DIGITAL MARKETING STRATEGIES AND CONSUMER PURCHASE DECISION OF ONLINE STORES WITHIN NAIROBI CITY COUNTY

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DECLARATION

This research project is my original work and it has not been submitted before to any university for examination.

Signature…………………………………………. Date…………7/12/2020……………………….

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REG: D61/10540/2018

This project has been presented for examination with my approval as the supervisor of the University of Nairobi.

Signature: ………………………………. Date: …………7/12/2020……………..……

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DEDICATION

I wish to bestow this work to my family members, friends & colleagues for support & concern they have demonstrated.

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ACRONYMS AND ABBREVIATIONS

EKB: Engel, Kollat, Blackwell

ERP: Enterprise Resource Management

ICT: Information and Communications Technology

RA: Reasoned Action

SEO: Searching Engines Optimization

SMEs: Small and Medium Enterprises

SNS: Social Networking Sites

TAM: Technological Acceptance Model

ABSTRACT

Currently, a big population use internet and computer devices as part of their essential daily need which also include emails and smart phones as well as accessing social media sites such as LinkedIn, Face book or twitter. However, few studies have shown the link between digital marketing strategies and purchase decision of online stores. The objective of the study was to determine the influence of digital marketing strategies on purchase decision from online stores within Nairobi city County. This study was anchored on Technology Acceptance model and Engel Kollat Blackwell. A questionnaire was used for data collection and descriptive statistics were used to analyse data. Drawing from the results, it's evident that most of the online stores within Nairobi County used social media to launch new products and nearly all the organizations used social media to remind customer about existing products. Marketing over social media allows for targeted campaigning where ads are presented to customers based on their preferences or initial action and that many inquiries are received via social media about new and existing product. The study concluded that digital marketing strategies had a positive influence on purchase decision from online stores within Nairobi County. Social media had sharing capabilities that allow campaigns and articles to be shared with multiple followers and this helps to create a multiplier effect and has the capacity to tremendously improve sales results. Through online marketing, firms can concentrate their efforts on the audience that they truly want to offer their products or services to and gain more customers in the process. Online stores within Nairobi city County should also embrace continuous blogging, this will Keeping customers informed through daily articles can be a sure way of maintaining client base following however this is highly dependent on skill full writing and consistency with the content. It's important to remain accessible online 2/47, Online stores within Nairobi County must create social media marketing platforms such as Facebook, twitter, Instagram etc. Online stores within Nairobi County must adopt, email marketing funnel; to maintain competitive lead, firms must embrace email marketing strategy. There is need to optimize on search engine optimization; this aim to draw internet traffic, taking advantage of this function can a go long way in building a hierarchy of followers. The study suggests that further research to be done on why specific countries are more receptive to specific digital marketing strategies and what can be done to improve on digital strategies at the firm level. The study also suggests that same study be done focusing on other physical shops such as supermarkets in Kenya in order to give factual position that reflects on overall impact of digital marketing in the sector.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The world has over the last few years become competitive and a big number of companies have fashioned ways of coping with the exterior environmental changes. Dobie, Grant and Read (2018) hold that the marketers are continuing to learn how frequent contacting impacts the coming up of and sustainability of the decisions to purchase. Technological advancements, changing environments of the media, fresh channels promote this transition, and the matter of how companies are supposed to closely interact with their clients is attracting much attention particularly as companies consider many disparities between the traditional media of communication and the sales force (Vargo & Lusch, 2014).

Digital marketing has been described as a recent realistic and attitude involvement with marketing of commodities, and ideas via internet and other auto electronic mediums (El-Gohary, 2018). The internet allows communication between businesses and clients more powerfully, quickly and at times less expensively. As we, it has aided the marketing companies in gathering data concerning their consumers, customizing products and targeting prospective clients (Bush, 2017). Facilitated by economic development provided by internet as well as other associated technologies, a big number of companies are participating in digital marketing. Whereas usage of internet at every level is constantly growing, line buying by business enterprises and clients are increasing (Sheehan & Doherty, 2019).

This research is to be grounded on 2 theories; Technological Acceptance Model (TAM) and Engel Kollat Blackwell model. Technological Acceptance Model (TAM) was introduced by Davis in 1986 and specifically tailored for modelling user acceptance of information systems. It is one of the most successful measurements for computer usage effectively among practitioners and academics. Engel, Kollat, Blackwell (EKB) Model (James, Roger, & David, 1978) alludes that Todays ambitious competing and digitally-driven business or marketplace requires a good combination of both pull and push marketing in order to optimize output (Holoubek, 2016). Engel Kollat, Blackwell consist a number of components which include Decision undertaking component, information inflow component, action stage and variable affecting the decision process. The EKB assumes willingness of marketers to sell goods and services to potential consumers. It also assumes that's consumers can choose whether or not to purchase (Blackwell, Engel, & Miniard, 2014).

The population of Kenya is 45 million persons from which 21 million (47%) are regular users of the internet (Kenya National Bureau of Statistics, 2014). Nonetheless, this figure is rising at rate of 300 persons every month in comparison to the figures in 2009 where there happened to be less than 4 million internet consumers in the nation (Internet World Statistics, 2014). The extent to which internet usage has increased is very impressive and that indicates or implies continued embracement of the online shopping amongst the citizenry. Five major determinants of purchase decisions have been identified by Kariuki (2018) as: Consumer characteristics including: demographics, motivation, trust, perceived risk and customer attitude; product characteristics including the type of the product being sold and its offering price; Intermediate characteristics like the brand of the products being

sold and the brand of the online retailer, the quality of the service provided, control measures put in place for consumer privacy and security control.

1.1.1 Digital Marketing Strategies

Digital Marketing alludes to internet and online marketing (Syed & Mousavian, 2011). Digital Marketing is not solely important for covering as broad marketing area but equally important for clients since it gives several opportunities or chances to directly talk with the clients. According to Sedlacek (2016) digital marketing strategies are technological strategies adopted in an effort to create a positive image has considerable potential. Desktops, tablets, mobile phones, and smartphones are condensed to form digital channels platforms. Digital marketing provides consistent and personalized client messaging which is cost effective compared to traditional marketing of direct mail, print, and television. Access to websites, social media and mobile applications allow firms to launch campaigns that are global and region specific (Raghunadan & Parimal 2014).

Digital marketing strategies can immensely improve on a company's marketing leads. Raghunadan (2014) reveals that 34% of a company's leads come from inbound marketing which is implemented through online content publishing in form of portals, podcasts, social media marketing, online campaigns and search services. Outbound marketing include use of email marketing, feeds among others. Digital marketing has been adopted in several sectors. Gilanina, Syed & Mousavian (2011) indicated that by 2017 digital marketing is to become the norm in the all sectors. Wanjuki (2017) concluded that many organisations are expanding their marketing efforts and fulfilling customer needs through digital marketing. With intense competition in many industries, adoption of digital marketing may enable

organizations to engage their customers in a more personal way and eventually improving their purchase decision.

1.1.2 Consumer Purchase Decision

Several definitions have been provided for purchasing decision but the consensus is that it is thought process that directs a consumer from need identification, generation of choices and selection of specific brands or products (Gul, 2016). This refers to the stages a consumer passes before purchasing a product (Nitin, 2015). A purchase consists of several decisions such as model, brand, dealer selection, product type, purchase timing, purchase amount, purchase frequency and method of payment (Peter & Donnelly, 2017). Kotler and Armstrong (2009) asserted that understanding the consumer buying process was important to organizations as it allowed them to align their sales strategy to the needs and desires of the consumer. Recognition of the standards that drove shoppers was key to unravelling the competitive dynamics of a product (Nitin, 2015). This principle would enable organizations to develop a hierarchy that highlighted the factors that were most important to shoppers when shopping for a product. The organizations would then capitalize on them when developing products and services (Yakup & Jablonsk, 2012).

