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# Influence of e-marketing on purchase intention among customers in the information technology industry in Nairobi County, Kenya.

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**INFLUENCE OF E-MARKETING ON PURCHASE  
INTENTION AMONG CUSTOMERS IN THE INFORMATION TECHNOLOGY  
INDUSTRY IN  
NAIROBI COUNTY, KENYA**



**A RESEARCH DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF  
THE REQUIREMENT FOR THE DEGREE OF MASTER OF COMMERCE AT  
STRATHMORE UNIVERSITY BUSINESS SCHOOL,  
STRATHMORE UNIVERSITY, NAIROBI KENYA.**

**MAY 2024**

## DECLARATION

I confirm that the study has never before been handed in to or accepted against credit towards a degree by any university. Except for the thesis, which properly identifies sources, to my utmost knowledge, no previously published or authored material is contained.

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Student's Name: Solomon Omondi

Date: 30th May 2024

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**Approval**

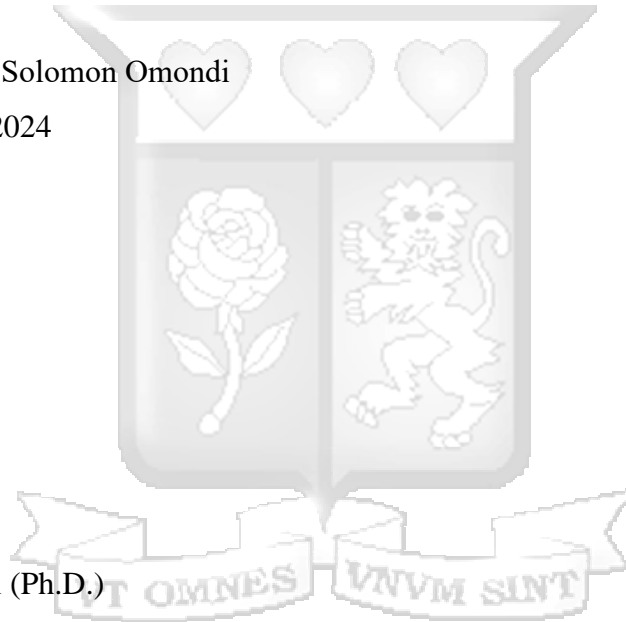
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## ACKNOWLEDGEMENT

The most important person to whom I am grateful for all the time and effort they put into helping me prepare the paper for my research thesis is my supervisor Dr. Kuthea Nguti. In particular, I want to express my profound appreciation for the exceptional counsel, direction, and encouragement provided. I would also want to appreciate the entire Strathmore University fraternity, lecturers, reviewers, MCOM colleagues, external examiners for their insight and invaluable support throughout the whole process.



## DEDICATION

I am grateful that the Almighty God, the source of my strength and knowledge, allowed me to start and finish my thesis in the allocated amount of time. I am grateful to all those who have supported me throughout this difficult time, especially my family and friends.



## ABSTRACT

Retailers in the information technology (IT) sector are well-positioned to benefit from the expansion of social media platforms in order to increase their bottom line. They can leverage customers feedback and reactions towards tailor-making their social media activities to align to customers' preferences. To ensure business survival, brand positioning and profitability, retail business have to rethink marketing. E-Marketing and specifically Social media marketing is an option to delve into, accrue its potential benefits to ensure retail business margins are guaranteed. This thesis investigated how clients in Nairobi City County, Kenya's IT sector react to purchase intention in relation to e-marketing. Addressed questions by the study were: how does online advertisement influence customers' purchase intentions in the IT industry in Nairobi County, Kenya? how do online communities influence purchase intentions in the IT industry in Nairobi County, Kenya? and how does word-of-mouth (E-WOM) influence purchase intention in the IT industry in Nairobi County, Kenya? The theoretical framework of the study was based on the theories of planned behaviour and social capital theory. Since the Social Capital Theory postulates a relationship between attitude towards behavioural intention and subjective norms, it served as the theoretical foundation for this study's analysis of E-Wom and online communities. The constructs of the theory of planned behavior which are—intention, attitude, subjective norms, and perceived control—aided in the operationalization of the variables. This study concentrated on Nairobi's IT retail customers who made up the unit of analysis. With the assumption that the population was homogenous, area of survey limited within Nairobi County and the number of consumers unknown, Slovin's formula was used to determine the study population of 384. A total of 212 respondents fully completed the questionnaires and returned translating to a response rate of 55% which is acceptable with this kind of research. Primary data was collected with the use of a carefully designed questionnaires. In the pilot project, 38 respondents were used to examine content and construct validity as well as reliability as determined by Cronbach's alpha. The data that was analysed with SPSS version 29 is presented using tables, charts, figures, and models, among other visual aids. It was found that respondents demonstrated a significant reliance on social media in their purchase decisions thus a linear relationship between aspects of social media marketing (online advertisements, online communities and E-WOM) and purchase behaviour as the dependent variable. Brand visibility, consumer engagement and consequently purchase behaviour can be enhanced when retailers leverage social media marketing strategies. The study was limited on scope by looking at only three strategies of social media marketing. Future researchers can delve into other strategies for example search engine optimization (SEO), email marketing and mobile marketing. Additionally, a look at using not only questionnaires as characterised by this study can be considered by future researchers as well as ensuring a high response rate unlike this study's 55%. Future research can also focus on whether consumer demographics moderate how social media marketing influences purchase behaviour in addition to exploring emerging issues such as artificial intelligence (AI), Virtual Reality (VR) and Augmented Reality (AR). In a nutshell, for IT retailers to accrue wholesome advantaged from social media marketing in increasing their consumers' purchase behaviour, there is need for leveraging online advertisements, fostering customer engagement in online communities and harnessing the power of E-WOM to keep themselves in the customers' conversation.

## DEFINITION OF TERMS

**Purchase Intention:** This is a reference to the probability of a customer buying a product in the near future.

**Social Media Marketing:** is a type of internet advertising that uses users' interactions with popular social media platforms to target customers..

**Online Advertisement:** is an advertising and marketing strategy that targets an online audience by use of the Internet to promote goods and services.

**Online communities:** is a group of people that mostly communicate with one another online. Most communities' members have a lot of shared interests.

**Electronic Word of Mouth:** Any viewpoint expressed online, whether positive or negative.



## ABBREVIATION AND ACRONYMS

<b>E-WOM</b>	Electronic word of mouth
<b>AIDA</b>	Attention, Interest, Desire and Action
<b>IT</b>	Information Technology
<b>CBE</b>	Consumer Brand Engagement
<b>UTAUT</b>	Unified Theory of Acceptance and Use of Technology

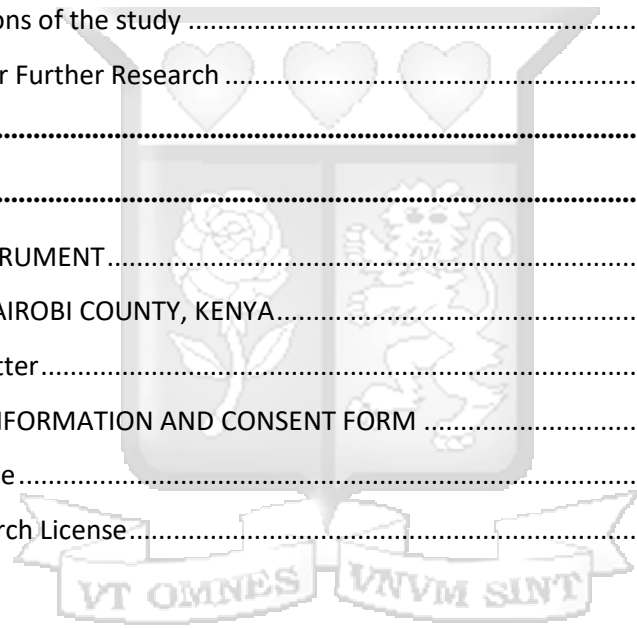


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## **CHAPTER 1: INTRODUCTION OF THE STUDY**

### **1.1 Background Information**

E-Marketing is a subject that has been studied by various scholars across the globe and gained substantial interest especially due to its current resurgence and encompasses websites, social media and banner ads (Taherdoost, et al., 2014). This thesis focused on the social media segment of e-marketing towards studying the objectives therein. Of interest in this study was exactly how social media affects purchase intention among customers of IT retail within Nairobi County, Kenya. Do the previous studies and findings elsewhere in the world apply to Nairobi County? Are there certain mediating variables that make the difference between the rest of the world and Nairobi County, Kenya? These are some of the areas that this study sought to unravel.

With sites like Facebook, Twitter, and YouTube linking millions of users globally, social media has become an essential aspect of our life (Karima, 2023). According to research, using social media greatly affects customer behaviour and influences decisions on what to buy (Lopez & Rodriguez, 2020). Companies utilize social media in interacting with consumers, advertising their goods, and fostering connections (Sharwin & Koteswari, 2023). But not every social media engagement results in a desire to buy, as good social media content is essential for influencing consumers' purchasing decisions (Anwar, 2014). Understanding the relationship between social media marketing and purchase intention becomes crucial as firms grow internationally (Anwar, 2014).

According to Bloggers association of Kenya (BAKE), in 2017 social media usage for the different platforms in the country recorded staggering numbers with Youtube garnering 8 million users, Facebook 7.1 million and Instagram with 4 million, a number that has definitely grown over the years (Wanja, et al., 2021). Nairobi County, which comparatively boasts a bigger chunk of these numbers has used social media as a means to rally data collection, analysis and forming opinion in the public space across other sectors (Wanja, et al., 2021). These Nairobi users with social media connectivity and usage who shop retail were the focus for this study.

Retail outlets and profit centres have had to embrace social media platforms to not only market their products/services but also build brand loyalty and ultimately create recurring

possibilities of customer journey inception whilst retaining and acquiring new customers (Laksamana, 2018). Rife competition has prompted the need for innovation among retailers spanning from the global arena and trickling down to regional and even local businesses. Small businesses and by extension, retail businesses are widely regarded as any country's pillars for economic growth and avenues for employment creation, living standard improvement and general welfare enhancement for a community (Mohd, et al., 2014). Given this, retail businesses are compelled to reconsider their entire marketing strategy (Bamini, et al., 2014). Because of the changing requirements and tastes of customers, the advent of the digital age, and a dynamic generation that welcomes marketing innovation and spends more time on new technology, social media marketing has consequently become a crucial component of retail strategy.

Decision makers in a company setting (including those in retail), are considering, based on perception, utilising social media for marketing to reap its perceived gains (Caitlin et al., 2023). The paradox among researchers and students is whether social media usage in itself leads to direct purchasing or whether there are other underlying elements of social media use that influence consumers' intentions to buy. The customer journey from the point of viewing a retailer's social media post on a given social media platform to the effects of the post on him/her until the point of purchase remains unclear (Caitlin et al., 2023). Retailers are often unsure of the best practices for social media usage to inform consumer journey patterns and consequently purchase intention.

In Kenya, social media adoption has surged due to improved internet connectivity and decreased smartphone costs (Offiong & Wangombe, 2023). Kenyan businesses actively use platforms like Facebook, Twitter, and LinkedIn to interact with existing clients, attract new ones, and promote products/services (Ndlela & Mulwo, 2017). Social media marketing is now a key tactic for swaying customer choices. Brands engage with Kenyan consumers through targeted content, aiming to enhance brand awareness and trust (Ndlela & Mulwo, 2017). Kenyan consumers increasingly rely on social media for information and product discovery (Kwamboka & Owino, 2024). Trust and social media influence significantly impact their purchase intentions (Kwamboka & Owino, 2024). As consumers navigate the digital landscape, businesses must focus on quality content, engage with their audience, and build trust (Muturi, 2024). Enhancing website quality

further reinforces customer trust, directly influencing purchasing decisions (Muturi, 2024).

Prior research has primarily examined the connection between social media posts and customer involvement, with some studies also examining the relationship between social media posts and purchase intention. The association between social media posts and a mix of customer involvement and purchase intention, or the other processes that connect or encompass both variables, has not been thoroughly studied. (Caitlin et al., 2023). Thus, the goal of this study was to clarify how e-marketing with a focus on social media marketing influences IT product buyers' intentions to make a purchase in Nairobi, Kenya. Balakrishnan, et al., (2014) conceptualises social media into three variables that is online advertisement, online communities and E-WOM, a direction that this study embraced since it best posits the objectives of the study. Purchase intention was represented by customer decision to exchange his/her monies with a retailer's goods/services. Conversely, social media marketing was embodied by online advertisements and campaigns, online word of mouth(E-WOM) and online communities.

This study will enable managers, marketing professionals, onboard the right strategies towards meeting their sales goals and consumer engagement in the online platforms. Managers will also be able to advise shareholders on best practices to ensure social media usage delivers above optimum sales.

### **1.1.1 Social media marketing**

E-marketing is the implementation of marketing mix through electronic media utilising internet as a medium (Taherdoost, et al.,2014). It encompasses digital marketing which comprises the usage of social media.

According to Balakrishnan, et al., (2014), social media was operationalized into three; online advertisements, online communities and electronic word of mouth (E-WOM) a direction that this study adopted.

Suprpto, et al., (2020) expounds on the importance of social media in fostering reciprocal communication among customers and retailers through a faster, easier and more efficient avenue compared to physical interactions. Globally, the most widely used social media platforms each boast of not less than 1 billion users (Esteban, 2019); Facebook at over 2 billion, YouTube, Instagram and WhatsApp each bagging more than 1 billion each as per

2019 statistics. In the African Continent by the year 2011, roughly 17 million people were using Facebook (Bohler-Muhler, et al., 2011) representing huge prospects for retailers that opt to consider the application of social media to marketing.

Rafaeli (2010), stresses that at least 92% of marketers in Kenya employ social media as a tool to spread their message to both current and future clients. For a retail business to enhance connection and relationship with its customers, platforms like social media tools come in handy (Laksamana, 2018).

The goal of this study was to determine how social media's enormous potential affects consumers' purchasing decisions through the perspective of Nairobi, Kenya's IT industry. IT clients' buying intentions are significantly influenced by online advertisements and social media marketing (Alnoor, 2022). Online advertisements allow retailers to target their ads to specific demographics, interests, and behaviours, which can aid in boosting the possibility that advertisements will be viewed and clicked by individuals who are most likely to be interested in what they have to offer (Alnoor, 2022). By using targeted ads and engaging content, businesses can build relationships with potential customers and drive sales (Bayalri, 2023). Online advertisement in this study was operationalized as interactivity/engagement, accessibility, awareness, credibility and informativeness. Previous scholars who have conceptualized e-marketing using online advertisement include: (Alnoor, 2022; Bayalri, 2023; Khalaf & Radhi, 2023; Giombi & Viator, 2022).

A collection of people who communicate with one another and have similar interests or objectives is referred to as an online community through digital platforms (Appel & Hadi, 2020). Social media platforms provide a fertile ground for creating and nurturing such communities. Using online communities as a social media marketing strategy means using them to establish connections with both current and new clients, raise brand awareness, and visibility, generate leads and sales, and get feedback and insights from customers (Appel & Hadi, 2020). Online communities in this study was operationalized as frequency of interaction, social influence, online feedback, discussing topics and type of online communities. Previous scholars who have conceptualized e-marketing using online communities include: (Appel & Hadi, 2020; Steinhoff & Arli, 2019; Algharabat & Rana, 2020; Sanchez & Molinillo, 2020).

Electronic word-of-mouth, or e-WOM, is the term used to describe customer discussions about a product, brand, or service (Nofal & Okechukwu, 2022). It includes reviews, comments, and discussions on social media, review sites, forums, and other online platforms (Nofal & Okechukwu, 2022). The extent to which e-WOM affects purchase intention for consumers can vary, and several factors come into play (Divwedi & Raman, 2021). Electronic word-of-mouth (e-WOM) encompasses any type of user-generated material that is shared online, such as product reviews, social media posts, and customer testimonials (Divwedi & Raman, 2021). Since consumers increasingly rely on other people's opinions to help them make informed shopping decisions, electronic word-of-mouth (e-WOM) can have a substantial impact on purchase intention (Divwedi & Raman, 2021). Electronic word of mouth in this study was operationalized as valency (positive/negative), information usefulness, e-WOM Intensity, volume of reviewers, e-WOM Reciprocity and Source Credibility. Previous scholars who have conceptualized e-marketing using eWOM include: (Nofal & Okechukwu, 2022; Divwedi & Raman, 2021; Ishi & Kikumori, 2023; Rosario & Sotgiu, 2020).

### **1.1.2 Purchase Intention**

It is the thought process that leads a customer to decide to buy products and/or services in line with the assertions of Mirabi et al., (2015). It often embarks from customers' attitude towards a certain product(s) and there could be a multitude of factors that determine a customers' drive to make the final decision. Purchase intentions are created under the guise of a pending transaction and thus can be used to gauge an actual purchase according to Chang, et al., (1994).

Managers often use purchase intention to determine the viability of a project or concept and whether it can be scaled further or done away with (Morwitz et al., 2007). Purchase intention, according to Laksamana, (2018), is the possibility that a consumer will buy a product soon and in this case as influenced by marketing activities of a company on social media and its platforms. It can also be measured by consumer confidence in buying a product or service that satisfies their desires or needs (Moslehpour et al., 2021). A Hierarchy of Effects Theory Model promoted for Purchase intention explains the steps that lead up to purchase intention: attention, interest, desire and action represented by the acronym, AIDA (Hutter et al., 2013).

