INFLUENCE OF DIGITAL MARKETING STRATEGIES ON QUALITY OF GOVERMENT SERVICES IN THE MINISTRY OF PLANNING AND DEVOLUTION

BY

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DECLARATION

This research project is my original work and has not been submitted for a degree course in this, 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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This study is wholeheartedly dedicated to my beloved parents, who have been my source of inspiration and have given me strength when I thought of giving up. To my brothers, sisters, mentors, who shared their words of advice and encouragement to finish this study.

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To all I say, May the Lord God richly bless you

DEDICATION

This research project is dedicated to Cedrick, Karimi, Melanie, Melissa and Brielle.

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ABBREVIATIONS AND ACRONYMS

SEM   Search Engine Marketing

SEO   Search Engine optimisation

DM   Digital Marketing

GSMA   Global System for Mobile Communication

GOK   Government of Kenya

ICT   Information Communication Technology

ECT   Expectation Confirmation Theory

TCIT   Transaction Cost Innovation Theory

TAM   Technology Acceptance Model

GHRIS   Government Human Resource Information System

IFMIS   Integrated Financial Management Information System

SMES   Small Medium Enterprises

ECM   Expectation Confirmation Theory

TCI   Transaction Cost Innovation

IT   Internet Technology

SMS   Short Medium Services

MMS   Multimedia Messaging Services

PPC   Pay per Click

KPI   Key Performance Indicators

IS   Information System

B2A   Business-to-Administration

C2A   Consumer-to-Administration

B2C   Business-to-Consumer

B2B   Business-to-Business

ABSTRACT

The research objective was to establish the influence of digital marketing strategies on quality of government services. The investigation utilized a cross-sectional descriptive research design. The sample was 400 respondents. Primary data was utilized which was obtained by way of semi-structured questionnaire. Data was analysed via descriptive statistics, regression analysis, while Qualitative data was examined by utilization of content analysis. The outcomes of the investigation revealed that the digital marketing has been achieved through variety of ways. Ten ways have been used in adaptation of Digital marketing goals. They include: usage of social medial platforms, Search Engine Optimization (SEA), Viral Applications, Search Engine Marketing (SEM), Short Message Services (SMS), Link building, Email marketing, Influencer marketing, Local search marketing, Content marketing and finally Ecommerce. All this digital forms have positively contributed to achievement of digital goals. Focusing on the social media platforms usage to achieve the digital marketing goal, it is important because social media platforms have been able to achieve the digital marketing goal. The usage of Facebook, WhatsApp and twitter has shown the relevance of social media platforms in achieving the digital marketing strategies. Usage of twitter or Facebook to air out the adverts of Ministry of Devolution and Planning in comparison to the services they offer, gives them an opportunity for digital marketing. R square of 0.071 implying that 7.1% of the total variations in quality of Government services is attributed to the changes in the changes in the explanatory variables (E-Commerce, Viral Applications, Link Buildings, Social Media, Content Marketing, Local Search Marketing, Short messaging services, Email Marketing, Search Engine Marketing, Influencer Marketing, Search Engine Optimization). Therefore, 92.9% of the changes is due to measurement errors or other variables that were excluded from the model. The analysis of variance table shows the significance level. The significance level of 0.025 which is less than p value of 0.05 shows that the study was substantial. The following recommendations are made based on the findings of the study: The ministry should not only depend on the digital marketing strategies to improve their quality of service deliverance but should also, employ people who are committed to their work for best customer service relation, this will also improve quality. They should embrace the digital strategies and come up with various ways of improving the quality of services they offer because advancement in technology means updating your strategies so as to fit the required purposes. They should come up with discount weeks for their loyal customers so as to encourage a lot of people to use their services.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

In the last two decades the spread of information and communication technologies (ICT) together with increased digital connectivity has made governments to reassess the manner in which they function as well as network within and with outside establishments. Governments have had to employ technology to meet its citizen's demands through connection of government organizations and affiliations in the process of offering government services (Sá, Rocha, & Cota, 2015). Further, the services offered by government departments have continuously increased and the need to have these services accessed in a central point instead of widely dispersed organizations has also reached higher level.

As a result, Zaidi and Qteishat (2012) assert that with the intention of success the government's administrative processes are adopting digital systems. However, migration to digital platform of service delivery of government services is one part. This is because, the success of the implementation of digital marketing strategies in government does not simply rely on the government backing, but similarly service quality, readiness to embrace digital government essential services by the people. The bottom line of the success of digital marketing strategies is the acceptability of its use by the citizens due to the perceived quality (Davison,Wagner &Ma, 2015). Therefore, the understanding of digital marketing strategies on quality of government service is a necessary step in acceptability of the digitalization of the government processes.

The research was anchored on three theories that are deemed to be relevant, namely; Expectation-Confirmation Theory (ECT) Bhattacherjee (2001), Technology Acceptance Model (TAM) Davis (1989) and Transaction Cost Innovation Theory (TCIT) Niehans (2006).

According to the expectation-confirmation theory, among the factors that influence objective for usage of a digital system is approval as well as apparent usefulness of the system by the user on the basis of their past usage experience. Hence for the users to embrace digital marketing strategies, they need to get the usefulness of the system. The transaction cost theory suggest that the leading driving aspect of an innovation is the need to reduce the cost of offering a service and this will apply to the government intention to digitalize its services. The TAM as advanced by Davis (1989) hypothesizes that a particular technology usage by a person is described by their deliberate objective to agree to take and embrace the fundamental technology. According to TAM, the behavioural intent of the user to adopt an information system is a reflection of the system's acceptance by the user.

The government of Kenya has over the last ten years undertaken measures to digitalize its operations from the traditional government paper works and citizens moving far flung areas to centralized government offices. Indeed, according to ICT Ministry, plans are underway to move all government services onto a digital platform in the next 36 months to allow government essential services convenient and easily accessible to people (GoK, 2018). With the digitalization of services, the government has over the last four years saved Sh30 billion ($290 million) as the country benefits from the public sector digitisation project that has sought to increase efficiency in the delivery of services. According to the data from the GSM Association (GSMA), a global trade body for the telecommunication sector, Kenya government generated revenue from digital service improved from KshSh113 million per month ($1.1 million) to 206.8 million ($2 million) per month between July 2015 and October 2016. Further, voluntary compliance increases substantially due to the Person to Government (P2G) payments in Kenya.

1.1.1 Digital Marketing Strategies

The use of DM strategies by government is due to the associated benefits. Srivastava (2011) assert that DM strategy is aimed at saving resources, time as well as effort with enhanced effectiveness, improved information security and privacy. Therefore, information technology (IT) usage aimed at enhancing effectiveness is key, in offering services as well as information to people, enterprises as well as government establishments. Since digital marketing strategy gets delivered by way of web portals that are created and sustained by the government, the functionality and quality of the quality of web portal, dependability, as well as confidentiality security aspects will influence DM strategy usage. The website of a web portal gathers information and offers numerous functions for instance news, email, search engine, financial as well as entertainment news, among others (Zaidi & Qteishat, 2012). Similarly, digitalization of government services is a way of individuals' empowerment, through transformation of the manner in which the public receive services through promotion of openness and responsibility in government's undertaking of knowledge acquisition (Alshehri, Drew & Alfarraj, 2012)

The concept of digital marketing is relatively a new phenomenon that has become popular courtesy of the internet revolution. Pulizzi and Barrett (2008) describe digital marketing as the development and dissemination of learning and/or captivating content in different designs to appeal and/or retain clients. Further, Digital Marketing (DM) according to Orton (2014) is an agile framework that integrates people by influencing their behaviour change, process that are continuously improved and adoption of appropriate technology. Similarly, Techopedia (2015) describe Digital Marketing to include a rack of approaches of internet marketing that encompasses search engine optimization (SEO), search engine marketing (SEM) as well as link creation. It similarly encompasses non-Internet networks that offer digital media, for

instance short messaging service (SMS), multimedia messaging service (MMS), mobile call back and on-hold ring tones, e-books, games and optical.

Fong and Luo (2015) developed a number of measures that can be used to measure the effectiveness of digital marketing. These factors include the level of impression, traffic number and lead time and conversion. An impression is concerned with a case of an organic search-engine list or supported ad getting aided on a certain Web page or an image getting seen in display marketing. The level of traffic relates to the visitors' number that visits a website in a given period. The lead refers to the time of a visitor's registration, signing up for, or downloading an item on the site of an advertiser. The shorter the lead time the better the DM strategy site effectiveness.