Chand (2015), revealed that purchase decision provides insights on how to improve or introduce products and services, setting the best price in the market, determining distribution channels, forming promotional messages, and developing and improving other marketing activities. Many Companies allocate budgets for investment in understanding their consumer behavior and improving on the current strategies in place to improve on customer retention. Mostly Consumer are classified as either an individual consumer or organizational/industrial consumers. Investing in understanding their trends such as

behavior and buying pattern is important in a competitive environment which will ultimately enable an organization survive in competitive market. Economic determinants, psychological determinant and sociological determinant have been identified as major factors that influence consumer's behavior (Prachi, 2013).

1.1.3 Online Stores in Nairobi City County

Online shopping has been gaining massive traction in Kenya (Wanjuki, 2017). Not only is there an increase in the number of Kenyans who prefer buying products/services from the comfort of their homes, but also a growth in the number of shopping websites to meet the growing demands. A study done by Consumer Insight (2018) established that Nairobi County has 122 registered online shopping stores which either operates as general shops or specific products shops. The general shops include Jumia, Kilimall, Masoko, Jambo Shop, Avechi, Tusky Online, Naivas Online, Sky Garden, Shopit and Technix, Checki, Mammaikes and Mimi. Coke.

The Online Electronics Shops includes Hotpoint, Infinix Mall, Saruk, ShopSasa, Ramtons, LG Brand Shop, Price in Kenya, Phone Place Kenya, Phones Tablets Kenya and Rondamo.The online Fashion Shops includes Fab Guru, Binti, LeStyle Parfait, Style Connection, Vivo Woman, Sarai Afrique, Keba Clothing, Tique A Bou, Fashion 254 and Just Brands Kenya. The Online Grocery Shops includes GroceryPik, Ranchoplus, City Park Market, Zucchini, Verdura Groceries, Wagon Shopping, Kalimoni Greens, Yum, Herdy Fresh HaraQisha. The Online Pharmacies includes MyDawa, ePharmacy, PharmacyDirect, PharmaShop and Western Cosmetics

However, the usage of these services by consumers has not been commensurate with business projections, resulting in the closure of some of them (e.g. Kalahari.co.ke). There is therefore need to gain an increased understanding of what influence the use of these online stores services at the individual context. For this reason, the online purchase decision context and more specifically, their usage of online stores services in Nairobi, Kenya, is presented as the main context of this study.

1.2 Research Problem

The concept of digital marketing is very new and there is need to measure its effect in the needs purchase decisions. Not only that marketers are needed to add value to the performance of an organization by building the brand and increasing revenue from sales but as well through client acquisition, retention of clients, satisfaction of clients and the growth of the market share in general (Kotler & Keller 2013). With ICT emergence, companies do not have any option but incorporate digital marketing for their operations. There has been fast growth of internet use in Kenya.

Odongo (2018) suggests that there has been fast growth for online shopping in developed countries, though this trend hasn't been very much embraced in developing countries, counting Kenya. Based on Kenya's Communication Authority report, ecommerce value in Kenya happens to be at Sh 4.3 billion in comparison to Sh54 billion for South Africa whereas Egypt stands at Sh 17 billion and Morocco stands at Sh 9.6 billion (Mark, 2017). As stated by Ngugi (2018), many companies in Kenya are still reluctant and they question the benefits of online presence. This is because there is increased competition to attract consumer's attention online. Consumers nowadays have become part time marketers. They

understand marketing and they want brands to be honest. Notably, most consumers are still scared of money lost through unscrupulous deals and credit/ debit card fraud (Ngugi, 2018).

Although many studies have examined various factors affecting online shopping behavior independently, most of them have isolated the relationship between marketing strategies and purchase decision (Chen 2013). Globally, El- Gohary (2015) analysed the impacts of digital marketing tools on SMEs performance in Spain and revealed that the use of digital marketing tools has an impact to Small Business Enterprises activities such sales activities, marketing performance, pre-sales activities and marketing effectiveness. Avlonitis and Karayanni (2018) assessed the effects of digital marketing strategies on customer retention of German service firms and found a substantial positive effect of the digital marketing strategies on customer retention. Geyskens (2017) in France analysed the effects of internet on financial performance of manufacturing firms and conclude that companies that are investing in channels on the Internet show positive financial performance. The three global studies failed to show any association between digital marketing strategies and purchase decision.

In Nigerian Ayo, Aderonke & Adewoye, (2016) assessed the impacts of digital marketing on small businesses and concluded despite the developments in the digital marketing space, clients will still access online mediums such as website to look for information but will eventually purchases traditionally. Possible contributors which were found to influence such behavior are risk (security issues) and trust, technology fit and internet infrastructure. In South Africa, Harris and Dennis (2018) assessed the effects of digital strategies on consumer purchase decision and revealed that digital strategies significantly affected consumer purchase intention. Tiago in Ethiopia (2016) found out that internet

marketing contributed to customer retention of local manufacturing firms. Locally Gichane and Moronge, (2018) assessed in the banking sector the digital marketing growth and the effect it had on the client service in Barclays bank and the conclusion was that digital marketing improves the brand's visibility. Despite this positive attribute the study didn't determine the effects of digital marketing on purchase decisions. Were (2011), studied how much the use of e-marketing by Kenya's large dairies and the conclusion was that the e-promotion had the highest rating as far as embracement of the campaigns for digital marketing was concerned. Kithinji (2014), assessed Internet Marketing and SMEs performance across Nairobi and identified that the internet marketing influenced the visibility of the brand performance of SMEs.

From the above studies, few studies have shown the link between digital marketing strategies and purchase decision of online stores. This study sought to answer the question: what is the influence of digital marketing strategies on purchase decision of online stores within Nairobi City County?

1.3 Objectives of the Study

The objective of the study was to determine the influence of digital marketing strategies on purchase decision from online stores within Nairobi City County.

1.4 Value of Study

The research findings will give quite a deep understanding on the online buying decisions. The study will be door opening to theorists across the marketing field since the organizations are getting in platforms that are technology oriented to keep at pace with the trends. Nonetheless, consumers are reluctant to use the platforms and this this study will

be enlightening the researcher as we as giving recommendations to companies who probably are using it wanting to augment their sales via online shopping across Kenya.

Online stores will benefit from this research by taking into consideration some of the pre conceived factors in purchase decision in regard to online shopping. The organization need to be aware about the motives of the consumer in order to offer the best suited digital marketing strategies in online shopping since this is a grey area in the Kenyan market and also due increased threat of cybercrime.

This research will enable the decision makers in the organization to come up with polices that would entrench on security matters, user-friendliness of the website, consumer protection and user guarantee. This research will act as a base to un-earthen more factors eluded to consumer online shopping. This as well acted as a base for further research in purchase decision. This research is the foundation for knowledge that makes possible so much of the innovation and application that provides wider benefit.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This segment addresses literature review that was key to the study's subject reviews. It addresses the theoretical basis between digital strategies of marketing and the buying decision and also an insight of main writings as well as other sources on the topic selected.

2.2 Theoretical Foundation

Theories which anchor this research comprised of Technology Acceptance model and Engel Kollat Blackwell are elaborated in this section.

