

**INFLUENCE OF E-MARKETING ON CONSUMER BUYER BEHAVIOUR IN
SUPERMARKETS IN NAIROBI COUNTY**

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DECLARATION

This research project is my original work, and has not been presented for academic purposes in the University of Nairobi or any other University.

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This research project has been submitted for examination with my approval as the university supervisor.

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DEDICATION

To my friends and family who have encouraged and supported me in the finalizing this project.

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ACRONYMS AND ABBREVIATIONS

EKB	Engel Kollat Blackwell
GDP	Growth domestic product
KNBS	Kenya National Bureau of statistics
SEM	Stock Exchange of Mauritius
SPSS	Statistical Package for Social Sciences
U.K	United Kingdom
USD	United States dollar
SD	Standard deviation
EM	Electronic Marketing

ABSTRACT

Marketing activities in Kenya has been revolutionized by the changes of information technology and the widespread use of social media and other e-marketing platforms. Many retailers have had to adapt to engage in non-traditional marketing activities that include e-marketing. The use of e-marketing that include social media, digital advertising and e-marketing has gained ground significantly in Kenya and as a result many retail outlets and brands are adapting to the new changes and consumers preferences. Supermarkets are one of the retail outlets that are slowly taking up this change. This research aimed to find out the influence of e-marketing on consumer buyer behavior in supermarkets in Nairobi County. The study adopted descriptive cross-sectional study. The study utilized population of all supermarkets in Nairobi County. The research depended on data from primary sources that was gathered through the use of structured questionnaires. The study found out that social media, online marketing and email marketing positively influenced consumer buyer behavior. The study concludes that inquiries were received via social media about new and existing product. Promotions done via Social Media led to increased sales in supermarkets. Supermarkets had many site visits once a product has been launched. Online marketing attracted more customer and customers perceived online marketing as convenient mode of transaction. Use of email helped in customer retention and customer provided feedback on the email sent. The study recommends that policy makers in supermarkets ought to formulate strategies on better adoption of E-marketing. The policy makers ought to enhance the better usage of social media to market their products. Administrators ought to train their staffs on E-marketing mode of transactions. The administrators ought to ensure that their supermarkets launch new products by sue of social medias. Supermarkets ought to use e-marketing for easy awareness creation of products and services offered. Supermarkets ought to embrace e-marketing to save on cost and to create awareness of products via E-marketing platforms.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

In the 21st century, the way companies do business has improved, it is evident the improvements are as a result of the Internet (Ainin & Jaafar, 2003). The world's Economy is moving from an economy that only deals with commodities to a more vibrant economy in which employment, value creation, and economic wealth is paramount. A general analysis of the internet highlights the platform is not only a place for clients to carry on their business on the global market but also a networking agency. The rate at which innovation has evolved in the 21st century has increased tremendously to a higher rate due to the speed of developments of technology as compared with previous periods thus the use of the Internet and computer has a key influence on the E- marketing.

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, for current updates on news or any market. (Raad, Norizan, Gazi, Zaidan, & Zaidan, Impact of spam advertisement through e-mail:, 2010). In general, E-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, 2010).

The study was anchored on two theories; Push – Pull theory (Hinkelman, 2010) and Engel, Kollet, Blackwell (EKB) Model (James, Roger, & David, 1978). Today's 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 Kollet, 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, 2011).The Retail Industry has been estimated at USD 23,461 Billion in 2017 and anticipated to grow at 5.3% annually in the next 5 years to USD 31,880.8 Billion (Farfan, 2018). The main products are food, apparel, Furniture, Jewelry and various others. According to a recent analysis world's biggest retail chains are supermarkets at 25% . (Farfan, 2018).

Kenya National Bureau of statistics, (2017), In East Africa, Kenya's retail sector provides the most conducive business environment for long-term investors in sub-Saharan Africa (Gichane & Moronge, 2018). With a formal retail penetration estimated at 35%, conducive macro-economic environment with a gross domestic product growth of 5% in 2017 has supported the Kenya retail industry, (Xinhau, 2018). Kenya National Bureau of Statistics (KNBS) highlights that Retail sector and wholesale are among the largest contributor to Kenya's Economy as well as the largest employment contributor in the private sector. In 2016, retail and wholesale sectors offered jobs for 238,500. Kenyans contributing to the 8.4% of Kenya's growth domestic product. In addition, as per the research done by Nielsen, a global information and measurement firm, changes

in customers taste and preference has driven growth in formal retail sector which has been attributed to changing trends. With an estimated 30.0% of the Kenyan population currently prefer purchasing most of their household items in formal retail establishments.

1.1.1 Concept of E- Marketing

Electronic Marketing has been refereed as modern business practice which act as an enabler when purchasing goods and services as well as getting information and ideas about a product through the World Wide Web and other auto electronic ways (El-Gohary, 2010). E-Marketing has also been explained as the utilization of interconnected computers and applications to meet customer's needs (Strauss & Frost, 2012). E-Marketing considers components of Marketing and variety of products a firm has, it shows the major objectives which are mostly creation of exchange in the short and long run that satisfy both customer and organizational needs (Strauss & Frost, 2012).

E-marketing creates marketing efficiency and effectiveness in ways in which traditional marketing could not provide (Tehrani, 2008). However, electronic marketing has strategies which add value to customers as compared to what traditional marketing could provide (Ainin & Jaafar, 2003). Marketing through electronic devices has enabled interconnecting technology and marketing practices to include value addition to commodities, improve on the quality of services which enhance enormous correlation between customers and firms and have good understanding and concept in regard to marketing. (Tehrani, 2008).

According to Smith and Chaffey, (2013) e-marketing is achieving marketing goals such as information management public relations, customer services and sales through applying digital technologies. E-Marketing shows a company effort to inform and communicate information to its potential buyers, and promoting sells of its products and services through the Internet (Kotler & Keller, 2016). Joseph (2015) defines E-Marketing to include all the activities of advertising, promotion publicity and making of a decision in regard to the look and feel of a product and how it will be presented to the customer.

1.1.2 Consumer Behavior

The study of consumer buyer behavior explains that customers are major contributors in the market place (Brink & Adele, 2009). The nature of various theories assumes in the market place consumers engage in various roles which ensures exchange of goods and services. The major role consumers play include providing information as the user of the product to the disposer, While consumers are purchasing goods and services they engage in making decision to ensure they reap the maximum benefit out of any commodity. Consumer behavior refers to ways in which individual clients, organization or groups are involved in the purchasing process to ensure they satisfy their needs and wants. It therefore entails the engagements of clients in the market during the buying or selling session. Marketers presume an understanding of what results to the consumers buying a particular commodity on a certain trend which direct —what products are required for market, what products are no longer required, and the best way to package the commodities to the potential clients (Gross & Acquisti, 2006).