1.1.2 Quality Service

According to Hussain, Al Nasser and Hussain (2015) quality service refers to the evaluation of how well a provided service is in conformity to the expectations of the client. Organizations usually evaluate quality service delivered to their clients in so as to enhance their service, to swiftly establish problems, as well as to appropriately evaluate satisfaction of a client. Uysal and Mehmet (2013) refer to quality service as the value of a service to clients. This is inherently subjective as it is determined by the needs, expectations and insights of a client. As such, it is basically evaluated through quantification of customer surveys. Quality service refers to the extent of performance that a service provider gives to its clients (Dhar, 2015).

An entity having an outstanding service will meet or exceed the expectations of clients and at the same time continue being economically viable. Evidence from empirical studies put forward that better quality service enhances profitability as well as long-term economic competitiveness. Enhancing quality service could possibly be attained through the

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improvement of processes in operations; swiftly ascertaining problems as well as analytically; instituting valid and dependable service performance evaluation as well as evaluating client satisfaction and other performance results (Crous, 2006).

Quality service brings about the cooperation amongst clients and administration suppliers. The needs of customers in a company experience form their evaluation of value for that company. At the point when there is a misunderstanding between customer need and the company conveyed, the apparent company quality will withstand. On an event when clients' desires are more prominent than the service provider's execution, then the seeming quality is not exactly agreeable and subsequently customer is dissatisfied. Distress by the provider of service to identify and fulfil their client's desire naturally heads-up to the development of a quality gap (Kuada, 2019).

The dimension of subjective facets of quality service to a client is subject to the dependability of the anticipated value to the apparent outcome. This sequentially is dependent on the expectation of the client with regards to service, they could be rendered and the capacity of the provider of service to exhibit this anticipated service. Successful entities incorporate value to their service that does not simply content the clients but similarly amaze as well as make them happy. Making clients happy is a matter of surpassing their anticipations (Hussain, Al Nasser & Hussain, 2015).

1.1.3 The Public Sector in Kenya

Government Ministries fall under the public sector whose duty is to offer proficient as well as efficient services to the people. Numerous public sector establishments have lately been undertaking activities with the intention of enhancing service delivery according to their Service Charters since public establishment's functions in a complex setting having numerous interests of stakeholders which conflict in numerous occasions and usually having

vague goals. The automation process of the Kenyan public establishments has been continuing. Additionally, Mwai, Kiplagat and Gichoya (2016) indicate that ICT usage towards enhancement of public establishments' operations has assumed various forms, and services outsourcing have turned out to be key where the public establishments do not have sufficient funds to obtain their own.

With the purpose of automating and make data management efficient and effective, the Kenya government has undertaken to improve its services in all the ministries by customising the process to the specific needs of particular ministries. Different digital government platforms have been introduced by various departments. The Ministry of Devolution and Planning, for example, has come up with the Huduma Centres as a one stop shop and offers service such as registration of companies, passport application, renewal of driving license, application of Identity Cards, Kenya Police Abstract among other government services. In the Ministry of Lands and Physical Planning, digitization of land registry records has been rolled over throughout the country while the Ministry of Public Service, Youth and Gender Affairs has developed a Government Human Resource Information System (GHRIS) whereby all employees access important information concerning employment and personal details. Labour State Division in the East African Community Ministry, Labour as well as Social Protection has also launched Kenya Labour Market Information System (KLMIS) which is a one stop shop portal for job seekers. Ministry of The National Treasury has as well adopted Integrated Financial Management Information System (IFMIS) to fast track and monitor all financial transactions.

1.1.4 Ministry of Devolution and Planning

The Ministry of Devolution and Planning is among the 18 Kenyan Government portfolios. The leadership of the Ministry comprises Cabinet Secretary, under the leadership of Hon.

Eugene Wamalwa; Chief Administrative Secretary, under Hussein Dado; Principal Secretary, under Nelson Marwa (Devolution) and Principal Secretary under Michael Powon (ASAL) (Ministry Of Devolution and Asal, 2018). The comprehensive information regarding the obligation of the Ministry of Devolution and Planning is defined in the "Executive order No. 1 of April 2013" and specified in the "Executive Order No. 2 of May 2013" and extensively entails issues pertaining to public service management, economic planning and development, youth, gender and special programs as well as devolution. Additionally, its mandate comprise the roles of the 26 allied parastatals, Semi-Autonomous Government Agencies, Commissions as well as Independent Offices (Standard Digital, 2018).

This Ministry is the second of two Presidency Ministries. It comprises four big areas of focus which are key to the Constitutional obligation as well as policy primacies of the Government therefore location at the Presidency. Devolution entails intergovernmental affairs as well as Counties' capacity building. Planning encompasses the roles of the previous Ministry of planning entailing economic policy management as well as national development planning. Office of Management and Budget involves developing as well as safeguarding government's effectiveness by way of prioritization of budget as well as policy direction. It similarly review organizational structure as well as administration processes within the Executive office. This office is concerned with human resource management as well as reforms public sector so as to realize the anticipated results (Devolutionplanning.go.ke, 2018)

This study is motivated to focus on the Ministry of Devolution and Planning since public segment services are liable as well as answerable to the general public and societies and its clients. Quality service has largely been focused on when it comes to public service delivery. Ramseook-Munhurrun, Lukea-Bhiwajee and Naidoo (2010) state that provision service the public sector is more complex in due to the fact that it is not merely an issue of meeting articulated needs, but of identifying unstated needs, outlining priorities, apportioning

resources as well as publicly justifying and accounting for things that have been undertaken. Additionally, staff in the public sector are presently encountering new professional issues due to the institution of new codes as well as tools motivated by the transformation to new public administration.

1.2 Research Problem

The Internet development has exhibited wide spread transformational influence on several scopes of the society. Chatfield and Alhujran (2014), for example, highlight that the utilization of IT has allowed various governments globally to competently provide services as well as information to their diverse range of interested parties ranging from ordinary populations, enterprises, personnel as well as government establishments. Digital government service growth in most cases allows enhancement of proficiency in delivery of public service, and openness and responsibility in public administration. Indeed, Davison et al., (2015) assert that digital government has provided an avenue for reconsideration of the manner in which the government offers services, and the manner in which it connects them in a convenient manner for the needs of users, not simply to avail services as well as systems online. Since the adoption of digital marketing strategies by the Kenya government, there is need to determine how the service quality has been affected by the digital platform.

The performance of digital marketing strategies by government has attracted the interest of different scholars. Abu-Shanab (2014) evaluated the backgrounds of confidence in digital services offered by the Jordanian government and found that all the antecedents of trust investigated, that included confidence in government and technology, internet acquaintance and quality of information. Ziemba, Papaj, Descours (2014) sought to determine the quality of digital government portals in Poland. The results show that the major dimensions that can be used to evaluate quality of digital portal in Poland include practical appropriateness,

performance effectiveness, friendliness, adaptability, dependability and security. Further the findings show that another parameter that determines the quality of government digital portal is its maintainability cost and portability. Chatfield and AlAnazi (2013) researched on the interaction between quality of service, public contentment, and customer loyalty with self-service delivery alternatives. The findings shows that quality of service and public satisfaction determine citizen's loyalty level with digital government services.

Ontango (2016) sought to establish digital government usage and the performance of SMEs in the CBD of Kisumu County. The findings suggest a low adoption rate of digital government and moderate use of e-government platforms with iTax being the highly adopted and utilized digital government platform while the least adopted and used being e-Procurement. Mugambi (2013) analysed the influence of digital government policy on delivery of services in the Kenyan government departments. The results suggested that the execution of digital government was not efficient in all the government ministries, but also showed that digital government usage allows sharing of database, reduced service deliver cost, reduced transaction processing time. Mutuku (2012) sought to determine the aspect that influence the implementation of digital government in Nakuru County, Kenya. The findings suggested that the factors influencing effective application of digital government services in Nakuru County include supporting infrastructure, seeming user-friendliness, privacy and digital government usage.