2.2.1 Technology Acceptance Model

Fred Davis developed this model in the year 1986 and tailored particularly for shaping consumer acceptability of the information systems. TAM has its roots on the Reasoned Action (RA) theory by Davis in the year1989 (Davis, Bagozzi, & Warshaw, 1989). It happens to be amongst the most effective measures for computer use successfully amongst academics and the practitioners. Technology acceptance model, expounds on how users consent and use technology. The model suggests that users will consider the perceived usefulness and perceived ease of use in deciding how and when to use a new technology. Perceived usefulness is defined as the extent to which an individual believed that using a particular system enhances their job quality and output while perceived ease of use is the degree to which a person believes that using a particular system would be free from effort (Davis, 1989).

The theory infers, therefore, that users will adopt to technology as long as it is able to perform the task at hand effectively and efficiently. The short coming of TAM is that it doesn't take into consideration the issues of cost, structural imperative and environmental influence that forces users to adopt technology. Park (2009) confirms that TAM is a useful theoretical model in helping to understand and explain behavioural intentions in technology use.

2.2.2 Engel Kollat Blackwell Model

This model details on the end consumer's flow of choices from when the client faces different alternatives to when the client purchases or consumes the good. This model accentuates on consumer psychology theories just as those proposed by Howard (1963) and Nicosia (1966). The model pinpoints the process of decision undertaking (Madhavan & Chandrasekar, 2015). Internal factors bring about accomplishment of unsatisfied client's needs. Nonetheless, exterior sources as well as available alternatives can affect and influence the client's perception of the current condition, triggering feelings of the unsatisfied. New customer trials, advertising, presence of alternative goods, provision of products whose usage is linked with other products as well as other external inducements can trigger and arouse the mismatch feeling which affect purchase and consumption activities (James, Roger, & David, 1978).

The people's perceptions, attitudes, beliefs, values or motives guide on the process of evaluation (Madhavan & Chandrasekar, 2015). The acquired feeling from buying and past usage or consumption impact on examination of options streamlined. A previously experienced event during shopping or during the choosing and evaluation of a service and good will impact on of if not quashing the choice of buying services or goods and the other

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way round (Underhill, 2009). Extrinsic aspects like family and friends' advice, mass media and the online community boards have an impact while evaluating options. (Lerner, Small, & Loewenstein, 2003).

Customer are going to feel satisfied where the held assumptions on the service and goods meets and extends above their held anticipations while doing a review on the various options on which to buy. Nonetheless, disparity can be experienced if the service and products fail to meet the presumptions or their expectations. If a client faces a bad encounter, there is devaluation of the option and will begin to look for other alternatives through searching for data as well as examining other accessible products. The EKB model outlines a simple framework in understanding the stages that a customer follows in coming up with decisions of making a purchase. It advises the essential principles and forces required in obtaining knowledge on the client black box while coming up with a decision to purchase which leads to a proper understanding of the customer's process of making decisions.

2.3 Types of Marketing Strategies

Digital strategies are a set of components used in common by several stakeholders and whose functionality can be supported by third parties. Platforms are the foundational building blocks upon which network of firms develop complementary product technologies and services (Gawer, 2019). Parker and Alstyne (2018), add that digital platforms are featured by network effects and comprise of mobile devices, multimedia, network switch, PDA, ERP systems and Desktops to connect the business' side of demand and the side of supply. Digital marketing is featured by different strategies that all function electronically.

Online advertising tends be a very important part of the digital marketing by which firms communicate or give information on their services and products (Ryan & Jones, 2019).

The networking platforms like Facebook, MySpace, LinkedIn and Twitter have evidenced to be common online applications with regards to time used on them (Nielsen, 2018). Pradiptarini, (2016), Facebook tends to be the very commonly used site while Twitter, LinkedIn, MySpace and YouTube follows as far as popularity is concerned. Social media that is consumer-produced communication mirrors a broad information source and make empowered customers who have more influence from other customers as compared to advertising (Leeflang, 2014). There has been changes on the tools and strategies by social media accentuating that control of information is held by the customers instead of the vendor. Social media as well produces incredible rise in customer insights, counting how they relate with one another and the services and goods consumed by the customers (Mangold & Faulds, 2019).

The broad acceptability of the digital marketing practices has progressively led to marketing personalization where the commercial businesses increasingly relates with the sole users and clients and obtaining feedback on a one-to-one basis. Therefore, Social media has turned out as important being a way of doing internet marketing provides its broader adoption. The success of marketing on social media is greatly subjective to the quality of content; engagement; and integration with other media sites (Pradiptarini, 2011) and there's mixed correlation indications between a firm's activities on social media and that firm's performances. By use of social media sides, firms are capable of promoting events that concern the services and products they offer, running promotions as well as

exploring fresh opportunities to augment their brand's visibility and awareness and communicate to their customers through information sharing (Mangold & Faulds, 2019).

Mobile applications to market means using portable media being a way of marketing communications (Reichardt & Neumann 2015). The applications provide a number of networks for reaching clients through different strategies varying from multimedia, pictures, video messaging and the short messaging services to the mobile Internet having short messaging as the commonly used and very effective in increasing awareness of the brand. The design of most of these app is for fast messaging and they are applied in confirmations, updates and reminders. SMS remarkable effectiveness is attributed to its tactical features, like ease in usage, reduced costs, capacity of forwarding messages and unobtrusive form (Doyle, 2017).

Websites produces new communication ways, sharing of contents and cooperation (Hungenberg & Mauch 2018). A big number of companies have websites which describes their main activities in business and outlining the services and goods offered. Nonetheless, the many websites in the internet render it hard or difficult to market goods on websites and thus the strategy of searching engines optimization (SEO) is widely applied in enhancing visibility and therefore the quality and volume of traffic in a company's website (Khraim 2015).

Companies that have a higher website rating appear on the top of a search result page, and most often, the bigger the likeliness that prospective clients are going to visit those sites or platforms. SEO looks at news, local, image, video search and searches that are vertically industry-specific. SEO gives different strategies counting augmenting connections from

some other websites to web pages of a company. Success of the basic website in catching the attention of visitors is enhanced through supplementary actions for instance social network operations, regular website actualization and establishing of the secondary websites that links to it (Khraim, 2015).

E-mail tends to be amongst the most interesting innovative strategies that facilitates interactive marketing. Kinnard (2017) describe e-mail marketing being the action of marketing communication conveyance to receivers who basically ask for the same whereas Roberts and Berger (2018) describe it as the information purposed for interpersonal marketing practice which occurs in an accountability context for the client's accountability. These descriptions portray a clear disparity between consent based, engrossed e-mail marketing and unsolicited, and untargeted mailing in masses. Email Marketing comprises transmission of information on a product through email to the current and prospective clients. It entails email usage in sending advertisements and requesting for sales and still building loyalty and trust with existing clients to inspire the recurrent business as acquire fresh customers (Kinnard, 2017).

E-mail marketing tends to be a way of interactive and direct strategy of marketing that is applied in gaining clients as well as retaining them and doing an analysis of each sole client (Tapp, 2017). E mail marketing is deemed cost-effective favourite communication method for a big number of persons and may be fashioned for every receiver or user. It enables easy or simple interaction, it can be traced and the impacts of the same are already determined. E-mail performance is improved through asking for permission from clients to be communicated to by the marketer any time via e-mails (MacPherson, 2017)

2.4 Empirical Review and Research Gaps

The advent and development of Internet has created new opportunities for marketing professional to make better current marketing practices (Pires & Aisbett, 2017). Internet for marketing to consumers depends to a large extent on the characteristics of the products and services being marketed. Moreover, digital marketing can be a time and cost-saving supplement to marketer overall marketing strategy. A good digital marketing strategy clearly communicates a firms unique selling proposition, or the unique collection of benefits that creates value for its customers (Peterson, 2016).