Purchase intention on social media could consequently be influenced by consumer perception of online advertisements, online communities and online word of mouth (Suprpto, et al., 2020). In this study, purchase intention was operationalized as product choice, store choice, purchase timing and purchase amount.

### **1.1.3 Information Technology Industry in Kenya**

Nairobi, as the capital and largest city of Kenya, hosts a vibrant IT retail sector with 154 firms specializing in various services (Kimani, 2015). Social media management platforms provide valuable data used by Nairobi's IT firms to examine data like conversion rates, reach, and engagement to improve tactics (Gitau & Nzuki, 2022). Challenges these firms face include the initial cost of website development and maintenance, but some firms have embraced digital marketing due to its effectiveness (Laban & Deya, 2019). Competent ICT personnel play a crucial role in driving successful digital marketing campaigns (Kimani, 2015). Overall, the trend is towards increased adoption, as companies seek to access global consumer markets and grow their market share (Gitau & Nzuki, 2022).

This industry faces a number of challenges especially due to the influx of grey market that introduces cheaper low quality production, rife competition due to ease of entry and homegenous products and/or services. With this backdrop, it behooves players in this industry to innovate to be able to keep competition at bay, break-even and further expand their operations whilst staying afloat.

### **1.1.4 Motivation of the study**

The quick development of the digital world has changed how companies interact with their customers (Duan & Shokouhfar, 2023). E-marketing, encompassing strategies such as online advertising, online communities and Electronic word-of-mouth advertising has developed into a potent instrument for reaching and influencing consumers (Duan & Shokouhfar, 2023). Understanding the influence that e-marketing has on the IT sector in Nairobi County, Kenya on purchase intention is crucial. The IT industry relies heavily on digital channels to promote products and services (Njau & Karugu, 2014). Understanding how e-marketing influences purchase decisions can provide valuable insights for businesses aiming to thrive in this dynamic environment (Njau & Karugu, 2014). Nairobi County hosts a vibrant IT sector, with numerous companies vying to get a piece of the market share. Effective e-marketing strategies can give businesses a competitive edge

(Abdi, 2015). Examining how e-marketing initiatives and purchasing intention are related, the study was able to identify best practices and areas for improvement (Omoga, 2019). Nairobi County serves as a hub for technology-driven businesses (Omoga, 2019) , therefore, Investigating e-marketing's influence on purchase intention here provides context-specific insights for them (Adede, 2017). Factors such as cultural nuances, language preferences, and digital literacy have a big impact on influencing consumer responses (Adede, 2017). The research's findings will benefit marketers, policymakers, and business leaders. Recommendations based on empirical evidence can guide e-marketing strategies, enhance customer engagement, and ultimately drive sales.

## **1.2 Problem Statement**

Social media is an area that has garnered massive interest especially in the developing world (James & David, 2014). IT businesses are at a vantage point to take advantage of the growing platform. To ensure business survival, brand positioning and profitability, businesses have to rethink marketing. Social media marketing is an option to delve into, and accrue its potential benefits to ensure margins are guaranteed.

Previous studies were carried out in different sectors other than IT retail thus bringing out a contextual gap. Moreover, most of these studies were done whilst pitting different variables therefore exposing conceptual gaps and some studies also applied various approaches other than the descriptive method used in the current study thus showing methodological gaps.

Overall, the current research design sought to contribute significantly to the field and addressed the limitations observed in earlier studies. This study aimed to address these gaps by investigating the subsequent inquiry for research: what is the influence of E-marketing on purchase intention for customers of IT products in Kenya?

## **1.3 Research Objectives**

These objectives were informed by operationalization of the independent variable that outlined three constructs which were online advertisement, online communities and electronic word of mouth (E-WOM).

### **1.3.1 General Objective**

The study sought to determine the influence of E-Marketing on purchase intention among customers in the IT industry in Nairobi County, Kenya.

### **1.3.2 Specific Objectives**

The following goals served as the study's guidelines:

- i. To determine the influence of online advertisement on purchase intention among customers within the IT industry in Nairobi County, Kenya.
- ii. To determine the influence of online communities on purchase intention among customers in the IT industry in Nairobi County, Kenya.
- iii. To determine the influence of electronic word of mouth(E-WOM) on purchase intention among customers in the IT industry in Nairobi County, Kenya.

### **1.4 Research Questions**

The study sought to answer the following research questions:

- i. What is the influence of online advertisement on purchase intention among customers within the IT industry in Nairobi County, Kenya.?
- ii. What is the influence of online communities on purchase intention among customers in the IT industry in Nairobi County, Kenya?
- iii. What is the influence of electronic word of mouth(E-WOM) on purchase intention among customers in the IT industry in Nairobi County, Kenya?

### **1.5 Significance of the Study**

The thorough investigation on how social media marketing affects customers' intentions to make purchases transcends mere academic inquiry, offering actionable insights with far-reaching implications across multiple sectors. IT companies, in particular, can harness these valuable insights to develop sophisticated online marketing strategies that resonate deeply with their target audience, significantly enhancing brand recognition and catalyzing sales growth. Policymakers, informed by the study's nuanced findings, are well-positioned to craft and enforce stringent regulations that uphold ethical advertising standards, thereby safeguarding consumers from deceptive practices and ensuring their data privacy rights are protected. In the academic realm, this research contributes to the enrichment of theoretical frameworks, particularly by illuminating the intricacies of consumer behavior within the unique Kenyan market, thus laying a fertile ground for future scholarly exploration. Consume

rs, armed with greater transparency and a deeper understanding of social media marketing tactics, are empowered to navigate the digital marketplace with confidence, making well-informed purchasing decisions. Marketing professionals, drawing on the study's detailed

analysis of social media engagement, can fine-tune their strategies to more effectively align with consumer preferences and behaviors. Ultimately, this research serves as a pivotal resource in the ongoing quest to optimize the efficacy of social media marketing. It provides a wealth of knowledge that benefits a broad spectrum of groups, including industry practitioners, policymakers, academic researchers, and consumers, each deriving distinctive advantages from the study's comprehensive analysis. The insights gained from this research are instrumental in shaping the future landscape of digital marketing, ensuring that it evolves in a manner that is both ethically responsible and commercially successful.

This study is relevant for policy in aiding local governments' support of digital marketing by creating an enabling competitive environment within the online sphere that in turn aids retailers realise their revenue goals. On practice, IT retailers are able to harness the power of online communities, advertisement and trigger online conversations for their consumers in ensuring online business survival. The two theories that were selected in this study assisted in operationalization of variables. This study's findings aided in aligning the operationalized variables with the findings therein thus affirming corroboration with theory.

### **1.6 Scope of the Study**

The study sought to determine the influence E-marketing on the purchase intention of retail customers of IT products. Social media marketing included online advertisement, online communities and e-WOM. The theoretical framework of the research was based on the Social Capital Theory and the Theory of Planned behaviour. In this instance, 364 clients of Nairobi County's registered IT businesses were the exclusive focus of the study from through May 2024. These buyers are those with smart devices and social media presence thus were the subjects of the study. The study used quantitative methodologies and had a descriptive research design as its primary methodological focus.

### **1.7 Chapter Summary**

The context of the study and an introduction to the variables under investigation were given in this chapter. Furthermore, the study elucidated the problem description, research objectives, research questions addressed, significance, and extent of the investigation.

## CHAPTER 2: REVIEW OF RELATED LITERATURE

### 2.1 Introduction

This chapter examined literature related to factors that influence uptake of IT products and services from different parts of the world. It began with reviewing theoretical literature, then empirical literature conceptual framework and variable operationalization.

### 2.2 Theoretical Review

This section presented different schools of thought developed by scholars to help examine the way different variables identified influence uptake of IT products in a nation. This study was anchored on the two theories discussed in detail below:

#### 2.2.1 Theory of Planned Behaviour

Icek Ajzen (1991) presented the Theory of Planned Behaviour, a social psychology theory that explains human behavior by considering the interplay of control, normative, and behavioural beliefs (Kan & Fabrigar, 2017). This theory identifies three key variables: Personal attitudes: This represents a person's perspective on a specific behaviour, including both its advantages and disadvantages associated with it (Bosnjack & Schmidt, 2020). Subjective norms: This factor considers how an individual perceives others' attitudes toward the behavior. Perceived behavioral control: It represents a person's confidence in their capacity to regulate their conduct, taking into account both external (like assistance and resources) and internal (like aptitude and determination) elements (Bosnjack & Schmidt, 2020). Perceived behavioural control is a component of the Theory of Planned Behaviour, which builds upon the preceding Theory of Reasoned Action and predicts behavioural performance.

The theory of planned behaviour, which emerged from reasoned action, has been crucial in explaining and predicting behaviour. According to Morris et al. (2005), this theory provides a conservative but absolute framework for understanding consumer behavior and other human actions. According to Ajzen (2011), one's perspective on the behaviour, the control, and the subjective norm all have a direct impact on one's purpose. When people talk about subjective norms, they usually mean how they feel about societal pressure in general. A person's likelihood of intending to exhibit a behavior increases if they believe

that important individuals support the behavior. A person's opinions about whether or not to participate in a certain activity are reflected in their attitude towards that behaviour.

Some have argued that this theory is flawed because it ignores the emotional and cognitive aspects that influence people's decisions and actions, instead focusing only on logic. Ajzen (2011) argues that one way to misunderstand the theory is to think of it as having only controlled and rational components; this would lead one to believe that the theory describes an impartial, rational decision-maker who considers all relevant factors without bias (Hegner, et al., 2017). Ajzen (1985) argues that The principle of planned behaviour gave rise to the idea of reasoned action. The planned behaviour theory views perceived behavioural control over engaging in the activity as a component of intention, whereas attitude towards the behaviour targeted and subjective norms concerning engaging in the action are seen to have an impact on intention. Variables like product selection, dealer selection, brand selection, quantity purchased, and time spent purchasing were investigated in order to ascertain how they impact consumer behaviour and decision-making. Public perceptions of Facebook, YouTube, and Instagram were examined.

What drives a person to act in a certain way is their purpose for doing so. Intention, subjective standards for the behavior, and judgments of the capacity of an individual to engage in the intended behaviour in an effective manner constitute an individual's attitude toward the behavior (George, 2004). Ajzen (1985) argues that one's attitude, depending on their actions, may be good or negative. Perceptions of behavioural control stem from convictions on the accessibility of opportunities and resources necessary to participate in the behavior, the drive to conform and normative views which have an impact on norms, and attitudes that are typically influenced by beliefs (Ajzen, 1991). Ajzen contrasts Bandura's theory of perceived self-efficacy (Bandura, 1997) with perceived control. The relationship between a person's perception of agency and their actual behavioural achievement is another fundamental component of the idea of planned behaviour. When two people have the same amount of desire to achieve something, the one who believes in themselves more will probably succeed (Ajzen, 1991). Aiming to provide light on how attitudes and social factors shape intentions and behavior, this theory puts up a number of possible explanations. This theory states that the intention to execute a behavior is the most significant factor in comprehending that behavior, as it is the direct cause of the action (Ajzen, 1991). Customers in Nairobi County who purchase IT items have their

views on various social media platforms explained by this theory. The current study on the impact of e-marketing on customers' purchase intentions in the IT industry is extremely important to the Theory of Planned Behaviour in Nairobi County, Kenya because it asserts that intentions—which are impacted by societal, personal, and environmental factors—are what drive actual behaviour. In the current study's context, understanding customers' intentions to purchase based on e-marketing efforts is crucial. The theory provided a framework to explore how these intentions are shaped by attitudes, perceived behavioural control, and subjective norms. Using the theory of planned behaviour, the study identified key drivers and barriers affecting purchase decisions, helping inform effective e-marketing strategies and interventions. The constructs under this theory; intention, perceived control, attitude, and subjective norm helped to operationalize the variables and in the preparation of a watertight research questionnaire.

### **2.2.2 The Social Capital Theory**

For more than a century, social capital theory which has piqued the interest of academics, was first brought into the academic discourse by Hanifan (1916), who recognized the value of community relationships and networks in educational outcomes (Rouxel et al., 2015). The theory gained substantial traction with Bourdieu's (1986) seminal work, which introduced the idea of Social capital as a grouping of resources, either real or potential, connected by a strong network (Rouxel, et al., 2015). Coleman (1988) furthered this concept by integrating it into his broader sociological theory, emphasizing its role in the creation of human capital (Martin, et al., 2020). Putnam (1995) then popularized the term with his study on civic engagement, highlighting the decline of social capital inside the US and its implications for society (Martin, et al., 2020).

As the theory evolved, it branched into various schools of thought, each adding depth and breadth to the understanding of social capital (Lee, et al., 2015). The communitarian approach, for instance, underscores the significance of communal bonds and shared values (Lee, et al., 2015) . The networks approach shifts the focus to the economic advantages that can be accrued through personal relationships and social networks. The institutional approach examines how societal structures and institutions contribute to or hinder the development of social capital (Lee et al., 2015). Lastly, the synergy approach advocates for a holistic view, recognizing the interplay between different forms and levels of social capital (Lee et al., 2015).

Despite its widespread application and the valuable insights it provides into the fabric of society, Social Capital Theory has not been without its detractors. Critics like Portes (2018) argue that the theory can inadvertently perpetuate inequality and economic inefficiency (Caïs et al., 2021). Others point out that it may serve as a gatekeeping mechanism, limiting social mobility and reinforcing existing social hierarchies. There are also concerns that the emphasis on social cohesion could lead to the exclusion of outsiders, fostering division rather than unity (Caïs et al., 2021). Furthermore, the potential for social capital to facilitate illicit activities or behaviors detrimental to health cannot be ignored, as highlighted by Teng, (2017). These critiques underscore the necessity for a nuanced application of Social Capital Theory, taking into account its potential downsides while harnessing its positive aspects to foster a more connected and resilient society. In order to comprehend the dynamics of e-marketing and client buy intentions in the IT business, it is imperative to apply the Social Capital Theory. The networks, connections, and trust that people establish inside their social circles are referred to as social capital. In the context of e-marketing, social capital influences customer behavior in several ways. First, it fosters trust among customers, leading to increased confidence in online transactions. Secondly, social networks provide a platform for information sharing, influencing purchase decisions. Thirdly, strong social ties enhance word-of-mouth recommendations, which can significantly impact brand perception and purchase intentions. Therefore, recognizing and leveraging social capital can enhance e-marketing strategies, foster customer loyalty, and drive positive outcomes in the IT industry in Nairobi County, Kenya. This theory supported philosophical grounding to E-WOM and online communities variables as it postulated how subjective norms and attitude lead to behavioral intention.

### **2.2.3 AIDA Model**

This model has been used extensively in marketing activities and has been used in this study to simulate the influence of social media marketing on consumers' decision towards purchase (Pashootanzadeh, et al., 2018).

The model postulates four stages towards purchase behaviour that is attention, interest, desire and action. This model assisted in operationalization of the variables and strengthening of the research tool.

## **2.3 Empirical Literature**

### **2.3.1 Online advertisement and Purchase Intention**

The goal of Mosa's (2021) research was to investigate how Iraqi Facebook users' inclination to purchase was affected by reliable ads. The investigation used a quantitative technique, polling 487 people, to reach its objective. The findings demonstrated that there was a relatively favorable relationship between the believability of advertisements and the intention to buy. According to the research, advertisers should be careful to be forthright and accurate when describing their products and services. The study was not conducted among IT consumers in Kenya, leaving a significant contextual gap. The study just looked at the credibility of online ads thus conceptual gap emanates; the current study looked at other aspects of online ads, like accessibility, interaction, and awareness.

The goal of the study by Yeo et al., (2020) was to find out how social media ads affected customers' propensity to buy things, online. Because internet shoppers are better equipped to provide the data needed for this research, purposive sampling was the method of choice. From January 2018 through March 2018, all of the data was collected. The researchers were able to use 219 complete surveys from the participants in their study. The results of the study indicated that social media ads influence consumers' propensity to make online purchases via four channels: interaction, information, trust vividness, and brand image. The study was not conducted among IT Retailers in Kenya, leaving a significant contextual gap. The study limited itself to online consumer purchase intention while the current study focused on purchase intention from IT retailers' point of view therefore exposing a conceptual gap.

Njuguna (2021) looked into how online advertising affected consumer behavior in Jumia using the company as a case study for Kenyan e-commerce sites. A descriptive survey approach was used in this investigation. Jumia Kenya's 150 workers were the focus of this investigation. Structured questionnaires were used to collect data from 110 members of the sample group. Users were able to engage and shape their purchasing habits via social media pages, according to the findings. When it came to email marketing, as per the study internet platforms were invaluable for e-commerce firms; customers may narrow their product selection by color, size, and form with the use of a search engine. The study was not conducted among IT Consumers in Kenya, leaving a significant contextual gap. The study limited itself to general online shops implying other consumers rather than IT

consumers were considered. The study also limited itself to online shops meaning non-online IT retail customers were not included.

