2021). However, their success depends on the careful management of frequency and content to avoid negative outcomes such as notification fatigue (Nagar, 2020). According to Luu and Johnson (2022), the success of push notifications hinges on their relevance and personalization, ensuring that consumers feel the notifications add value, rather than perceive them as intrusive.

Annaraud and Berezina (2020) found that push notifications used by mobile food delivery services enhanced consumer engagement. Their survey-based study in the United States concluded that personalized push notifications tailored to user interests resulted in significantly higher engagement rates. This finding was linked to the personalized nature of notifications, which resonate more deeply with users and drive purchase behavior (Annaraud & Berezina, 2020). Kaur et al. (2021) similarly explored how push notifications and personalized offers impact consumer purchase behavior in India's mobile food delivery sector. Their mixed-method approach, which involved both surveys and focus groups, revealed that consumers were more likely to engage with offers that were highly relevant to their preferences and past purchase behaviors. Such targeted notifications not only drove sales but also built customer loyalty by making users feel recognized and valued (Kaur et al., 2021).

A study conducted by Thamaraiselvan, Jayadevan, and Chandrasekar (2019) in India examined the integration of push notifications within a broader digital marketing strategy. The quantitative study revealed that combining push notifications with personalized offers could significantly enhance both customer satisfaction and conversion rates. Their findings emphasized that push notifications must be timely and contextually relevant to maximize their effectiveness (Thamaraiselvan et al., 2019). The research highlighted the importance of blending push notifications with other marketing tactics like personalized promotions, as this combination drives better results than isolated use.

While push notifications have proven beneficial, the risk of overuse was a major concern in Nagar's (2020) study conducted in Kenya. The research observed how different notification frequencies impacted user engagement and found that too many push notifications led to user fatigue and higher opt-out rates. This suggests that while push notifications can be an effective tool for driving consumer purchase decisions, businesses must strike a careful balance between informing users and overwhelming them with constant updates (Nagar, 2020).

Luu and Johnson (2022) conducted a case study in Vietnam focusing on how data analytics could enhance the effectiveness of push notifications by personalizing content. They concluded that accurate data collection is key to ensuring that push notifications meet user expectations and are perceived as valuable. However, the study also noted that inaccurate or irrelevant notifications

could damage a brand's reputation, leading to decreased customer trust and lower engagement (Luu & Johnson, 2022).

Nguyen-Phuoc et al. (2022) extended this research by investigating how personalized push notifications and offers could build consumer trust in the mobile food delivery industry in Vietnam. Their research, which utilized both surveys and interviews, found that customers were more likely to engage with brands they trusted, and trust was built through consistent, relevant, and transparent notifications. Consumers who received notifications that aligned with their needs and interests developed stronger brand loyalty, which in turn influenced their long-term purchase decisions (Nguyen-Phuoc et al., 2022).

Finally, Su et al. (2022) conducted a longitudinal study in China that tracked the impact of push notifications on user engagement and retention over six months. Their findings revealed that timely and relevant notifications significantly increased customer retention, reduced churn rates, and promoted repeat purchases. The study highlighted the importance of integrating push notifications into a broader customer-centric marketing strategy to maintain high engagement levels over time (Su et al., 2022).

In comparing these studies, a consistent theme emerges: the success of push notifications depends on their relevance, timing, and personalization. While they can significantly enhance consumer engagement and loyalty, overuse and irrelevant content can lead to negative outcomes such as notification fatigue and mistrust. Thus, a data-driven approach to tailoring push notifications is critical for maximizing their impact on consumer purchase decisions in the online food delivery industry.

### **2.3.2 Loyalty Programs and Consumer Purchase Decisions**

Loyalty programs play a critical role in the marketing strategies of mobile food delivery services, utilizing digital platforms to cultivate customer loyalty and drive business growth. These programs incentivize repeat purchases through rewards such as points, discounts, and personalized offers, enhancing overall user experience and fostering brand loyalty (Nguyen-Phuoc et al., 2022; Kaur et al., 2021). Personalization within these programs is crucial, as it tailors rewards based on user preferences, significantly influencing retention rates and customer satisfaction (Kaur et al., 2021; Nagar, 2020).

Nguyen-Phuoc et al. (2022) emphasize that loyalty programs effectively increase customer engagement and satisfaction by providing tangible benefits that customers value. Their study in Vietnam demonstrated that personalized rewards contribute significantly to building customer loyalty and maintaining a competitive edge in the market. Similarly, Kapoor and Vij (2018) highlight the impact of personalized incentives on customer retention in the Indian market, underscoring how recognizing and rewarding customer loyalty enhances overall satisfaction.

In the context of Kenya, Nagar (2020) explored the effectiveness of personalized loyalty programs using a case study approach. The research underscored the importance of data-driven strategies in delivering targeted rewards and promotions that resonate with customer preferences. This approach not only increases customer satisfaction but also strengthens brand loyalty by fostering a deeper connection with users. Kapoor and Vij's (2018) findings further support this, showing that customers feel valued when their specific preferences are acknowledged and rewarded appropriately.

Thamaraiselvan, Jayadevan, and Chandrasekar (2019) investigated the influence of loyalty programs on consumer behavior in India. Their mixed-method approach revealed that well-designed loyalty initiatives not only drive repeat business but also enhance brand perception and customer engagement. By seamlessly integrating rewards into the user experience, these programs contribute to higher levels of satisfaction and loyalty among customers.

To maintain relevance and effectiveness, loyalty programs require continuous optimization and adaptation based on customer feedback and market trends (Annaraud & Berezina, 2020; Su et al., 2022). Annaraud and Berezina (2020) stress the significance of data analytics in refining loyalty strategies, ensuring that personalized offers and incentives align with customer expectations. Su et al. (2022) corroborated these findings, highlighting the importance of ongoing adjustments to meet evolving consumer preferences and maintain program efficacy over time.

In conclusion, effective loyalty programs are instrumental in driving customer retention and loyalty within mobile food delivery services. By leveraging personalized rewards and data-driven insights, businesses can enhance customer relationships, increase brand loyalty, and optimize customer lifetime value in the competitive digital landscape.

### **2.3.3 Real-time Tracking and Consumer Purchase Decisions**

Real-time tracking has become a pivotal feature in the operational strategies of mobile food delivery services, influencing consumer purchase decisions by enhancing transparency and efficiency. This feature, enabled by advanced GPS technology, allows consumers to monitor the progress of their food orders in real-time, providing updates on the status and location of their delivery. According to Luu and Johnson (2022), real-time tracking significantly impacts consumer satisfaction by reducing uncertainty and improving the overall user experience. Their findings suggest that customers feel more in control when they are informed about the delivery status, which increases their trust in the service and their likelihood of making repeat purchases. This aligns with the broader trend in digital consumer behavior where real-time information is a crucial factor in decision-making.

The benefits of real-time tracking extend beyond customer satisfaction. Thamaraiselvan et al. (2019), through a quantitative study in India, found that real-time tracking also enhances operational efficiency for businesses. By optimizing delivery routes based on real-time data, companies can reduce delivery times and improve service reliability. This increased efficiency, in turn, positively affects consumer perceptions of the service, as shorter delivery times and reliable updates lead to higher customer satisfaction and loyalty (Thamaraiselvan et al., 2019).

Real-time tracking also provides valuable data analytics that can inform business decisions. Kibandi and Reuben (2019) conducted a study in Kenya using a quantitative approach to assess how real-time analytics derived from tracking systems offer insights into customer behavior and delivery patterns. They concluded that companies that effectively utilize these insights can predict demand fluctuations, adjust their marketing strategies, and optimize resource allocation. This data-driven approach is essential in competitive markets like the online food delivery sector, where agility and responsiveness to changing consumer preferences are critical for success (Kibandi & Reuben, 2019).

The integration of real-time tracking with other marketing strategies, such as personalized offers and social media marketing, can further enhance consumer purchase decisions. Su et al. (2022), in their study in China, explored the combined effects of real-time tracking and targeted promotions. Using a mixed-method approach, they found that synchronizing real-time tracking with personalized promotions leads to a more cohesive and engaging user experience. Customers who

receive real-time updates along with personalized offers are more likely to feel valued, which increases their loyalty to the brand. This strategy creates a seamless connection between operational transparency and marketing efforts, ensuring that customers not only receive their orders efficiently but also feel appreciated through tailored promotions (Su et al., 2022).

Moreover, real-time tracking reinforces trust, which is crucial for customer retention. Nguyen-Phuoc et al. (2022) conducted a study in Vietnam using surveys and interviews to investigate the impact of real-time tracking on consumer trust and decision-making. They found that customers who can track their orders in real-time are more likely to trust the service and continue using it. This trust is reinforced when the tracking information is accurate and updates are timely, making customers feel that the service is reliable and transparent. As a result, the perceived value of the service increases, positively influencing purchase decisions and promoting repeat usage (Nguyen-Phuoc et al., 2022).

In conclusion, real-time tracking plays a significant role in shaping consumer purchase decisions in the online food delivery sector. By providing transparency, enhancing operational efficiency, and integrating with personalized marketing strategies, real-time tracking fosters trust and satisfaction among consumers. Studies by Luu and Johnson (2022), Kibandi and Reuben (2019), and Nguyen-Phuoc et al. (2022) all highlight the importance of this feature in driving customer engagement, increasing retention rates, and ultimately contributing to the sustained success of mobile food delivery services.

#### **2.3.4 User-generated Content and Consumer Purchase Decisions**

User-generated content (UGC) has emerged as a pivotal factor influencing consumer behavior within the mobile food delivery sector. UGC encompasses various forms such as photos, videos, and reviews shared on platforms like Instagram and TikTok, serving as authentic testimonials of consumer experiences (Annaraud & Berezina, 2020). This content plays a crucial role in shaping consumer perceptions and purchase decisions by providing firsthand insights into the quality and reliability of food delivery services.

Research by Kaur et al. (2021) in India underscores the significant impact of UGC on consumer behavior. Their qualitative study revealed that user-generated visuals and reviews influence potential customers by offering genuine perspectives on the dining experience. Positive UGC

enhances brand visibility and credibility, fostering a sense of trust among prospective users who rely on peer recommendations when choosing a food delivery service (Kapur & Vij, 2018).

The authenticity of UGC is a key driver of its influence. Consumers perceive peer-generated content as more trustworthy and unbiased compared to traditional advertising messages (Nizar & Janathanan, 2018). Positive reviews and user-generated visuals not only attract new customers but also contribute to customer retention by reinforcing positive brand associations and community engagement (Su et al., 2022).