In the digital marketing era, the consumer has become more empowered due to the available information in the internet about products (Rahman, 2016). Therefore, consumers can easily switch from one product to another due to their own personal reasons. For majority of the customers it has become part of their lives to shop and buy goods and services online. With the increasing number of companies entering the market, clients have variety of sites where they can shop online. If a customer is interested in purchasing a particular product, they can find many vendors online offering the same product. It is the customer to decide to buy from one of the vendors selling similar product (Valvi & Fragkos, 2017).

Bilal, Ahmed, and Shehzad (2014) examined the part of social media strategy (YouTube, Blogs, and Twitter etc.) and social networks (Facebook, Google, LinkedIn) on consumer decision making in context of the apparel industry. The study was based on a survey of students and faculty of University of Gujrat, Pakistan. The study found observed that whether or not students were using these social media platforms, their usage of these platforms led to an influence or change in their purchasing patterns regarding different

products and services. The results showed that the students mostly preferred Facebook and YouTube in making their purchase decisions. The results revealed that online media had a strong influence on the 21 purchase decisions of the students. The study found that students used the various platforms as sources for obtaining information about different companies, their brands, products and services. According to the study, every stage in the purchase decision making process was impacted to different extent by online social networks.

Kaur (2014) assessed the impact of social media on the decision making process amongst SMEs in Ipoh, Malaysia. A descriptive research design was used. The social media platforms under study were community blogs, twitter and Facebook. The findings showed that social media does influence the consumer decision making process at every level using the EKB Five steps model. The findings indicated that in problem recognition, individual may have been prompted by internal or external stimuli; in this research the social media sites were the external stimuli. 69 % of respondents believed it was a trigger to perform a purchase. The findings also indicated that social media provided a strong platform where customers could notice new products, services or even new brands in the marketplace. The findings also showed that after the purchase of the products or services, the customers were likely to share their opinions on social media.

Dehghani (2016) assessed how advertising on YouTube attracts young clients at Sapienza in Rome. The descriptive research design was applied. The research identified that the robust positive influencers for brand awareness included customization, in formativeness and customization, and likewise on the buying intent of clients, whereas irritation was found as adversely linked to YouTube advertising. The conclusion for the study was that

the perception of consumers on YouTube advertising related to the purchase intent and customization through advertising on YouTube took a major role in the advertisement value

A study by Christine (2012) assessed the effect of Social Media being a marketing tool and creation of brand awareness across Ghana. She employed a scientific study methodology, this research was fashioned towards exploring if Social media happens to be quite successful as compared to traditional media on a brand management view and discover the execution problems which render it a two face phenomenon. The study outcomes showed that despite that social media happens to be quite effective as compared to a number of traditional channels of advertising, it cannot be implemented in isolation without augmenting it with other forms of traditional advertising channels. The consequences include that social media solely cannot develop one's business of build the brand's awareness.

Al-Dhuhli and Ismael (2013) assessed the social media effect on the behavior of consumer's buying amongst young persons in South Africa. The research applied mixed methods study design. The research identified that a big number of students shopping online chose Instagram as being the best tool for online buying as compared to past studies that pointed out that Facebook's rating was the highest amongst western users. Based on this analysis, Instagram impacted heavily in the fashion items since it had characteristics for product display in stylish of fashionable videos and images that consequently attracted many student customers, particularly women who were mostly impacted by cultural, informational, psychological and the design aspects. The conclusion for the research was

that many young people's held the perception that Instagram happened to be the most appropriate tool got buying online fashion goods.

Mwaisaka (2017) investigated the influence of social media on the consumer decision making process in the cosmetic industry in Nairobi County. A descriptive cross sectional survey design was adopted and targeted all women above the age of 18 years in Nairobi. The study findings indicated that individuals pursue a very active role in information search as well as comparison of alternative cosmetic products on social media mainly from Facebook, YouTube, Instagram and Pinterest in that order. The study also concluded that there existed a positive relationship between the number of hours an individual spends on social media and their decision to purchase a cosmetic product. The study further recommended that cosmetic brands to carefully consider which social media platforms to take up based on popularity in order to ensure more targeted and successful social media campaign.

Ochieng (2012) assessed the find out the effectiveness of social networking sites (SNS) advertisements among college going students using the case of University of Nairobi students. The study adopted descriptive study design. The study found that SNS advertisements had a positive effect on products awareness, purchasing intent and brand loyalty. The study found that over half of university students who were on SNS were subscribed to more than one service. However, Facebook was the most influential in influencing purchase decisions among the students followed by Twitter, Google+ and LinkedIn. The students on social networking sites did interact with adverts on SNS. Brand or product information obtained on social media was found to influence the students' attitudes towards them. The study found that beyond knowledge reasons, SNS

was increasingly becoming the first port of call before purchasing decisions were made hence a key determiner of purchasing intent.

Throughout this analysis of the literature, there were gaps and shortages in the literature associated to digital marketing strategies and purchase decision. Further, none of the studies had picked the online stores as the case study. This study was concerned with investigating these research gaps by analyze the influence of digital marketing strategies on purchase decision of online stores within Nairobi City County.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the methodology was applied in conducting this research. It entails the research design, tools for collecting data and techniques for analyzing data.

3.2 Research Design

The research used a descriptive research design since it shows an exact status of events (Cooper & Schindler, 2014). It is fashioned towards describing features of a certain situation's phenomenon. This design was used in obtaining information that concern the industry's current condition, to assess what is available in regards to a situation's condition. This design aided the researcher in obtaining information that concern the influence of digital marketing strategies on purchase decision of online stores within Nairobi City County. A descriptive study measures and gives a report of the status quo and efforts in describing things like characteristics, values, attitudes and behaviors.

3.3 Population of the Study

Population refers to a whole lot set of single members of a class. The population targeted for this study is supposed to be accessible. Kothari (2003) states that a 10 per cent of the population accessible is quite sufficient for descriptive research. The population of this study was made of all registered online stores in Nairobi City County. Nairobi City County has 122 registered online shopping stores which either operates as general shops or specific products shops (Appendix ii).

3.4 Sample Size

A sample frame alludes to a smaller count of the cases obtained from the entire population (Ingule & Gatumu, 2011). It is important to sample some it helps in saving time and expenses which would have been utilized to study the whole population (Robson, 2012). The size was grounded on the marketing managers in the 122 online shops in the county of Nairobi. The Yamane formula (1967) was applied to obtain the sample for the study.

$$n = \frac{N}{1+N(e)2}$$

Based on the formula above, n describes the size of the sample, N describes the overall target population, and describes the level of significance or the error. The conventional 5% level of significance was employed for purposes of balancing between committing Type I & II errors. A 5 per cent level of significance was applied to guarantee an outcome that is quite accurate the sample.

n = 122/ [1+ (122x 0.0025)]

 = 122/1.305

n = 93

The researcher interviewed the 93 respondents from each shop selected. The respondents included all the marketing managers in the 93 shops targeted. Stratified random sampling technique was used since the population of interest is not homogeneous and could be subdivided into groups or strata to obtain a representative sample. The different strata

included general shops, online electronics shops, online fashion shops, online grocery shops and online pharmacies.