From the above studies, it is evident that regardless of the endeavours by the government to invest in automatic services, in national as well as local administration levels reveal existence of citizens' low-level of digital government services application. Citizens are found to still prefer to get services using the traditional methods of in-individual visits and phone calls so that people and their governments can interact. Further, it can be deduced that though quality of service and user contentment are not fresh in services of government, the two constructs

are not properly identified in the digital government implementation. This knowledge gap is predominantly evident in the developing nations, comprising Kenya. This hence, leads to the research question; what is the influence of digital marketing strategies on quality of government services?

1.3 Research Objectives

To verify the influence of digital marketing strategies on quality of government services.

1.4 Value of the Study

The research was of worth to the government institutions in Kenya as they were of value of digital marketing strategy on quality of government services to citizens. The study was of value to the government's top leadership as they were possibly point out several basic aspects, from the study results that are key in enhancing the performance of the digital marketing strategies on quality of government services to their consumers – the Kenyan public, and general public.

The findings of the study exposed the dimensions of digital marketing strategies that significantly affect the quality of service delivery and as a result, they were more endowed with knowledge and prepared to fit in the prevailing digital world because the digitalization of services is not merely restricted to private but public sector as well. The results may provide the government ministries with the ability to identify best digital marketing strategies that if applied properly, improved service delivery.

The policy makers obtained knowledge of the digital marketing strategies capabilities and how it is going to influence improvement of service delivery to the citizens and thus the study was guided on the main factors that was significantly influence service quality. The offers the contextual material to other academicians as well as scholars who wish to undertake studies

pertaining to digital marketing. The research enabled researchers to establish gaps in the present study and undertake studies in those fields, researchers who wish to investigate related areas and to establish broad inference as well as logics pertaining to competitive strategies.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The part illustrated the collected works pertaining to the investigation objective which is to ascertain the influence of digital marketing strategies on quality of government service. In this section, theories that anchor the study was discussed as well as the concept digital marketing strategies.

2.2 Theoretical Framework

A theoretical framework, according to Davidson (2008) is a set of properly argued idea that is aimed at elucidating a phenomenal through stipulation of variables of the principles that link the variables to one another. It is a gathering of linked concepts on the basis of theories. The study was anchored on three theories, namely; Expectation-Confirmation Theory (ECT)), Technology Acceptance Model (TAM) and Transaction Cost Innovation Theory (TCIT). These theories are discussed in the subsequent sections.

2.2.1 Expectation-Confirmation Theory

The ECT is the major concept of this study. The ECT was advanced by Bhattacherjee (2001) as a way of understanding and anticipating persistence objective in the direction of new technologies by users. ECT argues that a consumer's intent to service usage more than once is influenced by the person's satisfaction level, which sequentially is swayed by the consumer first anticipations (pre-purchase expectations) and the resultant feelings after consumption of the service. The discrepancy between first anticipations and perceived product/service performance (ratification) will influence the consumers' decision to repurchase the product or not. Halilovic and Cicic (2013) argue that the according to ECM theory, the similarity between first anticipations and actual performance (ratification) influences both apparent

expediency and user contentment. Hence, the apparent expediency of a service/product impacts on the satisfaction of a user which sequentially defines persistence intent.

Lin and Hsieh (2007) further argue that expectation-confirmation theory suggest that consumer's decision to continually purchase a product follows series of processes to attain repurchase intent. The course starts before the actual purchase where consumers develop some of the product or service anticipation. After the consumer consumes the service, they later develop perceptions regarding the product's or service's performance then relate it with their initial anticipation. Coursaris, Hassanein, Head and Bontis (2012) note that the extent at which consumer anticipation meets their supposed performance will influence their satisfaction level. Consequently, contented consumers will develop a repurchase intent whereas displeased consumers will end their intention to repurchase the product in the subsequent periods. Klein et al. (2009) highlight that in the context of a service quality, the constructs that will define a consumer expectation will include service assurance, reliability, empathy, and responsiveness.

Consistent with the current study, the decision by citizens to use digital government services is dependent upon the expectation that they have on the government system that can be proxied by reliability, security features, convenience, affordability and ease of use. Consequently, upon forming the expectation, what will determine the users continued use of the e-government. This is because contentment by a user is influenced by supposed expediency and ratification.

2.2.2 Technology Acceptance Model

TAM is pioneered by Davis (1989) and extends the works of the concept of reasoned action and assumes that a particular technology usage by a person is described by their deliberate intent to adopt and use the essential technology. According to TAM, behavioural intent of the

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user to adopt an information system (IS) is a reflection of the user acceptance of the system. A user intent sequentially, is impinged on by the user's mind-set and the system's supposed expediency and reflects the perceived usefulness that will be derived from using the system (Niederhauser & Perkmen, 2010). Further, a customer's attitude to use a digital service application for digital government platform services will jointly be determined by supposed expediency and supposed user-friendliness. As noted by Davis (1989) perceived user-friendliness is the level to which a person is certain that utilization of a certain system would be easy. With regards to the TAM, supposed user-friendliness is anticipated to incidentally determine behavioural intent by impinging on supposed expediency.

The technology acceptance concept is pertinent to this investigation as it gives its strength in anticipation of behavioural intent or behaviour when the user is in total volitional control (Wang & Butler, 2011). In respect to a government IS acceptance, for instance, a user will adopt a system in the manner that is aimed by the establishment (for example to facilitate easier transaction process between the government and its citizens). Similarly, a customer's volitional control will explain the impetus to adopt an IS is sustained by intention of users to accomplish an objective (Conner & Norman, 2015).

2.2.3 Transactions Cost Innovative Theory (TCI)

The TCI theory was advanced by Niehans (2006) and suggest that the key driving elements of innovation is to reduce transaction cost. The potential to reduce a firm's transaction cost could possibly facilitate innovation as well as service improvement. Digital government services have the potential to reduce transaction costs, the concept is applicable to the research since the use digital marketing strategy can substantially reduce the government transaction costs since it allows effective coordination, management as well as information use. Cao et al. (2010) further highlight that the Internet-connected IT could similarly reduce

transaction costs since it allows off-site right to use to the internal database as well as other useful sources of information in an establishment. Therefore, operational cost reduction may influence the performance of the government. However, for the same to be realised, the service quality rendered by the digital government platform should be better than the traditional form of seeking government services.

Transaction costs are the costs caused by finding fair market prices, reaching a deal as well as undertaking economic interactions. For example, the information integration dimension of a government – citizen relationship enables information transfer coordination and collective communication between the partners. Conversely, Faems (2012) emphasizes that transaction cost innovative concept allows an establishment to become subject to its exchange partner's opportunistic behaviour when it becomes hard to evaluate performance of a partner however, he notes that confidence reduces particular risks and uncertainties associated with such economic interactions. Transaction cost theory is considered to be relevant in comprehending the effect of e-government on the service quality level in Kenya ministries and hence giving a theoretical background for this study. The use of digital government platforms facilitates the reduction of coordination costs between the government and citizens. For example, digital government platforms facilitate reduction of costs of searching or obtaining information about a service or requirement.

2.3 Digital Marketing Strategies

Digital marketing strategies are means in which companies employ in order to advertise their products and services and improve the experience of their clients through digital channel. Digital marketing is intended to serve customers as quickly as possible through a process whereby customers guide the organization rather than attempting to alter their perception such as conventional marketing. The ten common digital marketing strategies employed by

organizations include, Social Media, Search Engines Optimization (SEO), Viral Applications, Search Engine Marketing (SEM), Short messaging service (SMS), Link Building.

2.3.1 Social Media Marketing

Social media marketing refers to the placement of advertisements on social media sites for instance Facebook, Twitter and Instagram pages for companies and where upon customers can interact with the company, a process that affords the company an opportunity to promote their products and services. Bates et al (2017) as of 2016, there were about 1.6 billion Facebook users in the world and about 1.2 billion twitter and Instagram users. The power of digital marketing is exemplified by the use of Twitter and Face Book which allows business people to promote their products and services and also facilitate interaction with their clients in real-time. This ability improves problem solving speed and thus increases customer satisfaction and experience. Furthermore, Aswani (2018) highlight that Facebook gives businesses the option of advertising flash sales and giving away coupons on their business pages and also businesses can increase their content and pages to new customers for a small fee.