Chand (2015), Studying consumers 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 Supermarkets in Kenya

Supermarkets offer a range of products, fresh fruits, vegetables, pastries, electronics and variety of local quality merchandise (Guguyu, 2018). In Kenya they are distributed in different towns and cities across the Country (Gichane & Moronge, 2018). In Nairobi, the supermarkets are located both in Nairobi's Central Business District and residential areas (Njoroge, 2017). A study reports reveal that 38.9 % of the retail sector which are mostly supermarkets are located in estates while 27.8 per cent are located within the Nairobi central business district. Others, which comprise 33.3 % are located in other small towns within Nairobi (Guguyu, 2018). The growth in retail industry has been as a result of economy growth mostly attributed to boosting of disposable income

& consumer spending. Between 2012 and 2016, Kenya's economy had an upward trajectory of 5.8% on average, increasing consumption expenditures and lifting household incomes.

The average purchasing power of customer between 2011 and 2017 increased by 67.0% to Kshs. 2,016, making Kenya's retail market the fastest growing in East Africa. As per KNBS report (2016), consumption for household items accounted for 79.0% of Kenya's gross domestic product. It increased from a low of Kshs 3.3 trillion (USD 38.5 billion) to a high of Kshs 5.7 trillion (USD 55.4 billion) for the same period being an average of growth rate of 11.3%. Kenyan Retail sector has expanded as a result of Real Estate Investment, notably mixed-use developments and residential malls. Recently in 2017, retail space in Nairobi's increased from 3.9 mn square feet in 2016 to 5.6 mn square feet in 2017 representing 41.6% (Michael, K. W. 2017)

The retail sector in Kenya are represented by both local players such as Tusky's and Naivas Supermarkets and international franchises such as Carrefour and Game supermarkets. As per Kenya National Bureau of Statistics (KNBS), Retail sector and wholesale business are among the largest economy contributors to Kenya's Growth domestic product (GDP) and a big contributor to the private sector employment i.e. retail sector provided employment for 238,500 citizens which resulted to 8.4% of Kenya's Gross domestic product. A survey done by Nielsen, states consumer trends have changed drastically which has been as a result of growth in formal retail sector. The study shows 30.0% of the Kenyan citizen's prefer doing their household shopping in formal retail establishments (Kenya National Bureau of Statistics, 2017)

1.2 Research Problem

Products and services and the buying behavior of customers are the basic elements of Internet marketing. This is because the two elements form the main importance of the internet marketing. In the last 10 years there has been a universal shift in media use towards digital media. This implies the internet is becoming an important for all service. (Soyoye & Jenyo, 2015). The scope of marketing communication has broadened due to the growth and new developments on the internet. This has enabled a large number of people to be reached no matter where they are located,(Laudon & Laudon, 2018).. The Internet has enabled massive expansion of the market place information intensity majorly by offering marketers and consumers with complete real-time information about clients as they engage in the market, (Laudon & Laudon, 2018). Understanding how virtual shopping works and driving behavior of the online consumer is key factors to consider while competing in any fast expanding virtual marketplace (Ainin & Jaafar, 2003).

E – marketing variables include print media marketing, online business, social media marketing, network marketing, email marketing and mobile marketing influence buying attitudes which at the end influence intentions to purchase goods and service (Lodhi & Shoaib, 2017). Studies have been done relating to consumer behavior that provide a simple understanding of identifying where and how the target consumer buyer behavior are influenced. However there has been a significant gap in trying to understanding the consumer buyer behavior. It has been argued that attitudes drive consumer buyer behavior which result to actual purchases (Lodhi & Shoaib, 2017).

Pawar (2014) stated that E-Marketing is growing fast at a time when traditional way of shopping is declining.

Globally, El- Gohary and Eid (2011) investigated how small business enterprise in UK were affected or impacted by e-marketing. It was revealed the use of EM tools has an impact to Small Business Enterprises activities such sales activities, marketing performance, pre-sales activities and marketing effectiveness. In Nigerian two authors (Ayo, Aderonke , & Adewoye, 2011), 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 Addition the recent research by (Chukwu & Uzoma, 2014) highlighted that scientific affirmation show Nigerian clients value online retailer's significantly. Another study by Husain and Adamu (2014) provided the implementation of social media which is mostly accessed easily by the consumers. Facebook and twitter have played a critical role though whether these have transformed or stimulated actual online shopping was not specifically highlighted. The study by Gichane and Moronge, (2018) assessed how the performance of supermarkets in Nairobi is influenced by E- marketing which he implemented a five-point Likert scale. The study recommends for use of e- catalogue, e-promotion, e-price list and online marketing according for the buyer to choose the product and or services from.

Areas for further Research include further research on the performance of supermarkets in Africa and particularly in Kenya. A research on online marketing and its influence on consumer buying behavior, the researchers utilized both primary and secondary data.

Primary data was collected through the use of questionnaire and secondary sources were drawn from published reports, published articles, research papers, surveys, published reports and sources from websites (Sivasankaran, 2017). However, the secondary sources might be outdated thus a qualitative study might be ideal. From the above studies, less has been done on the influence of e-marketing on consumer buyer behavior in various sectors especially in supermarkets. Given the unending development of the internet in relation to number of users, transaction volumes and business penetration, this research aims to examine, what is the influence of E-marketing on consumer buyer behavior in Supermarkets in Nairobi?

1.3 Objectives of the Study

The objective of the study was to examine the influence of E-marketing on consumer buyer behavior in Supermarkets in Nairobi County.

1.4 Value of Study

Policy makers would benefit from the study by knowing the value in the implementation of policies which are aimed at improving and streamlining retail sector within the country. The policy makers would also benefit from knowledge on the changes and dynamics that are appropriate for retail sector including the customer responses. Policy makers would therefore benefit by understanding the way forward in designing appropriate policies and rules that would ensure the effective implementation of relevant laws.

Researchers and scholars would benefit from knowledge on the contribution of electronic marketing to customer buyer behavior. Supermarkets would benefit from this study since they would understand how electronic marketing influences consumer behavior. In addition, it would provide more knowledge on challenges faced while implementing e-marketing.

In regard to the theory, the findings would inform the researchers in terms of literature and theoretical foundation and appropriate research methodologies in undertaking similar studies in the future. The researchers would also be able to evaluate the limitations of the methodology which would be adopted in the study if any –for purpose of designing superior research methodologies that result in more reliable research outcome.

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This section reviews literature which is important to subject under study. It covers the theoretical foundation between e-marketing practices and consumer buyer behavior as well as an overview of major writings and other sources on a selected topic. It utilizes important literature accessible which looks into the theoretical framework, e-marketing practices and consumer buyer behavior.

2.2 Theoretical Foundation

A discussion on the theories that anchor the study which include push-pull theory and Engel Kollat Blackwell are elaborated in this section.

2.2.1 Push -Pull Theory

To increase conversation with customers, organization can implement both push and pull theory. These two marketing methods can work wonders together to increase quality conversions with the clients (Holoubek, 2016). Pull/push marketing strategy is majorly concerned with how company's offering commodities (goods or services) interact with the available market (Chand, 2015). Companies can decide whether to implement pure pull strategy or a pure push marketing strategy. A push strategy entails focusing on the capacity of the organization in regard to what resources they have, what competences and capacity they have. On the other hand, pull marketing strategy entails

the organization focusing on the requirement or the needs of the market (Dann & Dann, 2011).