As far as consumers' propensity to make a purchase is concerned, Araujo et al., (2022) set out to determine what factors impacted their actions and perceptions in response to TikTok commercials that are both amusing and educational. Using a purposive sample technique, the researchers selected 386 male and female TikTok users from Metro Manila, Philippines, who were between the ages of 18 and 24, in order to gather the required information via an online survey form which posited a methodological gap in comparison to the current study. Results demonstrated that consumers are influenced favorably by the educational, amusing, and emotionally engaging aspects of TikTok video ads. There were three factors as per the study, that influenced intent to buy, but only the emotional one had a favorable effect. In addition, the research posited that the purchasing habits of Generation Z had a substantial effect on their propensity to make a purchase. The study was not conducted among IT consumers in Kenya, leaving a significant contextual gap. The study further limited itself to TikTok Users of age between 18 and 24 years.

The question of whether Instagram ads affect consumers' intent to buy was investigated by Fernandes et al., (2020). By polling as many as 110 participants, the study used a causal quantitative research strategy. Instagram, as an online advertising platform for social media raises consumer interest in buying services and products for beauty care, as well as their hedonic and practical shopping incentives. The study was not conducted among IT Retailers in Kenya, leaving a significant contextual gap. The study limited itself to Instagram while current study will examine all social media platforms beyond Instagram. The study sought to find indirect effect on online advertisement through shopping motivation.

By looking at how consumer brand engagement (CBE) Supothamjaree and Srinaruewan (2021) mediated the impact of social media advertisements on purchasing intent. The research used a sequential exploratory mixed-methods approach. Utilizing structural equation modelling (SEM) made it possible to analyze the data gathered from 560 Thai individuals who had interacted with social media advertisements. Claims about legitimacy, informativeness, entertainment, and information access in social media ads have an effect on consumers' desire to buy and CBE, a construct examined at the second order, according to the results. Furthermore, CBE influences consumers' propensity to buy

and loyalty to brands. Furthermore, CBE completely mediates the link between the impulse to purchase and social media advertisements. The research was not conducted among IT consumers in Kenya, leaving a significant contextual gap. The study sought to find indirect effect on online advertisement through shopping motivation while the current study sought to find direct effects of internet advertisement.

Sriram et al., (2021) study set out to determine the factors that influence how social media advertisements affect customers' inclination to make a purchase. The research used exploratory factor analysis and a survey to find out what factors affected people's perceptions of internet ads. Based on the findings, the assessment of social media advertisements was influenced by creative traits, elements that grabbed attention, emotional appeal, and endorsements from celebrities. Findings showed that factors including emotional appeal, attention-grabbing features, and celebrity endorsement significantly affect consumers' propensity to buy. The study was not conducted among IT consumers in Kenya, leaving a significant contextual gap. The study focused on factors that influence social media advertisements while the current study examined e-marketing, social media advertisement on purchase intention.

Finding out which area of internet advertising has the greatest influence on what people decide to buy was Sulayon and Emotin's objective (2021). A quantitative, non-experimental research methodology based on a correlational approach was used in this study. In Tagum City, Davao del Norte, Philippines, the poll took place. Overall, 365 consumers took part in the survey. Online advertising is considerably more obvious than people think, according to the results. Conversely, there is a lot of data on how consumers behave when it comes to buying cell phones. An additional finding from the statistical analysis was the existence of a correlation between smartphone buyers' propensity to engage with internet advertisements. The study was not conducted among IT consumers in Kenya, leaving a significant contextual gap. Unlike the current study, the study also attempted to demonstrate an indirect effect on internet advertisement through consumer purchasing behaviour.

Manan et al., (2020) study sought to determine how customers' perceptions of social media advertisements for health and beauty products related to their likelihood of making a purchase. With 180 participants to survey, snowball sampling was the way to go. The regression study's findings indicated a favorable relationship between trust and emotional

factors and the desire to buy, but no such correlation between credibility and authenticity. Trust and emotional attitude were shown to have strong positive correlations with social media purchase intention. The results showed that authenticity and credibility do not correlate with intent to buy. The impact of trust on consumers' propensity to buy is stronger than that of emotional factors. The study was not conducted among IT customers in Kenya, leaving a significant contextual gap.

### **2.3.2 Online communities and social media marketing**

Data acquired from consumers of a nutrition store in Norway was used by Nasset, Håvold and Helgesen (2021) to research the effects of trust and community network development on retail repurchase intention. A statistically significant relationship exists between the degree of participation a consumer has in the online community network and their likelihood to repurchase. Repurchase intention is influenced by trust and contentment to varying degrees depending on the level of involvement. Trust had a stronger impact while satisfaction had a weaker one. The study was not conducted among customers in Kenya, leaving a significant contextual gap. The study focused on retail repurchase intention while present research focused on purchase intention therefore bringing to focus a conceptual gap.

The effects of online marketing on customers' intent to buy at S.t. George Breweries was studied by Mekuriaw (2022). A number of Addis Ababa sub-cities were the sites of the research. For this article, the authors used a quantitative approach, drawing from both descriptive and explanatory research designs. A total of 423 surveys were sent out unlike the current study, thus a methodological gap, and 94% of those people filled them out. Researchers found that St. George Breweries' online communities and promotions positively and significantly impacted consumers' desire to buy with a p-value of less than 5%. Customers' buying intention was influenced by online communities. The study was not conducted among IT customers in Kenya, leaving a significant contextual gap. The study focused on S.t George Breweries as case study while the current study focused on all IT consumers in Nairobi.

Researchers Cabigting et al., (2022) looked at how certain online groups affected brand development and consumer intent to buy. One hundred eighty-nine people from all around the Philippines made up the research's sample. A descriptive correlation method was used to analyse and interpret the data. Customers' propensity to buy and devotion to a certain

brand are both impacted by online communities as per the study. The study was not conducted among IT consumers in Kenya, leaving a significant gap. Furthermore, purchase intention was measured using building brand.

Ayuni (2020) looked at the online communities of the antecedents and the outcomes (intention to buy) of e-WOM adoption. He utilized a purposive sample technique to find 240 engaged members in Indonesian online groups. The information was gathered via the dissemination of questionnaires. To analyze the information, SPSS and PLS 3 were used. The results demonstrated a connection between online social groups, reputation, and trust. In addition, it showed that participation in online communities had an effect on consumers' propensity to make a purchase. Image, however, did not impact the adoption of eWOM in a statistically meaningful way. The study was not conducted among IT consumers in Kenya, leaving a significant contextual gap.

Peters and Bodkin (2022) investigated the effects of customers' assessments of the reliability of review sources and the value of online reviews on their propensity to participate in online retail shop communities and make purchases. The research also found that consumer evaluations are different from staff reviews. Store personnel' ratings were more reliable, and other customers' reviews were more helpful, according to the results, which demonstrated the significance of the suggested connections within the structural model. The study was not conducted among IT consumers in Kenya, leaving a significant contextual gap. Further, this was a comparative study focussing on consumers and employees of the store.

The impact of online communities on customers' propensity to buy healthcare items was investigated by Young and Fachira (2020). In order to examine these aspects, a survey was carried out with 400 eligible respondents and evaluated. The results revealed that both internet advertising and online communities are advantageous to purchase intention, but that online advertising contributes more significantly. It also showed that, all things considered, businesses should prioritize highlighting the hedonic component of online ads and the interpersonal trust aspect of the online community. The study was not conducted among IT consumers in Kenya, leaving a significant contextual gap. While the present study was undertaken among IT consumers, the previous study was conducted among healthcare goods.

Consumers' propensity to engage in online community group purchasing was investigated by Zhang et al., (2023), in relation to their performance and effort standards, in addition to social influence, enabling factors, and perceived risk. Online shoppers with prior expertise making purchases via online community groups were the subjects of this study, which used a questionnaire survey to gather data. Zhang et al., (2023) received responses from 280 people. Community group buyers' willingness to buy is positively affected by performance expectation, effort expectancy, and social influence, but unfavorably affected by enabling circumstances and perceived risk as per the study. The study was not conducted among IT consumers in Kenya, leaving a significant contextual gap.

Zhao and Shi (2022) examined consumer behaviour in online knowledge communities to gain a comprehensive understanding of the processes behind the various components of the communal understanding of purchase intention. Not only did the three community experience dimensions—information, entertainment, and interactive experiences—show a noteworthy impact on brand recognition, but brand recognition also significantly influenced purchase intention. The study was not conducted among IT consumers in Kenya, leaving a significant contextual gap. The study failed to establish direct effect on online communities but rather focused on consumer behaviour trends utilising internet knowledge communities plus how it affected purchase intention.

The goal of Kamalaseena and Sirisena (2021) was to determine how online communities affected generation Y's propensity to make purchases. Using a convenience sample technique, 150 people living in the Colombo area between the ages of 25 and 40 completed a self-administered questionnaire that included the pertinent data. According to this research, online communities significantly increase brand trust, and brand trust acts as a moderating element in the relationship between purchase intention and online communities. There was a large contextual gap in the study because it was not conducted with Kenyan IT customers. The research limited itself to generation Y. The study established both direct and indirect effect of online communities.

Khuong and Huong (2016) conducted research to determine the relationship between online communication, which includes online advertisements and online communities, and the intention of Vietnamese tourists to make purchases of tourism-related goods in Vietnam's Ho Chi Minh City. The purpose of the investigation was to create more effective methods on social media platforms to draw in more clients. As a result, the

research's conclusions showed that trust is a significant mediating element between the dependent variable and the independent components. Online communities indirectly affect consumers' intents to make purchases through trust. The study was not conducted among IT consumers in Kenya, leaving a significant contextual gap as it focused on purchase intention of Vietnamese travellers toward tourism products.

A unified structure for the precursors of operational and user variables linked to customers' engagement in online brand communities and how they affect consumer behaviour choices was offered by Mahrous and Abdelmaaboud (2017). To put the theoretical model to the test, structural equation modeling was used. A total of 282 members from a Egyptian telecom businesses had their Facebook profiles surveyed for this data set. Participation in online communities is positively correlated with members' propensity to make purchases, according to the findings. The study was not conducted among IT consumers in Kenya, leaving a significant contextual gap. This study failed to show direct effect of online communities but rather indirectly via consumer' participation.

Algharabat and Rana (2021) expanded upon previous studies on how social commerce affects online community involvement in developing countries. The data was gathered from 400 Jordanian respondents using the Facebook online community. Social support, trust, and presence are all favorably impacted by social commerce components, according to the results and also that members of the community are more likely to trust one another when they feel supported and when they are physically present with others. Community members' trust has a favorable effect on flow, and community participation is favorably impacted by both trust and flow. The study was not conducted among IT customers in Kenya, leaving a significant contextual gap. The study used online community engagement as dependent variable while the current study used it as one of the variables that are independent.

### **2.3.3 Electronic word of mouth with Purchase intention**

Researchers Zhao et al., (2020) surveyed Xiaohongshu users with a questionnaire to collect data on how e-WOM impacts trust and, by extension, purchasing intentions. The results of the path analysis were as follows: Information quality, social psychological distance, and trust all have positive correlations with one another; trust and social psychological distance also have positive correlations with one another; trust and purchase

intention also have positive correlations with social psychological distance. The study was not conducted among IT customers in Kenya, leaving a significant contextual gap.

Using brand image as a mediator, Putra and Kalvin (2020) investigated the influence of electronic word-of-mouth (e-wom) on intention to buy. Purposive sampling, which uses a sample of Syiah Kuala University students, was used to determine the item. The current study used simple random sampling which presents a methodological gap. Questionnaires were used as a means of gathering data. The data was evaluated using SPSS after collection through questionnaires. Based on the results, e-wom influences students' intentions to buy Xioami smartphones, which in turn influences their perceptions of the brand, thereafter influencing their intentions to buy, and finally, the brand image partly mediates the relationship between e-wom and intentions to buy. The study was not conducted among IT customers in Kenya, leaving a significant contextual. The study established indirect impact of e-WOM through brand image on purchase intention, in contrast to the current study, which aimed to determine a direct impact and delianated from current study on concept.

In their 2020 study, Dyego and Oktavianti set out to examine how electronic word-of-mouth affects the desire to buy a modern Vespa in Jakarta, Indonesia. One hundred participants were surveyed using questionnaires. The study's conclusions indicated that electronic word-of-mouth had a major impact on customers' propensity to buy, with a correlation value in the intervals of 0.80 and 1.0. Other variables affected the remaining 24.1%, whereas it accounted for 75.9%. This investigation led to the conclusion that one way to boost purchase intent is to enhance Electronic referrals as a means of advertising. The study was not conducted among IT customers in Kenya, leaving a significant contextual gap. The study limited itself to intention of buyers to transact while the current study will focus on purchase intention.

Using data from 69 studies, Ismagilova et al., (2020) determined which factors in e-WOM research were most effective in predicting consumers' intention to purchase, which factors were least effective, and which factors were most promising. Additionally, a hollistic analysis was done to ascertain each variabl's effect. The study was not conducted among IT customers in Kenya, leaving a significant contextual gap.

Researchers Al-Haddad et al., (2022) looked at the impact of e-WOM on Facebook purchase intent among Jordanian consumers. The research was web-based and employed

cross-sectional quantitative methods. Participants were invited to fill out the survey using either Facebook or WhatsApp; those who opted to utilize Facebook alone were not disqualified. According to multiple regression analysis, E-WOM accounted for 49.2% of the variance in customers' propensity to buy. The study was not conducted among IT customers in Kenya, leaving a significant contextual gap. The study limited itself to Facebook. The research was carried out outside of Kenya.

The study's objective by Ho et al., (2021) was to identify and validate the e-WOM characteristics that impact Instagram users' willingness to purchase. Information was gathered from seven hundred Vietnamese clients ranging in age from eighteen to thirty-nine, all of whom were members of Generation Y and Generation Z. According to the study's findings, Instagram users' propensity to make a purchase increases when e-WOM quantity, quality, and the reliability of the e-WOM source all decrease. This effect was attributable to the fourth component of e-WOM, which is the expertise of the information provider. Instagram users' propensity to make a purchase after hearing positive e-WOM reviews differs by gender, but not by age or economic level. The study was not conducted among IT customers in Kenya, leaving a significant contextual gap. The study limited itself to Generations Y and Z, ages 18 to 39. The study moderated gender, income and age of the respondents.

To find out how the three elements of electronic word-of-mouth affect one another (e-WOM)—Valence, Channels, and Length—on consumers' intents to buy, Mohseni and Tutu Madara (2020) performed a qualitative research with ten millennials from Pakistan. All of the components significantly affected the possibility that a customer would buy something, according to the data gathered from semi-structured online interviews. The outcome verified that the e-WOM components' most important features are the trustworthiness, credibility, and Valence ratio of the communicators. The study was not carried out among Kenyan IT users, leaving a significant contextual gap since it focused on 10 millennials from Pakistan.

In their study on electronic word of mouth, Leong et al., (2021) looked at how different types of information affected customers' actions. The information was gathered from 462 participants utilising a self-administered survey. The findings demonstrated that the information's utility may be explained by its credibility, task-fit, information quality, and

attitudes towards the information. The study was not conducted among IT customers in Kenya, leaving a significant contextual gap.

Researchers Roy et al., (2021) looked at how the valence of e-WOM influences people's intentions to buy things online. The research also looked at how the type of product affects the relationship between valence and purchase intent. The findings demonstrated that the influence of e-WOM valence on purchase intention is moderated by the type of the commodities. The theoretical and practical implications of the findings were also presented, along with possible directions for further investigation. The study was not carried out among Kenyan IT users, leaving a significant contextual gap.

Electronic word-of-mouth's influence on customer choices to buy clothing in Ireland was investigated by Qureshi (2020). The study was carried out with a quantitative methodology, specifically the non-probability sampling snowball methodology, and was limited to customers resident in Ireland in order to meet the aims of this thesis. The survey approach was used to gather data, which was then analyzed using Microsoft Excel. The study's results showed that e-WOM influenced the decisions Irish consumers made about what to buy. When making purchases, Irish consumers listen to and trust online reviews and recommendations; nonetheless, the legitimacy of the source is vital to win over these customers. The study was not conducted among IT customers in Kenya, leaving a significant contextual gap since it focused on the apparel Industry in Ireland.

An investigation of how e-WOM affects consumers' inclination to buy was conducted by Azeroual and Qmichchou (2022). Within the framework of social media, the research was conducted on 315 customers from Morocco. According to the findings, there are a multitude of aspects influencing a consumers' propensity to make a deliberate purchase, including how they feel about electronic word-of-mouth (e-WOM), how valuable they think it is, and how crucial e-WOM information is, and their trust in e-WOM. Customers' desire to buy was unaffected by the e-WOM's quality, however. The study was not conducted among IT customers in Kenya, leaving a significant contextual gap since it focused on 315 customers in the social media realm.

Al-Dmour et al., (2021) investigated the impact of electronic word-of-mouth (e-WOM) on consumer perceptions and purchase inclinations within Jordan's telecom sector. Using a quantitative method, data was collected from 354 respondents with internet and social

media experience. A study model was then proposed and evaluated experimentally. There was a strong and positive correlation between e-WOM and purchase intention as well as brand image, according to the multiple regression analysis results. In particular, purchase intention is highly influenced by brand image, and the interaction between the two is fully mediated by e-WOM. The study was not conducted among IT customers in Kenya, leaving a significant contextual gap since it focused on telecommunication sector in Jordan.