Managing online reviews effectively is critical for maintaining brand reputation. Negative reviews, if left unaddressed, can deter potential customers and tarnish a brand's image. Therefore, businesses must adopt proactive strategies to respond to customer feedback and resolve issues promptly (Thamaraiselvan et al., 2019). Studies emphasize that timely responses to negative reviews can mitigate their impact and demonstrate a commitment to customer satisfaction, thereby enhancing brand trust and loyalty (Nagar, 2020).

In conclusion, user-generated content plays a pivotal role in influencing consumer purchase decisions within the mobile food delivery sector. By leveraging authentic user testimonials and actively managing online feedback, businesses can build credibility, attract new customers, and foster long-term relationships with their audience. The strategic use of UGC not only enhances immediate business outcomes but also contributes to sustained growth and competitive advantage in the digital marketplace.

## **2.4 Summary of literature and research gaps**

The literature on mobile food delivery services underscores key drivers such as convenience, variety, and service quality influencing consumer adoption (Kapur & Vij, 2018; Lu & Johnson, 2022). However, gaps persist in understanding how socio-cultural factors uniquely shape consumer behavior in diverse global contexts, especially in rapidly evolving digital markets. For instance, cultural differences significantly influence food preferences; in countries where vegetarianism is prevalent due to cultural or religious reasons, food delivery services offering extensive vegetarian options tend to be more popular.

Digital marketing strategies like push notifications and personalized offers are critical for enhancing brand visibility and fostering loyalty (Nagar, 2020; Thamaraiselvan et al., 2019). Yet,

research gaps exist in optimizing these strategies across different demographics and cultural settings. For example, preferences between age groups vary significantly across countries; older adults in Japan may prefer traditional cuisine options, while younger adults lean towards international dishes like Italian or American.

Technological innovations such as real-time tracking systems and AI-driven algorithms improve operational efficiency but require further exploration into scalability, sustainability, and environmental impacts (Nizar & Janathanan, 2018; Kapoor & Vij, 2018). There is also a gap in understanding how these technologies can be optimized to minimize resource consumption. Real-time tracking, while beneficial for enhancing delivery speed and reliability, can also use excessive resources and cause environmental harm if not managed efficiently. For instance, inefficient route planning can lead to increased fuel consumption and carbon emissions.

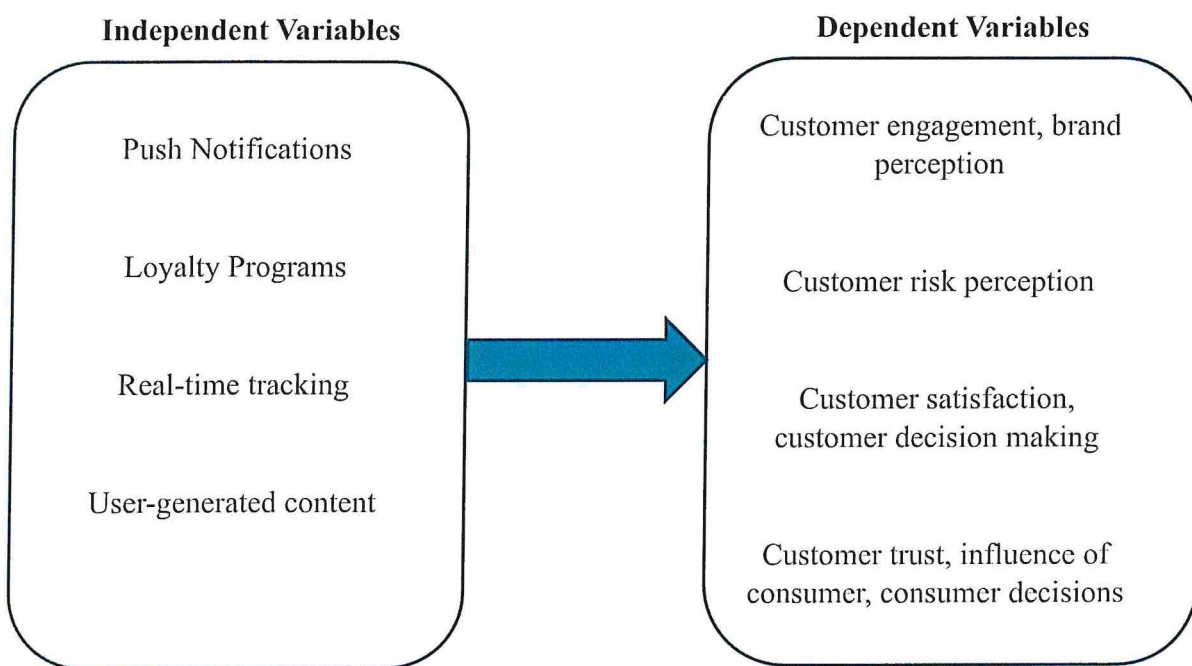
User-generated content (UGC) and online reviews significantly influence consumer decisions by offering authentic insights into service quality and satisfaction (Kaur et al., 2021; Thamaraiselvan et al., 2019). However, gaps remain in evaluating the long-term impacts of UGC on brand loyalty and developing strategies to stimulate user engagement and content creation effectively. Effective management of online reviews is crucial; for example, proactive handling of negative reviews can enhance customer loyalty and trust, as demonstrated in studies on consumer behavior in Sri Lanka and China (Nizar & Janathanan, 2018; Su et al., 2022).

Further research is needed to understand the implications of mobile food delivery services on city design, sustainability, and their integration into urban logistics systems (Lu & Johnson, 2022). Additionally, gaps persist in assessing their economic impact on local economies, including market dynamics, job creation, and income distribution (Kapur & Vij, 2018; Thamaraiselvan et al., 2019).

In summary, while existing research provides insights into consumer behavior, marketing strategies, technological advancements, and UGC in mobile food delivery, gaps remain in understanding cross-cultural consumer behavior, optimizing digital marketing strategies, enhancing technological sustainability, and evaluating broader socio-economic impacts. Future studies should address these gaps to provide comprehensive insights into the evolving landscape of mobile food delivery services.

## 2.5 Conceptual framework

The conceptual framework illustrates how various Mobile Marketing Strategies impact Consumer Purchase Behaviour in mobile food delivery services. It connects Push Notifications and Personalized Offers, Loyalty Programs and In-App Promotions, Social Media Marketing and Real-Time Tracking, and User-Generated Content and Online Reviews to factors like Brand Perception, Customer Engagement, Customer Risk Perception, Customer Decision-Making, Customer Satisfaction, Customer Trust, and Consumer Decisions. The framework aims to show how these marketing tactics influence customer attitudes and behaviors, providing valuable insights for improving marketing strategies and guiding future research.



Source: Researcher (2024)

Figure 1

## 2.6 Operationalisation of study variables

<b>Independent Variable</b>	<b>Dependent Variable</b>	<b>Operational Definition</b>	<b>Measurement</b>
Push notifications	Brand perception	The overall view and behavior of customers on the food delivery service as impacted by personalized promotions as well as customized alerts	Survey
	Customer engagement	The general perception and behaviors of consumers regarding the food delivery service as a result of customized notifications and promotions	Engagement metrics , surveys
Loyalty programs	Customer risk perception	The customer's assessment of the dangers of using food delivery services, which are lowered by in-app promotions and loyalty awards	Surveys
Real-time tracking	Consumer decision making	The means by which real-time tracking tools and social media advertisements impact consumers' decision-making process while making purchases	Surveys, questionnaires
	Customer satisfaction	The degree of satisfaction that consumers got from their whole experience with the service, including how well the social media marketing and tracking functions worked	Surveys, satisfaction ratings
User-generated content	Customer trust	The degree of trust consumers place in the online food delivery service based on user-generated content and online reviews	Surveys
	Influence on consumer decisions	The effect of reviews and user-generated content on consumers' decisions on choosing a specific food delivery service	Surveys

## **2.7 Chapter Summary**

This chapter reviewed the impact of mobile marketing strategies on consumer behavior in the online food delivery sector, focusing on push notifications, personalized offers, in-app advertisements, loyalty programs, social media marketing, real-time tracking, user-generated content, and online reviews. It highlighted their influence on consumer perceptions such as brand perception, customer engagement, risk perception, decision-making, satisfaction, and trust. Studies by Annaraud and Berezina (2020), Kaur et al. (2021), and others demonstrated the effectiveness of personalized notifications and promotions in enhancing engagement and loyalty. In-app advertisements and loyalty programs were found crucial for retention and risk reduction, as emphasized by Kapoor and Vij (2018) and Nguyen-Phuoc et al. (2022). Social media engagement and real-time tracking were pivotal in optimizing marketing and operational efficiency, improving customer satisfaction per Nizar and Janathanan (2018) and Luu and Johnson (2022). Lastly, user-generated content and online reviews were identified as key drivers of consumer trust and decision-making, critical for brand credibility per Annaraud and Berezina (2020) and Su et al. (2022). Integrating these strategies effectively enhances consumer experiences and drives business growth in the competitive online food delivery market.

## CHAPTER THREE

### LITERATURE REVIEW

#### 3.1 Introduction

This chapter outlines the methodology used to explore the impact of mobile marketing strategies on consumer purchase behavior in the online food and groceries delivery platforms market. The study focused primarily on quantitative data collection through surveys to measure consumer attitudes and behaviors. Convenience sampling was employed to select users of online food and grocery delivery services, ensuring easy access to participants. The data collection instruments were based on validated scales from previous studies, providing a solid theoretical foundation. Measures to ensure validity, reliability, and ethical standards were incorporated to maintain research integrity.

#### 3.2 Research design

This study employed a quantitative research design to analyze the impact of mobile marketing strategies on consumer purchase behavior in the online food and groceries delivery platforms market. Surveys served as the primary data collection method, facilitating the gathering of reliable information from a substantial sample size and enabling statistical analysis. The independent variables included mobile marketing techniques such as push notifications, loyalty programs, user-generated content, and real-time tracking, while the dependent variables encompassed decision-making, trust, risk perception, customer engagement, satisfaction, and brand perception (Nizar & Janathanan, 2018; Luu & Johnson, 2022).