3.5 Data Analysis

Before responses were processed, questionnaires that were completed underwent checking for consistency and completeness. Then coding was done to allow grouping of responses obtained into different categories. Descriptive statistical tools aided the researcher in describing data and determining the level of usage.

CHAPTER FOUR

STUDY FINDINGS AND DISCUSSIONS

4.1 Introduction

This chapter discusses the interpretation and presentation of the findings obtained from the field. The chapter presents the background information of the respondents and findings of the analysis based on the objectives of the study. Descriptive statistics were used to discuss the findings of the study.

4.1.1 Response Rate

Table 4.1 presents the findings on the response rate of the respondents so as to determine whether the response rate was satisfactory.

Table 4.1: Response Rate

Response Rate	Frequency	Percent
Response	88	92.6
Non response	5	7.4
Total	93	100.0

Source: Author (2020)

As shown in Table 4.1 above, out of the 93 questionnaires issued, 88 were filled and collected which gave a response rate of 92.6%. This response rate was sufficient for the data analysis as Mugenda and Mugenda (2008) acknowledges any response rate that is higher than 70% is excellent.

4.2 Background Information

Participants were asked to indicate the period which the online store been in operation had been in operation for, results are presented a Table 4.2.

Table 4.2: Period of Operation

Period of Operation	Frequency	Percentage
1 - 3 years	24	27.3
4 - 6 years	30	34.1
7- 9 Years	34	38.6
Total	88	100.0

Source: Author (2020)

Results from Table 4.2 show that 38.6% of the participants indicated that the online store been in operation had been in operation for a period of 7- 9 Years, 34.1% of the participants indicated 4 - 6 years while27.3 % of the participants indicated 1-3 years. Drawing from the research findings, it's evident that most of the stores have been operational for a considerable period of time which implies that they were in a position to give credible information based on digital marketing experience.

Further the study inquired on number of employees each company had. Results are presented in Table 4.3.

Table 4.3: Number of Employees is there in the Online Store

Employees	Frequency	Percentage
10-20 employees	38	43.2
21-30 employees	25	28.4
above 30 employees	25	28.4
Total	88	100.0

Source: Author (2020)

From the study findings, most of the participants (43.2%) indicated that the firm had between 10-20 employees while 28.4% indicated between 21-30 employees or more than 28 employees. This therefore implies that firms various number of participants were fairly involved in this study.

4.3 Digital Marketing Strategies

4.3.1 Social Media

Participants were asked to indicated their level; of agreement with the following statements assessing on use of social media by business firms.

Table 4.4: Use of Social Media by Business Firms

Statement	N	Mean	Std Dev
We use social media to launch new products	88	4.14	0.65
There are many site visits once a product has been launched.	88	4.30	0.55
Our organization use social media to remind customer about existing products.	88	4.23	0.62
Many inquiries are received via social media about new and existing product	88	4.05	0.73
When promo are done via Social Media, we experience increase in sales.	88	4.19	0.72
Use of social media helps in increasing customer base.	88	3.94	0.90
Customers compare our stocks with competition in terms of price and variety of the products	88	4.02	0.73

Source: Author (2020)

From the study findings, majority of the respondents indicated that many firms realized increased trend on site visits once a product has been launched (M=4.30 SD=0.55), similarly When promo are done via social media, many firms experience increase in sales (M=4.19 SD=0.72) this implies social media had sharing capabilities that allow campaigns and articles to be shared with multiple followers and this helps to create a multiplier effect and has the capacity to tremendously improve sales results.

The study further established that most of the firms used social media to launch new products M=4.14 SD=0.65, nearly all the organizations used social media to remind

customer about existing products (M= 4.23 SD=0.62) Marketing over social media allows for targeted campaigning where ads are presented to customers based on their preferences or initial action and that many inquiries are received via social media about new and existing product (M=4.05 SD=0.73).

Further the study established that customers compare firm's stocks with competition in terms of price and variety of the products (M=4.02 SD=0.73), use of social media helps in increasing customer base (M=3.94 SD=0.90) this implies that social media marketing enabled firms to create engaging campaigns using content marketing tactics where firms could also gain social currency being passed from user to user and becoming viral.

On effectiveness results how that Facebook ad campaigns reach more people, followed by twitter, Instagram and then YouTube, according to the results given use of social media is more cost efficient than network TV ads. Social media allows brands to be laser focused and spend less on advertising. However, participants stressed that Facebook platform remain the best platform that organization should use to generate purchase leads

4.3.2 Online Marketing

Respondents were asked to indicate their level of agreement with the following statements assessing on effectiveness of online marketing tool.

Table 4.5: Statements Assessing on Effectiveness of Online Marketing Tool

Statement	N	Mean	Std Dev
Online marketing attracts more customer	88	3.99	1.00
Customers perceive online marketing as convenient	88	4.05	0.71
Customer give positive feedback for use of the platform	88	4.10	0.76
Customers are happy with delivery timelines	88	4.14	0.57
Customers perceive online marketing as risky	88	4.20	0.59

Source: Author (2020)

Majority of the respondents agreed that customers perceive online marketing as risky (M=4.20 SD=0.59), inquires demonstrated that given that the consumers could not have the physical touch on the commodity, many expressed doubts on physical quality related with the product, however through communication online chats, emails and personalize accounts such concerns were addressed on real time. Also the study established that customers are happy with delivery timelines (M=4.14 SD=0.57). This mean that most of the firms were able to make arrangements on product delivery to the costumers, in some exclusive cases, customers were able to track the delivery status with the products purchased.

The study established that customer give positive feedback for use of the platform (M=4.10 SD=0.76) further customers perceive online marketing as convenient (M=4.05 SD=0.71), among the factor leading to this development of such perceptions by the consumer is by the fact that through online marketing firms can concentrate their efforts on the audience

that they truly want to offer their products or services ton and that online marketing attracts more customer (M=3.99 SD=1.00).

With online marketing firms are able to build an entire community around their brand. Brand has the opportunity to create that same sense of brand loyalty and community also online marketing has led to increase sales as marketers used the platform to generate the traffic, other benefits include Increase relationship capital, advanced targeting, direct access to customers, increases brand awareness and lower advertising cost. However, result show email platform was the best too that could be used for advice before arriving at purchase decision.

4.3.3 Email marketing

Respondents were asked to indicate their level of agreement with the following statements assessing on effectiveness of online e-mail Marketing.

Table 4.6: Statements Assessing on Effectiveness of Online E-mail Marketing

Statement	N	Mean	Std Dev
There are many queries received via email	88	4.06	0.78
Customer provide feedback on the email sent.	88	4.28	0.62
Corporate customers prefer email marketing.	88	3.86	0.71
Customers consider email as a tradition way of communication.	88	1.28	0.55
Use of email helps in customer retention.	88	3.99	0.94

Source: Author (2020)

Majority of the respondents agreed that customer provide feedback on the email sent (M=4.28 SD=0.62) in other words, most of the business were able to gather insights, issues, and input shared by the costumers about their experiences with products and services, also the study established that may companies were receiving many queries received via email (M=4.06 SD=0.78), and that use of email helps in customer retention (M=3.99 SD=0.94) through the use of emails many customers could be handled within a limited time frame.

Results further show that corporate customers prefer email marketing (m=3.86 sd=0.71) reliance on this platform is founded on efficient website infrastructure with many firms and ability to place orders or make numerous transactions easily however respondents disagreed that customers consider email as a tradition way of communication (M=1.28 SD=0.55).