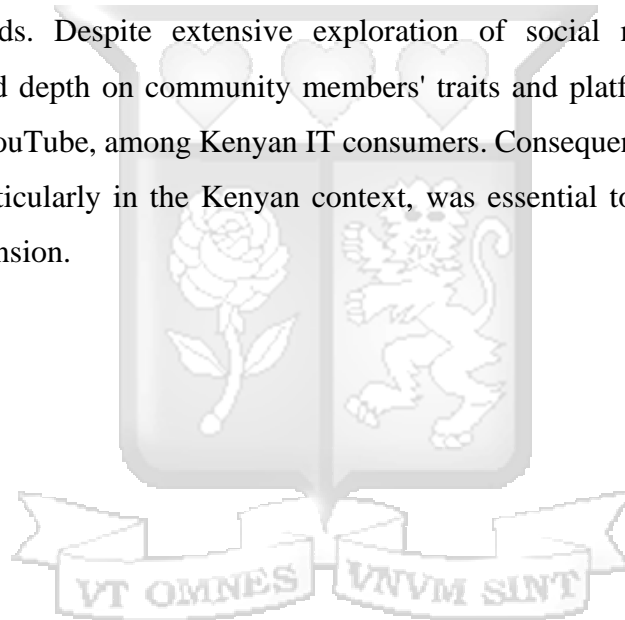
In their study, Yaseen and Jusoh (2021) looked at how social media e-WOM information affects Jordanian customers' propensity to buy. The information was gathered using a questionnaire. Three hundred Jordanian Facebook users made up the sample. They went with Facebook as it was by far the most widely utilized social networking site in Jordan. According to the findings of the data analysis, information usefulness is greatly impacted by information quality, information attitude, and information necessity, all of which have a substantial impact on information adoption. Having said that, the utility of information is unrelated to its reliability. Results showed that customers' propensity to buy was influenced by their level of information adoption and their attitude toward information. The study was not conducted among IT customers in Kenya, leaving a significant contextual gap. The study limited itself to Facebook while this study concentrated on all social media networks.

Huda and Tamrin in the year 2021, among other things, this study teaches us about the impact of incentive-based e-WOM on consumers' inclination to buy. This study employed a quantitative methodology with an associative approach. Structural equation modelling and descriptive analysis were utilised to unravel the effects of these elements. The study posited that while e-WOM with incentives had no effect on brand awareness, it had a considerable impact on purchase intention. The study was not conducted among IT customers in Kenya, leaving a significant contextual gap. They used incentivized e-WOM as an independent variable, however, how it was measured was not provided.

## **2.4 Research Gaps**

The study identifies various gaps encompassing methodological, contextual, conceptual, empirical findings, and geographical aspects in the realm of social media marketing. Empirical evidence presents a mixed landscape: while Mosa (2021) suggests a modestly favorable relationship between ad believability and purchase desire. Yeo et al., (2020)

find significant influence of social media advertising on online purchasing propensity. Conversely, studies by Auliarahman and Sumadi (2020) in Indonesia and Majeed et al., (2021) in the clothing industry reveal contradictory results, showcasing negative impacts on decision-making and brand equity, respectively. Furthermore, Aileen et al., (2021) highlighted the importance of word-of-mouth by finding negligible effects on purchase intention in Indonesia. Barari (2023) highlights potential negative effects, suggesting exposure to CSR on social media could diminish purchase intention. Geographically, studies were skewed, with few focusing on Kenya, such as Njuguna (2021), leaving a notable gap. Contextually, there was a scarcity of research among IT consumers, with attention mostly diverted to other industries. Methodologically, various approaches are employed, from quantitative surveys to qualitative studies, but with inconsistency in sampling methods. Despite extensive exploration of social media's impact, these researches lacked depth on community members' traits and platform specifics, notably Instagram and YouTube, among Kenyan IT consumers. Consequently, further research in this domain, particularly in the Kenyan context, was essential to validate theories and enrich comprehension.



**Table 2. 4: Research Gaps**

<b>Author</b>	<b>Focus/Title</b>	<b>Findings</b>	<b>Research Gaps</b>	<b>Addressed Gaps</b>
Mosa (2021)	“Impact of advertising credibility on purchase intentions among Iraqi Facebook users”	The findings indicated that the believability of advertising had a relatively favorable impact on purchase intentions.	The study just looked at the credibility of online ads;	the current study looked at other aspects of online ads, like accessibility, interaction
Yeo et al., (2020)	“Effects of social media advertising on consumers’ online purchase intention.”	Internet ads influence customers’ online purchase intention via interaction, information, trustworthiness vibrancy, and brand image, as determined by the investigation.	The study limited itself to online consumer purchase intention	the current study focused on purchase intention from IT customers’ point of view
Njuguna (2021)	“Effect of online advertising on consumer behaviour in online shops in Kenya, a case of Jumia.”	The use of social media pages allows consumers to engage and impact their purchasing decisions, the study found.	The study limited itself to online shoppers implying other shoppers other than IT customers were considered	Shoppers coming to the physical premise were considered and queried on whether online activities contributed to their physical presence

Fernandes, Samuel and Adiwijaya (2020)	“Whether online advertising on Instagram influences purchase intention through shopping motivation”	Instagram is a social media online advertising platform that boosts clients' hedonic and pragmatic shopping motivations as well as their enthusiasm in buying beauty care products and services.	The study limited itself to Instagram The study sought to find indirect effect on online advertisement through shopping motivation	current study examined all social media beyond Instagram
Supotthamjaree and Srinaruewan (2021)	“Impact of social media advertising on purchase intention by analyzing the mediating role of consumer brand engagement (CBE)”	The results show that social media platform marketing have an impact on customers' desire to buy and CBE, a second-order construct.	The study sought to find indirect effect on online advertisement through shopping motivation	Current study looked at direct effect of e-marketing on purchase intention
Young and Fachira (2020)	“How the online community affects consumers' intention to purchase healthcare goods”	Online communities have a beneficial effect on consumers' propensity to make a purchase, according to the study's authors.	the previous study was conducted among healthcare goods.	The present study was undertaken among IT clients
Nesset et al., (2021)	“effects of community network building and trust on retail repurchase intention using data collected from customers of a Norwegian nutrition retailer”	An online community network user's degree of participation and their propensity to make another transaction are statistically correlated.	The study focused on retail repurchase intention	current study focused on purchase intention

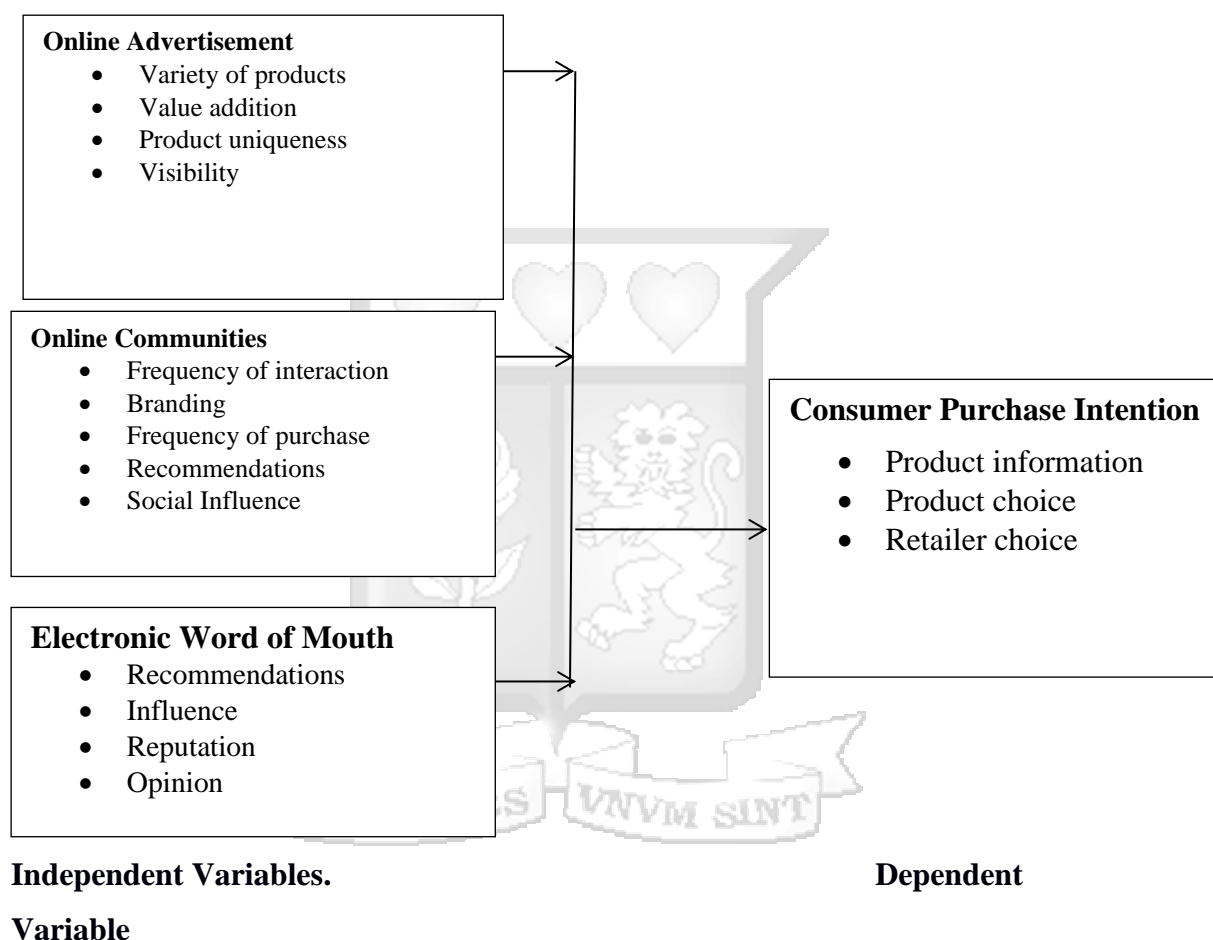
Kamalasena and Sirisena (2021)	“The impact of online communities on the purchase intention of generation Y”	This study found that consumers' confidence in brands is significantly influenced by online communities, and that interaction between online communities and purchase intent is strengthened by trust in a brand	The study limited itself to generation Y	Current study sampled all age groups
Mekuriaw (2022)	“Effects of online marketing on consumers' purchase intention in S.t George Breweries.”	Influence of online communities on the consumers' intentions to make a purchase is rather limited.	The study focused on S.t George Breweries as case study	the current study focused on all IT customers in Nairobi
Cabigting, Marallag, Mariano and Grimaldo (2022)	“Impact of online communities on building a brand and on purchase behaviour”	Customers' propensity to buy and devotion to a certain brand are both impacted by online communities.	Purchase intention was measured using building brand	Purchase behaviour measured against e-marketing
Zhao et al., (2020)	“Effects of WOM on trust, and its further influence on purchase intentions”	Trust coupled with psychological social distance have a positive relationship. The desire to purchase is positively correlated with trust.	The study established the indirect effect of e-WOM via trust on purchase intention.	The study, aimed to prove a direct effect
Putra and Kalvin (2020)	“How e-WOM affects the purchase intention with brand image as a mediation variable”	Students' desire to acquire Xioami smartphones is positively impacted by e-wom, judging by the outcomes.	the study established the indirect influence of WOM via brand image on purchase intention.	the current study aimed to prove a direct effect,

Dyego and Oktavianti (2020)	“Effect of electronic word-of-mouth on the purchase intention of Modern Vespa vehicle in Jakarta, Indonesia”	As per the findings of the investigation, there exists a considerable association between electronic word-of-mouth and consumers' desire to purchase, with a correlation value falling between 0.80 and 1.0.	The study limited itself to intention of buyers	to transact while the current study focused on purchase intention
Al-Haddad et al., (2022)	“Factors that affect the e-WOM on Jordanian consumers' purchase intention over Facebook”	There is a 49.2% total variance in customers' buy intention that can be explained by E-WOM, according to multiple regression studies.	The study limited itself to Facebook. The study was conducted outside Kenya	Current study looked at all social media platforms
Ho, et al., (2021)	“Factors of e-WOM that influence users' shopping intentions on Instagram”	Instagram users' propensity to make a purchase after hearing positive e-WOM reviews differs by gender, but is unchanged by age or income bracket.	The study only included Gen Z and Y between the ages of 18 and 39. The study controlled for respondents' age, income, and gender.	Current study was opened to all groups

## 2.5 Conceptual Framework

A conceptual framework illustrates how the concepts under investigation in a study are related to one another (Burns & Burns, 2012). Major factors and categories are shown, with relationships and interactions indicated by lines and arrows connecting them.

**Table 2.1: Conceptual Framework**



## 2.6 Operationalization of variables

Dependent Variable	Level of Measurement	Method of Analysis	References
<b>Purchase intention</b> Product information Product choice Retailer choice	Ordinal	Descriptive Inferential	Roy et al., (2021) Qureshi (2020); Azeroual and Qmichchou (2022); Tamrin and Huda (2021)

<b>Independent variables</b>	<b>Level of Measurement</b>	<b>Method of Analysis</b>	<b>References</b>
<b>Online Advertisement</b> <ul style="list-style-type: none"> <li>• Variety of products</li> <li>• Value addition</li> <li>• Product uniqueness</li> <li>• Visibility</li> </ul>	Ordinal	Descriptive Inferential	Ahmed (2017) Mosa (2021); Yeo et al., (2020); Njuguna (2021); Araujo et al., (2022)
<b>Online Communities</b> <ul style="list-style-type: none"> <li>• Frequency of interaction</li> <li>• Branding</li> <li>• Frequency of purchase</li> <li>• Recommendations</li> <li>• Social Influence</li> </ul>	Ordinal	Descriptive Inferential	Ayuni (2020); Peters and Bodkin (2022); Neset et al., (2021); Zhang et al., (2023); Zhao and Shi (2022)
<b>Electronic Word of Mouth</b> <ul style="list-style-type: none"> <li>• Recommendations</li> <li>• Influence</li> <li>• Reputation</li> <li>• Opinion</li> </ul>	Ordinal	Descriptive Inferential	Zhao et al., (2020); Dyego and Oktavianti (2020); Al-Haddad et al., (2022); Roy, et al., (2021)

## 2.7 Chapter summary

In this section, the results of previous studies were reviewed that examined the same factors and their relationships. The theoretical foundations of the subject were initially laid forth in this chapter. Using the theories of use and pleasure as well as the technology acceptance model, this research will attempted to answer these questions. This section attempted to determine if there is a link between online advertising, online communities, and electronic word-of-mouth by looking at relevant research. This literature was organized by subject, area, and industry. Following this, the conceptual framework, operationalization of study variables, and research needs were provided resulting from the literature evaluation. The social capital theory here supported philosophical groundings for independent variables that is, E-WOM and online communities by explaining how subjective norms and attitude affect behavioral intention. On the other hand, the theory of planned behaviour gave a break-down of intention, attitude, subjective norms, and perceived control constructs to help with the operationalization of the variables.

## **CHAPTER THREE: RESEARCH METHODOLOGY**

### **3.1 Introduction**

This chapter described the research design that was used, the population and the process of selecting a representative sample, the methods and procedures for collecting data, the quality controls that were be implemented, and ethical regulations adhered to.

### **3.2 Research Philosophy**

According to Kovalainen and Eriksson (2011), a research philosophy is a set of beliefs that directs the design and conduct of scientific research. Research entails measuring variables and reporting findings using methods that are appropriate and consistent with the researcher's worldview. The researcher embraced the positivist research philosophy, according to which the purpose of the researcher was to objectively analyse and interpret data in order to ascertain the link between the variables under investigation. This approach derives the meaning of phenomena by empirical means. According to Kovalainen and Eriksson (2011), positivist research is statistically measurable and observable. The research process began with the collection and presentation of theoretical subjects under inquiry, after which evidence was acquired to support or refute theory. Predictions based on accepted and validated theories were made after data had been gathered and examined. Because positivism leads the researcher towards evidence by comparing theoretical predictions and evaluating aims through hypotheses, it was thought to be the appropriate strategy for this particular study.

### **3.3 Research Design**

Data collection on researcher-interested variables is made easier with the use of study design approaches. According to Xie (2016), research designs provide a framework that forms the foundation for study types to discover solutions to issues. This research's specifics dictate the research approach applied in its design (Bloomfield & Fisher, 2019). The research phenomenon was examined using a descriptive research strategy in the study. Characteristics and factors of a research study are the focus of descriptive research. It looked at the causes of events and the variables that set them in motion in an effort to determine why they happened (Leavy, 2017). In descriptive research, the steps leading up to drawing conclusions and establishing correlations between variables are analyzed. Therefore, establishing a connection between the research variables was critical to this

study. In addition, using this setup, the study variables were seen as they really are, with no outside influences whatsoever.

The study was a cross-sectional one that analysed data observed on a population during a single time frame.

### **3.4 Study Population**

In research, The phrase "study population" refers to the entire group of people, things, or events that are the subject of the study (Patten & Newhart, 2017). The focus of this research was IT customers in Nairobi. A study population of 384 was obtained using the Slovin formula.

Customers walking into IT retail outlets were eligible for questionnaires and for validity were queried whether their visit to the outlet was in any way influenced by the retailer's activities online or by other online entities about the retailer (communities and E-WOM).