Akar (2010) assert that Social media sites can categorised into the social networking sites where users are free to make their own profiles, create content and communicate it with various users and blogs where people create written, audio or video content and share it with everyone. Further, social media includes the content oriented sites where people create and share content about specific subjects such as real estate or sports; bulletin boards and forums where people share information and ideas on specific topics and content aggregation sites which allow individuals to choose the content that they want to see on the internet.

Karahasan (2013) claim that social interactions are similarly shown on the social media because individuals enter the groups in which they have mutual thoughts as well as views.

Therefore, societies are established around mutual pursuits as well as needs; and the daily lives of customers can be documented in the digital sphere. This affords individuals to share the subjects they were telling their close friends individually through social media. Jalang'o, (2015) claim that courtesy of the social media, companies can use electronic mail or e-mail to send promotional messages to their customers who have accepted to receive promotional material. Additionally, firms can purchase e-mail addresses from companies that have a database of e-mail addresses gained from surveys, competitions and registration where people have given permission for their information for marketing reasons.

2.3.2 Search Engines Marketing

Germann, Lilien and Rangaswamy (2013) define Search Engine Marketing (SEM) as the process whereby organizations pay to have their adverts on search engines by buying some keywords that relate to their business and their adverts show up when users search the keywords they have paid for. In the arrangement, companies use SEM pay for these adverts only when users click on their adverts, a process called pay-per-click (PPC). Additionally, companies can also utilize classified adverts on websites that specialize in specific services such as car sales, real estate, hiring and beauty to promote their products and services. The popular search engines presently include Google, Yahoo and Bing. Açkel and Çelikol (2012) opine that SEM constitute part of the digital marketing intended to offer the top place of the results of search engine. Growing the visibility of search engine is dependent upon an appropriate grouping of websites and a proper key words examination.

Karahasan (2013) observes that search engine market varies on the basis of language differences. Therefore, due to the language difference, Baidu search engine is popular in China, Yandex is leading in popularity in Russia and Tımway in Hong Kong. Unlike the global such engines such as Google and Yahoo, these search engines own big market share

within the local markets. Unlike other marketing techniques, search engine market intended to aid users sincerely rather than attempting to attract their responsiveness by unsystematically influencing them.

2.3.3 Viral Application

Also known as Word of Mouth Marketing, Wilson (2014) suggests that viral marketing is a marketing strategy whereby individuals give their opinions about certain products. The common link is popular artist of persons in the entertainment industry or sports industry with the starting point being having a wide following online message. Jayaram, Manrai and Manrai (2015) point out that because the frequency rate of consumers of internet and e-mails usage vary; viral marketing strategies can either be low or high involvement strategies.

The low involvement strategy would encompass client use of the links positioned below the articles to share them while high involvement strategy embroils a more practical method through social networks for instance Facebook of Twitter. As compared to the other two digital marketing strategies, viral marketing is less costly and that since people consult the people they trust about the products, viral marketing speeds up the purchasing process (Tiago & Veríssimo, 2014).

2.3.4 Short Messaging Service (SMS)

SMS actually frames into perspective the manner in which personal mobile marketing may possibly stand since one is directly sending a message to a client or potential client's individual device. They are influential means for mobile marketing. A great number of individuals can get SMS messages, and 90% of the SMSs are usually read within three minutes relative to 90 minutes for the average email). SMS could possibly be eight times more efficient in appealing to clients. A bigger number of clients normally purchase when they have received an SMS-branded text (Taken-Smith, 2012).

It is key to consider that direct marketing to mobile devices is more personal compared to targeting an audience by way of other means. When getting to an individual's mobile device either by MMS, SMS or email, that individual is reached in their pocket or purse. This indicates the effectiveness of personal mobile marketing since the message is directly sent to a client or potential client's personal device (Chaffey & Smith, 2013).

2.3.5 Link Building

Link building entails obtaining various websites to connect back to yours. Every marketers and enterprise proprietors ought to lay focus on creation of links to drive referral traffic and upsurge authority of their sites. It enhances search ranking of a page for a particular keyword(s). A page's status progresses by growing the amount of received connections, whose resultant attached text is appropriate to the aimed keyword(s) (Baltes, 2015).

Although, search engines could possibly attempt to identify as well as downgrade approaches of link building they believe harms their search results quality, for instance paid links and statement spamming. Link examination algorithms in search engines have turned out to be progressively complicated over the years. Formally, the links quantity was the key aspect. Then the comparative significance of the pages (i.e. Page Rank) as well as anchor text keywords' applicability. Current algorithms attempts to establish the content quality in the page in which the links originate. Inbound links originating from pages having low-quality don't do much in enhancing a target page's rank. Some web pages could possibly have the "no follow" command on some of their links. This code inhibits search engines from calculating the link in a "vote" for the linked page. This is commonly used in numerous blog pages, with the code put in the comments section (Armstrong, Kotler, Harker & Brennan, 2015).

2.3.6 Email Marketing

Email marketing is similarly key in getting the anticipated targets at the appropriate times. Email marketing is at present an important tool for creation of more leads impossible to create by other marketing approaches. It can similarly enhance sales as well as conversion rates. An entity that is struggling from high spending on various digital marketing, email marketing is among the extreamely inexpensive approaches. In numerous circumstances, it is unrestricted, except when using services that are outsourced (Martin & Schouten, 2012).

As it could be combined with other media, it is similarly among the most incorporated marketing means. One is able to put social share icons, and a system of referral reward. Email marketing eventually enables one to cut sales cycles by way of persuasive content (Chaffey & Bosomworth, 2012).

2.3.7 Influencer Marketing

While one may save resources when undertaking email marketing and incoming approaches, employing influencers performs similar. If one thinks of contracting influencers to endorse their brand online has all to do with celebrities, they must reconsider that. An individual that is influential on social media doesn't usually have to be a figure. It could basically be an individual having several followers and a good track record of promoting brands (Chaffey & Smith, 2013).

It entails identification of top influencers first, which encompasses some study. This could be done by way of hashtag searches on areas for instance Twitter to observe what individuals are talking regarding subjects related to one's industry. It involves reaching out to these social media influencers and asking them their willingness to endorse the brand. Some may possibly agree to undertake it for free products. Though, a number are going to undertake it for a fee. One must be certain to monitor their results to guarantee their ROI as well as keeping in mind

individuals having less followers could possibly have just as much impact as the ones having more followers (Chaffey & Bosomworth,2012).

2.3.8 Local Search Marketing

Local search marketing has gained attention over the last few years. It has become key and potentially in the decades ahead as local enterprises understand the value in being discovered by local clients. Local search marketing begins with one again utilizing more gifts from Google. By way of Google My Business, one can have their list upturn the instant one performs a Google search with the user's keywords. This embroils the enterprise showing on Google Maps (Chaffey & Ellis-Chadwick, 2012).

Google allows updating of the listing and nothing turns out to be out of date. The Importance of online reviews and social repute ought to be considered. One will need to motivate clients to compose positive reviews on platforms such as Yelp. Beginning conversations as well as post of targeted content allows one use inbound marketing. Inbound techniques appeal to clients instead of one looking for them (Tiago & Veríssimo, 2014).

2.3.9 Content Marketing

Content marketing is significant in appealing to a targeted audience. The key thing regarding content marketing is that it demand that one makes their content useful, pertinent, as well as dependable to make it value the time of those using it (Armstrong et Al., 2015). Presently one needs to concentrate on developing content that may possibly address pain areas and remain evergreen. By way of shortcuts or black hat SEO approaches simply to go to the top of search engines will not function as Google's all-seeing eye (Baltes, 2015).

As such one ought to often keep "content as king". For the content marketing to work effectively, one needs to emphasize on mobile content, native advertising, influencer

marketing, as well as marketing automation. One ought to consider thoroughly regarding mobile content since smartphones are by now constituting 50% of all worldwide devices. This will probably influence digital publicizing, and the manner influencers market your product. Automation tools send content to views on their mobile devices appropriately (Taken-Smith, 2012).

2.3.10 E-Commerce

E-commerce (or electronic commerce) essentially is the purchasing and sales of items (or services) over the internet. It involves driving of sales through awareness regarding an online store's brand offerings. Digital marketing for ecommerce utilizes conventional marketing norms to a multichannel, data-driven platform. E-commerce embraces a number of data, systems, as well as tools for both online shoppers and sellers. A number of enterprises having an ecommerce existence utilizes an ecommerce store or program to undertake online marketing as well as sales undertakings and to monitor logistics and satisfaction (Wang, 2018).