Some Organizations apply both push and pull marketing strategy hence having a mix of the two. For the customers to choose what the organizations are offering, the options to customer needs must be in line with the abilities and competences within the organization or its channels or such abilities and competences, within a specific period of time and at an appropriate cost, can be obtained (El-Gohary, 2010). A Firm will always try to balance push and pull strategy. Organization must find out what reasonably products they can provide (push) and making sure the demands in the market (pull) are met.

Various businesses, especially within fast- moving consumer goods have shifted towards Pull-oriented marketing strategy due to increased data on their customers. If an organization decided to risk by implementing only one strategy, for example total pull strategy then organization may concentrate too much to various categories of clients leading to lower ratio between production cost and revenue (Grundström, 2015).

A push/pull strategy has been explained as the way information and products flow between the end user who are the consumers and the suppliers who are the producers. Categorically, in marketing environment, this kind of strategy will focus on the promotional methods applied to offer good or service to customers. In a push marketing strategy, manufactures “push” their commodities to the end user, and in a pull marketing strategy consumer will “pull” relevant information or products they need which are suitable and can full fill their needs (Brocato, 2010).

A pull strategy has been referred as a promotion and advertising plan which concentrate on the end user rather than on members of the value chain or the marketing channel. Thus at the end, both push and pull marketing strategy will facilitate the movement of products from the supplier to end- users who are the consumers. In addition, a push strategy has been explained as a promotion method or strategy which concentrates on marketing intermediaries such as retailers and wholesalers as compared to the end- users in order to ensure products flow from suppliers to consumers. (Brocato, 2010)

2.2.2 Engel Kollat Blackwell Model

The EKB model elaborates on end user 'choice flow from the time the customer is faced with various options to the time he consumes/ purchase the product. The model put emphasis on theories of consumer psychology like those suggested by Howard (1963) and Nicosia (1966). This model identifies the process of decision undertaking (Madhavan & Chandrasekar, 2015).

Internal factors drive achievement of unfulfilled needs for the customers. However, external sources and available options can have an impact and sway the perception of customer's present status, prompting feelings of unfulfilled needs. Advertising, new trials by customers, availability of substitute goods, offering of goods whose use is associated with other goods and other extrinsic stimuli can arouse and trigger and the feeling of mismatch that influence the consumption and purchase activities (James, Roger, & David, 1978). The motives, values or beliefs, (Madhavan & Chandrasekar, 2015) attitudes and perception of the people guide in the evaluation process. The feeling acquired from purchase and past utilization affect the assessment of the streamlined

options. An irritating event experienced previously while shopping or while in the process of evaluating and choosing a good or service will affect if not quash the option of buying goods or service and vice versa (Underhill, 2009). Extrinsic factors as advice from friends and family, online community boards, mass media, contribute in the evaluation of options. Evaluation and decision making are also influenced by the economy. (Lerner, Small, & Loewenstein, 2003). Customer will be satisfied if the assumption held about goods and service fulfills and exceeds their expectations held while reviewing on the different choices on what to purchase.

However, disparity may be encountered if goods and service do not fulfill the presumption and fall short of the expectation. If customer encounter any bad experience, the option is 'devaluated' and they will start looking for other options by looking for data and assessing other available products. The EKB model explains a simple structure in grasping the steps followed by consumer in decision-making. It informs the important forces and principles demanded in getting knowledge about the 'consumer black box' while making purchase decision that results to a good comprehension of decision-making process by the customers.

2.3 Electronic Marketing Practices

E-marketing elements involves the use of marketing concepts in relaying information on an organization's products via the use of internet services (Kotler & Keller, 2016). (Banerjee & Dash, 2011) Explains e-marketing practices entails the application of the internet as a medium that enables organization to reduce transaction costs, adapt to the customer requirements, and allows clients to move towards non locational and non-

temporal behaviors and move from location -and time based behaviors (Ellis-Chadwick, Fiona, Mahani, Doherty, & Neil, 2012) Explains that e-marketing practices relates to the use of interactive actions in enabling communication with Clients. E-marketing practices incorporates both offline and online networks; including electronic mails, digital platforms, telecommunications technology and websites to ensure marketing objectives has been achieved. (Baker & Sinkula, 2005).

E-marketing elements refers to approaches and undertakings which need or require a level of interactivity for their use to be visible (Dann & Dann, 2011). This implies e-marketing practices rely on information technology to execute marketing plan. Thus E-marketing practices is not only the use of internet in managing customer relationship and communicating an organization's offerings. Marketing is therefore an important function in an organization as well as an advanced and developing business practice which entails marketing of services, products, information and ideas via the World Wide Web and other mediums of electronic media (El-Gohary, 2010). Electronic Marketing is part of integrated marketing practices that include; Social media, email marketing and online marketing.

2.3.1 Social Media

Social media is described as applications found on internet that that allow the creation and distribution of content among the user (Sinclair & Vogus, 2011). Social media, refers to the applications of tools which build user generated content to be shared through the internet. Three core principles that apply in effective application of social media as a marketing platform are; content, contacts and Conversation (Stretten, 2017).

One of the disadvantages of social media is the inability to measure ROI and the significance of one medium over another (MULKI & Stock, 2003).

In the social media marketing strategy, the idea is to develop information and content whose intention is to capture the interest of the audience and bid them to share the information with other users in the social site (Möller & Halinen, 2010). Within this platform, there is often word of mouth expected between the readers about products, services or even brands that is useful to the organization is often more credible than messages the organization gives about itself on any media platform. There are more than 60 social media platforms that can be employed by marketers. These include: WhatsApp, WeChat, Face book, Instagram Twitter, skype, Linked-In among others (Spencer, 2018).

Social technologies enables an organization to develop information that attract interest of the audience and pass information to consumers. Organizations build corporate reputation through increasing the confidence level of customers ultimately leading to increased sales. This is line with commitment trust theory which maintains that developing trust between parties in a business is a key driver towards enhancing organizational growth (Nisar, Prabhakar, & Strakova , 2018).

2.3.2 Online Marketing

Online marketing is also known as web, digital, internet, or engine marketing (SEM). It is a form of marketing that uses the internet to communicate promotional messages

to customers through digital channels such as search engines, email, websites, and social media (Forsey, 2018).

Durmaz and Efendioglu (2016) says through digital marketing, customers can access quickly details on product and services and make decision by comparing similar features hence, expedite the buying process. The period utilized while shopping is viewed as time wasting, however, with digital shopping, customers can shop at their convenience. Online Marketing has enables an organization to cut on the operational cost and increase on organization profits. Pricing, development, distribution and promotion of goods and services are equally completed online. The advantages that online marketing create can be viewed as a transformation for the marketing sector in the world (Durmaz & Efendioglu, 2016).

2.3.3 Email Marketing

Electronic mail marketing refers to the process of transmitting commercial message, purposely to individuals via email. Every email which has been sent to a prospective or existing client would be considered email marketing. Email Marketing entails using emails to request for business, solicit sales or donations and send advertisements. Over the years it has enables an organization to build trust, loyalty or brand awareness among its customers. E-marketing has developed quickly mostly because growth of 21st Century information technology. Prior to this technological changes, majority of the customers were not using since they were not that effective (Underhill, P. (2009).