### **3.5 Sampling Design**

Creating a strategy to choose relevant components for quotation is known as a sample design (Bloomfield & Fisher, 2019). Leavy (2017) states that the design lays out the likelihood of creating a trustworthy sample that is associated with a population. The method, frame, and size of the sample make up the sampling design. According to Ghauri, et al., (2020), the sampling strategy is designed to inform the researcher's data collection procedure so that conclusions may be drawn about the study population. The research used a probability sampling method, which ensured that each member of the population had an equal probability of being selected. Here, a simple method of random sampling sufficed. Therefore, the chances of participating in the research were for those among the population's members (Creswell & Clark, 2017).

The size, representativeness, and composition of the sample are the three factors that Leavy (2017) states should be considered when selecting a sample frame. Clients of Nairobi County's officially recognized IT retail businesses will make up the study's sample frame. In order to ensure a representative sample, researchers should use a population-level model (Bloomfield & Fisher, 2019). In order to get reliable findings and spot discrepancies, you must choose a sample size carefully. According to Ghauri et al., (2020), the study's findings should be sufficiently supported by the chosen sample size. The size of the research sample was determined using the following formula. The formula

was proposed by (Cochran, 1977). Based on the formula, the sample size for a 95% confidence level should be;

$$n_0 = \frac{Z^2 pq}{e^2}$$

where,  $n_0$  is the sample size,  $z$  is the selected critical value of desired confidence level,  $p$  is the estimated proportion of an attribute that is present in the population,  $q = 1 - p$  and  $e$  is the desired level of precision. Assuming the maximum variability, which is equal to 50% ( $p = 0.5$ ) and taking 95% confidence level with  $\pm 5\%$  precision, the calculation for required sample size was as follows:

$p = 0.5$  and hence  $q = 1 - 0.5 = 0.5$ ;  $e = 0.05$ ;  $z = 1.96$

$$\text{So, } n_0 = \frac{(1.96)^2 (0.5) (0.5)}{(0.05)^2} = 384.16 = 384$$

The sample size was  
=384

The survey employed the Slovin formula to determine the sample size because it provides a systematic approach to adjust for finite population size, ensuring the adequacy and representativeness of the sample in relation to the entire population of consumers of IT retail in Nairobi City County.

This formula was used under the assumption that the population is homogeneous, areas of survey was limited (within Nairobi City County) and the total population (IT retail customers) is unknown.

### 3.5 Data Collection Instrument

The act of gathering raw data in preparation for analysis and interpretation is known as data collection (Leavy, 2017). Data for the study came from primary sources, with the use of standardized questionnaires. Creswell and Clark (2017) state that an ideal questionnaire would be clear, concise, and devoid of any ambiguities. The questionnaire was designed following the study's aims. A standardised structured questionnaire using a 5-point Likert scale was used in the study to gauge participants' levels of agreement or disagreement with statements. Likert scale has five points, spanning from 1 (strongly disagree) to 5 (strongly agree).

### **3.6 Data Collection Procedure**

The methods employed to collect data for a study are detailed in the research protocol (Bloomfield & Fisher, 2019). The supervisor examined and approved the questionnaire before it was distributed as part of protocol for this study. Additionally, the Strathmore University Business School provided all necessary approvals before data collection began. The data collection for the study was collected paper questionnaires. Persons of interest were those who had purchased an IT product in the last three years and the query was also shared among online communities to get assistance from retailers who could share the same among their client list. With their consent, the researcher was able to administer the questionnaires using the drop and pick technique. The researcher double-checked for any missing or incomplete responses. Retailers consent was sought to physically handover copies to customers in the outlets during shopping hours.

### **3.7 Research Quality**

To ensure the robustness of the study's instruments, the researcher conducted a pilot test involving 38 participants, which represented 10% of the total target sample. These participants were not formally included in the final report. The purpose of this pilot test was to evaluate the effectiveness and suitability of the research instruments before implementing the main study. The findings obtained from the pilot test provided insights into the clarity, comprehensibility, and relevance of the survey questions, allowing for necessary adjustments and refinements to the questionnaire.

#### **3.7.1 Validity**

To make sure the instrument was measuring right, the research checked its validity. With the guidance of the study supervisor, the research used content validity to build a research instrument that adequately captured the study's topics. The research also used construct validity to ensure the research instrument used all the operationalized components and that the questionnaire measured the stated scale (Creswell & Clark, 2017).

#### **3.7.2 Reliability**

Repeated administrations of the same survey should provide the same findings, hence this study used reliability testing to see whether the questionnaire had retained internal consistency (Creswell & Clark, 2017). Cronbach's alpha testing was used by the researcher to ensure the survey's trustworthiness. Bloomfield and Fisher (2019) state that the internal consistency gold standard for Cronbach alpha is 0.7, however it can range

from 0 to 1. This study took advantage of this standard and was determined to realize values between 0.7 and 0.9.

In this study, the reliability analysis was carried out in order to evaluate the internal consistency of the questionnaire across different aspects of workforce diversity and employee retention. As per Drost (2018), a Cronbach's alpha value of 0.7 or higher is considered acceptable. The summarized results in Table 3.1 present the Cronbach's alpha coefficients for each factor along with the number of items in each factor. All factors yielded Cronbach's values exceeding 0.7, indicating strong internal consistency among variables (Drost, 2018)

**Table 0.1: Reliability analysis**

Scale	Cronbach's Alpha	Number of Items
Online Advertisement	0.827329	3
Online communities	0.793454	5
Electronic Word of Mouth respectively	0.865232	3
Purchasing Intention	0.753687	4

**Source: (Primary data, 2024)**

These results imply that the questionnaire effectively captured the intended variables with robust internal consistency. Consequently, these findings instill confidence in the reliability of the questionnaire for measuring and supporting the validity of the study's outcomes.

### **3.8 Data Analysis and Presentation**

To address the research inquiries, data analysis entails looking at information for decisions (Bloomfield & Fisher, 2019). A technique of quantitative data analysis was used in this investigation. In order to facilitate computer-assisted analysis using SPSS Version 29, the gathered data was saved in a statistical format.

### 3.8.1. Diagnostic tests

The diagnostic procedures that were used in the investigation include testing for normality, collinearity, and linearity. To find the strength of the link and the direction of the association, inferential analysis was also conducted.

### 3.8.2. Regression analysis

Correlation tests and multiple linear regression analysis were applied, accordingly. The findings of the study analysis were shown in tables and charts. The following model was to undergo some modifications:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \epsilon$$

Where Y= purchase intention`

X1= Online Advertisement

X2 = Online communities

X3 = Electronic word of mouth

€= Error

### 3.9 Ethical issues

Participants got instructions and reassurances on information they provided in the questionnaire which was only for academic reasons before administration. Everyone was made aware that taking part was completely optional and one could stop at his/her discretion. In order to protect the respondents' privacy, their names were not printed on any of the study materials. Prior to collecting data, the project sought for and obtained approval from the university regarding ethical clearances. Additionally, an application for a research permit was made to the National Commission for Science, Technology, and Innovation and an approval for the same obtained prior to data collection.

An ethical review approval was received from the Ethical Review Department upon the presentation of all requisite documents and research only commenced upon its receipt.

#### 3.9.1 Chapter Summary

The research methodology employed in tackling the study problem was delineated in the third chapter of the investigation. The research design that directed the study procedure was the main topic of this chapter. The chapter introduced the target population and the data collection tools used in the research. Finally, the chapter introduced analysis and presentation tools.

## CHAPTER FOUR: DATA ANALYSIS PRESENTATION AND INTERPRETATION

### 4.0 Introduction

This chapter provides a comprehensive analysis and presentation of the research findings, focusing on the influence of e-marketing on purchase intention among customers in the IT industry in Nairobi County, Kenya. The chapter encompasses an exploration of respondents' demographics and a detailed examination of their perceptions regarding online advertisement, online communities, electronic word of mouth (E-WOM), and purchase intention.

Before analysis, collected questionnaires were analysed for completion, proof-reading of errors done and coding run to ensure only completed and duly filled questionnaires were considered.

### 4.1 Response Rate

Out of the 384 questionnaires distributed to registered ICT retailers in Nairobi County, 212 were completed and returned, resulting in a response rate of 55%. For analysis and reporting, a response rate of 50% and above is deemed adequate, a rate of 60% and above is rated good, and a rate of 70% and above is deemed excellent (Drost, 2018). As a result, this study met the minimal threshold, making it suitable for reporting and analysis.

**Table 4.1: Response rate**

Questionnaires	Frequency	Percentage
Completed and returned	212	55%
Un-returned	172	45%
<b>Total</b>	<b>384</b>	<b>100%</b>

**Source: (Primary data, 2024)**

The response rate was low due to time constraints. Questionnaires handed to participants were collected promptly, however, some were blank or partially filled thus exacerbating the low response rate.

## 4.2 Demographic Information

### 4.2.1 Gender of Respondents

Gender distribution among respondents was well-balanced, with 44.3% male and 55.7% female, indicating a representative sample of both genders. This gender distribution ensures a diverse perspective in the study, potentially capturing varied viewpoints and behaviours regarding e-marketing and purchase intention. The feedback on gender distribution was as presented in table 4.2

**Table 4.2: Gender of the respondent**

Gender	Frequency	Percent
Male	94	44.3%
Female	118	55.7%
Total	212	100.0%

**Source: (Primary data, 2024)**

### 4.2.2 Highest education level

As shown in table 4.3, majority of respondents had attained either a secondary education level (25.9%) or a diploma (24.5%), reflecting a diverse educational background among the sample population. This diverse educational background ensures a broad perspective when examining the influence of e-marketing on purchase intention across different educational levels.

**Table 4.3: Academic qualification of the respondents**

Education level	Frequency	Percent
Primary	40	18.9%
Secondary	55	25.9%
Certificate	30	14.2%
Diploma	52	24.5%
Bachelor's Degree	35	16.5%
Total	212	100.0%

**Source: (Primary data, 2024)**

### 4.2.3 Age of the respondents

Respondents were fairly evenly distributed across different age groups, with a slight majority falling into the 42-49 years age range (22.6%), indicating a diverse age representation within the sample. This feedback is summarized in table 4.4. This age distribution ensures a comprehensive understanding of how different age demographics perceive and respond to e-marketing strategies in influencing their purchase intentions.

**Table 4.4: Age of the respondents**

Age	Frequency	Percent
18-25 Years	52	24.5%
26-33 Years	36	17.0%
34-41 Years	36	17.0%
42-49 Years	48	22.6%
50 and above	40	18.9%
Total	212	100.0%

Source: (Primary data, 2024)

### 4.3 Descriptive statistics

This study evaluated the extent to which e-marketing influences purchase intention of customers in the IT industry in Nairobi County, Kenya. Responses were recorded using a 5-five-point Likert scale where; 1= strongly disagree, 2=disagree, 3= neither agree nor disagree, 4= agree, 5= strongly agree. Mean (M) values of 1.0-1.49 were interpreted as strongly disagree, 1.5- 2.49 as disagree, 2.5-3.49 neither agree nor disagree, 3.5 to 4.49 as agree and 4.5- 5 as strongly agree. A standard deviation (SD) of less than two was considered as low variability hence similarity in opinions, while SD value greater than two was considered as high variability, thus divergent opinions.

#### 4.3.1 Influence of Online Advertisement on Purchase Intention

Respondents were asked to assess their agreement levels with statements regarding the influence of online advertisement on purchase intention. The table presents their responses along with the mean (M) values indicating the average level of agreement and the Standard Deviation (SD) showing the variability of responses.

**Table 4.5: Influence of Online Advertisement on Purchase Intention**

	Mean	SD
I prefer online advertising due to the wide variety of products it offers me	3.67	0.863
Online advertisement creates a positive attitude towards this company's product	3.62	0.979
Online advertisements create value for products by making them memorable and easily recognizable.	3.85	0.794

**Source: Primary Data (2024)**

In table 4.6 above, it is evident that majority of participants 75% (42.5% agreed and 16.5% strongly agreed) agreed that they prefer online advertising due to the wide variety of products offered (Mean = 3.67, SD = 0.863). They also acknowledged its ability to create a positive attitude toward the company's products (Mean = 3.62, SD = 0.979), with 54.1% agreeing or strongly agreeing. Moreover, respondents recognized that online advertisements enhance product value by making them memorable and easily recognizable (Mean = 3.85, SD = 0.794), with 66.5% agreeing or strongly agreeing. These findings highlight a strong positive perception of online advertisement, suggesting its significant potential in influencing purchase intention.

#### **4.3.2 Influence of Online Communities on Purchase Intention**

Online communities have become integral to the consumer decision-making process, serving as platforms where individuals seek information, share experiences, and make purchasing decisions. Table 4.6 presents respondents' perceptions of the influence of online communities on purchase intention.

**Table 4.6: Influence of online communities on purchase intention**

	Mean	SD
I spend time checking online community account while going through products/services before I purchase them	3.47	0.889
I often shop at the stores that I have befriended/liked on online communities before I purchase a product /service online	3.77	0.997
I often use online communities to seek recommendations from their online friends regarding the product(s) that I plan to purchase	3.13	0.943
I use online communities to get details of products/services that am interested in and I take into consideration advertisements put out before making a purchase	3.75	0.978
Information available on online communities' pages influences my objective decision making about brands and products	3.49	1.019

**Source: Primary Data (2024)**

Participants demonstrated significant engagement with online communities, with 78.8% agreeing or strongly agreeing that they spend time checking online community accounts before making purchases (Mean = 3.47, SD = 0.889). Moreover, 60.4% agreed or strongly agreed that they often shop at stores they have befriended or liked on online communities (Mean = 3.77, SD = 0.997). Additionally, 64.2% of respondents agreed or strongly agreed that they use online communities to seek recommendations from friends regarding products (Mean = 3.13, SD = 0.943). Furthermore, 62.3% agreed or strongly agreed that they use online communities to gather product details and consider advertisements before making purchases (Mean = 3.75, SD = 0.978). Lastly, 54.2% agreed or strongly agreed that information available on online community pages influences their objective decision-making about brands and products (Mean = 3.49, SD = 1.019).

The standard deviation for all sentiments was below two, indicating consensus among respondents. These findings underscore the substantial impact of online communities on purchase intention within the IT industry in Nairobi County, Kenya, with respondents utilizing these platforms for information gathering and decision-making processes. Despite some variability in opinions, the consensus suggests a meaningful role of online communities in influencing consumer behavior.

#### 4.3.3 Influence of Electronic Word of Mouth on Purchase Intention

This research sought to assess the impact of electronic word of mouth (e-WOM) on purchase intention. This was done through gathering respondents' agreement levels with a number of statements on purchases. Their responses were as presented in table 4.8. Mean (M) values represent the average level of agreement, while Standard Deviation (SD) indicates the variability of responses.

**Table 4.7: Influence of Electronic Word of Mouth on Purchase Intention**

	Mean	SD
Positive reviews on the website increase my purchase intention	3.46	1.032
I purchase a product if the reviews on the website mention positive things about the retail shop	3.52	0.985
I trust other people's opinion which are shared online	3.82	0.881

**Source: Primary Data (2024)**

Participants demonstrated significant reliance on eWOM in their purchasing decisions, with 87.9% agreeing or strongly agreeing that positive reviews on websites increase their purchase intention (Mean = 3.46, SD = 1.032). Additionally, 56.1% agreed or strongly agreed that they are inclined to purchase a product if the reviews on the website mention positive things about the retail shop (Mean = 3.52, SD = 0.985). Moreover, 69.4% agreed or strongly agreed that they trust other people’s opinions shared online (Mean = 3.82, SD = 0.881).

The low standard deviations across the feedback indicate a high level of consensus among respondents regarding the influence of online opinions on their purchasing behaviour. These findings suggest that positive online reviews and trust in online opinions significantly impact purchase intention among customers in the IT industry in Nairobi County, Kenya.

#### 4.3.4 Influence of Social Media marketing on Purchase Intention

This section examines respondents' agreement levels with statements related to purchase intention concerning social media engagement. Table 4.8 summarizes respondents feedback on their purchase intention.

**Table 4.8: Influence of social media marketing on purchase intention**

	Mean	SD
I purchase from an IT retailer whom I can engage with on social media early on and throughout the purchase process	3.32	0.948
I am more likely to purchase from an IT retailer who is active on social media platforms	3.81	0.945
I choose a brand if recommended by friends and family through posts and comments on social media platforms	3.88	0.860
I am very likely to buy products or services recommended by my friends on social media platforms	3.71	0.978

**Source: Primary Data (2024)**

Respondents demonstrated a significant reliance on social media in their purchasing decisions, with 68.4% agreeing or strongly agreeing that they are more likely to purchase from an IT retailer who is active on social media platforms (Mean = 3.81, SD = 0.945). Additionally, 65.5% agreed or strongly agreed that they are very likely to buy products or

services recommended by their friends on social media platforms (Mean = 3.71, SD = 0.978). Moreover, 70.7% strongly agreed that they choose a brand if recommended by friends and family through posts and comments on social media platforms (Mean = 3.88, SD = 0.860).

The standard deviation across each statement was under 2 indicating a high level of consensus among respondents regarding the influence of social media on their purchasing behavior. These findings underscore the significant impact of social media on purchase intention, indicating that active engagement and recommendations on social media platforms play a crucial role in influencing consumers' purchasing decisions in the IT industry.