4.3.4 Website and blogs

Respondents were asked to indicate their level of agreement with the following statements assessing on effectiveness of website and blogs as marketing tools.

Table 4.7: Effectiveness of Website and Blogs as Marketing Tools

Statement	N	Mean	Std Dev
Websites / Blogs have increased our sales volumes	88	4.25	0.53
Websites / Blogs have increased our market share	88	4.17	0.87
Websites / Blogs have enabled access to new markets and customers	88	4.34	0.57
Websites / Blogs have increased the number of clicks on our display adverts	88	4.30	0.55
Websites / Blogs have increased the number of unique visitors to our social media pages	88	3.89	0.89
Websites / Blogs have increased brand recognition	88	4.02	0.82
Websites / Blogs have improved customer experience and customer satisfaction	88	4.20	0.66
Websites / Blogs have increased our sales volumes	88	4.32	0.58

Source: Author (2020)

Results show that through the use of websites / blogs many of the online stores within Nairobi County is currently have access to new markets and customers (M=4.34, SD=0.57), most of the business organizational have increased their sales volumes customers (M=4.32, SD=0.58), other positive progress made is observed through increased the number of clicks on firms display adverts (M=4.30 SD=0.55). The study also established that through the use of websites / blogs most of the firms registered increased sales volumes (M=4.25, SD=0.53), they also recorded improved customer experience and customer satisfaction (M=4.20, SD=0.66), increased market share

(M=4.17 SD=0.87) increased brand recognition (M=4.02, SD=0.82) and increased the number of unique visitors to their social media pages (M= 3.89 SD=0.89).

4.3.5 Consumer Purchase Decision

Respondents were asked to indicate their level of agreement with the following statements assessing on consumer purchase decision.

Table 4.8: Statements Assessing on Consumer Purchase Decision

Statement	N	Mean	Std Dev
It is easy to influence purchase decision of product via digital marketing platforms.	88	4.18	0.52
It saves on cost to create awareness of products via digital marketing platforms.	88	4.33	0.47
Digital marketing platforms provides interactive customer feedback platform influencing consumer purchase decision	88	4.03	0.58
Through digital marketing strategies consumers can do sampling on products varieties and prices from various suppliers	88	4.08	0.61

Source: Author (2020)

Results show that majority of the respondents agreed it saves on cost to create awareness of products via digital marketing platforms (M=4.33, SD=0.47) this implies that compared to traditional platforms, digital marketing were cost effective, results also show that it's easy to influence purchase decision of product via digital marketing platforms(M=4.18, SD=0.52), in other words, digital marketing platforms were availed

more effective and convincing marketing utilities hence making it simpler to pass out the intendent contend.

Through digital marketing strategies consumers can do sampling on products varieties and prices from various suppliers (M=4.08, SD=0.61), this means that several products on offer can be presented digitally and concurrently thus saving companies the cost incurred where products need to be presented physically to the targeted group. and that digital marketing platforms provides interactive customer feedback platform influencing consumer purchase decision (M=4.03, SD=0.58). Digital marketing allowed customers to dig deeper on product information as many companies availed online and quick response on inquests made thus influencing purchase decisions.

4.4 Discussion of Findings

From the study findings, it's evident that many firms realized increased trend on site visits once a product has been launched (M=4.30 SD=0.55), similarly when promo are done via social media, many firms experience increase in sales (M=4.19 SD=0.72) this implies social media had sharing capabilities that allow campaigns and articles to be shared with multiple followers and this helps to create a multiplier effect and has the capacity to tremendously improve sales results. These findings are in support of the study findings by Pires and Aisbett, (2017) that having good digital marketing strategy clearly communicates a firm's unique selling proposition, or the unique collection of benefits that creates value for its customers.

The study further established that most of the online stores within Nairobi County used social media to launch new products M=4.14 SD=0.65, nearly all the organizations used social media to remind customer about existing products (M= 4.23 SD=0.62) marketing over social media allows for targeted campaigning where ads are presented to customers based on their preferences or initial action and that many inquiries are received via social media about new and existing product (M=4.05 SD=0.73). These findings go hand in hand with study findings by Rahman, (2016) social media provided a strong platform where customers could notice new products, services or even new brands in the marketplace.

Further the study established that customers compare firm's stocks with competition in terms of price and variety of the products (M=4.02 SD=0.73), use of social media helps in increasing customer base (M=3.94 SD=0.90) this implies that social media marketing enabled firms to create engaging campaigns using content marketing tactics where firms could also gain social currency being passed from user to user and becoming viral. These findings concur with study a finding by Dehghani (2016) social media allows firms to connect with their target market, prospects, and customers at any time. In fact, some platforms allow firms to import customer contacts into its account and connect with them. Firms can use this as a way to instantly inform their customers on current promotions, special offers, new products and many more.

On effectiveness results how that Facebook ad campaigns reach more people, followed by twitter, Instagram and then YouTube, according to the results given use of social media is more cost efficient than network TV ads. Social media allows brands to be laser focused and spend less on advertising. However, participants stressed that Facebook platform remain the best platform that organization should use to generate purchase leads.

Customers perceive online marketing as risky (M=4.20 SD=0.59), inquires demonstrated that given that the consumers could not have the physical touch on the commodity, many expressed doubts on physical quality related with the product, however through communication online chats, emails and personalize accounts such concerns were addressed on real time. Also the study established that customers are happy with delivery timelines (M=4.14 SD=0.57) this mean that most of the firms were able to make arrangements on product delivery to the costumers, in some exclusive cases, customers were able to track the delivery status with the products purchased.

The study established that customer give positive feedback for use of the platform (M=4.10 SD=0.76) further customers perceive online marketing as convenient (M=4.05 SD=0.71), among the factor leading to this development of such perceptions by the consumer is by the fact that through online marketing firms can concentrate their efforts on the audience that they truly want to offer their products or services ton and that online marketing attracts more customer (M=3.99 SD=1.00) These go hand in hand with research findings by Al-Dhuhli and Ismael (2013) sharing great content from the blog or website to its social channels is a great way to get readers as soon as firms publish a new post.

With online marketing, firms are able to build an entire community around their brand. Brand has the opportunity to create that same sense of brand loyalty and community. also online marketing has led to increase sales as marketers used the platform to generate the traffic, other benefits include increase relationship capital, advanced targeting, direct access to customers, increases brand awareness and lower advertising cost. However, result

show email platform was the best too that could be used for advice before arriving at purchase decision.

Descriptive results show that that customer provide feedback on the email sent (M=4.28 SD=0.62) in other words, most of the online stores within Nairobi County were able to gather insights, issues, and input shared by the costumers about their experiences with products and services, also the study established that may companies were receiving many queries received via email (M=4.06 SD=0.78), and that use of email helps in customer retention (M=3.99 SD=0.94) through the use of emails many customers could be handled within a limited time frame. Similar observations made by Christine (2012) also attest that email marketing software allows users to track the performance of their emails, firm's management can know how many were delivered, how many were read, and learn all about their conversion rates.

Further, reports show that corporate customers prefer email marketing (M=3.86 SD=0.71) reliance on this platform is founded on efficient website infrastructure with many firms and ability to place orders or make numerous transactions easily however respondents disagreed that Customers consider email as a tradition way of communication (M=1.28 SD=0.55). These findings go hand in hand with research conclusion by Mwaisaka (2017) who found a positive relationship between the number of hours an individual spends on social media and their decision to purchase a cosmetic product.