E-commerce marketing may be categorized into: driving website traffic and augmenting the consumer familiarity to transform more buyers. They are both key elements of ecommerce marketing strategy as well as progressing online enterprise. E-commerce marketing tools comprise Optimizely, Google Analytics, MailChimp, Unbxd and Hotjar. E-commerce type on the other hand comprise: Business-to-Consumer (B2C) involving sales between a business and a consumer. It is among the broadly utilized sales patterns in the E-commerce; Business-to-Business (B2B) involving sales made between businesses entities they usually focus on raw materials or commodities that are repacked or blended prior to selling to customers; Consumer-to-Consumer (C2C) entailing sale of commodities or services between consumers for instance those on eBay and Amazon (Dey, 2017).

Consumer-to-Business (C2B) whereby consumers avail their products or services for business buyers for instance iStockPhoto, whereby stock photos are availed online for direct buying from various photographers; Business-to-Administration (B2A) involves transactions between online businesses and administrations. They include products and services linked to social security, legal documents etc. Consumer-to-Administration (C2A). C2A involves things for instance online consulting for online tax preparation, education etc. Both B2A and C2A emphasize on enhanced government proficiency through the backing of IT (Moore, 2018).

2.4 Quality Service

Crous (2006) notes that services users evaluate the quality of services in relation to two principles: the first one is whether services enable them realize the results they seek to and second if services are provided in a manner that gives them empowerment. He argues that for services to fulfil client's the desires, clients particularly ought to be engaged in their improvement. Identifying the significance of client's assessment of service delivery has been adopted by the principles of Batho Pele tenets of placing individuals first, discussion as well as compensation, as a result firstly of the anticipated influence of services on clients and the way that services are offered, and illustrating what the input process link ought to be between client's perceptions and service quality.

He adds that the concept of quality is subsequently assessed as aiming to fulfil what is expected by the client, rather than simply meeting specifications. He concludes that if quality administration is tackled as cyclical in make-up, government establishments will determine that assessment ought to be aligned to the anticipations of a client, if they truly have the goal of becoming institutions that are responsive to the needs of individuals. Furthermore, if

government institutions in this manner allow expectations of their clients to inform quality, the tenet will be conformed to that eminence is what the client agrees to.

According to Alamgir and Shamsuddoha (2013) there is pressure on client service as a result of competition as well as technological advancements. They similarly state that higher service standards are being demanded by clients since they are getting more sophisticated and informed in their needs and to them service is their satisfaction, delight, service delivery, relationship, therefore, to render quality services to them, government institutions ought to consider the key quality service variables for instance, assurance, reliability, responsiveness empathy as well as tangibles.

Ghobadian, Speller and Jones (2014) state that doing things incorrectly usually accounts for more than 30 percent of a service entities operating costs. As such elimination of this waste as well as meeting client's expectations are the key challenges that managers in the service sector encounter. For this reason, they argue that quality enhancement is a key concern for a number of service entities. In spite of the importance of the service sector and the importance of quality-related matters to the sector, there needs to be more publications with regards to quality service.

Ramseook-Munhurrun, Lukea-Bhiwajee and Naidoo (2010) maintain that the future of any entity has its particular origins to progress and it may possibly be determined by undistinguishable changes by the top level management with regards to the issue of service. They add that it will not even turn out to be the things the top level management contemplates instead it ought to evaluate every related development and produce a mixture quality service dimension framework in order for entities to provide their level best to their target clients. Thus, entities will be more systematic, innovative as well as rich in understanding. According to Alamgir and Shamsuddoha (2013) client's dissatisfaction

characteristics are attributable to service failure. He adds that, the top four classifications comprise: rude staff/bad attitudes; overall bad service; staff socializing and not giving the clients attention required; as well as sluggish service.

2.5 Empirical Literature Review

Saura, Palos-Sánchez and Cerdá Suárez (2017) sought to explore the understanding of the digital marketing environment with key performance indicators and web analytics techniques. A desktop research was carried out by reviewing various literatures on digital marketing in both developed and developing world. The researchers did a research to analyse the key indicators to which enterprises ought to consider so as to assess their digital marketing undertakings. The KPI that the research revealed include the conversion rate, types of users, types of sources, goals conversion rate and the extent of the key word ranking. The study recommended that with the changing digital network marketers should be well skilled to comprehend as well as utilize the key performance indicators that are specific to this setting. Additionally, they should similarly strive to combine those measures with other more conventional ones for the effectiveness of marketing.

Mogos (2015) investigated the digital marketing platforms for identifying customers' preferences, a study aimed at providing a solution for SMEs in attaining competitive edge. The researcher looked at the application of cloud computing (CC) and how it can help achieve digital marketing goal by establishing how it can be employed to gather, store and evaluate data so as to identify consumer preferences and their profiles. The finding suggests that by multi-agent technology to source data in the Cloud Computing technology, it is possible to deliver good results. The study found that cloud computing offers a decreased amount of network traffic, easy communication between data sources, data storage from

different sources that occupies a large space and also low resource consumption by companies for a low cost.

Kumar (2014) investigated the influence of digital marketing and e-commerce on the real estate industry in India. The study employed an exploratory research design and found that technology enabling the accumulating and transmission of information increases in effectiveness, quickness as well as boundary-spanning. The study found that new methods to work, information, knowledge, IT and organization structure are crucial requisites to last in the present-day environment. Further, the research highlight that the Indian Real estate should acknowledge that the present developments in computer technology, low-cost transmission of transactions effortlessly crossing regions in seconds, and the development of the World Wide Web should drive the real estate industry to embrace digital marketing technology.

Minama and Ngahu (2016) investigated the impact of internet marketing on the performance of SMEs in Kenya. The research employed a descriptive research design in a population of 100 SMEs in Nairobi, Kenya. The study established that the adoption of internet marketing affected positively the change in the firms' sales and enhancing their brand awareness and customer service. Further, the investigation also shows that internet marketing boost both the general and financial performance of the surveyed SMEs and suggested that other SMEs ought to adopt internet marketing and boost their general marketing activities in order to survive in the increasingly competitive Kenyan economy.

Achieng' (2016) studied how SMEs in Kenya are using online marketing to increase their competitive advantage with a special focus on Tembea Kenya Safaris a tours and Travels Company. The study intended to examine the factors that influenced the adoption of online marketing, the extent of its usage and the strategies put in place to guarantee its success. The investigation used a descriptive research design and data was gathered using questionnaires

and it established that Tembea Kenya Safaris used online advertising to promote their travel packages to potential clients. The study also established that online marketing enables Tembea Kenya Safaris to increase their customer base and personalize the travel packages of their customers. However, the study reports that the costs of creating a travel website were too high for Tembea Kenya Safaris. The study recommends that SMEs use online marketing to improve their customer base, increase their competitive advantage and co-ordinate their activities.

Jalango' (2015) studied the usage of digital marketing by Kenyan commercial banks and its influence on their performance. The investigation had a descriptive design and employed questionnaires to gather primary data from 42 Kenyan commercial banks. The investigation established that the commercial banks used digital advertising to a large extent and that most of them were looking to shift their advertising activities to the internet through social media, mobile applications, display adverts, e-mail marketing and websites. The usage of digital marketing was found to have improved customer experience and customer interaction and reduce operating and advertising costs.

Makori (2014) sought to establish the digital business strategies employed by Equity bank in Kenya. The research design was descriptive in nature and had a target population of 271 respondents. The findings were that the common digital marketing platforms employed by Equity bank include You Tube, Face book and Mobile applications as part of its digital business strategy. The associated benefits of the digital marketing platforms include increased turnaround time, decision making speeds and enabled it to increase the services that offers to its clients. Additionally, the study ascertained that the execution of the digital strategy was faced by issues such as cyber-crime and identity theft which led to deteriorating relationships with the affected customers. This study recommends increased IT training and further research on strategies to prevent identity theft and cyber-crime.