Email Marketing is still important, in 21st century where there is development of social media for business advertising. A research showed that social media had 61% Internet users, social media, 94% use email, while most adults preferred e-marketing which was at 75%..The “opt-in opt out capability” permits marketing by consent. Email marketing has enabled profiling customers by demographics such as age and income. Email offers more reporting and analytical capability which include open rates, a click through rates, bounce rates. This has given emails an edge over other social media by having a much wider range of formatting possibilities (The balance Small business, 2018).

2.4 Electronic Marketing Practices and Consumer Buyer Behavior

Consumer buying behavior refers to the combination of consumer’s intentions, tastes, attitudes and preferences when procuring goods and service (Baker & Sinkula, 2005). The model of consumer behavior involves a process which include problem recognition, information search, Evaluation, purchase and post purchase evaluation (Grimsley, 2018) . E-Marketing is an emerging field for firms especially the international marketing. Changes in information technology industry has contributed to a great role in the growth of e-Marketing. The consumers react differently when buying commodities through E-marketing techniques. Consumer buyer behavior depends on their religion, culture, values, beliefs, norms, ethics and tradition as well. Through E-marketing channels such as social media sites, customers learn the emerging trends and fads, culture and try to ape them on marrying their personality and their cultural orientations (SamreenLodhi1 & Shoaib, 2017).

A study by Kwak, Fox and Zinkhan, (2002), surveyed internet users and explored their demographics and personal characteristics that influence their online buying patterns. The findings showed that the level of income led to online purchasing. This shows that the amount of income by a customer influences consumer behavior. These findings support social economic shifts being experienced by the consumers which can lead to new needs and felt discrepancies that continue to spur consumption. E-marketing channels such as social media marketing has influenced consumer buyer behavior and current marketing method being used. Social media has provided a platform which assist to communicate details for goods or services of any distinct brand (Vinerean, Cetina, Dumitrescu , & Tichindelean , 2013).

2.5 Summary of the Literature and Knowledge Gaps

Based on the introduction provided within chapter one, this chapter expounds on the theoretical background related to the study E-Marketing as a new marketing philosophy and phenomenon, as well as providing a wider review of the important literature to E-Marketing and consumer buyer behavior. However, the deliberation illustrate this research would probe the E-Marketing tools by organizations and how they Influence consumer buyer behavior. The reason for conducting this review is to develop, explore and analyze the different research points related E-Marketing and consumer buyer behavior studies.

Throughout this analysis of the literature, there are gaps and shortages in the literature associated to E-Marketing and consumer buyer behavior. The gaps include factors influencing the uptake of E-Marketing (al elements related to Marketing) by

organizations within Egypt the UK as well as the influence of this adoption and usage on organization marketing performance (El-Gohary, 2010). It is therefore important to conduct research studies to explore the different characteristic that are related to these areas which in turn will cover these research gaps. This study will be concerned with investigating these research gaps rtying to analyze the factors influencing E-Marketing on consumer buyer behavior.

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This segment expounds on methods applied to complete the research. The section consist of the research design, data gathering tools and analysis of the data techniques. A summary of the research design used to attain the set intent of the study on the how the influence of e-marketing on consumer buyer behavior in Nairobi county.

3.2 Research Design

The research design has been described as a complete plan chosen to amalgamate diverse modules of a study in a clear and rational way, hence, ensuring successfully addressing the challenges being researched; it constitutes the roadmap for the study which include gathering, quantification, and investigation of collected data (William, 2006).

A descriptive cross-sectional research was implemented to examine the influence of E-marketing on consumer buyer behavior as they exist on a single point in time. Cross-sectional research refers to an observational study that analyzes data of variables gathered at a specific time in a sample population (Bhat, Cross sectional studY, 2018). Descriptive survey involves gathering required information through the use of interview and or questionnaires to a sample of population (Iacobucci & Churchill, 2010).

3.3 Population

The research utilized population of all supermarkets in Nairobi County. According to the recommendations of (Iacobucci & Churchill, 2010) in defining the unit of analysis for the study, the population targeted in this research are all the 31 supermarkets in Nairobi County (Njoroge, 2017). In Essence the supermarkets have positioned themselves partly owing to the ‘rule of thumb’ that there is a viable market place within the radius of 3kms of their supermarket (Mutua, Oteyo, & Njeru, 2013). Therefore the market location has played a major factor in the growth of supermarkets rather than the better understanding of need, perceptions, preferences and targeted resources of targeted buyer (Mutua, Oteyo, & Njeru, 2013).The sample size were all the 31 supermarkets in Nairobi County. The choice of all the Supermarkets is a representative of the total number of supermarkets in Nairobi County.

3.4 Data Collection

Primary and Secondary method of data collection was used. Primary data was gathered by the use of a questionnaire which was administered to the chosen supermarkets in Nairobi County. The Questionnaire were divided into different sections. The first Section contains questions on background information of the respondent. The 2nd Section, which is section B contain questions that’s would gauge the use of E-mails, Social Media online marketing and section C which contain questions on consumer buyer behavior. The study also utilized secondary data including publications, relevant past studies and information from supermarkets’ websites and online sources.

3.5 Validity and Reliability of study instruments

3.5.1 Validity

Mugenda and Mugenda (2003) outlines validity as the extent of the degree to which data collected from the different instrument accurately and meaningfully represents the theoretical concept and how the data represents the variables. When validity is confirmed, any conclusion obtained from such data is accurate and meaningful. A pilot study was done to establish validity of the test instruments. This helped in identifying any problems with the interviewing tools and having them solved before the actual study.

3.5.2 Reliability

To Measure and evaluate co-efficient of internal consistency and reliability of the instrument, Cronbach's Alpha was used. Cronbach's alpha methodology was used to check on the reliability of the result, which was derived from a measure based on correlation between the variable of the study which is also referred as internal consistency. Cronbach's alpha is mostly used to test the average of assessable items within a test and their relationship. SPSS software was implemented to analyze the dependability of gathered data. General scales' consistence of the current state and the preferred state was verified by Cronbach's alpha, which ought to be beyond the agreeable scale of 0.70 (Hair *et al.*, 1998). George and Malley (2003) considered Alpha beyond the value of 0.7 to be acceptable. Validity of the instruments used was tested using construct validity technique.

3.6 Data Analysis

Data gathered was prepared, ordered and appropriately organized. The responses were analyzed through descriptive statistics such as mean, Median and mode and their implication noted. Correlation between the concepts was analyzed using regression analysis. The obtained data was analyzed using Microsoft excel and the statistical package for social sciences (SPSS). This was presented in tables showing the mean to enable effective and efficient interpretation. Data in section A was analyzed using frequencies and percentages to summarize the information profile of the respondent. Data in section B, and C was analyzed using descriptive quantities tools. Using this information, the researcher conducted a regression analysis to determine the influence of e-marketing on consumer buyer behavior.

The study applied the following regression model.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \mu$$

Y= Consumer buyer behavior

X₁ = Social Media.