Results show that through the use of websites / blogs many firms currently have access to new markets and customers (M=4.34, SD=0.57), most of the business organizational have increased their sales volumes customers (M=4.32, SD=0.58), other positive progress

made is observed through increased the number of clicks on firms display adverts (M=4.30 SD=0.55). These observations go hand in hand with argument by Sedlacek (2016) that blogs can be an incredibly effective tool for generating leads and moving them through the buying cycle.

The study also established that through the use of websites / blogs most of the online stores within Nairobi County registered increased sales volumes (M=4.25, SD=0.53), they also recorded improved customer experience and customer satisfaction (M=4.20, SD=0.66), increased market share (M=4.17 SD=0.87) increased brand recognition (M=4.02, SD=0.82) and increased the number of unique visitors to their social media pages (M= 3.89 SD=0.89). These findings are in support of the study findings by Nitin, (2015) website messages support and reinforce traditional messaging on other channels and provide firms with another opportunity to reach their audience where they are, no matter where that might be.

The findings of this study show that it saves on cost to create awareness of products via digital marketing platforms (M=4.33, SD=0.47) this implies that compared to traditional platforms, digital marketing were cost effective, results also show that it's easy to influence purchase decision of product via digital marketing platforms(M=4.18, SD=0.52), in other words, digital marketing platforms were availed more effective and convincing marketing utilities hence making it simpler to pass out the intendent contend. These findings are in support of the study findings by Wanjuki, (2017) through social listening and engaging with company followers, the management can learn more about who its customers are, what interests them, and what they think about particular brand, or that of the other competitors and the industry in general.

Through digital marketing strategies consumers can do sampling on products varieties and prices from various suppliers (M=4.08, SD=0.61), this means that several products on offer can be presented digitally and concurrently thus saving companies the cost incurred where products need to be presented physically to the targeted group. and that digital marketing platforms provides interactive customer feedback platform influencing consumer purchase decision (M=4.03, SD=0.58), digital marketing allowed customers to dig deeper on product information as many companies availed online and quick response on inquests made thus influencing purchase decisions.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter provides a summary for the study, the conclusions recommendations and suggestion for further studies. The objective of the study was to determine the influence of digital marketing strategies on purchase decision from online stores within Nairobi City County.

5.2 Summary

The study established that many online stores within Nairobi City County realized increased trend on site visits once a product has been launched, similarly when promo are done via social media, many firms experience increase in sales this implies social media had sharing capabilities that allow campaigns and articles to be shared with multiple followers and this helps to create a multiplier effect and has the capacity to tremendously improve sales results. These findings are in support of the study findings by Pires & Aisbett, (2017) that having good digital marketing strategy clearly communicates a firm's unique selling proposition, or the unique collection of benefits that creates value for its customers.

On effectiveness results how that Facebook ad campaigns reach more people, followed by twitter, Instagram and then YouTube, according to the results given use of social media is more cost efficient than network TV ads. Social media allows brands to be laser focused and spend less on advertising. However, participants stressed that Facebook platform remain the best platform that organization should use to generate purchase leads

Descriptive reports show that customers compare firm's stocks with competition in terms of price and variety of the products, use of social media helps in increasing customer base this implies that social media marketing enabled online stores within Nairobi County to create engaging campaigns using content marketing tactics where firms could also gain social currency being passed from user to user and becoming viral. These findings concur with study a finding by Dehghani (2016) social media allows firms to connect with their target market, prospects, and customers at any time. In fact, some platforms allowed firms to import customer contacts into its account and connect with them and that firms can use this as a way to instantly inform their customers on current promotions, special offers, new products and many more.

It was revealed that customers perceive online marketing as risky, given that the consumers could not have the physical touch on the commodity, many expressed doubts on physical quality related with the product, however through communication online chats, emails and personalize accounts such concerns were addressed on real time. Also the study established that customers are happy with delivery timelines. This mean that most of the firms were able to make arrangements on product delivery to the costumers, in some exclusive cases, customers were able to track the delivery status with the products purchased.

The study established that customer give positive feedback for use of the platform, further customers perceive online marketing as convenient, among the factor leading to this development of such perceptions by the consumer is by the fact that through Online marketing firms can concentrate their efforts on the audience that they truly want to offer their products or services ton and that online marketing attracts more customer These

findings concur with study a finding by Madhavan & Chandrasekar, (2015) successful online advertising translates to increased traffic to firms website and increases return on investment.

With online marketing online stores within Nairobi City County are able to build an entire community around their brand. Brand has the opportunity to create that same sense of brand loyalty and community. Also online marketing has led to increase sales as marketers used the platform to generate the traffic, other benefits include increase relationship capital, advanced targeting, direct access to customers, increases brand awareness and lower advertising cost. However, result show email platform was the best too that could be used for advice before arriving at purchase decision.

Descriptive reports show that corporate customers prefer email marketing; reliance on this platform is founded on efficient website infrastructure with many online stores within Nairobi County and ability to place orders or make numerous transactions easily however respondents disagreed that customers consider email as a tradition way of communication. These findings go hand in hand with research conclusion by Mwaisaka (2017) who found a positive relationship between the number of hours an individual spends on social media and their decision to purchase a cosmetic product.

Results show that online stores within Nairobi City County received customer provide feedback on the email sent, in other words, most of the business were able to gather insights, issues, and input shared by the costumers about their experiences with products and services, also the study established that may companies were receiving many queries received via email, and that use of email helps in customer retention. Through the use of emails many customers could be handled within a limited time frame. Similar observations

made by Christine (2012) also attest that email marketing software allows users to track the performance of their emails, firm's management can know how many were delivered, how many were read, and learn all about their conversion rates.

The study also established that through the use of websites / blogs most of the online stores within Nairobi County registered increased sales volumes, they also recorded improved customer experience and customer satisfaction, increased market shares and increased brand recognition. Similarly, and the number of unique visitors to their social media pages increased. These findings are in support of the study findings by Nitin, (2015) website messages support and reinforce traditional messaging on other channels and provide firms with another opportunity to reach their audience where they are, no matter where that might be.

Results show that through the use of websites / blogs online stores within Nairobi County firms currently have access to new markets and customers, most of the business organizational have increased their sales volumes customers, other positive progress made is observed through increased the number of clicks on firms display adverts. These observations go hand in hand with argument by Sedlacek (2016) that blogs can be an incredibly effective tool for generating leads and moving them through the buying cycle.

5.3 Conclusions

The study concludes that digital marketing strategies had a positive influence on purchase decision from online stores within Nairobi City County. social media had sharing capabilities that allow campaigns and articles to be shared with multiple followers and this helps to create a multiplier effect and has the capacity to tremendously improve sales

results, sharing great content from the blog or website to its social channels is a great way to get readers as soon as firms publish a new post and that through online marketing firms can concentrate their efforts on the audience that they truly want to offer their products or services ton and that online marketing attracts more customer.

The study concludes that online marketing has led to increase sales as marketers used the platform to generate the traffic, other benefits include increase relationship capital, advanced targeting, direct access to customers, increases brand awareness and .lower advertising cost, email marketing software allows users to track the performance of their emails, firms management can know how many were delivered, how many were read, and learn all about their conversion rates and that most of the online stores within Nairobi City County have increased their sales volumes customers.

5.4 Recommendations

This study therefore makes the following recommendations;

Online stores within Nairobi City County should also embrace continuous blogging, this will Keeping customers informed through daily articles can be a sure way of maintaining client base following however this is highly dependent on skill full writing and consistency with the content.