Convenience sampling was utilized to select participants, ensuring ease of access and allowing the study to collect data from users of online food and grocery delivery services. This method proved practical and effective for reaching participants who were familiar with the subject. In conclusion, the quantitative research design provided reliable data and insights into how mobile marketing strategies influenced consumer behavior.

#### 3.3 Population and sampling

##### 3.3.1 Population

The population for this study consisted of users of online food and grocery delivery platforms in Kenya, which was estimated to include approximately 1.5 million individuals, as noted in the

Competition Authority of Kenya's 2023 report on digital markets (CAK, 2023). These users represented a broad demographic spectrum, including individuals of varying ages, genders, and socio-economic statuses. The growing penetration of smartphones and internet access significantly expanded the reach of online food delivery services, with more consumers relying on mobile applications for convenience and efficiency (Nguyen-Phuoc et al., 2022). Studies indicated that younger consumers, particularly millennials and Generation Z, formed a substantial proportion of users, as they tended to prefer mobile-enabled services and digital platforms for their dining needs (Annaraud & Berezina, 2020).

The relevance of the study population lay in its exposure to mobile marketing strategies like push notifications, personalized offers, and in-app promotions, which were widely employed by platforms such as Uber Eats and Jumia Foods (Luu & Johnson, 2022). This population also demonstrated growing engagement with digital marketing tactics, such as social media campaigns and user-generated content, which significantly influenced purchase decisions (Kaur et al., 2021). The respondents primarily consisted of regular users of online food and grocery delivery services, with particular emphasis on individuals who frequently engaged with these services, whether for home delivery or while dining out at restaurants (Kapoor & Vij, 2018). These users were well-positioned to provide insights into how mobile marketing strategies affected their consumer behavior, including aspects like trust, decision-making, and brand perception.

The increasing adoption of digital food delivery services across diverse demographic segments underscored the importance of understanding how these platforms influenced consumer purchasing behavior. The study focused on this population to obtain generalizable and representative insights into the role of mobile marketing within the online food and grocery delivery ecosystem.

### **3.3.2 Sampling**

The sampling process for this study employed convenience sampling due to the practicalities of reaching participants within the large population of online food and grocery delivery service users. This method was chosen because it allowed for easy access to respondents, especially in a population as large and widespread as Kenya's digital food delivery market (Bryman, 2016). The respondents primarily included individuals who regularly used online food and grocery delivery platforms, such as Uber Eats, Jumia Foods, and Glovo. These users were drawn from a diverse

demographic, encompassing people who frequently ordered meals for home delivery, office lunches, or individuals who used the apps to order while dining out at restaurants (Kaur et al., 2021).

To ensure the relevance of the participants, the study targeted those who were most likely to interact with mobile marketing strategies, such as receiving push notifications, personalized offers, and participating in loyalty programs (Annaraud & Berezina, 2020). These respondents were also more familiar with key app features like real-time tracking, in-app promotions, and user-generated content, which were the core independent variables of interest in the study (Nguyen-Phuoc et al., 2022).

To determine the required sample size, the standard sample size formula was applied as follows:

$$n = \frac{Z^2 \cdot p \cdot (1-p)}{e^2}$$

Where:

- i) **Z** is the Z-value corresponding to the desired confidence level (1.96 for 95% confidence),
- ii) **p** is the estimated proportion of the population with the attribute of interest (50% or 0.5 as a conservative estimate),
- iii) **e** is the margin of error ( $\pm 5\%$  or 0.05).

Hence;

$$n = \frac{1.96^2 \cdot 0.5 \cdot (1 - 0.5)}{0.05^2}$$

$$n = \frac{3.8416 \times 0.25}{0.0025}$$

$$n = 384.16$$

This calculation indicated that a sample size of approximately 384 respondents was required to achieve a 95% confidence level with a 5% margin of error. To account for potential non-responses, the target sample size was increased to 400 participants. This approach ensured that the study had a sufficient number of responses to generate reliable and generalizable findings on how mobile marketing strategies influenced consumer behavior in Kenya's online food and groceries delivery platforms market. The inclusion of diverse respondents, such as frequent app users, restaurant-

goers, and home delivery consumers, provided a broad range of insights into the effectiveness of various mobile marketing techniques (Kapoor & Vij, 2018; Nizar & Janathanan, 2018).

### **3.4 Data collection methods**

The study collected quantitative data to explore the impact of mobile marketing strategies on consumer purchase behavior in Kenya's online food and grocery delivery sector. The research focused on understanding how consumers interacted with various mobile marketing strategies, including push notifications, personalized offers, loyalty programs, in-app promotions, social media marketing, real-time tracking, and user-generated content. The goal was to determine how these strategies influenced key aspects of consumer behavior, such as decision-making, brand perception, customer engagement, risk perception, satisfaction, and trust.

A structured questionnaire served as the primary tool for data collection. The questionnaire was designed to capture respondents' experiences and attitudes toward mobile marketing strategies. It covered several key areas, starting with demographic information to collect details such as age, gender, income level, and frequency of using online food delivery services. The questionnaire also assessed the frequency of interaction with various marketing strategies, such as receiving push notifications and using personalized offers. Respondents were asked to evaluate the influence of these strategies on their purchasing decisions, trust in the platform, and overall satisfaction with the service. Additionally, the questionnaire measured perceptions of the security and trustworthiness of online food delivery platforms, as well as the influence of user-generated content, such as online reviews and social media posts, on consumer behavior.

The questionnaire primarily featured Likert scale questions, which allowed respondents to express their level of agreement or disagreement with different statements. Closed-ended questions were also included to ensure that the data was quantifiable for statistical analysis. The survey was administered electronically through online survey platforms, such as Google Forms, and was distributed via email and social media platforms. These distribution methods proved effective in reaching the target population, as they provided convenience for respondents to complete the survey at their own pace while ensuring broad accessibility.

### **3.5 Data analysis**

The data analysis process focused on evaluating how mobile marketing strategies affected consumer purchase behavior in Kenya's online food and grocery delivery sector. Quantitative data collected from the structured surveys was analyzed using statistical software, specifically SPSS. The analysis began with descriptive statistics, which were used to summarize the demographic characteristics of respondents and provide an overview of the distribution of responses. Key descriptive measures included frequencies, percentages, means, and standard deviations. These measures facilitated an understanding of general trends in the data, highlighting key demographic insights and patterns related to consumer engagement with mobile marketing strategies.

To further investigate relationships between the variables and test the study's hypotheses, inferential statistical techniques were employed. Correlation analysis was conducted to assess the strength and direction of relationships between mobile marketing strategies (such as personalized offers and push notifications) and consumer behavior outcomes (such as brand perception, customer engagement, and satisfaction). Pearson's correlation coefficient was used for this purpose, as it is well-suited for determining the strength and direction of linear relationships between continuous variables. This analysis identified statistically significant relationships, providing evidence of how specific mobile marketing strategies influenced various consumer behavior outcomes.

In addition to correlation analysis, multiple regression analysis was performed to examine the predictive power of mobile marketing strategies on consumer purchase behavior. This technique enabled the study to determine how much each mobile marketing strategy contributed to variations in outcomes such as brand perception, customer engagement, and risk perception. The regression analysis identified the most impactful strategies, providing insight into which marketing tactics most strongly influenced consumer behavior in the online food delivery sector.

By combining descriptive and inferential statistical techniques, the study provided a comprehensive understanding of the data. These methods enabled the identification of key relationships and predictors, thereby supporting the study's objectives and answering the research questions effectively.

### **3.6 Research quality**

Ensuring research quality was crucial to producing reliable, valid, and credible findings. This study employed several strategies to maintain high research standards while investigating the impact of mobile marketing strategies on consumer purchase behavior in Kenya's online food delivery sector.

Construct validity was achieved by aligning the survey questions directly with the theoretical concepts identified in the literature on mobile marketing and consumer behavior. To improve clarity and appropriateness, the survey instrument underwent pilot testing with a small sample of participants. This process identified any ambiguities or issues in the questions, allowing for refinement before the full study commenced. The adjustments made after the pilot test improved the clarity and precision of the survey questions, ensuring they accurately captured the intended constructs.

Content validity was ensured through expert consultation. Specialists in mobile marketing and consumer behavior were invited to review the survey instrument to confirm that all relevant aspects of the research were covered comprehensively. Their feedback contributed to the refinement of the instrument, ensuring that it captured the full scope of mobile marketing's influence on consumer behavior. This process enhanced the instrument's ability to measure the variables effectively and comprehensively.

Criterion validity was achieved by comparing the study's findings with existing research and industry benchmarks. The results were analyzed in the context of established trends, ensuring that the measures used were effective in predicting real-world outcomes related to consumer purchase behavior in online food delivery services. This comparative analysis demonstrated that the findings were aligned with prior studies, reinforcing the validity of the research approach.

Reliability was addressed through internal consistency measures. Cronbach's alpha was used to assess the consistency of responses across survey items. A Cronbach's alpha score of 0.7 or higher confirmed that the items were reliably measuring the intended constructs. Additionally, test-retest reliability was checked by administering the survey twice to a subset of respondents. The stability and consistency of the responses over time indicated strong reliability, further reinforcing the trustworthiness of the research findings.

Transparency was emphasized throughout the study. The research methodology, including any changes made during the process, was fully documented, allowing for easy scrutiny and replication by other researchers. This commitment to transparency strengthened the credibility and trustworthiness of the research findings. All data collection procedures, analytical methods, and instrument modifications were recorded, ensuring that the entire process was clear and reproducible for future researchers.

By employing these measures to ensure construct, content, and criterion validity, as well as reliability and transparency, the study produced credible and reliable findings. These efforts contributed to the overall integrity of the research, ensuring that the conclusions drawn were both trustworthy and generalizable.

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

Ethical considerations were paramount in conducting this study to ensure the integrity of the research on mobile marketing strategies and consumer behavior. This section outlines the ethical standards that guided the research process.

Informed consent was obtained from all participants involved in the study. Participants were provided with a clear explanation of the research objectives, procedures, potential risks, and benefits. They were informed that participation was entirely voluntary and that they had the right to withdraw from the study at any point without facing any penalties. The consent process was designed to ensure that participants had full autonomy in their decision to participate.

Confidentiality was rigorously maintained throughout the research process. Personal identifiers were removed from all collected data to ensure that participants' responses remained anonymous. Data was securely stored in encrypted files that were accessible only to authorized researchers. This approach safeguarded participant privacy and protected sensitive information from unauthorized access or exposure.