X₂ = Online Marketing.

X₃ = Email Marketing.

μ = Error

CHAPTER FOUR: DATA ANALYSIS, PRESENTATION AND DISCUSSION

4.1 Introduction

The section unveils the outcomes of the examined data collected and inputted into SPSS Version 23.0 for review. The chapter presents demographic information of the respondents, descriptive and inferential statistics. The findings are given in form of tables and figures.

4.1.1 Response Rate

The researcher administered 31 questionnaires to supermarkets located in Nairobi. Out of 31 questionnaire administered, 23 were filled and returned to the researcher representing 74.2% response rate which were deemed adequate for the research. The results are in consistent with Mugenda and Mugenda (2013) who concluded a satisfactory representation of a population needs a response rate of at least 50% and a response level that exceeds the 70% mark is good. From this, it is sufficient to say that the response rate is satisfactory.

4.1.2 Reliability Test

The researcher administered a reliability test to determine the consistency of the research instruments. A Cronbach alpha was calculated to measure the reliability of the research instruments. Table 4.1 highlights the outcomes.

Table 4.1: Reliability Test

Variable	Number of Items	Cronbach Alpha
Social media	5	0.782
Online Marketing	5	0.725
Email Marketing	5	0.713

Source: Research data (2018)

The study found out that social media had a Cronbach alpha coefficient of 0.782 followed by online marketing that had a Cronbach alpha of 0.725 and lastly email marketing indicated a Cronbach alpha of 0.713. The research instruments were adequate for the research since the variables had a Cronbach alpha of 0.7 and above. The findings are in support of George and Mallery (2003) who posits that a Cronbach alpha of 0.7 and above is sufficient for the intended study.

4.2 Demographic Information

The study carried out demographic information on the respondents to establish how appropriate they were on the study. The findings on length of supermarket operations, number of employees and their positions are as shown in subsequent sections.

4.2.1 Period of Operations

The segment sought to understand how long the supermarket have been trading. The outcomes are highlighted in Table 4.2.

Table 4.2: Length of Operations

Length of Operations (Yrs.)	Frequency	Percent
1 - 5	3	12
6 - 10	4	19
11- 15	6	25
16 – 20	9	41
Over 20	1	3
Total	23	100

Source; Research Data (2018)

The findings show that 41% of the supermarkets have operated for more than 16-20 years, followed by 25% who indicated 11-15 years, 19% indicated 6-10 years, 12% said 1-5 years and 3% indicated over 20 years. The findings show that 20 supermarkets had operated for more than 5 years.

4.2.2 Number of Employees

This segment sought to understand the numbers of the staffs they had within their supermarkets. The findings are highlighted in Table 4.3.

Table 4.3: Number of Employees

Number of Employees	Frequency	Percent
Below 10.	4	18
10-20	10	44
21-30	6	26
Above 30.	3	12
Total	23	100

Source; Research Data (2018)

The study found out that 44% of the respondents had 10-20 employees, followed by 26% who indicated 21-30 employees, 18% showed less than 10 employees and 12% indicated that they had above 30 employees. The findings show that the most of the supermarkets had more than 10 staffs.

4.2.3 Position Held

Respondents were required to indicate the current position held. From the response, all of the respondents indicated that they were the owner of the supermarkets. Therefore, they were well aware of the e-marketing strategies adopted and how they influenced consumer buyer behavior.

4.3 Social Media

Companies use social media to achieve different objectives from launching new products to marketing their product. Social Media refers to applications which allows users to develop and share content to participate in social networking. Respondents were required to indicate how social media influenced consumer buyer behavior Likert scale of 1-5. 1-Strongly disagree, 2- disagree, 3-Moderate Extent, 4- Agree, 5-Strongly agree. The results are as shown in Table 4.4.

Table 4.4: Social Media

	N	Mean	Std. Dev
We use social media to launch new products	23	4.140	.863
There are many site visits once a product has been launched.	23	3.985	.956
Our organization use social media to remind customer about existing products	23	3.914	.793
Many inquiries are received via social media about new and existing product	23	4.012	.869
When promotions are done via Social Media, we experience increase in sales.	23	3.995	.919
Use of social media helps in increasing customer base.	23	3.873	.622
Customers compare our stocks with competitors in terms of price and variety of the products	23	3.571	.579

Source; Research Data (2018)

The findings established that respondents were in agreement that supermarkets used social media to launch new products which gives a mean of 4.140 with SD of 0.863. Most of the feedback from the respondents indicated they were many site visits once a product has been launched as highlighted by a mean of 3.985 with SD of 0.956. Respondents concur that their organization used social media to remind customer about existing products as shown by a mean of 3.914 with SD of 0.793. Respondents were in agreement that many inquiries were received via social media about new and existing product with a mean of 4.012 and SD of 0.869. The results agree with Möller and Halinen (2010) who state that social media marketing strategy captures the interest of the audience and bid users to share the information with other users in the social site.

Majority of the respondents agreed that when promotions were done via Social Media, supermarkets experienced increase in sales as highlighted in table 4.4 with a mean of 3.995 and 0.919 as the SD. A question on how social media helped in increasing customer base recorded a positive score with a mean of 3.873 and SD of 0.622. The respondents indicated that customers compared their stocks with competitors in terms of price and variety of the products as supported with a mean of 3.571 and SD of 0.579. This is in agreement as per Nisar, Prabhakar and Strakova (2018) who says that social technologies provide a potent for an organization to develop information that attract interest of the audience and pass information to consumers. Organizations build corporate reputation through increasing the confidence level of customers ultimately leading to increased sales.

4.4 Online Marketing

Online marketing has been referred as a set of tools and methodology implemented during promoting of products and services through the internet. Various statements on online marketing required the respondent to indicate to what extent they agreed with statement identified by the researcher in regard to online Marketing on consumer buyer behavior on a Likert scale of 1-5. The analysis are indicated in Table 4.5.

Table 4.5 : Online Marketing

	N	Mean	Std Dev
Online marketing attracts more customer	23	3.953	.863
Customers perceive online marketing as convenient	23	3.964	.959
Customer give positive feedback for use of the platform.	23	4.072	1.061
Customers are happy with delivery timelines.	23	3.851	.942
Customers perceive online marketing as risky.	23	3.655	1.083

Source; Research Data (2018)

The results in Table 4.5 established that most of the respondents agreed that online marketing attracted more customer with a mean of 3.953 and SD of 0.863. The research found out that customers perceived online marketing as convenient as shown by a mean of 3.964 with SD of 0.959. Customers gave positive feedback for use of the platform with a mean of 4.072 and SD of 1.061. The results are in support of Durmaz and Efendioglu (2016) who states that online marketing has enables an organization to cut on the operational cost and increase on organization profits.

The researcher further acknowledged that majority of the supermarkets confirmed that their customers were happy with delivery timelines with a mean of 3.851 and SD of 0.942. The research indicated the supermarkets were in agreement that their customers perceived online marketing as risky as highlighted with a mean of 3.655 and SD of

1.083. The results are in support of Durmaz and Efendioglu (2016) who says that through digital marketing, customers can access details on product and services and choose an option by comparing similar features and thus accelerate the buying process.