#### 4.4 Inferential Statistics

Correlation and multiple regression analyses were used to evaluate the relationship between e-marketing and purchase intention among customers in the IT industry in Nairobi County, Kenya

##### 4.4.1 Correlation Analysis

The Pearson correlation coefficient ( $r$ ) was utilized to examine the linear relationship between e-marketing and purchase intention among customers in the IT industry. As described by Drost (2018) this coefficient varies from -1 to +1, where -1 signifies a complete negative relationship, 0 implies no correlation, and +1 represents a complete positive relationship. A coefficient falling below  $\pm 0.4$  suggests a weak correlation, while values ranging between  $\pm 0.4$  and  $\pm 0.6$  indicate a moderate correlation, and those surpassing  $\pm 0.6$  suggest a strong correlation. Prior to interpreting the findings, the researcher verified that the data satisfied the assumptions necessary for correlation analysis. These assumptions encompass the utilization of interval data, the presence of an assumed linear association between variables, minimal presence of outliers, and the distribution of data being approximately normal. Table 4.9 shows the outcome of normal distribution test.

**Table 4.9: Normal distribution of data**

Tests of Normality						
	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Purchase_Intention1	.148	212	.000	.952	212	.000

a. Lilliefors Significance Correction

The table shows the results of normality tests (Kolmogorov-Smirnova and Shapiro-Wilk) for the "Purchase Intention" variable. Both tests show a statistically significant result (p-value < 0.000), indicating that the purchase intention data might not be perfectly normally distributed. This was because the data was slightly skewed to the right that is a simple majority were in in agreement with the statements under purchase intention.

**Table 4.10: Correlational analysis**

		Online Advertisement	Online Communities	Electronic Word of Mouth	Purchase Intention
Online Advertisement	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	212			
Online Communities	Pearson Correlation	.721**	1		
	Sig. (2-tailed)	.000			
	N	212	212		
Electronic Word of Mouth	Pearson Correlation	.566**	.658**	1	
	Sig. (2-tailed)	.000	.000		
	N	212	212	212	
Purchase Intention	Pearson Correlation	.566**	.600**	.694**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	212	212	212	212

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

**Source: Primary Data (2024)**

The study revealed there was a strong positive correlation between online communities and purchase intention ( $r = 0.600$ ,  $p < 0.01$ ) and; electronic word of mouth and purchase intention ( $r = 0.694$ ,  $p < 0.01$ ). Results also indicated there is moderate positive results between online advertisement and purchase intention ( $r = 0.566$ ,  $p < 0.01$ ). These results indicate that online advertisement, online communities, and E-WOM play significant roles in influencing purchase intention among customers in the IT industry.

**4.4.2 Simple Linear regressions**

This section explores the impact of various E-Marketing channels (e.g., online advertising, social media marketing) on purchase intention among customers in the IT

sector within Nairobi County, Kenya. We utilized simple linear regression analysis to assess the relationships between each independent variable (E-Marketing channel) and the dependent variable (purchase intention). The chosen significance level for this analysis was 5%, commonly used in social science research. The following subsection will present the results of the regression analysis for each predictor variable.

#### 4.4.2.1 Regression of Online advertisement on purchase intention

This subsection explores the relationship between online advertising and purchase intention among IT sector customers in Nairobi County, Kenya. The research employed simple linear regression analysis, with online advertisement as the independent variable and purchase intention as the dependent variable.

**Table 4.11:Regression of online advertisement on purchase intention**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.566 <sup>a</sup>	.320	.317	.69647
a. Predictors: (Constant), Online Advertisement				

**Source: Primary Data (2024)**

As shown in table 4.11, the R-squared is 0.320, indicating that approximately 32% of the variance in purchase intention can be explained by online advertisement in this model suggesting a moderate positive association. The adjusted R-squared value (0.317) is slightly lower than R-squared, accounting for the model's complexity (number of predictor variables) suggesting that the model performs reasonably well with online advertisement as the sole predictor.

**Table 4.12:ANOVA of regression of online advertisements on purchase intention**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.897	1	47.897	98.742	.000 <sup>b</sup>
	Residual	101.865	210	.485		
	Total	149.763	211			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Online advertisement						

**Source: Primary Data (2024)**

The model's F-statistic (98.742) is significant (p-value < 0.000), indicating that the model with online advertising expenditure as the independent variable significantly predicts purchase intention. This is as presented in table 4.12.

**Table 4.13:beta coefficients for online advertisement**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.395	.219		6.378	.000
	Online advertisement	.576	.058	.566	9.937	.000

a. Dependent Variable: Purchase Intention

**Source: Primary Data (2024)**

The constant term (1.395) representing the predicted purchase intention value when online advertising is zero. The coefficient for online advertising is 0.576 and statistically significant (p-value < 0.000). This means that for every unit increase in online advertisement, there's a corresponding increase of 0.576 units in the predicted value of purchase intention. The standardized coefficient (beta) for online advertising is 0.566. This value, independent of the units used for the variables, confirms a moderate positive relationship between online advertisement and purchase intention.

#### 4.4.2.2 Regression of online communities to purchase intention

This subsection explores the relationship between online communities and purchase intention among IT sector customers in Nairobi County, Kenya. The research employed simple linear regression analysis, with online communities as the independent variable and purchase intention as the dependent variable.

**Table 4.14: Regression of online communities with purchase intention**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.600 <sup>a</sup>	.360	.357	.67560

a. Predictors: (Constant), Online Communities

**Source: Primary Data (2024)**

The results presented in table 4.14 highlights that the coefficient of determination (R-squared) is 0.360, indicating that approximately 36% of the variance in purchase intention can be explained by the variation in online communities. The adjusted R-squared, which adjusts for the number of predictors in the model, is 0.357. The standard error of the estimate is 0.67560, representing the average distance between the observed values and the predicted values by the regression model. In addition, the model shows a strong positive association between the predictor and predicted variable( $R=0.600$ )

**Table 4.15:ANOVA of online communities and purchase intention**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.910	1	53.910	118.110	.000 <sup>b</sup>
	Residual	95.852	210	.456		
	Total	149.763	211			
a. Dependent Variable: Purchase intention						
b. Predictors: (Constant), Online Communities						

**Source: Primary Data (2024)**

The ANOVA table shows that the regression model is statistically significant, with an F-statistic of 118.110 and a corresponding p-value of less than 0.001 ( $p < 0.001$ ). This means that the variation in purchase intention can be significantly explained by the variation in online communities.

**Table 4.16: beta coefficients for online communities**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.475	.193		7.624	.000
	Online Communities	.571	.053	.600	10.868	.000
a. Dependent Variable: Purchase Intention						

**Source: Primary data (2024)**

From table 4.16, the intercept coefficient (constant) is 1.475, indicating the expected value of purchase intention when the online communities' predictor variable is zero. The coefficient for online communities is 0.571, indicating that for every one-unit increase in online communities, purchase intention is expected to increase by 0.571 units. The standardized coefficient (beta) for online communities is 0.600, suggesting that online communities have a strong positive influence on purchase intention. The t-value associated with the coefficient for online communities is 10.868, with a corresponding p-value of less than 0.001 ( $p < 0.001$ ), indicating that the coefficient is statistically significant. Therefore, it can be inferred that online communities play a significant role in influencing customers' purchase intentions in the context of the studied population.

**4.4.2.3 Regression of electronic word of mouth on purchase intention**

This subsection explores the relationship between electronic word of mouth and purchase intention among IT sector customers in Nairobi County, Kenya. The research employed simple linear regression analysis, with electronic word of mouth as the independent variable and purchase intention as the dependent variable.

**Table 4.17: regression of electronic word of mouth to purchase intention**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.694 <sup>a</sup>	.482	.479	.60788
a. Predictors: (Constant), electronic word of mouth				

**Source: Primary data (2024)**

The regression results presented in table 4.17 show that the coefficient of determination (R-squared) is 0.482, indicating that approximately 48.2% of the variance in purchase intention can be explained by the variation in electronic word of mouth. The adjusted R-squared, which adjusts for the number of predictors in the model, is 0.479. The standard error of the estimate is 0.60788, representing the average distance between the observed values and the predicted values by the regression model. The regression analysis reveals strong positive relationship between electronic word of mouth and purchase intention among IT sector customers in Nairobi County, Kenya (R=0.694)

**Table 4.18:ANOVA between electronic word of mouth and purchase intention**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	72.163	1	72.163	195.288	.000 <sup>b</sup>
	Residual	77.600	210	.370		
	Total	149.763	211			
a. Dependent Variable: purchase intention						
b. Predictors: (Constant), Electronic word of mouth						

**Source: Primary Data (2024)**

The ANOVA table shows that the regression model is statistically significant, with an F-statistic of 195.288 and a corresponding p-value of less than 0.001 ( $p < 0.001$ ). This indicates that the variation in purchase intention can be significantly explained by the variation in electronic word of mouth.

**Table 4.19:beta coefficients of electronic word of mouth**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.152	.174		6.613	.000
	Electronic word of Mouth	.666	.048	.694	13.975	.000
a. Dependent Variable: Purchase Intention						

**Source: Primary Data (2024)**

From table 4.19, the intercept coefficient (constant) is 1.152, indicating the expected value of purchase intention when the electronic word of mouth predictor variable is zero. The coefficient for electronic word of mouth is 0.666, indicating that for every one-unit increase in electronic word of mouth, purchase intention is expected to increase by 0.666 units. The standardized coefficient (beta) for electronic word of mouth is 0.694, suggesting that electronic word of mouth has a strong positive influence on purchase

intention. The t-value associated with the coefficient for electronic word of mouth is 13.975, with a corresponding p-value of less than 0.001 ( $p < 0.001$ ), indicating that the coefficient is statistically significant.

#### 4.4.3 Multiple Regression

The research aimed to assess how E-Marketing impacts purchase intention among customers in the IT sector in Nairobi County, Kenya. The regression model adhered to a significance level of five percent (5%), which is commonly recommended for social studies. The results of the analysis were illustrated through three tables, as elaborated upon subsequently.

#### 4.4.4 Model Summary

The Model Summary is used to show the extent to which changes in the independent variables can lead to changes in the dependent variable. In this research, the Model summary was utilized to indicate the degree of variation in purchase intention attributed to alterations in Online advertisement, Online Communities and Electronic Word of Mouth. The results were as presented in table 4.20

**Table 4.20: Model Summary**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730 <sup>a</sup>	.533	.527	.57964
a. Predictors: (Constant), Online Advertisement, Online communities, Electronic Word of Mouth				

**Source: Primary Data (2024)**

The Model Summary reveals that the regression model, which includes Online Advertisement, Online Communities, and Electronic Word of Mouth as predictors, accounts for a substantial portion of the variance in purchase intention among customers in the IT industry in Nairobi County, Kenya.

The results of the Model Summary indicate that the predictor variables collectively explain 53.3% of the variance in purchase intention (R Square =0.533). The Adjusted R Square value (0.527) suggests that approximately 52.7% of the variance in purchase intention is accurately predicted by the model, considering the number of predictors and sample size. The model also demonstrates a strong association between E-Marketing and

purchase intention ( $R=.730$ ). These results suggest that Online Advertisement, Online Communities, and Electronic Word of Mouth collectively play a significant role in influencing purchase intention among customers in the IT industry in Nairobi County, Kenya.

#### 4.4.5 Analysis of Variance

Analysis of Variance (ANOVA) is statistical tool for assessing the significance of a model in explaining variations in the dependent variable. In this study, significance of the model was tested at a significance level of 5%. The outcomes of this analysis were summarized in Table 4.21.

**Table 4.21: ANOVA**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.879	3	26.626	79.251	.000 <sup>b</sup>
	Residual	69.883	208	.336		
	Total	149.763	211			
a. Dependent Variable: Intention_1						
b. Predictors: (Constant), Online Advertisement, Online communities, Electronic Word of Mouth						

**Source: Primary Data (2024)**

The Analysis of Variance (ANOVA) results indicate that the regression model, which includes Online Advertisement, Online Communities, and Electronic Word of Mouth as predictors, is statistically significant in explaining the variations in purchase intention among customers in the IT industry in Nairobi County, Kenya. The significance level (Sig.) associated with the F-statistic is less than 0.05 ( $p < 0.05$ ), indicating that the regression model as a whole is statistically significant at the 5% significance level. This implies that at least one of the predictors (Online Advertisement, Online Communities, or Electronic Word of Mouth) significantly contributes to explaining the variance in purchase intention. This is supported by a high F-statistic of 79.251, which exceeds the F-critical value (2.67), from distribution table at 0.05 significance level implying that the regression model is statistically significant at the 5% level of significance.

#### 4.4.6 Beta Coefficient of variables and collinearity

Beta coefficients, also known as standardized coefficients, provide valuable insights into the relative importance of each independent variable in predicting the dependent variable while controlling for other variables in the model. These coefficients allow for a comparison of the strength of the relationships between the predictor variables and the outcome variable on a standardized scale. Table 4.13 presents the beta coefficients of the study variables, namely Online Advertisement, Online Communities, or Electronic Word of Mouth in predicting purchase intention.

The regression model was as follows;  $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \varepsilon$

where  $Y$  was the dependent variable (purchase intention),

where  $\beta_0$  was the regression constant (coefficient of intercept),

where  $\beta_1, \beta_2, \beta_3$ , were coefficients of the independent variables namely Online Advertisement, Online communities and Electronic Word of Mouth respectively.

where  $X_1, X_2, X_3, X_4, X_5$  represented the independent variables namely Online Advertisement, Online communities and Electronic Word of Mouth respectively.

$\varepsilon$  represented the error term.

**Table 4.22: Beta coefficients**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.657	.197		3.336	.001
Online Advertisements	.185	.071	.181	2.612	.010
Online community	.135	.072	.141	1.861	.064
Electronic word of mouth	.478	.061	.498	7.802	.000

a. Dependent Variable: Purchase Intention

**Source: Primary Data (2024)**

The regression model was fitted as follows.

$$Y = 0.657 + 0.185X_1 + 0.135X_2 + 0.478X_3 + e.$$

The interpretation drawn from the model was that when Online Advertisement, Online communities and Electronic Word of Mouth were held at a zero constant, purchase intention would be at a constant value equal to 0.657.

Each beta coefficient represents the change in the dependent variable (purchase intention) associated with a one standard deviation increase in the predictor variable, holding all other variables constant.

Beta for online advertisement was 0.181 meaning for every one standard deviation increase in Online Advertisement, purchase intention is expected to increase by 0.181 standard deviations, holding other variables constant. The beta coefficient indicates a moderate positive relationship between Online Advertisement and purchase intention. Beta Coefficient for online communities was 0.141 meaning that for every one standard deviation increase in Online Communities, purchase intention is expected to increase by 0.141 standard deviations, holding other variables constant. Beta coefficient for electronic word of mouth is 0.498 implying that for every one standard deviation increase in Electronic Word of Mouth, purchase intention is expected to increase by 0.498 standard deviations, holding other variables constant. The beta coefficient indicates a strong positive relationship between Electronic Word of Mouth and purchase intention. The results suggest that Electronic Word of Mouth has the strongest influence on purchase intention among the variables examined, followed by Online Advertisement and Online Communities.

## **CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS**

### **5.1 Introduction**

This chapter provides summary of the findings, discussions, conclusions, and recommendations drawn from the study in relation to the research objectives.

### **5.2 Summary of Findings**

The findings of the study are discussed in relation to the specific objectives. This study sought to determine: influence of online advertisement on purchase intention; the influence of online communities on purchase intention and; influence of electronic word of mouth(E-WOM) on purchase intention among customers in the IT industry in Nairobi County, Kenya.

All the predictor variables discussed were found to have positive relationship with the dependent variables-purchase intention. This meant that for every unit increase in a predictor variable with others remaining constant, there was an increase of the corresponding beta value in the dependent variable. A discussion of the details is discussed in the subsequent sections.

#### **5.2.1 Discussion of Findings**

This section discusses the findings in depth by bringing the empirical results into explainable data.

#### **5.2.2 Influence of online advertisement on purchase intention**

In this study, the influence of online advertisement on purchase intention was investigated, revealing that customers prefer online advertising due to the wide variety of products it offers, agree that online advertisement creates a positive attitude towards the company's product, and acknowledge that online advertisements create value for products by making them memorable and easily recognizable. These findings are supported by previous research, including Fuxman (2014) investigation into Iraqi Facebook users' inclination to purchase based on the credibility of ads. Additionally, (Lambrecht, 2013) found a favourable relationship between social media ads and online purchase intention among internet shoppers, reinforcing the significance of online advertising in shaping consumer behaviour. Furthermore, Supotthamjaree and Srinaruewan's (2021) study underscores the importance of consumer brand engagement and trust in influencing purchase intention

through online advertisement, aligning with the findings of this research. Similarly, the studies conducted by Burke (2002) and Adede (2017) emphasize the substantial impact of social media platforms on purchase intention, further supporting the importance of social media engagement as revealed in this study's findings. This research established that customers prefer online advertising due to the wide variety of products it offers, agree that online advertisement creates a positive attitude towards the company's product, and acknowledge that online advertisements create value for products by making them memorable and easily recognizable. The research results showed that online advertisement significantly influenced purchase intention.

These results are in line with the findings of Giombi & Viator (2022) research, which investigated Iraqi Facebook users' inclination to purchase based on the credibility of ads. Similarly, Appel & Hadi (2020) found a favourable relationship between social media ads and online purchase intention among internet shoppers. This research highlights the significance of consumer brand engagement and trust in influencing purchase intention through online advertisement. Additionally, Alalwan, (2018) emphasize the substantial impact of social media platforms on purchase intention, supporting the findings of this research regarding the importance of social media engagement.