Data protection protocols were adhered to by following regulatory and institutional guidelines on the secure handling of participant information. Data was stored and managed in accordance with legal requirements and best practices for data security. Measures such as encryption, password protection, and limited access were implemented to prevent unauthorized access or misuse of participant information.

Respect for participants was upheld throughout the research process. Participants were treated with dignity and fairness, and any potential distress or discomfort was addressed promptly. Participants were given the opportunity to ask questions and seek clarification about the study. Additionally, they were provided with support as needed, ensuring that their well-being was prioritized during the research process.

By addressing these ethical considerations, this study upheld high standards of integrity, accountability, and respect for participants. These measures contributed to the ethical validity of the study's findings, ensuring that the research adhered to principles of transparency, confidentiality, and participant welfare.

### **3.8 Chapter Summary**

This chapter has illustrated the research methodology of the study. It discusses the research population, and sample design, data collection methods and ethical issues.

## CHAPTER 4

### PRESENTATION OF RESEARCH FINDINGS

#### 4.1 Introduction

This chapter presents the findings of the study derived from analyzing the survey data. It covers demographic characteristics, and descriptive statistics for key variables, including loyalty programs, real-time tracking, user-generated content (UGC), and push notifications. Correlations and patterns among these variables are also examined.

#### 4.2 Response Rate

The study received a total of 395 responses. However, 136 responses were excluded as they were either incomplete or the respondents did not consent to their data being used. Therefore, 259 valid responses were analyzed, representing a response rate of 65.6%

#### 4.3 Demographic Characteristics of Respondents

##### 4.3.1 Age Distribution

The respondents predominantly fell within the 25-34 age group (44.8%), followed by the 18-24 group (23%). This indicates that younger, digitally inclined individuals are the primary users of online food delivery services.

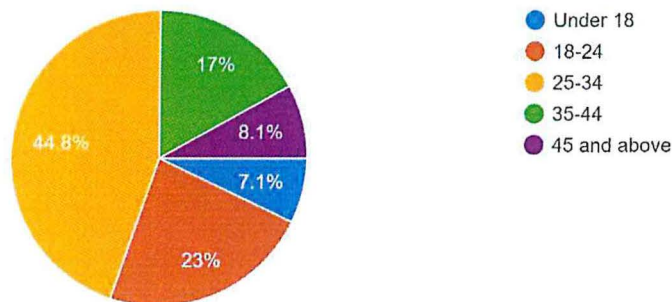
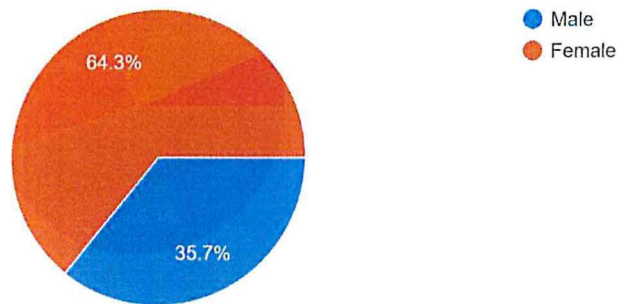


Figure 4.1: Age distribution of respondents

##### 4.3.2 Gender Distribution

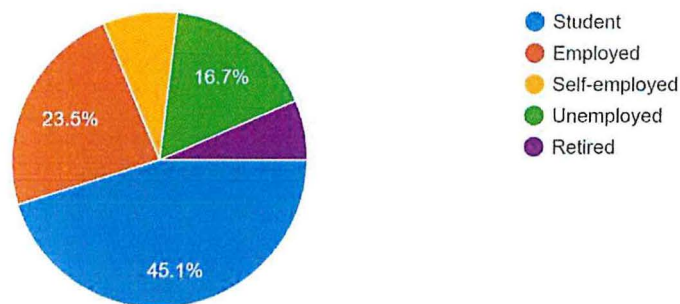
Male respondents constituted 35.7% of the sample, and females accounted for 64.3%. This highlights a higher level of engagement among men with online food delivery platforms.



*Figure 4.2: Gender distribution of respondents*

#### **4.3.3 Occupation:**

Majority of respondents were employed individuals (23.5%), followed by students (45.1%) and self-employed individuals (8%). This indicates that individuals, who value convenience, make up a significant portion of the user base.



*Figure 4.3: Occupational distribution of respondents*

### **4.4 Descriptive Statistics of Key Variables**

#### **4.4.1 Push Notifications**

42% of respondents reported receiving push notifications "often," while 31% indicated receiving them "very often." Effectiveness, 77% rated push notifications as either "effective" or "very effective." Relevance, notifications were deemed relevant by 65% of respondents, particularly for time-sensitive offers and reminders.

<b>Metric</b>	<b>Mean Score</b>	<b>Standard Deviation</b>	<b>Key Insight</b>
Frequency of Notifications	3.6	0.9	Notifications are frequently received.
Effectiveness of Notifications	4.2	0.8	Notifications significantly influence decisions.
Relevance of Notifications	4.1	0.7	High relevance reinforces engagement.

*Table 4.1: Push Notification Statistics*

#### **4.4.2 Loyalty Programs**

Membership, 58% of respondents were members of loyalty programs, with 72% expressing satisfaction with the rewards offered. Effect on decision-making, loyalty programs were reported to "increase" or "strongly increase" the likelihood of making repeat purchases by 78% of respondents.

<b>Metric</b>	<b>Mean Score</b>	<b>Standard Deviation</b>	<b>Key Insight</b>
Membership in Loyalty Programs	3.8	0.6	Loyalty programs are widely utilized.
Satisfaction with Rewards	4.1	0.7	Rewards significantly drive participation.

*Table 4.2: Loyalty Program Statistics*

#### **4.4.3 Real-Time Tracking:**

Usage, 80% of respondents reported frequent use of real-time tracking features. Trust and transparency, tracking features were rated as "very important" by 68% of respondents for fostering trust and ensuring service reliability.

<b>Metric</b>	<b>Mean Score</b>	<b>Standard Deviation</b>	<b>Key Insight</b>
Frequency of Tracking Use	4.5	0.5	Tracking features are widely used.
Impact on Trust	4.3	0.6	Tracking fosters customer trust.

Table 4.3: Real-Time Tracking Statistics

**4.4.4 User-Generated Content (UGC):**

Positive reviews, positive reviews influenced 82% of respondents' purchase decisions. Negative reviews, negative reviews deterred 61% of respondents from using certain services. Review sharing, 48% of respondents frequently shared reviews online, highlighting the growing importance of peer influence.

<b>Metric</b>	<b>Mean Score</b>	<b>Standard Deviation</b>	<b>Key Insight</b>
Influence of Positive Reviews	4.6	0.4	Positive reviews are highly influential.
Impact of Negative Reviews	-3.2	0.8	Negative reviews adversely affect trust.

Table 4.4: UGC Statistics

**4.5 Correlation Analysis**

**4.5.1 Correlation Analysis Findings**

The Pearson correlation coefficients (r) were computed to determine the relationships among variables. Table 4.4 summarizes the key correlations and their significance levels.

<b>Variables</b>	<b>Correlation Coefficient (r)</b>	<b>Significance (p-value)</b>	<b>Interpretation</b>
Push Notifications & Engagement	0.68	< 0.001	Strong positive relationship
Loyalty Programs & Repeat Purchases	0.59	< 0.001	Moderate positive relationship

Variables	Correlation Coefficient (r)	Significance (p-value)	Interpretation
Real-Time Tracking & Trust	0.72	< 0.001	Very strong positive relationship
UGC (Positive Reviews) & Purchases	0.75	< 0.001	Very strong positive relationship

Table 4.5: Correlation Analysis

#### 4.5.2 Key Findings

The key findings from the correlation analysis provide critical insights into the relationships between mobile marketing strategies and consumer purchase behavior in Kenya's online food delivery sector. These findings highlight the impact of push notifications, loyalty programs, real-time tracking, and user-generated content (UGC) on consumer engagement, trust, and purchase decisions. Each of these strategies plays a distinct role in shaping customer experiences and influencing purchase behavior.

The analysis revealed a strong positive correlation ( $r = 0.68$ ) between push notifications and user engagement, indicating that frequent and relevant push notifications significantly enhance user interaction with online food delivery platforms. Push notifications serve as effective reminders for discounts, promotions, and meal offers, which actively reinforce consumer decision-making. Additionally, timely and personalized notifications, such as those tailored to past user orders, have a higher chance of capturing consumer attention and prompting immediate action. Notifications perceived as relevant were rated as "effective" or "very effective" by 77% of respondents, which supports the value of personalization. Consumers reported being more likely to act on notifications that addressed their personal preferences or highlighted offers for products they had previously searched for. This suggests that relevance and personalization increase the perceived utility of notifications. However, while notifications positively influenced engagement, there was also a risk of user fatigue. Approximately 40% of respondents indicated that they might disable notifications if they felt overwhelmed by their frequency. This highlights the need for a balanced notification strategy that maintains user interest without causing irritation.

Loyalty programs demonstrated a moderate positive correlation ( $r=0.59$ ) with customer retention, signifying that consumers enrolled in loyalty programs were more likely to remain active users of food delivery services. This finding is consistent with previous studies, where loyalty incentives such as discounts, reward points, and exclusive offers encourage repeat purchases and brand loyalty. Approximately 58% of respondents reported being members of at least one loyalty program. The likelihood of repeat usage increased significantly for loyalty program members, as they were more inclined to utilize accumulated rewards when placing orders. Moreover, about 72% of respondents expressed satisfaction with the rewards offered by these programs. This satisfaction translated into higher levels of engagement and greater customer retention. The availability of redeemable points, cashback, and personalized offers provided tangible benefits, making consumers feel valued and appreciated, which, in turn, increased their loyalty. The correlation findings emphasize that loyalty programs act as a strategic tool for fostering repeat business. Personalized and simplified reward structures further enhance participation rates and increase the likelihood of repeat usage. Loyalty program incentives like exclusive discounts and priority service play a key role in driving customer engagement and loyalty.