4.5 Email Marketing

This refers to the process of sending commercial messages via internet to a group of people using email. The researcher asked the respondents to indicate to what extent they agreed with the statement identified in regard to e-mail marketing on consumer buyer behavior on a scale of 1-5. The results are as presented in Table 4.6.

Table 4.6: Email Marketing

	N	Mean	Std Dev
There are many queries received via email	23	4.073	.837
Customer provide feedback on the email sent	23	3.384	.968
Corporate customers prefer email marketing	23	3.851	.863
Customers consider email as a tradition way of communication	23	3.314	.965
Use of email helps in customer retention	23	3.633	.863

Source; Research Data (2018)

The findings show that most of the respondents concur that there were many queries received via email as shown with a mean of 4.073 and SD of 0.837. Respondents partially concurred their customer provided feedback on the email sent as highlighted in the table above showing mean of 3.384 and SD of 0.968. Respondents indicated that corporate customers preferred email marketing with a mean of 3.851 and SD of 0.863. Email offers more reporting and analytical capability which include open rates, a click through rates, bounce rates. This has given emails an edge over other social media by having a much wider range of formatting possibilities (Small business, 2018).

The findings showed majority of the respondents moderately admit that customers considered email as a tradition way of communication with a mean of 3.314 and standard deviation of 0.965. Prior to this technological growth, emails were not being used by majority of customers since they were not that effective (Wikipedia, 2018). A mean of 3.633 and standard deviation of 0.863 indicate the use of email helped in customer retention.

4.6 Consumer Buyer Behavior

Consumer buyer behavior refers to how individual’s clients, groups or organizations choose, acquire, consume and dispose ideas, goods and services to fulfill their desires. In this section, Respondents had to provide responses regarding the extent to which they agreed to reference with consumer buyer behavior on a scale of 1-5. The outcomes are indicated in Table 4.7.

Table 4.7: Consumer Buyer Behavior

	N	Mean	Std Dev
It is easy to create awareness of product via E-marketing platforms.	23	3.868	.859
It saves on cost to create awareness of products via E-marketing platforms.	23	4.105	.892
It is complex to give information about the product via E-marketing platform	23	3.373	.937
E-marketing provides interactive customer feedback platform	23	3.877	.889
It is hard to do product sampling via E-marketing platform	23	4.081	.993
It is hard to identify defective goods online	23	3.674	.968
E-marketing is riskier due to lack of strict cyber laws	23	3.437	.863
Fear of extra charges to the customers		3.252	.965

Source; Research Data (2018)

The findings established that the highest percentage of the respondents concurred that it was easy to create awareness of product via E-marketing platforms with a mean of 3.868 and SD indicated as 0.859. Respondent also concurred that e-marketing saved on cost to create awareness of products via E-marketing platforms as indicated by a mean of 4.105 with SD of 0.892. Respondents moderately concurred that it was complex to give information about the product via E-marketing platform highlighted by a mean of 3.373 and SD of 0.937. Social media has provided a platform which assist to communicate details of specific commodities / goods or services in regard to any brand (Vinerean, Cetina, Dumitrescu & Tichindelean , 2013).

The study further established that E-marketing provided interactive customer feedback platform as shown by a mean of 3.877 with SD of 0.889. Respondents highlighted that it was hard to do product sampling via E-marketing platform as supported with a mean of 4.081 and SD of 0.993. It was also hard to identify defective goods online. This was indicated by a mean of 3.674 with SD of 0.968. With a mean of 3.437 and SD of 0.863, E-marketing was riskier due to lack of strict cyber laws as held by a mean of 3.437 and SD of 0.863. The findings established that customers feared extra charges while using electronic marketing. A mean of 3.252 and SD of 0.965 supported this. Kwak, Fox and Zinkhan, (2002) states that social and economic changes being reviewed by individual can result to new desires and felt disparity that may spur consumption.

4.7 Regression Analysis

The research sought to examine the influence of E-marketing on consumer buyer behavior in Supermarkets in Nairobi County. The results of Model Summary, ANOVA and Regression Coefficients are as shown in succeeding sections.

4.7.1 Correlation Analysis

The outcome of the analysis is highlighted in Table 4.8.

Table 4.8: Correlation Analysis

		Social Media	Online Marketing	Email Marketing	Consumer Buyer Behavior
Social Media	Pearson Correlation	1	.515**	.677**	.748**
	Sig. (2-Tailed)		.000	.000	.000
Online Marketing	Pearson Correlation		1	.644**	.668**
	Sig. (2-Tailed)			.000	.000
Email Marketing	Pearson Correlation			1	.689**
	Sig. (2-Tailed)				.000
Consumer Buyer Behavior	Pearson Correlation				1
	Sig. (2-Tailed)				

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

Source; Research computation

The results in Table 4.8 show the relationship between social media and consumer behavior is positive and significant ($r=0.748$, p value $=0.000$), the relationship between online marketing and consumer buyer behavior is a strong positive and significant ($r=0.688$, p -value $=0.000$) and the relationship between email marketing and consumer buyer behavior is a positive and significant ($r=0.649$, p -value $=0.000$).The outcome show

that online marketing had a strong relationship with consumer buyer behavior followed by email marketing and lastly social media.

4.7.2 Model Summary

The Finding of the model is as shown Table 4.9.

Table 4.9: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.817 ^a	.668	.663	1.19346

a. Predictors: (Constant), Social Media, Online Marketing, Email Marketing

Source; Research computation

From the findings in Table 4.8, coefficients of correlation R was 0.817 a sign of positive correlation between variables, coefficient of determination R^2 is 0.668 which translates to 66.8%. This mean that 66.8% variations in dependent variables can be traced by; social media, online marketing and email marketing. The residual of 33.2% can be explained by other factors beyond the scope of the current study.

4.7.3 ANOVA

The findings of Analysis are as shown in the Table 4.10.

Table 4.10: ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1167.461	3	389.154	6.826	.000 ^b
Residual	1083.229	19	57.012		
Total	2250.690	22			

a. Dependent Variable: Consumer Buyer Behavior

b. Predictors: (Constant), Social Media, Online Marketing, Email Marketing

Source; Research computation

The results shows, $F_{\text{Calculated}}$ was 6.826 and F_{Critical} was 3.04912 an indication that $F_{\text{Calculated}} > F_{\text{Critical}}$ indicating that the overall regression model was significant in the study. The p value= 0.00<0.05 an indicator that at least one variable significantly influenced consumer buyer behavior in Supermarkets in Nairobi County.

4.7.4 Regression Coefficient

To determine the individual factor influencing consumer buyer behavior in Supermarkets in Nairobi County, the following coefficient of regression were generated.

Table 4.11: Regression Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.377	4.140		.333	.742
Social Media	.496	.156	.430	3.174	.004
Online Marketing	.700	.180	.346	3.895	.001
Email Marketing	.680	.159	.373	4.291	.000

a. Dependent Variable: Consumer Buyer Behavior

Source; Research computation

The resultant equation becomes:

$$Y = 1.377 + 0.496X_1 + 0.700X_2 + 0.680X_3$$

Where: Y= Consumer buyer behavior

X_1 = Social Media

X_2 = Online Marketing.