According to the research objective: to determine the influence of online advertisement in influencing purchase intention among customers within the IT industry in Nairobi County, Kenya, this objective was met since the study showed a positive relationship between online advertisement and purchase behaviour.

### **5.2.3 Influence of online communities on purchase intention**

As per the study's objective of determining the influence of online communities on purchase intention, a number of significant findings were found. Customers reported dedicating time to peruse online community accounts while browsing products or services before making a purchase. Moreover, they revealed a proclivity to patronize stores they've connected with or endorsed on online communities prior to making online purchases from other platforms. Additionally, customers frequently turn to online communities to solicit recommendations from their virtual peers regarding planned purchases. Furthermore, they utilize these platforms to gather information about products or services they're interested in, often considering advertisements displayed before finalizing a purchase. The research findings strongly suggest a positive correlation between online communities and

customers' purchase intentions. These findings align with previous studies in the field. For example, Hatamleh & Safori, (2023) underscored the central role of trust within online communities and its subsequent impact on purchase intention, which closely parallels the current study's findings. Similarly, Algharabat and Rana (2020) emphasized the positive influence of online communities on brand development and consumer intent to purchase. These consistent findings across studies underscore the significant relationship between engagement in online communities and consumers' propensity to make purchases.

Moreover, recent research by Hatamleh & Safori (2023) delved deeper into the dynamics of online community influence on purchase intention, highlighting the role of user-generated content in shaping consumer decisions. Similarly, the study conducted by Tilahun & Berhan, (2023) emphasized the importance of social interaction within online communities in fostering consumer trust and purchase intent. These additional insights further reinforce the pivotal role of online communities in shaping consumer behavior and purchase decisions. Therefore, the study objective was realised.

#### **5.2.4 Influence of electronic word of mouth on purchase intention**

The majority of respondents concurred that positive reviews on websites increase their purchase intention, indicating a propensity to purchase products if the reviews mention positive aspects about the retail shop. Additionally, respondents expressed trust in opinions shared online by others. The assessment of these findings revealed a significant, strong positive association between electronic word-of-mouth (e-WOM) and purchase intention.

These findings resonate with previous research. For instance, Zou & Tong, (2022) demonstrated a positive correlation between trust, information quality, and social psychological distance with purchase intention, underlining the significance of these factors in influencing consumer behavior. Similarly, the study by Anwar, (2014) emphasized the importance of e-WOM quality and reliability in shaping consumers' propensity to make purchases, supporting the results of this research and indicating a shared understanding of the impact of e-WOM characteristics on purchase intention.

Moreover, recent studies by Alnoor (2022) and Bayalri (2023) further elucidated the role of e-WOM in shaping consumer perceptions and purchase decisions. Bayalri, (2023) explored the influence of online reviews on consumer trust and purchase intention, while

Hatamleh & Safori, (2023) investigated the impact of social media e-WOM on brand perception and purchase behaviour. These studies contribute to a comprehensive understanding of the multifaceted influence of e-WOM on consumer behavior in the digital age. The study objective of determining the influence of electronic word on mouth on purchase intention was met.

### **5.3 Conclusion**

The objective of this study was to investigate the influence of e-marketing on purchase intention among consumers in the IT industry in Nairobi County, Kenya. Through a comprehensive analysis, the research examined the specific impact of online advertisement, online communities, and electronic word of mouth (e-WOM) on purchase intention.

The findings from this research suggest that online advertisement significantly influences purchase intention among consumers. Customers exhibit positive attitudes towards online ads, recognizing their value in offering diverse product options and creating memorable brand experiences. To effectively leverage this influence and increase sales, retailers could focus on crafting engaging and visually appealing advertisements that resonate with their target audience. This entails using high-quality images, compelling copywriting, and clear calls-to-action to prompt action from viewers.

The research observed a strong positive association between online communities and purchase intention. Customers actively engage with online communities to seek product recommendations, obtain information, and make informed purchase decisions. This underscores the importance of fostering community engagement to enhance brand loyalty and drive purchase intention, consistent with previous studies emphasizing the pivotal role of trust within online communities.

The study revealed a significant positive correlation between e-WOM and purchase intention. Positive reviews and recommendations shared online play a crucial role in influencing consumer purchase decisions, highlighting the importance of trust, information quality, and reliability in shaping consumer behavior. These findings resonate with previous research emphasizing the impact of e-WOM characteristics on purchase intention.

This research underscores the substantial influence of e-marketing strategies, including online advertisement, online communities, and e-WOM, on purchase intention among consumers in the IT industry in Nairobi County, Kenya. By leveraging these digital channels effectively, businesses can enhance brand visibility, foster consumer engagement, and ultimately drive purchase intention. Strategies aimed at optimizing online advertisement content, fostering community engagement, and encouraging positive e-WOM can significantly impact consumer purchase intention and contribute to organizational success in the competitive digital marketplace.

The general study objective which was to determine the influence of social media marketing on purchase intention among customers in the IT industry in Nairobi County, Kenya was thus realised.

#### **5.4 Recommendations**

This study brings with it tangible contributions to practice, theory and policy. On practice, IT retailers are well positioned to combine online ads to enhance purchase behaviour whilst employing best practices to ensure their standing on online communities and E-WOM is of repute. The social capital and planned behaviour theories are built on by this study as both provide variables which underpins the objectives of the study. Advocacy on matters marketing can be fostered with the empirical findings that this study found.

To maximize their digital outreach and influence purchase decisions, businesses should consider the following:

##### **i. Leverage Online Advertising:**

- Craft captivating ads that target the right audience.
- Emphasize your unique value proposition to stand out from competitors.
- Track and analyse ad performance to optimize effectiveness.

##### **ii. Foster Customer Engagement in Online Communities:**

- Build a dedicated social media presence and actively engage with their audience.
- Encourage discussions, answer questions promptly, and address customer concerns within online communities.
- Host regular online events or contests to generate excitement and interaction.

##### **iii. Harness the Power of e-WOM:**

- Encourage customer reviews on relevant platforms and respond to them promptly and professionally.

- Partner with relevant influencers to amplify positive word-of-mouth through their channels.

### **5.5 Limitations of the study**

This research provides valuable insights into the impact of e-marketing channels on consumer behavior, but it is important to acknowledge some limitations:

- **Limited Scope:** The study focused on three specific channels - online advertising, online communities, and e-WOM. This excludes other potentially significant channels like search engine optimization (SEO), email marketing, and mobile marketing.
- **Data Collection Method:** While structured questionnaires facilitated efficient data collection from a large sample, they may have missed deeper insights. The inclusion of open-ended questions could have allowed participants to elaborate on their experiences and suggest areas for improvement. This could have led to a richer understanding of the factors influencing purchase intention.
- The study also encountered an average response rate of 55% during data collection. To curb this, future researchers can apply a longer time period for data collection.

Despite these limitations, the overall research objective was achieved.

### **5.6 Areas for Further Research**

Future research could be conducted to evaluate the effectiveness of e-marketing across different customer segments. Specifically, researchers could explore how factors such as age, gender, income level, or technological proficiency affect the effectiveness of various e-marketing strategies.

Given that the digital landscape is constantly evolving, it would be beneficial for future research to examine the impact of emerging technologies such as artificial intelligence, virtual reality, and augmented reality on e-marketing strategies and perceptions of service quality.

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## APPENDICES

### RESEARCH INSTRUMENT

#### THE INFLUENCE OF E-MARKETING ON PURCHASE INTENTION OF CUSTOMERS OF IT PRODUCTS IN NAIROBI.

##### Introduction

Please fill in all questions to the best of your knowledge. The information you provide will strictly be applied in an academic study. It will not be shared by any unauthorised person.

##### Section A: Background information

Classification	Detail	Response
Gender	Male	
	Female	
The highest level of Education attained	None	
	Primary	
	Secondary	
	Certificate	
	Diploma	
	Bachelor's Degree	
	Master's Degree	
	Doctorate Degree	
Age	18- 25 Years	
	26- 33 Years	
	34- 41 Years	
	42-49 Years	
	50 and above	

##### SECTION B: ONLINE ADVERTISEMENT

1. Below are several statements on the influence of online advertisement as a form of e-marketing on purchase intention. Kindly score your level of agreement with each on a scale of 1-5

Statement	1	2	3	4	5
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1. I prefer online advertising due to the wide variety of products it offers me					
2. Online advertisement creates a positive attitude towards this company's product					
3. Online advertisements create value for products by making them memorable and easily recognizable.					

### SECTION C: ONLINE COMMUNITIES

2. Below are several statements on the influence of online communities as a form of e-marketing on purchase intention. Kindly score your level of agreement with each on a scale of 1-5

Statement	1	2	3	4	5
1. I spend time checking online community account while going through products/services before I purchase them					
2. I often shop at the stores that I have befriended/liked on online communities before I purchase a product /service online					
3. I often use online communities to seek recommendations from their online friends regarding the product(s) that I plan to purchase.					
4. I use online communities to get details of products/services that am interested in and I take into consideration advertisements put out before making a purchase					
5. Information available on online communities' pages influences my objective decision making about brands and products					

**SECTION D: ELECTRONIC WORD OF MOUTH**

3. Below are several statements on the influence of electronic word of mouth as a form of e-marketing on purchase intention. Kindly score your level of agreement with each on a scale of 1-5

<b>Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1. Positive reviews on the website increase my purchase intention					
2. I purchase a product if the reviews on the website mention positive things about the retail shop					
3. I trust other people’s opinion which are shared online					

**SECTION E: PURCHASE INTENTION**

4. Below are several statements on purchase intention. Kindly score your level of agreement with each on a scale of 1-5

<b>Statement</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1. I purchase from an IT retailer whom I can engage with on social media early on and throughout the purchase process					
2. I am more likely to purchase from an IT retailer who is active on social media platforms					
3. I choose a brand if recommended by friends and family through posts and comments on social media platforms					
4. I am very likely to buy products or services recommended by my friends on social media platforms					

*The end.*

*Thank you*

## ICT FIRMS IN NAIROBI COUNTY, KENYA

No.	Company Name	Address
1	Aarafa Communication Solutions Limited	Unga House, 7th Floor, Suite 1 Muthithi Rd, Nairobi
2	ABNO Softwares International Limited	Kaka House, 3rd Floor, Maua Close Off Parklands Road, Westlands, Nairobi
3	Adept Technologies Ltd	Blue Violets Plaza, Kamburu Drive, off Kindaruma Road, Nairobi Kenya
4	AfriQ Network Solutions Ltd	Ngara Road YTL Tigoni Centre Nairobi Kenya 6388 - 00100
5	Agile Business Technologies Ltd	Hurlingham Office Block II, G Floor. Jabavu off Argwings Kodhek Road, Nairobi
6	Akirachx	616 Korongo, Nairobi
7	AL Wakforce	Fedha Plaza Mpaka rd, Nairobi
8	Amtech Technologies Limited	Amtech Plaza, Forest Lane, Off Ngong Road, Matasia Shopping Center, Nairobi
9	Angelha ventures limited	12890-00100, Nairobi
10	Aolution science Technologies	Nairobi
11	Aspire Software Limited	Block A, 1st Floor Spring Valley Business Park, Nairobi
12	Bandwidth and Cloud service3s Group	Citadel Building Muthuthu Rd, Nairobi
13	Belva Digital	7734, Muchai Drive, off Ngong Road, Nairobi
14	Bitlink Company Limited	ACK Garden House, 2nd floor, 1st Ngong Avenue, Nairobi
15	Bizztech Solutions	Danny's Court, Suite B3, Mombasa Rd, Nairobi
16	Bluechip Infotechnology PVT Ltd	Nairobi
17	Breezenet Technologies	Nairobi
18	Bright Technologies Limited	Absa Towers, 15th floor, Loita Street, Nairobi. Old Mutual Building, Ground Floor, Kimathi Street, Nairobi
19	Bunifu Technologies	Ngong Town, Nairobi
20	Calidad Systems Limited	Kabarsiran Garden Road, Next to Embassy of Hungary, Nairobi

No.	Company Name	Address
21	Caption Digital Technologies Limited	Suraj Plaza. Limuru rd. Opp Jamuhuri Boys, Nairobi
22	Catrino Technologies	Mitsaumi Business Park, 65 Muthithi Rd, Nairobi
23	Circuit Business Systems Kenya Limited	CBS House, Off Ojijo Road, Parklands, Nairobi County, Kenya
24	Citimax Technologies Limited	Applewood Adams off Ngong Rd, Nairobi
25	Comp Sols Kenya Ltd	Nkrumah Road, NSSF Building, 7th Floor, Nairobi
26	Compnet Advisory Systems	Vedic Hse, Mama Ngina Street, Nairobi
27	Compufix Technologies Limited	Nairobi
28	CompuNet International Technology	Eden Square, Chiromo Road, Westlands Nairobi, Kenya
29	Computer Revolution	Nairobi
30	Comztech	The Allamano Centre, Office 5F, Off Waiyaki Way, Nairobi
31	Copierforce Kenya Limited	1st' Floor, Soin Arcade, Westlands Rd, Nairobi, Kenya Westlands, Nairobi, Kenya 14777
32	Deluge Technologies	Haven Heights, Bustani rd, Nairobi
33	Deprime Solutions Ltd	Moi Avenue at Rahimtulla Trust Building, 2nd Floor shop 27 Opposite BIHI towers Near The bazaar, Nairobi
34	Dew CIS Solutions Ltd	Barclays Plaza, 12th Floor Loita Street Nairobi
35	Direct Office Technology Ltd	Next Gen Mall, Ground Floor, Suite 12, Mombasa Rd, Nairobi
36	Dots and Graphics Ltd	Lowerhill Duplex, Upper Hill, Lower Hill Rd, Nairobi
37	DoubleNet Technologies Limited	Tembo Sacco Plaza, Garden Estate RD, Exit 7, off Thika Super Highway, Nairobi
38	DS SOFTWARE MANAGEMENT W.L.L	Nairobi
39	Dynamic Integrated Systems Limited	47 Muchai Drive 1st Floor No 4 Muchai Drive Off Ngong Road, Nairobi
40	Dynamic World Technology Ltd	Shivachi road, Nairobi, Kenya
41	Eastra Solutions	Le'Mac Building, Church Rd, Westlands, Nairobi
42	Ecom Technologies Limited	NACICO PLAZA Landhies Road, Nairobi
43	Ecom Technologies Limited	NACICO Plaza, Landhies Road, Nairobi
44	Eldama Technologies Limited	No.2 Middle Court, Matundu Lane Off Brookside Drive, Westlands, Nairobi
45	Elink Technologies Ltd	Arkod Aptmnts-2nd floor Hurlingham, Nairobi

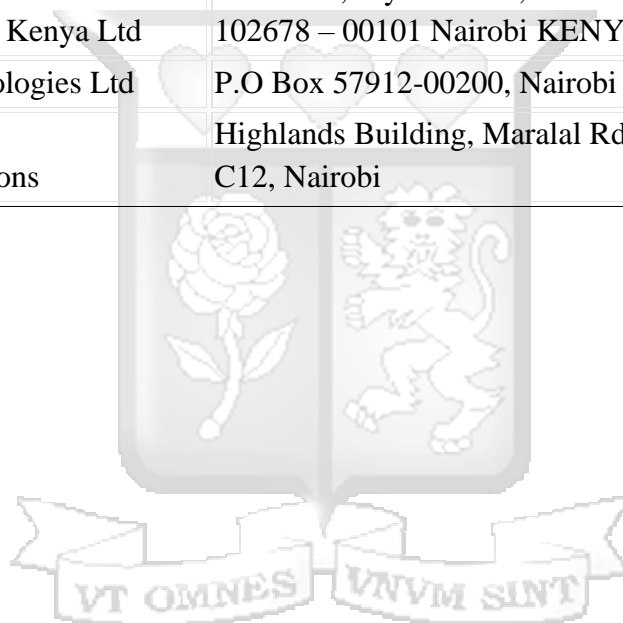
No.	Company Name	Address
46	Elitepath Software Limited	Nairobi
47	Empire Microsystems Ltd	Shelter Afrique Center, Longonot Road, Upperhill, Nairobi
48	Enacapsulated East Africa Limited	Rainbow Plaza, Nairobi
49	Enfinite Solutions Limited	P.O Box 21405 – 00100, Nairobi
50	Enowam Technologies	Nairobi
51	eStream East Africa Ltd	2nd Floor Mugoya Complex, Muhoho Avenue, South C, Nairobi, Kenya
52	Ethanx Technologies	Gamix Building Ground Floor, Tomboya Street, Nairobi, Kenya
53	Explore Data Systems	Nairobi
54	Fashtech Computers	Afya Center, 9th Floor, off Tom Mboya Street, Nairobi
55	Flip Edge Entertainment	Donholm Road-off outering road, Nairobi
56	Flowcode Technology Limited	5th Floor, Alys Center 5 Muthithi Road/Mpaka Junction, Westlands, Nairobi
57	Futuresoft Technologies	Haile Selassie Avenue, Nairobi, Kenya
58	Genome Technologies Ltd	West Park Towers 8th Floor Muthithi Road, Westlands, Nairobi
59	Geonet Technologies Limited	ZAHRA building, 1st Floor. Road C, off Enterprise road. Embakasi, Nairobi
60	German Laptops	Nairobi
61	Gitech Computer Systems	Rattansi Educatioal Trust Building 1st Floor South-Wing, Koinange Streets Nairobi, Kenya
62	Global Forensic Services Limited	Nacico Plaza, Ladhies Rd, Nairobi
63	Gravity Solutions Limited	Woodland Business Park, Nairobi
64	Greenmark Systems Limited	Nairobi
65	Grow Desk Consulting	Conquest Park, Kileleshwa, Nairobi
66	Harler Technologies Ltd	Vision Plaza 1st Floor, Suite 7 Mombasa Road, nairobi
67	Hensa Solutions	Mfangano Street, Rumwe Farm Co-op Hse, Opposite KNUT Headquarters., Nairobi
68	Host Pure Group Ltd	Nairobi
69	Iansoft Technologies Limited	10th floor, Nachu Plaza, Kiambere Road, Upper Hill, Nairobi
70	Icom Technologies Ltd	60862-00200, Nairobi