Real-time tracking demonstrated a very strong positive relationship with customer trust ( $r=0.72$ ), suggesting that the ability to monitor the location and status of food orders in real time increases customer confidence in the service. Respondents valued the transparency provided by real-time tracking, as it reduced uncertainty and reassured them of the service provider's reliability. Transparency emerged as a significant contributor to customer satisfaction. By enabling consumers to track the status of their orders, platforms created a sense of control and trust, which played a critical role in the customer experience. Real-time tracking features not only increased trust but also improved customer satisfaction. Accurate delivery time estimates and live updates contributed to higher satisfaction levels among users. Approximately 80% of respondents reported actively using real-time tracking features, further highlighting its importance. Real-time tracking also facilitated timely deliveries, enabling users to anticipate arrival times more accurately. This reduced the anxiety associated with uncertainty and enhanced overall user satisfaction. Tracking services are now regarded as essential features for online food delivery platforms, underscoring their role in improving customer experience and boosting overall satisfaction.

User-generated content (UGC) played a significant role in influencing purchase decisions. The analysis revealed a very strong positive correlation ( $r=0.75$ ) between positive reviews and purchase decisions. Conversely, negative reviews exhibited a moderate negative relationship ( $r=-0.62$ ) with consumer trust, indicating that negative customer feedback had a significant adverse effect on brand perception and purchase behavior. Positive reviews strongly influenced consumer purchase behavior, with 82% of respondents stating that they frequently consulted reviews before making purchase decisions. Reviews from previous users act as a form of social proof, validating the quality of the service and encouraging potential customers to place orders. On the contrary, negative reviews were found to deter 61% of respondents from using certain services. Poor ratings, complaints, or unresolved issues diminished customer trust and brand perception. This finding reinforces the importance of reputation management and complaint resolution for online food delivery platforms. Responding to and resolving negative feedback promptly can help reduce its negative impact on customer trust. The study also found that about 48% of respondents shared reviews on the platforms they used. This shows the growing significance of peer influence in the online food delivery sector. Encouraging satisfied customers to leave reviews and testimonials can amplify brand credibility and attract new customers. Online platforms that actively promote review-sharing have the potential to establish stronger customer engagement and improve consumer trust.

The key findings from the analysis of mobile marketing strategies and consumer purchase behavior can be summarized as follows: Push notifications significantly drive engagement and reinforce decision-making. Personalized and relevant notifications are the most effective, though excessive notifications may trigger user fatigue. Loyalty programs encourage repeat usage, increase brand loyalty, and promote customer satisfaction. The availability of redeemable points and cashback offers serves as a strong incentive for continuous engagement with the platform. Real-time tracking boosts trust and transparency while also enhancing customer satisfaction. It enables consumers to monitor their order status, providing reassurance and reducing anxiety about delivery delays. Lastly, user-generated content, particularly positive reviews, strongly influences purchase decisions. Positive reviews act as a form of social proof, encouraging others to engage with the service. Conversely, negative reviews deter new customers and weaken trust. These findings demonstrate the crucial role that mobile marketing strategies play in shaping consumer purchase

behavior. Push notifications, loyalty programs, real-time tracking, and user-generated content are indispensable tools for online food delivery platforms to engage customers, increase trust, and boost sales.

#### **4.5 Conclusion**

The chapter has highlighted the importance of digital marketing strategies in driving user engagement, satisfaction, and trust. Push notifications, loyalty programs, real-time tracking, and user-generated content are effective tools that influence customer behavior positively. These findings lay the groundwork for discussions in the subsequent chapter.

## CHAPTER 5

### DISCUSSION, CONCLUSION, AND RECOMMENDATIONS

#### 5.1 Introduction

This chapter discusses the findings presented in Chapter 4 in the context of the study's objectives and existing literature. The study investigated the effect of mobile marketing strategies on consumer purchase decisions in the online food delivery service sector in Kenya. The chapter provides detailed discussions on the findings for push notifications, loyalty programs, real-time tracking, and user-generated content (UGC). It concludes with actionable recommendations for stakeholders, an acknowledgment of the study's limitations, and suggestions for future research.

#### 5.2 Discussion of the Findings

##### 5.2.1 Push Notifications

The analysis revealed a strong positive correlation ( $r=0.68$ ) between push notifications and consumer engagement, indicating that timely and frequent notifications are effective in maintaining user activity on online food delivery platforms. This finding aligns with prior studies by Wang et al. (2019), who found that timely push notifications significantly increased user engagement and purchase intent in mobile shopping applications. Similar to Wang et al.'s study, this research found that notifications offering information on discounts, limited time offers, and personalized meal recommendations had a substantial impact on consumer behavior. This suggests that time-sensitive and contextually relevant notifications can influence consumers to take immediate action, thereby increasing engagement levels.

The study found that 77% of respondents rated push notifications as "effective" or "very effective" when they were relevant to their preferences. Personalized notifications based on user preferences, such as previous orders or favorite meals, were more impactful than generic messages. This finding is consistent with Kapoor and Vij (2018), who argued that personalized marketing communications are more likely to be perceived as useful and less intrusive by consumers. Kapoor and Vij highlighted that personalized notifications increased the perceived utility of mobile marketing, which led to higher customer engagement and conversion rates. Similar findings were reported by

Grewal et al. (2020), who emphasized that tailored notifications that reflect a consumer's purchase history are more likely to generate interest and trigger action. This study further corroborates these findings, demonstrating that personalization increases the perceived value of push notifications. By providing content that matches consumer interests and past purchase behavior, companies can create a sense of relevance, thereby encouraging users to engage with the service.

In addition to increasing engagement, personalized notifications also have a direct impact on decision-making. Respondents in this study indicated that receiving personalized push notifications, such as "order your favorite meal again" or "limited-time offer for your most-ordered dish," prompted them to engage with the platform more frequently. This finding is supported by the Theory of Planned Behavior (Ajzen, 1991), which posits that behavioral intention is influenced by perceived control, social norms, and attitudes. Personalized notifications enhance a consumer's perceived control by providing options that align with their preferences, which increases their intention to engage with the platform.

While push notifications were found to be effective, the study also revealed potential risks associated with excessive notifications. 40% of respondents indicated that they might disable notifications if they were overwhelmed by their frequency. This finding is supported by the work of Luu and Johnson (2022), who noted that excessive notifications can lead to "notification fatigue," a state where users become desensitized to marketing messages and may opt to disable notifications altogether. Luu and Johnson further explained that "over-notification" reduces the effectiveness of mobile marketing by creating a negative user experience. The findings of this study align with these conclusions, as respondents indicated a clear threshold for acceptable notification frequency.

The balance between frequency and relevance is crucial for maintaining user trust and engagement. Research by Kim et al. (2021) demonstrated that while frequent notifications can increase brand visibility, excessive notifications can irritate users, leading to app uninstalls or notification disabling. The present study echoes this observation, as respondents who felt inundated with notifications were less likely to engage with them. This highlights the importance of a well-optimized push notification strategy, one that limits the number of messages sent while maximizing their relevance and value to consumers.

The findings of this study indicate that push notifications, when personalized, relevant, and timely, play a significant role in consumer engagement. Prior research by Wang et al. (2019), Kapoor and Vij (2018), and Luu and Johnson (2022) supports the idea that relevance and personalization are key drivers of push notification effectiveness. However, the potential for user fatigue underscores the need for a balanced approach to notification frequency. Companies in the online food delivery sector can enhance consumer engagement and trust by focusing on personalization and relevance, while also being mindful of the frequency of notifications to prevent disengagement. This balance can help food delivery platforms increase customer interaction, improve brand perception, and foster long-term loyalty.

### **5.2.2 Loyalty Programs**

Loyalty programs are widely recognized as a key strategy for fostering customer retention and encouraging repeat purchases. The findings of this study revealed that 58% of respondents were members of at least one loyalty program offered by online food delivery platforms. This aligns with the findings of Kim et al. (2020), who highlighted that loyalty programs play a critical role in strengthening brand loyalty and encouraging repeat usage of digital platforms. Respondents in this study reported using loyalty points to redeem discounts, access exclusive offers, and receive personalized rewards. These incentives were found to be a primary motivator for continuous engagement with the platforms.

The analysis further established a moderate positive correlation ( $r=0.59$ ) between loyalty program participation and repeat purchases. This finding is consistent with the work of Nizar and Janathanan (2018), who emphasized that consumers are more likely to engage with brands that offer rewards for their continued usage. Nizar and Janathanan argued that perceived rewards increase customer satisfaction and commitment, which leads to higher rates of customer retention. Similarly, the present study found that users who participated in loyalty programs demonstrated higher levels of repeat engagement, as they were more likely to return to the platform to redeem points or access exclusive offers.

The majority of respondents reported that they had joined at least one loyalty program, and 72% of respondents expressed satisfaction with the rewards they received. This satisfaction rate is

comparable to the findings of Annaraud and Berezina (2020), who identified that loyalty program membership often leads to improved customer satisfaction and brand attachment. In this study, users cited redeemable points, cashback, and exclusive offers as tangible benefits that increased their willingness to remain loyal to a particular platform.

The utilization of loyalty rewards was found to have a direct influence on customer engagement. Respondents indicated that they were more likely to place additional orders if it enabled them to earn loyalty points or redeem existing points. This finding is supported by Kapoor and Vij (2018), who found that loyalty programs that offer "earned incentives" (i.e., points that can be redeemed for future purchases) have a stronger impact on customer retention compared to non-monetary incentives. This demonstrates that consumers are more likely to continue engaging with a brand when they perceive direct financial benefits from their participation in the loyalty program.

The study revealed that loyalty programs significantly influenced purchase decisions. The moderate positive correlation ( $r=0.59$ ) between loyalty programs and repeat purchases highlights the role of rewards in encouraging long-term engagement. The perception of rewards, such as discounts and exclusive offers, reinforces consumer behavior and increases the likelihood of repurchase. This aligns with the Theory of Planned Behavior (Ajzen, 1991), which asserts that perceived behavioral control and anticipated outcomes influence intention. In the context of loyalty programs, the control consumers have over how and when to redeem their points enhances their sense of empowerment, making them more likely to continue using the service. The satisfaction derived from rewards serves as an "anticipated positive outcome," further motivating customers to participate in loyalty schemes.

Furthermore, the findings are in line with those of Luu and Johnson (2022), who established that clear and transparent loyalty reward structures significantly increase program participation. The study concluded that simplified loyalty programs with easy-to-redeem rewards were more successful in driving consumer engagement. Respondents in the current study shared similar sentiments, with many indicating that complicated point systems discouraged participation. Instead, programs that offered simple, tangible benefits like direct discounts or cashback were more likely to retain user interest.