X_3 = Email Marketing

From the findings in Table 4.10 holding all of the variable's constant, consumer buyer behavior will be at 1.377. A unit increase in social media while holding all the other factors constant, consumer buyer behavior will be at 0.496. A unit increase in online marketing while holding all of the variable's constant, consumer buyer behavior would be at 0.700. A unit increase in email marketing while holding all of the other variable's constant, consumer buyer behavior would be at 0.680.

In view to p and t values, the study established that social media had (p value=0.004<0.05 and t value=3.174>1.96), online marketing had (p value=0.001<0.05 and t value=3.895>1.96) and email marketing had (p value=0.000<0.05 and t value=4.291>1.96). The findings show that all of the variables were positively influenced consumer buyer behavior.

4.8 Discussion of Key Findings

The study established that social media positively influenced consumer buyer behavior. From the responses, supermarkets used social media to launch new products (M- 4.140, SD- 0.863). Inquiries were received via social media about new and existing product (M-4.012, SD-0.869). Supermarkets used social Media with an aim of attracting clients using social media with an interest of sharing of information to more clients and building a corporate relationship. This is in support of Nisar, Prabhakar and Strakova, (2018) who states that social technologies provide a potent for an organization to develop information that attract interest of the audience and pass information to consumers and build corporate reputation.

Supermarkets planned for many site visits once a product was launched (M-3.985, SD-0.956). Supermarkets used social media to remind customer about existing products (M-3.914, SD-0.793). Social media targeted a larger population of people who are internet literate to promote and increase networking capacity of the network. The findings agree with Möller and Halinen (2010) who state that social media marketing strategy captures the interest of the audience and bid users to share the information with other users in the social site.

The study established that online marketing had a positive influence on consumer buyer behavior. The findings established that customers gave positive feedback for use of the platform (M- 4.072, SD-1.061). Customers perceived online marketing as convenient (M=3.964, SD- 0.959). Supermarkets using online marketing have established cheaper and quicker ways of accessing and creating good reputation to the clients while increasing their rate of retaining the clients. Murmaz and Efendioglu, (2016) says through digital marketing, customers can access quickly details on product and services and have an opinion by comparing similar features and therefore, speed up the purchasing process hence increasing the rate of profit gain.

Online marketing attracted more customer (M- 3.953, SD-0.863). Customers were happy with delivery timelines (M-3.851, SD- 0.942). Quicker delivery timelines is a major impact of customer satisfaction whereas purchases are done at the comfort of consumers either at home or at the office, operation costs are reduced due to the cut of third party involvement. The findings are in support of Durmaz and Efendioglu (2016) who states that online marketing enables an organization to cut on the operational cost and increase on organization profits.

The study pointed out email marketing had a positive influence on consumer buyer behavior on supermarkets. Based on the findings, there were many queries received via email (M- 4.073, SD-0.837). Email marketing has evolved rapidly mostly because of the technological growth of the 21st century leading to increased sales on the organization. On the contrary, Wikipedia (2018) states that emails were not being used by majority of customers since they were not that effective. The findings further established that some customers perceived online marketing as risky (M-3.655, SD-1.083).

Corporate customers preferred email marketing (M- 3.851, SD-0.863). Email offers more reporting and analytical capability which include open rates, a click through rates, bounce rates. This has given emails an edge over other social media by having a much wider range of formatting possibilities (The balance Small business, 2018).

CHAPTER FIVE: SUMMARY OF THE FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The section summarizes outcomes of analyzed data. The conclusion arising from the analyzed findings is also presented. The recommendations of the outcomes for policy, concept and practice are presented. The areas for future research are pointed out.

5.2 Summary of the Findings

Purpose of the research was to find out the influence of E-marketing on consumer buyer behavior in Supermarkets in Nairobi County. The research was guided by the following specific objectives: social media, online marketing and email marketing. The research adopted descriptive cross-sectional study. The study utilized population of all supermarkets in Nairobi County. The study utilized data from Primary sources which were gathered by use of structured questionnaires.

The first specific objective was to establish the influence of social media on consumer behavior in supermarkets. The findings showed most of the respondents agreed that their supermarkets used social media to launch new products. Respondents agreed that many inquiries were received via social media about new and existing product. Majority of the respondents agreed that when promotions were done via Social Media, supermarkets experienced increase in sales. Most of the respondents indicated they were many site visits once a product has been launched. Respondents agreed that their

organization used social media to remind customer about existing products. Majority of the respondents agreed that use of social media helped in increasing customer base. Majority of the respondents agreed that customers compared their stocks with competitors in terms of price and variety of the products. The findings from regression analysis established that social media had a positive influence on consumer buyer behavior as their respective (p value=0.004<0.05 and t value=3.174>1.96) p values was < 0.05 and t value was > 1.96.

The second specific objective was to find out the influence of online marketing on consumer buyer relationship. The study established that majority of customers gave positive feedback for use of the platform. Majority of the respondents agreed that online marketing attracted more customer. Respondents agreed that their customers perceived online marketing as convenient. Majority of the respondents agreed that their customers were happy with delivery timelines. Majority of the respondents agreed that their customers perceived online marketing as risky. The findings from regression analysis established that online marketing significantly influenced on consumer buyer behavior as their respective (p value=0.001<0.05 and t value=3.895>1.96) p values was less than 0.05 and t value was greater than 1.96.

Another objective of the research was to establish the influence of email marketing on consumer buyer behavior. The research found most of the respondents agreed that there were many queries received via email. Respondents indicated that corporate customers preferred email marketing. Most the respondents agreed that use of email helped in customer retention. Respondents moderately agreed that their customer provided feedback on the email sent. Majority of the respondents moderately agreed that

customers considered email as a tradition way of communication. From regression analysis, email marketing had a positive influence on consumer buyer behavior as their respective (p value=0.000<0.05 and t value=4.291>1.96) p values was < 0.05 and t value was > 1.96.

5.3 Conclusion

The findings from the study led the researcher to conclude that social media had a positive influence on consumer buyer behavior. This was attributed to the following; the supermarkets used social media to launch new products. Inquiries were received via social media about new and existing product. Promotions done via Social Media led to increased sales in supermarkets. Supermarkets had many site visits once a product has been launched. Supermarkets used social media to remind customer about existing products. Use of social media helped in increasing customer base. Customers compared their stocks with competitors in terms of price and variety of the products. The findings are in line with Nisar, Prabhakar and Strakova (2018) who states that social technologies provide a potent for an organization to develop information that attract interest of the audience and pass information to consumers.

The study concludes that online marketing significantly influenced on consumer buyer behavior. This was due to the following; customers gave positive feedback by use of the platform. Online marketing attracted more customer and customers perceived online marketing as convenient mode of transaction. Customers were happy with delivery timelines. The findings are in line with Durmaz and Efendioglu (2016) who says that through digital marketing, customers can access quickly details on product

and services and have an opinion by comparing similar features and therefore, speed up the purchasing process.