Odongo (2014) did a study to investigate the usage of social media marketing in the electronics industry in Kenya. The investigation design was descriptive and the researcher used questionnaires to survey 49 companies that deal with electronics. The study established that many electronics companies used Facebook, twitter and YouTube to market their products, brands and manage their relationship with their customers. The main challenges faced were lack of corporate control on social media pages and lack of clear success measurement parameters. The study recommended the creation of a clear social media strategy and the targeting of specific customers so as to increase social media usage success.

2.6 Conceptual Framework

A conceptual framework embroils a simplified common structure, which is aimed at aiding in understanding the state of affairs that one is needed to demonstrate (Orodho, 2009).

Independent Variables   **Dependent Variable**

Digital Marketing Strategies
- Content Marketing
- Local Search Marketing
- Influencer Marketing
- Email Marketing
- Link Marketing
- Short Messaging Services
- Search Engine Marketing
- Social Media Marketing
- Viral Application
- Search Engine Marketing (SEM)

Service Quality
- Reliability
- Responsiveness
- Empathy
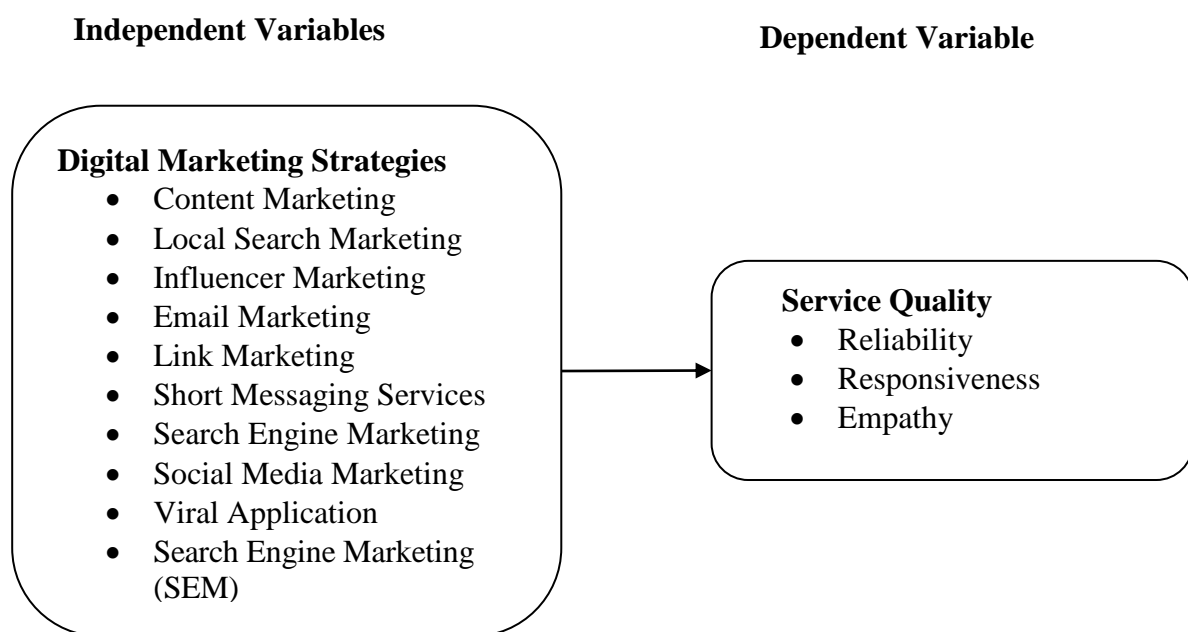
Figure 2.1: Conceptual Framework

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This part defines the technique which was used to gather information that was used in responding to the various research questions. It gives a summary of the research strategy, a report of the research devices and a clear description of the various procedures used during data collection.

3.2 Research Design

A research design is a procedure of circumstances for gathering and analysis of data in a way aimed at interpreting applicability with the research aim (Sekaran & Bougie, 2016). The investigation utilized a cross-sectional descriptive research design. This is justified by the fact that it considers answering of the questions that regards with who, what, where, when and how much of a problem. Azlan (2013) asserts that descriptive design illustrates and interprets phenomena and are pertaining to situations or connections that exists, inferences that are held, forms that are happening, and influences that are seeming or ideas that are emerging.

3.3 Population of the Study

A study population is the total gathering of characters or organizations that the researcher seeks to ascertained (Sekaran & Bougie, 2016). It is considered as far as availability of components, time period, land limits and subject of intrigue. The population of the study was the populace of Nairobi City. This is because all the government ministries are based in the

capital city. According to the estimate of the Kenya Bureau of statistics, the population of Nairobi stands at 6.64 million persons.

3.4 Sampling Technique

To determine the sample, the researcher was employed Slovin's formula:

$n=N/ (1+Ne^2)$.

Where;

n=sample size

N= Estimated population i.e. 6,540,000

e=Error tolerance. The investigation confidence level will be 95% which will provide a margin error of 0.05

The sample size is calculated as follows;

$n=6,540,000 / (1+6,540,000*0.05^2)$

n=6,540,000/16,353

n=399.926

n=400

In order to reduce bias in selection process, the study adopted systematic sampling approach. Systematically sampling the greater population prior to applying random sampling techniques helps guarantee a sample that precisely reflects the entire population being investigated based on the criteria applied in stratification. The researcher was selected every 4th person entering the Huduma centres as the respondent.

3.5 Data Collection

The investigation utilized primary data which was obtained by way of semi-structured questionnaire. The questionnaire comprised three sections. Section A was embroiled respondents' demographic information whereas section B was sought to evaluate the digital marketing dimensions. Section C covered the level of service quality as a result of the adoption of digital marketing strategies government.

The researcher collected data from the Huduma Centres users. The researcher selected every 4th person entering the Huduma centre building to seek for services. In total the researcher purposely sampled 100 respondents.

3.6 Data Analysis

The study's data was arranged and taken through an analysis through the use of descriptive statistics. Data analysis for descriptive statistics was done in this study to allow describe, indicate or summarize data in a meaningful way such that forms can develop from the data. Descriptive statistics though, was not allowed conclusions further than the analysed data or give inferences pertaining to any hypotheses that might have been made. Central tendency was measured by describing the central position of a frequency distribution for the group of data. This was done by way of various statistics for instance the mean. Measures of these spread such as the standard deviation was also used. Descriptive statistics was also utilized in summarizing the group of data with the aid of graphical description for instance graphs and charts. The descriptive form of statistics was mainly provided simple summaries of the findings from the respondents as well as from the observations that are made (Saunders, Lewis & Thornhill, 2016). Qualitative data was examined by utilization of content analysis and inductions made thereof. The researcher was further employ correlation analysis to establish the relationship. The researcher performed a regression analysis with the intent of

establishing the correlation between digital marketing services and quality of government services. The regression equation that was used is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10}$$

In this case: Y = Revenue Collection

β = Constant

X_1 = Social Media Marketing

X_2 = Link Buiding

X_3 = Viral Application

X_4 = Search Engine Marketing (SEM)

X_5 = Short messaging service (SMS)

X_6 = Influencer Marketing

X_7 = Search Engines Optimization

X_8 = Local Search Marketing

X_9 = Content Marketing

X_{10} = E-Commerce

ε = Error Term

CHAPTER FOUR: DATA ANALYSIS RESULTS AND DISCUSSIONS

4.1 Introduction

This chapter outlined the data analysis and findings of the respondents. Data was obtained through filling of questionnaires and analysed through content analysis. The aim of the investigation is to understand bearing of digital marketing strategies on quality of government services in the ministry of planning and devolution. The following data depicts 100% of the interviewed persons who were 304 persons whose data were analysed.

4.2 Demographic Information

Digital owners of businesses and companies use marketing so as to maximize profit due to the popularity and gain an upper hand in competitive advantage over other companies. Demographics are key in achieving marketing goals. The word demographics refer to a statistical analysis of individuals or a group. What that actually implies to an enterprise owner is that it allows then to obtain the group of individuals who match the sort of the perfect client. Find those who want what you possess, and you will be more effective in selling. Demographics find those individuals. Learn the value of various groups of demographic groups

4.2.1 Gender of the Respondents

The information gathered about gender of the respondent, it is important to the researcher because one will understand which gender type influenced most by digital is marketing strategies on providing quality service for the ministry of devolution. The government may take the importance of this information and train the gender with less influence of digital marketing.