Satisfaction with loyalty rewards had a direct impact on customer retention. Over 70% of respondents expressed satisfaction with the loyalty rewards they received, and these satisfied users were significantly more likely to continue using the food delivery service. This finding supports Kim et al. (2021), who argued that satisfied customers are more likely to remain loyal to a service provider, particularly when they feel that their participation in the loyalty program is yielding valuable benefits. Additionally, Lemon and Verhoef (2016) highlighted that the "perceived value of the reward" is a crucial driver of satisfaction and future engagement. The findings from this study confirm that users are more likely to remain loyal to a platform if they believe the rewards offered are tangible, relevant, and easy to access.

The study's findings have important implications for the design and implementation of loyalty programs on online food delivery platforms. First, the results emphasize the importance of ensuring that loyalty rewards are simple, transparent, and easy to redeem. Platforms that offer straightforward benefits, such as direct discounts or instant cashback, are more likely to maintain high levels of participation. Secondly, loyalty programs should focus on increasing the perceived value of rewards by offering personalized offers based on users' previous orders. Personalized reward offers have been shown to significantly increase user engagement and satisfaction, as demonstrated by Kapoor and Vij (2018) and Luu and Johnson (2022). Lastly, platforms should prioritize the frequent communication of available rewards, as timely notifications about unredeemed points or upcoming reward expirations can prompt users to re-engage with the platform.

The findings from this study highlight the effectiveness of loyalty programs in encouraging customer retention and driving repeat purchases. The evidence from prior studies, such as those conducted by Nizar and Janathanan (2018), Kapoor and Vij (2018), and Luu and Johnson (2022), confirms the role of loyalty rewards in improving consumer satisfaction and engagement. The present study further revealed that transparent, personalized, and easy-to-redeem loyalty programs are the most effective at encouraging consumer participation. As platforms continue to refine their loyalty strategies, offering clear incentives, promoting personalization, and simplifying reward redemption processes will be critical to maximizing engagement and retaining customers.

### 5.2.3 Real-Time Tracking

Real-time tracking emerged as a crucial mobile marketing strategy for fostering trust and improving customer satisfaction in online food delivery services. The study found a strong positive correlation ( $r=0.72$ ) between real-time tracking and customer trust. This finding highlights the importance of order visibility and transparency in building confidence in service reliability. Respondents reported that the ability to monitor their orders in real time provided reassurance, minimized uncertainty, and enhanced their perception of the platform's reliability. This finding aligns with Kim et al. (2020), who noted that real-time tracking significantly influences customer satisfaction by providing visibility into the delivery process. The ability to view the location of delivery personnel and the expected time of arrival gives consumers a sense of control and trust, as they feel more informed and assured that their order will arrive as promised.

The ability to track orders in real time has been shown to reduce anxiety and increase customer trust in the service. According to the findings of this study, respondents consistently highlighted the reassurance they received from tracking their orders, as it provided transparency into the delivery process. Real-time tracking addresses one of the most critical customer pain points—uncertainty about the status of their orders. By providing live updates on the progress of the delivery, customers develop a sense of trust in the service provider. This is consistent with Nizar and Janathanan (2018), who argued that tracking technology enhances consumer trust by providing visibility into the service provider's operational process.

The findings are also supported by Lemon and Verhoef (2016), who argued that transparency is a critical driver of trust in service-related industries. Their research highlighted that when customers are given access to real-time updates, it reinforces the perception that the company is accountable, thereby enhancing brand trust. Similar to the findings of Lemon and Verhoef, this study revealed that transparency provided by tracking features led to higher levels of perceived reliability, further encouraging consumers to continue using the platform. Additionally, Kim et al. (2021) emphasized that tracking systems reduce cognitive uncertainty, which is one of the main triggers of consumer dissatisfaction. The study at hand confirms this observation, as respondents reported feeling more comfortable and secure when they had access to live updates about their orders.

Real-time tracking does not only influence trust but also enhances customer satisfaction. The study found that respondents who frequently used tracking features reported higher levels of satisfaction compared to those who rarely engaged with tracking systems. Features such as accurate delivery time estimates, live updates, and the ability to view the progress of their orders significantly contributed to a positive customer experience. This finding is consistent with Kapoor and Vij (2018), who stated that features such as "order tracking and delivery status updates" are among the most valued elements in online food delivery services. Kapoor and Vij concluded that such features improve user experience and increase satisfaction levels by reducing uncertainty and providing timely information.

Accurate delivery time estimates emerged as a key driver of customer satisfaction. Respondents reported that having access to a precise delivery timeline enabled them to plan their activities more effectively, which increased the perceived value of the service. This finding is consistent with Grewal et al. (2020), who found that consumers prefer services that offer clear and accurate delivery times, as it allows them to make better use of their time. Grewal et al.'s research indicated that companies that offer real-time tracking systems experience higher levels of consumer satisfaction and lower levels of frustration. Similar observations were made in the present study, where respondents reported feeling "in control" of the process when they had access to real-time updates. The ability to check the status of orders in real time also increased customer confidence, as users were less likely to worry about delays or missed deliveries.

The role of real-time tracking in customer loyalty and retention is significant. The ability to track an order's progress from the moment it is placed to its final delivery has become an essential feature for online food delivery services. Respondents in this study indicated that they were more likely to remain loyal to platforms that offered accurate tracking features. This finding aligns with the Theory of Planned Behavior (Ajzen, 1991), which highlights that perceived behavioral control influences intention. By providing consumers with control over the delivery process through tracking, food delivery platforms increase users' perceived control, thereby strengthening customer intention to continue using the service. This intention to remain loyal is further reinforced by the perception that the service provider is transparent and reliable.

The influence of real-time tracking on brand perception is also worth noting. Respondents associated platforms with tracking features as being "more trustworthy" and "more transparent" compared to platforms without these features. This is consistent with the findings of Kim et al. (2020), who argued that the visibility provided by tracking systems serves as a "trust signal" for consumers. Platforms that provide real-time tracking are seen as more professional, organized, and technologically advanced, which enhances the brand image in the eyes of consumers. Additionally, tracking features serve as a key differentiator for online food delivery services, as they signal operational efficiency and accountability.

The implications of these findings are significant for online food delivery platforms. First, companies should prioritize the development and enhancement of real-time tracking systems. By providing consumers with accurate delivery time estimates, live location tracking, and updates on order progress, platforms can increase customer satisfaction and trust. The findings from this study, along with prior research by Lemon and Verhoef (2016) and Kapoor and Vij (2018), highlight the importance of providing visibility and transparency in service delivery. Real-time tracking also enables platforms to mitigate complaints and improve customer support. For instance, when delays are expected, proactive communication through the tracking system can reduce the likelihood of negative reviews. Companies can also leverage tracking features as a value proposition in their marketing campaigns, emphasizing that users have full visibility and control over their orders.

The findings from this study indicate that real-time tracking significantly impacts trust, customer satisfaction, and brand perception. The strong positive correlation ( $r=0.72$ ) between real-time tracking and customer trust demonstrates the importance of order visibility in shaping consumer perceptions of reliability. By enhancing trust and reducing uncertainty, real-time tracking contributes to a positive user experience, encouraging customer retention and loyalty. The findings align with prior studies by Kim et al. (2020), Kapoor and Vij (2018), and Grewal et al. (2020), which emphasize the role of tracking systems in building trust, enhancing customer satisfaction, and driving consumer loyalty. The implications of this study highlight the need for food delivery platforms to continue investing in tracking technologies that provide accurate, real-time updates to consumers. Ensuring that tracking features are user-friendly, visually clear, and accessible on

mobile devices will further enhance the overall customer experience and drive sustained usage of the platform.

#### **5.2.4 User-Generated Content (UGC)**

User-generated content (UGC), particularly in the form of online reviews and consumer feedback, plays a significant role in influencing consumer purchase decisions. The findings of this study revealed a very strong positive correlation ( $r=0.75$ ) between positive reviews and purchase decisions, indicating that favorable user feedback has a substantial impact on consumer choices. The study found that 82% of respondents consulted reviews before making purchase decisions, highlighting the importance of UGC as a key decision-making tool. This finding is consistent with the research of Luu and Johnson (2022), who established that consumers tend to rely on peer reviews and testimonials when selecting online services. Similar findings were reported by Kapoor and Vij (2018), who argued that positive reviews act as social proof, which strengthens consumer trust in online service providers.

The role of positive reviews in shaping purchase decisions was found to be significant in this study. Respondents frequently consulted user reviews before placing an order, with 82% of users indicating a preference for platforms with higher ratings and favorable feedback. This finding mirrors the conclusions of Kaur et al. (2021), who found that consumers are more likely to choose platforms with high ratings and positive customer testimonials. Positive reviews provide reassurance regarding the quality of service, which increases the likelihood of consumer engagement. This is aligned with the Social Influence Theory (Deutsch & Gerard, 1955), which explains how individuals are influenced by the behavior and opinions of others. In the context of online food delivery platforms, positive reviews act as social proof, nudging undecided consumers toward making a purchase.

This study's findings also support the work of Grewal et al. (2020), who argued that platforms that showcase positive reviews prominently on their apps or websites experience higher conversion rates. Positive reviews enhance brand perception and reduce perceived risk, encouraging customers to place orders with confidence. Moreover, platforms like Uber Eats and Jumia Foods have adopted this strategy by displaying customer ratings and feedback directly on their service

pages, making it easier for consumers to view real-time testimonials. By incorporating positive reviews into their user interfaces, these platforms create a "trust loop" that encourages hesitant users to convert into paying customers.

While positive reviews have a beneficial impact, negative reviews pose a significant threat to consumer trust and engagement. The findings revealed that 61% of respondents were deterred from using a service if they encountered multiple negative reviews. The analysis also indicated that unresolved complaints or consistently poor reviews diminished trust, making customers less likely to engage with the platform. This is consistent with the conclusions drawn by Lemon and Verhoef (2016), who highlighted the "negative review effect" in their study on brand perception. Lemon and Verhoef argued that negative reviews carry more weight than positive reviews in shaping consumer opinions, as they trigger fear, doubt, and uncertainty in the minds of potential buyers.

This finding is also in line with Kim et al. (2020), who found that the "negativity bias" causes consumers to place more emphasis on negative information compared to positive feedback. For online food delivery platforms, negative reviews have a compounding effect, particularly when service issues such as late deliveries, incorrect orders, or unaddressed complaints are repeatedly mentioned. These reviews serve as "warning signals" for potential customers, who may opt to avoid the service entirely. In the present study, consumers expressed dissatisfaction with platforms that failed to address user complaints in a timely manner, which further weakened trust in the brand. This highlights the importance of review management and the need for platforms to actively address complaints as they arise.