It's important to remain accessible online 2/47, Online stores within Nairobi City County must create social media marketing platforms such as Facebook, twitter, Instagram etc. and at the same time ensure immediate response to customers who raise issues over the platform and again these accounts should be operated by an administrator with vast knowledge of business undertakings.

Online stores within Nairobi City County must adopt, email marketing funnel**;** to maintain competitive lead, firms must embrace email marketing strategy. This should entail detailed educative and marketing eBooks such as annual journal release that elaborate on responses initiated in response to concerns raised by the customer.

There is need to optimize on search engine optimization; this aim to draw internet traffic, taking advantage of this function can a go long way in building a hierarchy of followers. Online stores within Nairobi City County must embrace affiliate marketing**;** commission for promoting marketers content, this too can also prove essential in generating leads, firms can organize for online promotions requiring follower to share particular content in digital groups and reward followers who share most.

5.5 Suggestion Further Research

The objective of the study was to determine the influence of digital marketing strategies on purchase decision from online stores within Nairobi City County, moving forward its paramount to investigate on effectiveness of celebrity endorsements on customer purchase decision.

The study suggests that further research to be done on why specific countries are more receptive to specific digital marketing strategies and what can be done to improve on digital strategies at the firm level. The study also suggests that same study be done focusing on other physical shops such as supermarkets in Kenya in order to give factual position that reflects on overall impact of digital marketing in the sector.

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APPENDICES

Appendix I: Questionnaire

1. Name of the online store…………………………………………..

2. How long has the online store been in operation?

    a. 1 - 3 years ( ) b) 4 - 6 years. ( ) c) 7- 9 Years. ( ) d) 10 and above ( )

3. How many Employees are there in your online store?

    a. Below 10. ( ) b) 10-20 ( ) c) 21-30 ( ) d) Above 30. ( )

4. What is your position in the organization?...

DIGITAL MARKETING STRATEGIES

Social Media

5. By how much are you in agreement with the statements below with respect to use of social media. Use 1-Strongly disagree, 2- disagree, 3-Moderate Extent, 4-Agree, 5-Strongly agree

	Statement	1	2	3	4	5
1	We use social media to launch new products					
2	There are many site visits once a product has been launched.					
3	Our organization use social media to remind customer about existing products.					
4	Many inquiries are received via social media about new and existing product					
5	When promo are done via Social Media, we experience increase in sales.					
6	Use of social media helps in increasing customer base.					

	Customers compare our stocks with competition in terms of price and variety of the products					

6. Among the various social media platforms, which has been most effective in your business?

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7. Which social media platform would you recommend to your organisation in the enhancement of purchase decision?

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Online Marketing

8. By how much are you in agreement with the statements below with respect to online marketing. Use 1-Strongly disagree, 2- disagree, 3-Moderate Extent, 4- Agree, 5-Strongly agree

	Statement	1	2	3	4	5
1	Online marketing attracts more customer					
2	Customers perceive online marketing as convenient					
3	Customer give positive feedback for use of the platform					
4	Customers are happy with delivery timelines					
5	Customers perceive online marketing as risky					

9. How has online marketing impacted on your business in terms of gaining more customers?

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10. Which online platform would you recommend to your organisation in the enhancement of purchase decision?

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Email marketing

11. By how much are you in agreement with the statements below with respect to e-mail Marketing. Use 1-Strongly disagree, 2- disagree, 3-Moderate Extent, 4- Agree, 5-Strongly agree

	Statement	1	2	3	4	5
1	There are many queries received via email					
2	Customer provide feedback on the email sent.					
3	Corporate customers prefer email marketing.					
4	Customers consider email as a tradition way of communication.					
	Use of email helps in customer retention.					

12. What recommendation would you make on email marketing on the enhancement
of purchase decision?

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Website and blogs

13. By how much are you in agreement with the statements below with respect to
website and blogs. Use 1-Strongly disagree, 2- disagree, 3-Moderate Extent, 4-
Agree, 5-Strongly agree

	Statement	1	2	3	4	5
1	Websites / Blogs have increased our sales volumes					
2	Websites / Blogs have increased our market share					
3	Websites / Blogs have enabled access to new markets and customers					
4	Websites / Blogs have increased the number of clicks on our display adverts					
5	Websites / Blogs have increased the number of unique visitors to our social media pages					
6	Websites / Blogs have increased brand recognition					
7	Websites / Blogs have improved customer experience and customer satisfaction					
8	Websites / Blogs have increased our sales volumes					

Consumer Purchase Decision

14. By how much are you in agreement with the statements below with respect to consumer purchase decision. Use 1-Strongly disagree, 2- disagree, 3-Moderate Extent, 4- Agree, 5-Strongly agree

	Statement	1	2	3	4	5
1	It is easy to influence purchase decision of product via digital marketing platforms.					
2	It saves on cost to create awareness of products via digital marketing platforms.					
3	Digital marketing platforms provides interactive customer feedback platform influencing consumer purchase decision					
4	Through digital marketing strategies consumers can do sampling on products varieties and prices from various suppliers					

15. What would you recommend to your organisation in the enhancement of purchase decision?

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Appendix II: Online Store in Nairobi County

General Shops	Online Electronics Shops	Online Fashion Shops	Online Grocery Shops	Online Pharmacies
Jumia,	Hotpoint,	Fab Guru,	GroceryPik,	MyDawa,
Kilimall,	Infinix Mall,	Binti,	Ranchoplus,	ePharmacy,
Masoko,	Saruk,	LeStyle Parfait,	City Park Market,	PharmacyDirect,
Jambo Shop,	ShopSasa,	Style Connection,	Zucchini,	PharmaShop
Avechi,	Ramtons,	Vivo Woman,	Verdura Groceries,	Western Cosmetics
Tusky Online,	LG Brand Shop,	Sarai Afrique,	Wagon Shopping,	Sugar Punch Beauty
Naivas Online,	Price in Kenya,	Keba Clothing,	Kalimoni Greens,	Kasha
Sky Garden,	Phone Place Kenya,	Tique A Bou,	Yum,	Goodlife Pharma
Shopit and Technix,	Phones Tablets Kenya	Fashion 254	Herdy Fresh	Malibu Pharm
Checki,	Rondamo.	Just Brands Kenya.	HaraQisha.	Healthy U
Mammaikes	Duka Tech	Ellas Baby Store	Walmart grocery	Optica
Mimi. Coke.	Tradios	Mother Baby Shop	Instacart. Instacart	ePharmacy
Shop Nanjala	Glantix	Kasha	Shipt	The Health Cart

Kraft Kenya	Mackphilisa Computer Systems	Baby Mama	Amazon fresh	Beauty Click
Organized planet	Phonelink	Taji Store	Freshdirect	Hamilton Pharmacy
Ythera	Masoko by Safaricom	Tique Abou Clothing	Safeway	Portal Pharmacy
Wallpaper Kenya	Infinix Mall	Binti Online	Hungryroot	Dawa swift
Housemark	Lg Brand Shop	Amore	Thrive market	Livia Dawa
Vitu Zote	Hot Point	Ichyulu	Mimi.co.ke	Haltons Pharmacy
Market Power	Mika Appliances	Chimano fashions	Mamamikes.co.ke	Biodeal pharmacies
Sky garden	Ramtons	Daizy wears	Vitu mob	Luke pharmacies
Pata baY	Armaco Kenya	Lai shop	Dorris foods	James halt pharmacies
Ruen shop	Cookswell	Luture future	Donte greens	
Patasi pero	Pature Electronics	Bancy weas	Phyris supplies	
Hall mark	Newmatic			