Figure 4.1: Gender of the Respondents
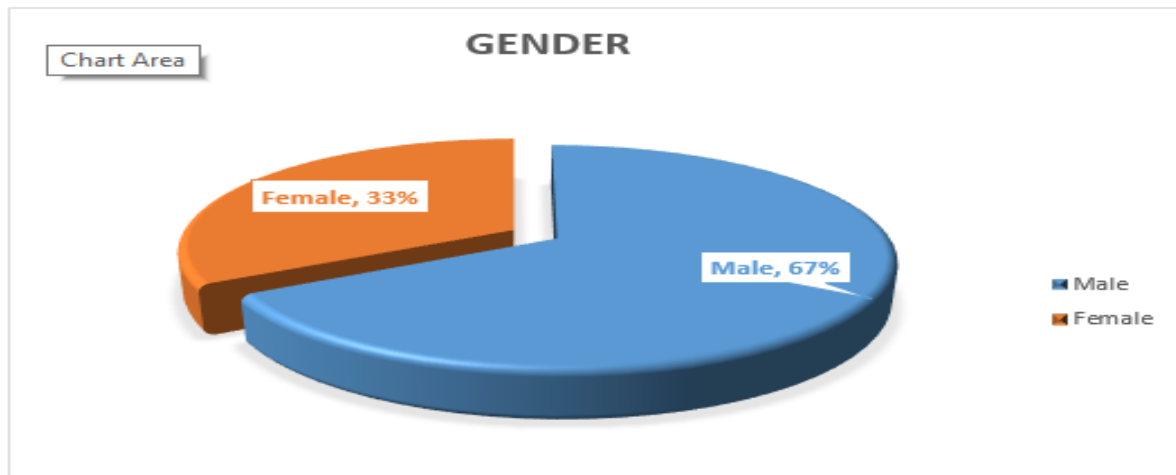
Upon analysing the data, it was noted that 33% of the total respondents were female while 67% of the total were male. This information was crucial to understanding what demographics of this research because it will be able to assess the consumption patterns in terms of gender differentiation

4.2.2 Age of the Respondents

Understanding the respondents' age gives the study a critical overview on which age has the highest influence of digital marketing strategies on quality service of the Ministry of Devolution. By familiarising oneself on which age has the highest influence on digital marketing, the government will be able to invest a lot of funds and time so that they can be able to target large numbers of that age and encourage them on the usage. Also the one with least number of users, is going to be trained on how to familiarise themselves with the system in usage. This will be achieved through embracing them in adverts and also training them each time they come for services or through forums. By doing this, they will be able to accommodate them in their service delivery system.

Table 4.1: Age of the Respondents

	Frequency	Percent
18- 30 years	67	22.0
30 - 45 years	102	33.6
45 - 60 years	93	30.6
Above 60 years	42	13.8

Source: (Field data, 2018)

According to the collected data which was analysed later shows that, individuals from age group 18 to 30 are 22% of the total, age group 30 to 45 recorded the highest influence of 33.6% of the total, age group 45 to 60 recorded 30.6% of the total and finally age group 60 and above recorded, 13.8% of the total.

4.2.3 Level of Management of the Respondents

Level of management is important to the study since one will be able to prove that what level of the management digital marketing have been embraced and which has not so as to improve on that by assigning works of digital marketing to area where they have not been embraced. Also it gives ability to the customer to be served by anyone on digital marketing skills at the centres.

Table 4.2: Level of management of the respondents

	Frequency	Percent
Lower Level	100	32.9
Middle level	95	31.3
Top Level	106	34.9
Others (Specify)	3	1.0

The analysed data shows the information of respondents on different levels of management. On the lower level, we have 32.9% of the total, middle level 31.3%, top level 34.9% and on

the other levels which are not specified there is 1% of the total. According to the findings, the top level of management has embraced the digital marketing services, followed by the lower, the middle then others taking the last position. The government should offer training especially to the middle and to the others so as to improve the digital services providence to the customers.

4.2.4 Period of Using the Digital Government Services

People who have stayed for long in an organisation doing a specific task, are believed to have more experience of that given task than the others. This is because they have been familiarised with that task, and have faced problems while handling tasks, come up with solutions and implement them on the given work or duty. It is key to observe that the respondents who have great experience on the digital government services because they can offer a wide range of data compared to those who have worked with the digital service providence for a shorter period.

Table 4.3: Period of Using the Digital Government Services

	Frequency	Percent
0-3 years	80	26.3
4-7 years	103	33.9
8-11 years	74	24.3
12 years and above	47	15.5

According to the findings it was noted that, 26.3% of the total respondents used the government digital service for 0 to 3 years, 33.9% used it for 4 to 7 years, 24.3% used it for 8 to 11 years and finally 15.5% used it for 12 years and above. From the findings, it is correct to say that only 15.5% of the total respondents were highly experienced with the digital service providence and also to conclude that most of the respondents that is more than 50% are experienced with the digital government service.

4.2.5 Level of Education

Relevance of this data is to stratify people on the basis of their skill attained during their lifetime. In this case, the study wants to understand, if the following respondents level of education has got either a positive or a negative influence on the digital marketing services providence. By understanding this, the government will be able to assess the employment requirement on the basis of service providence.

Table 4.4: Education level

	Frequency	Percent
College	44	14.5
University- Undergraduate	140	46.0
University-Post graduate and above	120	39.5

In this case, 14.5% of the total respondents are at the college level, meaning they have diplomas and certificates, 46% have attained University-undergraduate level, meaning at least they have a degree and 39.5% of the total have attained University-postgraduate and above, meaning they have masters and PHDs. According to the findings, the government employ people who have at least attained college qualification. We have the highest number of people who have attained the undergraduate level, meaning that, they are the most required when it comes to implementation of the digital services in marketing.

4.3 Digital Marketing Strategies

For every institution that want to embrace digital migration, it needs to embrace digital services for the purpose of achieving its marketing goals for this particular reason, the government has involved itself in digital activities for the purpose of delivering its services to the public.

It involves measuring the extent to which digital strategies have been implemented in the government service providence that is in Ministry of Devolution and Planning. Digital activities such as social media platforms, search engine optimization, viral application, search engine marketing, short messages services, link building email marketing, influencer marketing, local search marketing, content marketing and E-commerce.

4.3.1 Adapting of Social Media Platforms Usage

Usage of different social media platforms is key for the marketing of the company. It was noted that Ministry of Devolution and Planning uses the Facebook as one of their social media platforms. Facebook is crucial for doing publicity checks. Facebook usage for making better visibility of their social updates in the newsfeeds about their marketing strategies was key in understanding if they embrace it for publicity.

Table 4.5: Adapting of Social Media Platforms Usage

	N	Mean	Std. Deviation
The Ministry uses Twitter to share its content and gives it an opportunity to reach new audiences and drive visitors to its site	304	4.6776	.53402
The Ministry uses Facebook to make better visibility of their social updates in the newsfeeds	304	4.3388	.77949
There is use of the use of WhatsApp platform by the Ministry through group chats to at once share messages, photos, and videos to users and able to see everyone else's responses.	304	4.0921	.67345

According to the findings, it was noted that, an average of 4.33 respondents out of the total were in agreement that Facebook has greatly influence their visibility in the public. This is to mean that, in Facebook newsfeed, you are likely to see the adverts of Ministry of Devolution on some of their marketing strategies.

Twitter is a social media platform, where one advertises themselves by developing a trending hashtag. This involves coming up with a topic of discussion and giving everyone a chance to contribute to the discussions. Kenyans on Twitter(KOT) have highly contributed to twitter trends either positive or negative. By using the twitter, a company can take into consideration the positive customers opinions and recommendations of their work and put it in practice.

Adoption of Twitter as a social media platform for embracing digital marketing has been of concern for the Ministry of Devolution and Planning. The findings indicate that, an average of 4.67 out of the total respondents are in agreement that Twitter usage in marketing has shared its content and gives it a prospect to reach new audiences and drive visitors to its site. This has enabled the content of its services to be known nationally.

WhatsApp is another social media platforms being used by all ages in the country. It is a nice area where one can air their personal views and be answered directly. It is more of personal interactive rather than Facebook and twitter. The Ministry of Devolution and planning have adopted usage of WhatsApp to display out the digital marketing services to their customers. According to the data displayed, 4.09 of the total 5, are in agreement that WhatsApp has aggravated the digital marketing strategies.