No.	Company Name	Address
71	IDS Software Management W.L.L	Parklands Road, Nairobi
72	iLimat Services Limited	Njengi Hse, 2nd Floor, Nairobi
73	Informed Systems Ltd	Ojijo Plaza, 2nd Floor, Ojijo Rd Opp Parklands Sports Club, Westlands, Nairobi
74	Infotech Africa LTD	Nairobi
75	Insight Business Systems	Baricho plaza Baricho Road off Bunyala road, Industrial Area, Nairobi
76	Intellinks East Africa Limited	Vision Plaza, 5th Floor, Suite 18, Mombasa Road, Nairobi
77	Intellinks East Africa Limited	Vision Plaza, Mombasa Road, Nairobi
78	Isoft Systems (K) Ltd	Ambassador Court, Block A, Suite 5, Milimani Road, Nairobi
79	Jomba ICT Solutions	Riverside Drive, Westlands, Nairobi
80	KANGA Itechnologies	Nairobi
81	Kangai Technologies	Nairobi
82	Kepler Information Technology Limited	Jamia Nairobi
83	Kestech IT Solutions	Nairobi
84	Laptop Doctors Nairobi	Nairobi
85	Lenasi Cloud Hosting	KFA Building No.6, Nairobi
86	Lensoft Limited	Emperor Plaza, Koinange Street, Nairobi
87	Livecode Technology Limited	Nairobi
88	Loanspur Limited	Ambank House 12TH floor, Nairobi
89	LocateIT Ltd	Galana Plaza, Galana Road, Kilimani, Nairobi
90	Lux Technologies Limited	Royal Plaza, Ground Floor, Along Kasarani-mwiki Road, Nairobi
91	Mackphilisa Computer Systems Ltd	Leomar Court, Suite 8, Westlands Road, Next to Orbit Place., Nairobi
92	Magnatec Solutions Limited	Park Suites, Parklands Road, Parklands, Nairobi
93	Manage IT LTD	22The Crescent Road Parklands, Nairobi
94	Maxider Limited	2nd Floor Mbandu Complex, Langata Rd, Karen – Nairobi, Kenya P.O. BOX 4683 – 00506
95	Mistech Technologies Limited	Mamlaka Rd, Nairobi, Kenya
96	Mobiworld ICT Solutions Ltd	Riverside Drive, Westlands, Nairobi, Kenya
97	Moran Technologies	p.obOX1736-00606, Nairobi

No.	Company Name	Address
98	Morvey business Ltd	P.O. Box 71-00621 Nairobi
99	Nesh Technologies Ltd	P.O. Box 56200-00200 Nairobi
100	Netbridge Technology Ltd	Accra road, cbd Accra trade centre building, Nairobi
101	Netcom Information Systems Limited	Netcom Villa, Woodley, Mugo Kibiru Road, off Ngong Road P. O Box 76049 - 00508 Yaya, Nairobi, Kenya
102	Netedge Business Systems Ltd	Njengi House 4th Flr Tom Mboya Street, Nairobi
103	Netpaq Business Systems Limited	Astrol Office Park Astrol Petrol Station, 1st floor, Room B3 Ridgeways, Kiambu Road, Nairobi
104	Next Decade Communication Systems Limited	Summit House Mezzanine Plaza 3rd Floor Room 301 P.O.BOX 12542 – 00400, Nairobi
105	Next Technologies Ltd	Applewood Park, West Wing, 3rd Floor Off Wood Avenue, Kilimani, Nairobi, Kenya
106	Octopus ICT Solutions	GMK Building, 2nd Floor, OFF Argwings Khodhek Road, Hurlingham PO Box 17745 – 00800 Nairobi
107	One Click Services Limited	Krishna Center, Woodvale Groove, Westlands, Nairobi
108	Open World Solutions	Muhoho Avenue, Bakers Corner, Mugoya, South C, Nairobi
109	Optimax Group Limited	Afraa Building, Ground Floor, Red Cross Road, off Popo Road, off Mombasa Road P.O. Box 103609 - 00101, Nairobi
110	Osta Tech Ltd	Argwings Kodhek Road, Hurlingham, Nairobi - Kenya
111	Pafe Technology Company ltd	Outering Road, Next to Naivas Supermarket, 3rd floor, Nairobi
112	Pensoft Systems Limited	Northstar Building, Lenana Rd P.O. Box 52624-00100, Nairobi Kenya
113	Permalink Business	Po Box 58552-00200, Nairobi
114	Pertom Digital Limited	Nairobi, Kenya
115	Priori Technologies Limited	Watermark Business Park Ndege Rd, Karen, Nairobi
116	Prudmat Technologies	1st Floor, Suite 38, The Stables Plaza, Nairobi Karen Rd, Karen, P. O. Box 20661 - 00200 City Square, Nairobi
117	Read Technologies Ltd	P.O. Box 8196-00100 GPO Nairobi, Kenya Mombasa Road, Nairobi Nextgen Mall 2nd Floor
118	Rectos Tech	P.O Box 56220-00200 Nairobi
119	Revere Technologies	Crescent Business Centre, 5th Floor, Parklands, Nairobi, Kenya
120	Roamtech Solutions Limited	4th floor, Stellato, Muthithi Road Westlands, Nairobi

No.	Company Name	Address
121	SEACOM Kenya Ltd	KAM House, 1st Floor, cnr Peponi & Mwanzi Road Westlands, Nairobi, Kenya, Nairobi, Kenya
122	Senar Technologies Ltd	Garden Chambers Buildings 2nd Floor, Room 203 Moktar Daddah Street Nairobi. P. O. BOX 2598-00200, Nairobi
123	Signitory Technologies	Muthaiga Business Center, Thika Road P.o. Box 62530 – 00200 Nairobi – Kenya
124	Simba Technology Ltd	5th Floor Purshottam Place, Westlands Road, Next to CFC Bank Chiromo, Westlands, Nairobi
125	Skysys Solution Services	1st Freigh Lane 594-00606 Nairobi
126	Sofyete Solutions Ltd	P.O Box 2351-00100, Nairobi
127	Sohn and Sol Technologies Ltd	Afya Centre, 11th Floor, Nairobi
128	Soliplus Communication Limited	P.O.Box 52051, Nairobi
129	Specicom Technologies Limited	7th floor, Corner house, Mama Ngina street/Kimathi Street., Nairobi
130	Spiceworks Communications Systems Ltd	47 Muchai Drive off Ngong Road, Nairobi
131	Sun Systems Limited	2nd Floor, Savla Plaza, Mogotio Road, Opp. Southern Sun Hotel, Off Parklands Road, Nairobi, Kenya
132	Systems Reengineered	Azure Tower, 7th Floor, Lantana Rd, Westlands - Nairobi, Nairobi.
133	Tecc Savvy Ltd	Suite 5, Ardwyn House, Riverside West Lane Off Riverside Drive Nairobi Kenya P.O. Box 49052 - 00100
134	Tech Frontiers Systems Limited	P.O BOX704-00206, Nairobi
135	Techbiz Limited	Tea Trade Centre, Ground Floor, Nyerere Avenue, Nairobi
136	Techcurve Solutions	P,O Box 62000-00200, Nairobi
137	Technix Technologies Ltd	Development House, 2nd Floor Moi Avenue Nairobi, Kenya
138	Technology Associates Kenya	3rd Floor, Eden Square, Chiromo Road, Westlands, Nairobi,
139	Thames Computers and Data Recovery Limited	128 Gigiri Box Park, United Nations Avenue, Nairobi, Kenya
140	Token Technology	472 Muguga Green Westlands Nairobi, Kenya
141	Toleon Technologies	Westlands, Maddona House Suite 110 P.O BOX 53454 - 00800, Nairobi
142	Touchline Technologies Ltd	4th Floor, Suite 3G, Vision Plaza , Mombasa Rd, Nairobi,
143	Treline Technology	Kimathi Street, Old Mutual Building, Nairobi

No.	Company Name	Address
144	Trenchless Technologies Kenya Limited	Gilfillian House, 5th Floor, suite 516, Kenyatta Avenue P.O. Box 10510 -00400, P.O. Box 10510 -00400 Nairobi
145	TrendMAK Computers Limited	Fortis Tower, 3rd floor, Woodvale Grove, Westlands P.O. Box 14122-00800, Nairobi, Kenya
146	Triple S Solutions Ltd	AAYMCA Building State House Crescent, Nairobi
147	Twista Technologies Ltd	Kileleshwa Suguta Road, Nairobi, Kenya.
148	Vast Informatics Ltd	Greystone Court, Rose Avenue, Kilimani, Nairobi
149	VEGA SOFTWARE	P.O.BOX14604, Nairobi
150	Wake Technologies Ltd	Seasons Lane, Kasarani, Nairobi
151	Westp computer systems	Airport North Road Embakasi Nairobi
152	Wilcom Systems Kenya Ltd	2nd Floor, Elysee Plaza, Kilimani Road Nairobi. PO Box 102678 – 00101 Nairobi KENYA
153	Wise Tec Technologies Ltd	P.O Box 57912-00200, Nairobi
154	Zeni Tech Solutions	Highlands Building, Maralal Rd, Opp Impala Club. RM C12, Nairobi



## Introduction Letter

Ole Sangale Rd, Madaraka Estate,  
P.O. Box 59857 00200, Nairobi, Kenya.  
Cell: +254 703 414/6/7, Twitter: @SBSKenya  
Email: info@sbs.ac.ke or visit www.sbs.strathmore.edu



12<sup>th</sup> April 2024

To Whom It May Concern,

**RE: FACILITATION OF RESEARCH – OWINO, SOLOMON OMONDI**

This is to introduce Owino, Solomon Omondi who is a Master of Commerce (MCOM) Student at Strathmore University Business School, admission number MCOM/149645. As part of our MCOM Programme, Solomon is expected to do applied research and undertake a project. This is in partial fulfilment of the requirements of the MCOM course. To this effect, Solomon would like to request appropriate data from your organization.

Solomon is undertaking a research paper on “**Influence of E-Marketing on Purchase Intention among customers in the IT Industry in Nairobi County, Kenya.**” The information obtained shall be treated confidentially and shall be used for academic purposes only.

Our MCOM Programme seeks to establish links with industry, and one of these ways is by directing our research to areas that would be of direct use to industry. We would be glad to share our findings with you after the research, and we trust that you will find them of great interest and of practical value to your organization.

We appreciate your support and shall be willing to provide any further information if required.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Njoki Kiagiri".

Njoki Kiagiri  
Manager – Graduate Programmes  
Strathmore University Business School.

Association of African  
Business Schools



Strathmore Business School is a Proud member of:



AACSB

EFMD

## **PARTICIPANT INFORMATION AND CONSENT FORM**

### **INFLUENCE OF E-MARKETING ON PURCHASE INTENTION AMONG CUSTOMERS IN IT INDUSTRY IN NAIROBI COUNTY, KENYA**

#### **SECTION 1: INFORMATION SHEET**

Investigator: Solomon Omondi

Institutional affiliation: Strathmore Business School (SBS)

#### **SECTION 2: INFORMATION SHEET–THE STUDY**

##### **2.1: Why is this study being carried out?**

To investigate the influence of E-Marketing on Purchase behaviour among customers in IT industry in Nairobi County, Kenya.

##### **2.2: Do I have to take part?**

No. Taking part in this study is entirely optional and the decision rests only with you. If you decide to take part, you will be asked to complete a questionnaire to get information on Influence of E-Marketing on Purchase behaviour among customers in IT industry in Nairobi County, Kenya. If you are not able to answer all the questions successfully the first time, you may be asked to sit through another informational session after which you may be asked to answer the questions a second time. You are free to decline to take part in the at any time without giving any reasons.

##### **2.3: Who is eligible to take part in this study?**

A customer of an IT retailer in Nairobi County, Kenya

##### **2.4: Who is not eligible to take part in this study?**

A non-customer

##### **2.5: What will taking part in this study involve for me?**

You will be approached and requested to take part in the study. If you are satisfied that you

fully understand the goals behind this study, you will be asked to sign the informed consent form (this form) and then taken through a questionnaire to complete.

**2.6: Are there any risks or dangers in taking part in this study?**

There are no risks in taking part in this study. All the information you provide will be treated as confidential and will not be used in any way without your express permission.

**2.7: Are there any benefits of taking part in this study?**

The information will be used to improve E-Marketing among IT Retailers in Nairobi County, Kenya.

**2.8: What will happen to me if I refuse to take part in this study?**

Participation in this study is entirely voluntary. Even if you decide to take part at first but later change your mind, you are free to withdraw at any time without explanation.

**2.9: Who will have access to my information during this research?**

All research records will be stored in securely locked cabinets. That information may be transcribed into our database but this will be sufficiently encrypted and password protected. Only the people who are closely concerned with this study will have access to your information. All your information will be kept confidential.

**2.10: Who can I contact in case I have further questions?**

You can contact me, Solomon Omondi, at SBS, or by e-mail [omondi.solomon@strathmore.edu](mailto:omondi.solomon@strathmore.edu) , or by phone +254706789661. You can also contact my supervisor, Dr. Kuthea Nguti, at the Strathmore Business School, Nairobi, or by e-mail [KNguti@strathmore.edu](mailto:KNguti@strathmore.edu) or by phone +254720107014.

**If you want to ask someone independent anything about this research please contact:**

The Secretary–Strathmore University Institutional Ethics Review Board, P. O. BOX 59857, 00200, Nairobi, email [ethicsreview@strathmore.edu](mailto:ethicsreview@strathmore.edu) Tel number: +254 703 034 375

I, \_\_\_\_\_, have had the study explained to me. I have understood all that I have read and have had explained to me and had my questions answered satisfactorily. I understand that I can change my mind at any stage.

Please tick the boxes that apply to you;

**Participation in the research study**

I AGREE to take part in this research

I DON'T AGREE to take part in this research

**Storage of information on the completed questionnaire**

I AGREE to have my completed questionnaire stored for future data analysis

I DON'T AGREE to have my completed questionnaire stored for future data analysis

**Participant's Signature:**

\_\_\_\_\_ **Date:** \_\_\_\_ / \_\_\_\_ / \_\_\_\_  
**DD / MM / YEAR**

**Participant's Name:**

\_\_\_\_\_ **Time:** \_\_\_\_ / \_\_\_\_  
**(Please print name) HR / MN**

I, \_\_\_\_\_ certify that I have followed the SOP for this study and have explained the study information to the study participant named above, and that s/he has understood the nature and the purpose of the study and consents to the participation in the study. S/he has been given opportunity to ask questions which have been answered satisfactorily.

**Investigator's Signature:**

\_\_\_\_\_

**Date:** \_\_\_\_/\_\_\_\_/\_\_\_\_

**DD / MM / YEAR**

**Investigator's Name:**

\_\_\_\_\_

**Time:** \_\_\_\_/\_\_\_\_

**(Please print name)**

**HR / MN**



## Ethical Clearance



20<sup>th</sup> May 2024

Mr Owino Solomon,  
omondi.solomon@strathmore.edu

Dear Mr Owino,

**RE: Influence of E-Marketing on Purchase Intention among Customers in the IT Industry in Nairobi County, Kenya**

This is to inform you that SU-ISERC has reviewed and **approved** your above **SU-masters** proposal. Your application reference number is **SU-ISERC2260/24**. The approval period is from **20<sup>th</sup> May 2024 to 19<sup>th</sup> May 2025**.

This approval is subject to compliance with the following requirements:

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


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


Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Ambrose Rachier'.

**Mr Ambrose Rachier,**  
**Chairperson; SU-ISERC**

# NACOSTI Research License

  
REPUBLIC OF KENYA

  
NATIONAL COMMISSION FOR  
SCIENCE, TECHNOLOGY & INNOVATION

Ref No: **321933** Date of Issue: **14/May/2024**


**RESEARCH LICENSE**




**This is to Certify that Mr., Solomon Omondi Owino of Strathmore University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Nairobi on the topic: Influence of E-Marketing on Purchase Intention among customers in the IT Industry in Nairobi County, Kenya for the period ending : 14/May/2025.**

License No: **NACOSTI/P/24/35338**

**321933**  
Applicant Identification Number

  
Director General  
NATIONAL COMMISSION FOR  
SCIENCE, TECHNOLOGY & INNOVATION

Verification QR Code



**VT OMNES VNVM SUNT**

**NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.**

**See overleaf for conditions**