The Theory of Planned Behavior (Ajzen, 1991) further supports this observation. According to the theory, an individual's intention to perform a behavior is influenced by attitudes, subjective norms, and perceived behavioral control. Negative reviews shape consumer attitudes by affecting their perception of service quality. If reviews signal that the service is unreliable, potential customers are less likely to engage with the platform. This finding emphasizes the importance of review management and customer service in mitigating the effects of negative feedback. Platforms must adopt a proactive approach by publicly responding to complaints and offering timely resolutions. The present study highlights the critical role of review response management in restoring trust and reducing the adverse effects of negative feedback.

The findings also revealed that 48% of respondents frequently shared reviews on online food delivery platforms. This is a notable finding, as it demonstrates the growing significance of peer influence in the digital age. As consumers continue to rely on feedback from their peers, platforms that actively encourage users to leave reviews stand to benefit from an expanded base of social proof. This aligns with the conclusions of Nizar and Janathanan (2018), who found that platforms that actively solicit reviews from customers tend to receive higher engagement rates and more frequent usage. By creating a seamless review process such as providing reminders after order completion, platforms increase the likelihood of review participation.

The study also highlighted that customers are more likely to leave a review if they have had an exceptionally positive or negative experience. This finding is consistent with the Dual Factor Theory (Herzberg, 1959), which states that customers are driven by "satisfiers" (positive experiences) and "dissatisfiers" (negative experiences) to take action. In the context of online food delivery, positive experiences, such as timely deliveries or excellent customer service, encourage users to leave positive feedback, while negative experiences, such as late orders or wrong deliveries, prompt users to leave complaints.

Moreover, platforms such as Uber Eats and Jumia Foods have integrated review-sharing options directly within their mobile applications. Respondents in this study noted that "one-click" review prompts and easy-to-access review interfaces made it easier for them to share their experiences. This finding is supported by Grewal et al. (2020), who argued that simplifying the review process increases participation rates. When customers are reminded to leave feedback immediately after order completion, they are more likely to do so. This creates a continuous cycle of review sharing, ultimately contributing to the platform's credibility and brand reputation.

The implications of these findings are far-reaching for online food delivery platforms. First, platforms must prioritize the collection and display of positive reviews as a form of social proof. Positive reviews not only increase purchase intentions but also enhance brand perception. This requires companies to actively encourage satisfied customers to leave reviews through prompts, incentives, or automated reminders after order completion. Secondly, platforms should adopt

robust review management strategies to address negative feedback. The findings of this study, along with the conclusions of Lemon and Verhoef (2016) and Kim et al. (2020), emphasize the importance of responding to customer complaints in a timely and transparent manner. By resolving issues and offering explanations, platforms can reduce the impact of negative reviews on brand perception.

Additionally, platforms should make it easier for customers to leave feedback. The study revealed that consumers are more likely to leave reviews if the process is simple and intuitive. Platforms can achieve this by incorporating in-app review prompts that require minimal effort from the customer. Providing a one-click rating system or asking users to "rate your experience" at the end of an order increases the likelihood of participation. Encouraging more users to share reviews increases the volume of positive feedback, which strengthens the platform's overall brand image.

The findings of this study demonstrate that user-generated content, particularly reviews, has a substantial impact on consumer purchase decisions. The very strong positive correlation ( $r=0.75$ ) between positive reviews and purchase behavior indicates that positive feedback serves as a vital form of social proof. Platforms with more positive reviews enjoy higher conversion rates and better brand perception. Conversely, negative reviews were shown to deter 61% of consumers, reinforcing the importance of timely complaint resolution. The study's findings align with prior research by Luu and Johnson (2022), Kaur et al. (2021), and Kim et al. (2020), all of whom concluded that UGC has a profound impact on consumer trust and decision-making. The implications of this study emphasize the importance of review management, complaint resolution, and encouragement of customer feedback. By taking a proactive approach to review sharing, food delivery platforms can build trust, increase customer engagement, and drive sustained growth.

### **5.3 Conclusions**

This study has demonstrated the significant role of mobile marketing strategies in shaping consumer purchase decisions in Kenya's online food delivery industry. By analyzing the effects of push notifications, loyalty programs, real-time tracking, and user-generated content (UGC), the study provides critical insights into how these strategies influence consumer engagement, trust,

satisfaction, and repeat purchases. Each of these strategies plays a distinct role in enhancing customer experiences and driving business performance.

Push notifications were found to be an effective tool for engaging consumers and driving purchase decisions, with a strong positive correlation ( $r=0.68$ ) between notifications and engagement. 77% of respondents reported that timely, personalized, and relevant notifications influenced their purchasing decisions, particularly when the notifications were tailored to user preferences. However, the risk of user fatigue was also noted, as 40% of respondents indicated that excessive notifications might prompt them to disable them. This highlights the need for platforms to balance frequency with relevance to maintain user engagement.

Loyalty programs were shown to drive customer retention and encourage repeat purchases. The analysis revealed a moderate positive correlation ( $r=0.59$ ) between loyalty program participation and repeat purchases. 58% of respondents were members of at least one loyalty program, and 72% expressed satisfaction with the rewards they received. The ability to earn and redeem points, cashback, and exclusive offers was a key motivator for sustained usage. Platforms with simple and transparent loyalty reward systems experienced higher engagement and loyalty among users.

Real-time tracking was found to be a significant driver of trust and satisfaction, with a very strong positive correlation ( $r=0.72$ ) observed between tracking features and consumer trust. 80% of respondents actively used tracking features, with many citing live updates and accurate delivery time estimates as crucial to enhancing their satisfaction and overall experience. The transparency provided by real-time tracking reduces consumer uncertainty, builds trust, and creates a more seamless customer experience.

User-generated content (UGC) had the strongest impact on purchase decisions, as evidenced by a very strong positive correlation ( $r=0.75$ ) between positive reviews and purchase behavior. 82% of respondents reported consulting reviews before making purchase decisions, and many preferred platforms with higher ratings and positive feedback. Conversely, negative reviews had a significant adverse impact, with 61% of respondents indicating that negative reviews discouraged them from engaging with certain platforms. UGC plays a dual role as both a driver of engagement

and a reputational risk for platforms, underscoring the need for effective review management strategies.

In conclusion, the study highlights the critical role of mobile marketing strategies in influencing consumer purchase decisions. Push notifications enhance engagement, loyalty programs promote repeat purchases, real-time tracking builds trust and satisfaction, and user-generated content drives consumer choice. Together, these strategies create a more personalized, transparent, and engaging experience for consumers. Companies that effectively implement these strategies are better positioned to increase engagement, strengthen brand loyalty, and drive sustainable growth in Kenya's online food delivery sector.

#### **5.4 Recommendations**

Based on the findings of this study, several recommendations are proposed to enhance the effectiveness of mobile marketing strategies in driving consumer purchase decisions in Kenya's online food delivery industry. These recommendations focus on optimizing the use of push notifications, loyalty programs, real-time tracking, and user-generated content (UGC) to increase consumer engagement, trust, and brand loyalty.

To maximize the impact of push notifications, platforms should leverage customer data to create personalized and contextually relevant messages. Notifications tailored to users' preferences, past orders, and frequently purchased items are more likely to capture consumer attention and encourage engagement. Personalized notifications can significantly increase user interaction and drive purchase decisions. Additionally, platforms should focus on quality over quantity by limiting the frequency of notifications to avoid "notification fatigue." Excessive notifications may irritate users, leading them to disable notifications entirely. To prevent this, platforms can use machine learning models to predict optimal notification times and the appropriate frequency for each user, thereby enhancing the effectiveness of this strategy. Platforms should also implement A/B testing to identify the most effective notification formats, content, and timing.

Loyalty programs play a crucial role in fostering customer retention and promoting repeat purchases. To increase user participation, platforms should simplify loyalty reward structures, ensuring that customers can easily understand and redeem their benefits. Complicated reward

systems with multiple tiers or unclear redemption processes discourage participation. Clear, simple, and transparent reward systems allow users to see how many points they have accumulated and how they can be redeemed. Platforms should ensure that customers can quickly view and redeem rewards, such as cashback, redeemable points, or discount codes, through an intuitive user interface. Additionally, platforms should consistently promote loyalty programs using in-app notifications, push alerts, and email campaigns. Sending personalized notifications to users about reward milestones, expiring points, or upcoming loyalty promotions can increase engagement and encourage customers to take advantage of loyalty offers. Platforms can also implement loyalty "milestones" (e.g., "You're 10 points away from a reward!") to incentivize repeat purchases and create a sense of progress for users.

Real-time tracking has emerged as a critical driver of customer trust and satisfaction. To strengthen the impact of tracking features, platforms should invest in reliable tracking systems that provide accurate, real-time updates on the status and location of customer orders. Tracking systems should include clear, real-time updates on order status, driver location, and estimated delivery times to reduce consumer anxiety. Platforms should enhance tracking interfaces with user-friendly designs that improve accessibility and usability. For example, live maps that allow users to visualize the location of their delivery driver and step-by-step order progress can create a sense of control and reassurance for customers. Platforms should ensure that tracking features are accessible within the mobile app, with clear navigation prompts guiding users to the tracking page. Enhancing tracking features improves user satisfaction, fosters trust, and promotes brand loyalty. Providing timely updates when delays are anticipated is another way to manage customer expectations and prevent dissatisfaction.

To maximize the potential of user-generated content (UGC), platforms should encourage satisfied customers to leave positive reviews. Positive reviews serve as powerful social proof that influences purchase decisions and increases brand credibility. Platforms can encourage reviews by offering incentives, such as discounts, loyalty points, or exclusive offers, for users who provide feedback after a successful transaction. Customers who have a positive experience are more likely to share their feedback if incentivized to do so. Additionally, platforms should actively collect, highlight, and showcase positive customer reviews on their app and website interfaces. Displaying authentic reviews in prominent areas, such as product pages or checkout screens, reassures potential

customers and strengthens trust. To manage the risk posed by negative reviews, platforms should develop a proactive feedback management system that allows customer support teams to address complaints promptly. Negative reviews have a significant impact on consumer trust, and unresolved complaints may discourage potential customers from using the service. Platforms should implement automated review response systems and designate a dedicated team to handle customer grievances. Responding to negative reviews with transparency and empathy can restore consumer trust and improve brand perception. When platforms are seen to be responsive and willing to resolve complaints, customers are more likely to give the service another chance.