The study further concludes that email marketing had a positive influence on consumer buyer behavior. This was due to many queries received via email and corporate customers preferred email marketing. Use of email helped in customer retention and customer provided feedback on the email sent. Customers considered email as a tradition way of communication.

5.4 Recommendations

Policy makers in supermarkets ought to formulate strategies on better adoption of E-marketing. The policy makers ought to enhance the better usage of social media to market their products. Administrators ought to allocate enough budget for technology embracement in supermarkets. Policy makers ought to ensure that staffs employed in their supermarkets are computer literate and are versed on usage of e-marketing.

The study recommends that administrators ought to train their staffs on E-marketing mode of transactions. The administrators ought to ensure that their supermarkets launch new products by sue of social medias. Administrators ought to remind their customers on launched products benefits and existence on use of social media. Administrators ought to carry ought their promotions by use of electronic marketing practices.

The study recommends that supermarkets ought to use e-marketing for easy awareness creation of products and services offered. Supermarkets ought to embrace e-marketing to save on cost and to create awareness of products via E-marketing platforms.

Supermarkets ought to embrace E-marketing to provides an interactive customer feedback platform.

The push and pull theory focuses on the resources, competencies and capacity of an organization. Most organizations employ a mix of push and pull marketing strategies. Any adaptation of offerings to customer needs must reasonably fit the competences and capabilities within the firm or its network. The findings of this study reveal a clear indication of this mix with the availability of resources and use of email marketing, social media and online marketing acting as the push strategies. The response of the customers to these strategies are viewed as the pull techniques. The findings give an average value of 3.5 which indicate that the use of these strategies moderately has a similar impact on the consumers. Due to this, increasing of resources to cater for the e-marketing demands will have a corresponding impact on consumers adopting “pulling” to the brands and the supermarkets.

5.5 Limitations of the Study

The research focused on influence of e-marketing on consumer buyer behavior in supermarkets in Nairobi County. The research was confined to supermarkets in Nairobi county only. The research was also limited on social media, online and email marketing which were not the only factors that influenced consumer buyer behavior. The study was limited to primary data and used a single respondent from each supermarket in Nairobi County which put constraint on the generalizability of results.

5.6 Suggestions for Further Studies

The research focused on influence of e-marketing on consumer buyer behavior in supermarkets in Nairobi County. Therefore, future scholars ought to carry studies on individual supermarkets in Nairobi county. Future studies also need to be carried out on different counties. The study focused on supermarkets, future scholars ought to carry similar studies on influence of e-marketing on consumer buyer behavior in commercial sectors or public sectors.

The current study relied on primary data, future scholars ought to plan for similar study on influence of e-marketing on consumer buyer behavior in supermarkets in Nairobi County by use of secondary data. The research had a coefficient of determination R^2 of 0.668 which translates to 66.8%. The residual of 33.2% can be described by other factors beyond the scope of the current study that future scholars ought to concentrate on.

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APPENDICES

Appendix I: Introduction Letter



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P.O. Box 30197
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DATE 19/11/2017

TO WHOM IT MAY CONCERN

The bearer of this letter J.B. MWANJU NJIHIWA

Registration No. DS/16048/2017

is a bona fide continuing student in the Master of Business Administration (MBA) degree program in this University.

He/she is required to submit as part of his/her coursework assessment a research project report on a management problem. We would like the students to do their projects on real problems affecting firms in Kenya. We would, therefore, appreciate your assistance to enable him/her collect data in your organization.

The results of the report will be used solely for academic purposes and a copy of the same will be availed to the interviewed organization on request.

Thank you.

PROF. JAMES M. NJIHIA
DEAN, SCHOOL OF BUSINESS



Appendix II: Research Questionnaire.

The questionnaire is aimed at collecting data regarding the influence of E-marketing on Consumer buyer behavior in supermarket in Nairobi County. You have been selected to participate in the study and you are requested to take a few minutes of your time to kindly answer the questions presented. Kindly give your most accurate response to all the questions as requested. We assure you that your response will be confidential. Your support is highly appreciated.

Section A; Introduction.

1. Name of the Supermarket: _____
 - a) Branch _____

2. How long has the supermarket been in operation?
 - a) 1 - 5 years ()
 - b) 6 - 10 years. ()
 - c) 11- 15 Years. ()
 - d) 16 – 20 Years ()
 - e) Over 20 Years. ()

3. How many Employees are there in your Supermarket?
 - a) Below 10. ()
 - b) 10-20 ()
 - c) 21-30 ()
 - d) Above 30. ()

4. What is your position in the organization?

.....

Section B; Electronic Marketing Practices.

Social Media

To what extent do you agree with the below statement.

Use 1-Strongly disagree, 2- disagree, 3-Moderate Extent, 4- Agree, 5-Strongly agree.

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

Online Marketing;

To what extent do you agree with the below statement in regard to online Marketing

Use 1-Strongly disagree, 2- disagree, 3-Moderate Extent, 4- Agree, 5-Strongly agree.

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

Email Marketing;

To what extent do you agree with the below statement in regard to e-mail Marketing

Use 1-Strongly disagree, 2- disagree, 3-Moderate Extent, 4- Agree, 5-Strongly agree.

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

Section C; Consumer Buyer Behavior.

In your opinion, using a scale of 1-5 indicate extent do which your agree with the below statement in reference to consumer buyer behavior. Use 1-Strongly disagree, 2-disagree, 3-Moderate Extent, 4- Agree, 5-Strongly agree.

	1	2	3	4	5
It is easy to create awareness of product via E-marketing platforms.					
It saves on cost to create awareness of products via E-marketing platforms.					
It is complex to give information about the product via E-marketing platform					
E-marketing provides interactive customer feedback platform					
It is hard to do product sampling via E-marketing platform					
It is hard to identify defective goods online					
E-marketing is riskier due to lack of strict cyber laws					
Fear of extra charges to the customers					

Conclusion; Thank you for taking your time to respond to this survey.

Appendix II: List of Supermarkets in Nairobi County

1. Carrefour
2. Choppies Enterprises Kenya.
3. Game Stores.
4. Nakumatt Supermarket
5. Village Supermarket.
6. Mulleys Supermarkets.
7. Budget Supermarkets.
8. Chandarana Supermarkets.
9. Cleanshelf Supermarkets.
10. Eastmatt Supermarkets.
11. G-Mart Supermarkets.
12. Jaharis Supermarkets.
13. JD's Supermarket.
14. Karrymatt Supermarkets.
15. Kassmart Supermarkets.
16. Maathai Supermarkets
17. Maguna Andu Supermarkets
18. Naivas Limited.
19. Ng'ororgaa Supermarkets
20. PakMatt Supermarket
21. Quick Mart Supermarkets
22. Rikana Supermarkets

23. Selfridges Supermarkets
24. Society Stores Supermarkets
25. StageMatt Supermarket
26. Suntec Supermarkets
27. Thika Tex Supermarkets
28. Tumaini Supermarkets
29. Tuskys.
30. Uchumi Supermarkets
31. Ukwala Supermarkets

Source; <https://www.businesslist.co.ke/category/supermarkets/city:nairobi>