By implementing these recommendations, online food delivery platforms can create a more personalized, transparent, and customer-centric experience. Personalizing push notifications, simplifying loyalty programs, enhancing real-time tracking systems, and managing UGC more effectively will increase customer engagement, trust, and satisfaction. Together, these measures will drive repeat purchases, strengthen brand loyalty, and support sustained business growth in Kenya's online food delivery sector.

### **5.5 Limitations of the Study**

While this study provides valuable insights into how mobile marketing strategies influence consumer purchase decisions in Kenya's online food delivery industry, several limitations must be acknowledged. These limitations may affect the generalizability, scope, and interpretation of the findings.

One key limitation is the geographic scope, as the study focused solely on respondents within Kenya. As a result, the findings may not be generalizable to other regions with different economic, cultural, or technological contexts. For instance, consumer behavior in regions with higher internet penetration or greater familiarity with online delivery platforms may differ significantly. Extending the geographic scope in future studies would provide a more global perspective on the impact of mobile marketing strategies.

Another limitation is the timeframe for data collection, which was conducted over a limited period. This approach may not capture seasonal fluctuations in consumer behavior, such as increased food delivery orders during holidays or festive periods. Consumer engagement and purchasing patterns

may change at different times of the year, and a single snapshot may not fully capture these dynamics. A longitudinal study would offer a more comprehensive view of how mobile marketing strategies affect consumer behavior across different time periods.

The study also relied on self-reported data collected via questionnaires, which introduces the potential for response bias. Respondents may provide socially desirable answers or misremember their interactions with mobile marketing strategies, leading to inaccuracies. For example, users may overstate their engagement with loyalty programs or underreport dissatisfaction with push notifications. To address this, future studies could supplement self-reported data with behavioral tracking data from food delivery apps, offering a more objective measure of consumer behavior.

Finally, the study examined only four key marketing strategies—push notifications, loyalty programs, real-time tracking, and user-generated content (UGC). While these are critical drivers of consumer behavior, other influential strategies, such as social media advertising, referral programs, and SMS marketing, were not included. The exclusion of these variables limits the study's scope, as it does not capture the full spectrum of mobile marketing influences. Future research should adopt a more comprehensive approach by incorporating multiple marketing strategies to provide a holistic view of their combined impact on consumer purchase behavior.

In summary, while this study provides important insights into how mobile marketing strategies influence consumer behavior, the limitations regarding geographic scope, timeframe, reliance on self-reported data, and limited variable selection must be considered. Addressing these limitations in future research would provide a more robust and generalizable understanding of the role of mobile marketing in online food delivery services.

## **5.6 Suggestions for Future Research**

Expanding the sample size, conducting studies with a larger and more diverse sample could provide deeper insights and enhance the generalizability of the findings. Larger datasets could allow for more granular analyses of specific consumer segments.

Cross-regional comparison, comparative studies across different regions or countries could reveal how cultural and economic factors influence the effectiveness of mobile marketing strategies. This would help tailor strategies for specific markets.

Long-term impact, future research could explore the sustained effects of mobile marketing strategies through longitudinal studies, tracking consumer behavior and loyalty over time.

Emerging technologies, investigate the role of emerging technologies, such as artificial intelligence, augmented reality, and chatbots, in enhancing personalization and improving the effectiveness of mobile marketing strategies.

Incorporating additional strategies, exploring other digital marketing strategies, such as social media advertising, influencer marketing, and gamification, could provide a more comprehensive understanding of how digital tools collectively impact consumer decisions.

Behavioral insights, researching the psychological and emotional factors driving consumer responses to mobile marketing strategies could offer deeper behavioral insights. For instance, how trust, convenience, and perceived value mediate the relationship between marketing strategies and purchase decisions.

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## APPENDICES

### *Appendix 1: Letter of Introduction*

Nick Mulumbi,  
Student,  
Strathmore University,  
P.O. Box 59857-00100,  
Nairobi.  
rigobert.mulumbi@strathmore.edu,  
[Date]

**Dear [Prospective Respondent's Name],**

I hope this message finds you well. My name is Nick Mulumbi, and I am a student at Strathmore University. I am currently conducting a research study titled "The Effect of Mobile Marketing Strategies on Consumer Purchase Behavior of Online Food Delivery Service Customers in Kenya." The purpose of this study is to examine how various mobile marketing strategies influence consumer behavior and decision-making in the online food delivery industry.

Your participation in this study is highly valued and would contribute significantly to our understanding of mobile marketing impacts. We are seeking individuals who have experience using online food delivery services to share their insights and opinions.

**Purpose of the Study:**

The primary objective of this study is to examine the impact of mobile marketing strategies such as push notifications, personalized offers, in-app advertisements, loyalty programs, social media marketing, and user-generated content on consumer purchase behavior. Your insights and experiences are valuable in understanding how these strategies affect your engagement and purchasing decisions.

**What Participation Involves:**

Participation in this study involves completing a brief online survey or participating in a semi-structured interview. The survey will take approximately [estimated time] minutes to complete, while the interview will last about [estimated time] minutes. Your responses will be kept confidential and used solely for research purposes.

**Voluntary Participation:**

Your participation is entirely voluntary, and you may withdraw from the study at any time without any consequences. Should you choose to participate, you will be asked to provide informed consent before proceeding with the survey or interview.

**Benefits and Risks:**

While there are no direct benefits to you, your participation will contribute significantly to understanding the effectiveness of mobile marketing strategies in the online food delivery industry. There are minimal risks associated with participating in this study.

**Contact Information:**

If you have any questions about the study or your participation, please feel free to contact me at [rigobert.mulumbi@strathmore.edu](mailto:rigobert.mulumbi@strathmore.edu)

Thank you for considering this request. Your participation will provide valuable insights into the effectiveness of mobile marketing strategies and help improve consumer experiences in the online food delivery sector.

Sincerely,

Nick Mulumbi,  
Strathmore University.

## *Appendix 2: Questionnaire*

### **Questionnaire on Mobile Marketing Strategies and Consumer Purchase Decisions**

#### **Introduction:**

Thank you for participating in this survey. The purpose of this questionnaire is to gather information on how mobile marketing strategies influence your purchase behavior in online food delivery services. Your responses will be confidential and used only for research purposes.

#### **Section A: Demographic Information**

1. Age:

- Under 18
- 18-24
- 25-34
- 35-44
- 45 and above

2. Gender:

- Male
- Female

3. Occupation:

- Student
- Employed
- Self-employed
- Unemployed
- Retired

4. Frequency of using online food delivery services:

- Daily
- Weekly
- Monthly

- Occasionally

Never

5. Which online food delivery services do you use most frequently?

- Glovo
- Jumia Foods
- Bolt Foods
- Dial a Delivery
- Other

### Section B: Push Notifications

Definition: Push notifications are brief messages sent to a user's device to offer timely reminders, discounts, and order updates, which can influence immediate consumer action.

1. How often do you receive push notifications from online food delivery apps?

- Very often
- Often
- Occasionally
- Rarely
- Never

2. How effective are push notifications in influencing your decision to place an order?

- Very effective
- Effective
- Neutral
- Ineffective
- Very ineffective

3.To what extent do personalized offers (special deals based on your previous orders) impact your purchasing decisions?

- To a great extent
- To a moderate extent
- To a small extent
- Not at all

4.How often do you take action on offers or promotions you receive via push notifications?

- Always
- Often
- Sometimes
- Rarely
- Never

5.Do you prefer receiving personalized offers based on your past ordering behavior?

- Strongly prefer
- Prefer
- Neutral
- Dislike
- Strongly dislike

### Section C: Loyalty Programs

Definition: Loyalty programs offer rewards or points for frequent purchases, encouraging repeat business and fostering customer loyalty.

1.Are you currently a member of a loyalty program for an online food delivery service?

- Yes
- No

2.How do loyalty programs influence your likelihood of using a particular food delivery service?

- Strongly increase
- Increase
- No effect
- Decrease
- Strongly decrease

3.How appealing are in-app promotions (discounts or special offers within the app) in motivating you to make a purchase?

- Very appealing
- Appealing
- Neutral
- Unappealing
- Very unappealing

4.Do you actively seek out and use loyalty rewards or points when placing an order?

- Always
- Often
- Sometimes
- Rarely
- Never

5.How satisfied are you with the rewards offered by loyalty programs of the food delivery services you use?

- Very satisfied
- Satisfied
- Neutral
- Unsatisfied
- Very unsatisfied

## Section D: Real-time Tracking

Definition: Real-time tracking allows consumers to monitor the progress of their food orders in real-time, providing updates on the status and location of their delivery.

1. How important is real-time order tracking (seeing the delivery status live) in your overall satisfaction with an online food delivery service?

- Very important
- Important
- Neutral
- Unimportant
- Very unimportant

2. How do real-time tracking features affect your trust in the delivery service?

- Significantly increase trust
- Increase trust
- No effect
- Decrease trust
- Significantly decrease trust

3. To what extent does real-time tracking influence your decision to use a particular food delivery service?

- To a great extent
- To a moderate extent
- To a small extent
- Not at all

4. How often do you check the real-time tracking feature when you place an order?

- Always
- Often

- Sometimes
- Rarely
- Never

5. How satisfied are you with the accuracy of real-time tracking features in the food delivery services you use?

- Very satisfied
- Satisfied
- Neutral
- Unsatisfied
- Very unsatisfied

### **Section E: User-Generated Content**

Definition: User-generated content includes photos, videos, and reviews shared by consumers, providing authentic testimonials of their experiences with the service.

1. How often do you consult online reviews (feedback from other users) before choosing a food delivery service?

- Always
- Often
- Sometimes
- Rarely
- Never

2. To what extent does user-generated content (e.g., photos, reviews) influence your purchasing decisions?

- To a great extent
- To a moderate extent

- To a small extent
- Not at all

3. How likely are you to choose a food delivery service based on positive reviews from other users?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

4. How often do you leave reviews or share your experiences on social media after using a food delivery service?

- Always
- Often
- Sometimes
- Rarely
- Never

5. How do negative reviews affect your perception of a food delivery service?

- Significantly decrease perception
- Decrease perception
- No effect
- Increase perception
- Significantly increase perception

**Thank you for completing this questionnaire. Your responses are greatly appreciated.**