4.3.2 Search Engine Optimization (SEO) usage

Is an approach of strategies, procedures and tactics used to enhance the number of visitors to a website through receiving a high ranking placement in the search outcomes page of a search engine. It includes google, Bing, Yahoo among others. The Devolution and Planning ministry uses search engine optimization so as to increase number of people visiting their website.

Table 4.6: Search engine optimization

	N	Mean	Std. Deviation
SEO has led to improved number of clicks per advert	304	4.4342	.54707
SEO has increased number of unique visitors to the website	304	4.3125	.65328
SEO has improved brand recognition	304	4.1711	.50445
SEO has increased market share	304	4.1118	.58642
Short time required to settle a request	304	3.5329	.95384

According to the findings, an average of 4.31 respondents out of 5 were in agreement that, SEO has led to increase of unique visitors in their website. Due to flocking of unique users in the website, it was noticed that, the market shares also increased. In the findings, an average of 4.11 respondents out of the total were in agreement that SEO, has increased the market shares.

The market share is high because people are getting to use it in variety of ways. Therefore, it attracts usage of people and as a result, the brand is popular due to recommendation from other people. An average of 4.17 of the total respondents ascertain that, the brand has gain popularity due to usage of SEO.

SEO, has improved the number of clicks per advert. Due to popularity of the digital marketing services, people are able to like their adverts on the internet this ha intern improved their market share. An average of 4.34 of the total respondents agreed that SEO, has improved the number of clicks in an advert shared by Ministry of Devolution and Planning. SEO, has also led to requirement of short period for settling a request. An average of 3.58 of the total are in agreement with that statement.

4.3.3 Viral Applications (Sharing and Tagging Online Messages)

Viral marketing or application is a business strategy that utilizes the present social networks to promote a product. It is achieved by usage of social media platforms where there is tagging sharing of information across.

Table 4.7: Viral Applications

	N	Mean	Std. Deviation
The Ministry makes its content go in a specific direction in accordance with traffic and overall engagement.	304	4.4145	.54433
The Ministry gives its audience contents of benefit for free which enables individuals to share with others so as many individuals as possible receive the content's message.	304	4.1678	.50229
There is use of existing social networks by the Ministry to promote its content where by people spread the information about their content with other people in their social networks.	304	3.5888	.63869

There is use of existing social networks by the Ministry to promote its content where by people spread the information about their content with other people in their social networks. This practice will enable them in marketing of their available products. According to the findings, an average of 3.58 respondents out of the total were in agreement with that statement.

By the virtue of providing people with free information about their services production via the internet, the people are able to share it freely or even retweeting it a lot of times as possible. Therefore, a lot of people get the information digitally as a result of viral application. According to the findings, an average of 4.16 respondents are in agreement that

the Ministry supplies its audience with contents of value for free which allows individuals to share with others so as many individuals as possible receive the content's message.

In tweeter, we usually have a trending topic discussed on board as the top ten trending issues at per daily occurrences. The ministry of Devolution and Planning has taken that opportunity to speak about their services they offer via the trending topics discussed on board by harsh tagging. This has enabled people who are on twitter for example to be able to see the information in the virtue that they are following the trending news. Focusing on the data analysis of the findings, 4.41 respondents out of the total are in agreement that the Ministry makes its content go in a specific direction in accordance with traffic and overall engagement.

4.3.4 Search Engine Marketing (SEM)

Search engine marketing is the process by which multiple methods are employed to enhance market prominence and publicity for a brand, product or service. The Ministry of Devolution and Planning has been using SEM, for making its services to be known by people through digital marketing. By adopting variety of strategies, the ministry has been able to achieve SEM for visibility purposes. It has adopted variety of strategies such as:

Table 4.8: Search engine marketing

	N	Mean	Std. Deviation
The Ministry uses social media, to start conversations and posting targeted content that helps it to utilize inbound marketing	304	4.3125	.60611
The Ministry increases its SERPs through paid advertising methods.	304	4.2928	.63699
Through attention to customization of Google AdWords the ministry choses whether to use graphic display ads, YouTube video ads, text-based search ads, or in-app mobile ads.	304	4.1316	.51620
The Ministry uses Google AdWords and search/display ads	304	4.1283	.56870

Increasing the SERPs through paid advertisement methods. This has enabled them to improve their visibility in the market. The findings indicate that, an average of 4.29 respondents out of the total, are in agreement that the Ministry increases its SERPs through paid advertising methods.

Google is among those search engines known by everyone either technologically literate or illiterate. It is believed that Google knows it all. Ministry of Devolution and Planning have the knowledge that google is used by every person owning a tech device. Therefore, they opt to use it for marketing. The findings indicate that, an average of 4.13 respondents out of the total are in agreement that the Ministry uses Google AdWords and search/display ads.

Usage of google to display information may be one point, but understanding the needs of your customer and adapting an App for displaying information is also important. One can use Apps such as YouTube to display video of advertising one's service. The ministry is advertising their service son google by adopting varieties of Apps to display their information. According to the findings, an average of 4.13 respondents out of the total are in

agreement that through attention to customization of Google AdWords the ministry choses whether to use graphic display ads, YouTube video ads, text-based search ads, or in-app mobile ads.

4.3.5 Short Messaging Service (SMS)

This is an approach that utilizes permission-based text messaging to spread promotional message. To receive text message special, new product updates or more material, clients are frequently needed to decide on a computerized co-ordination by texting a primary short code or by using your phone to pay for their services provided through Mpesa. Since the ministry is looking for all ways of implementing digital marketing checks for their customers, that also adopt the SMS service to enable those users without smartphone to get the resent updates as a short message on their phones.

Table 4.9: Short message service

	N	Mean	Std. Deviation
There is an effective use of personal mobile marketing to directly send messages to a client or potential client's personal device	304	4.2303	.63941
The Ministry directly sends text messages to a client or potential client's individual device	304	4.1447	.54992

The ministry has involved itself in variety of strategies for adapting the SMS service. These strategies include: sending text messages directly to a client or potential client's individual device. An average of 4.14 respondents of the total are in agreement that the Ministry directly sends text messages to a client or potential client's individual device. This has also been achieved by usage of a personal marketing mobile phone by the marketing department. An average of 4.23 respondents out of the total are in agreement with the fact that the there is an

effective use of personal mobile marketing to directly send messages to a client or potential client's personal device.

4.3.6 Link Building

It is among the numerous approaches utilized in search engine optimization (SEO) as links are a signal to Google that your site is a quality resource valuable of citation. Hence, sites with more backlinks tend to earn higher rankings. There's an appropriate and inappropriate means, however, to build links to your site. The Ministry of Devolution and Planning has adopted the link building as a way of digital marketing and its relevance to reach out as many customers as possible.

4.10: Link building

	N	Mean	Std. Deviation
The Ministry obtains other websites to link back to its website	304	4.2862	.62432
The ministry tries to identify as well as downgrade methods of link building they feel harm the quality of their search results, like paid links and comment spamming	304	4.1546	.53810
The ministry lays focus on creation of links to drive referral traffic and upsurge authority of its sites	304	4.1151	.57152

By obtaining other websites to link it back to their own website, the ministry has achieved link building. This has enabled them to take their information about the services they offer viral across the country. An average of 4.28 out of the total 5 respondents are in agreement that the Ministry obtains other websites to link back to its website.

The ministry lays focus on creation of links to drive referral traffic and upsurge authority of its sites, so as to increase their popularity in regards to the services they are offering. An average of 4.11 out of the total are in agreement with that statement.

Downgrading the method of link building may result to harming the quality of the search results. Therefore, the Ministry ensures that it upgrades the method of link building which is expensive but have a high bearing on swelling the volume of people who come in contact with it. That is visibility. An average of 4.15 respondents out of the total are in agreement that the ministry tries to identify as well as downgrade methods of link building they feel harm the quality of their search results, like paid links and comment spamming.

4.3.7 Email marketing

In broad, it involves each email sent to a prospective or existing client could be reflected as email marketing. It usually involves using email to send advertisements, request business, or solid sales or donations and is aimed at increasing loyalty, trust or brand awareness. The Ministry obtains their customer emails through their application periods or by purchasing them from different organisations. Email marketing has turned out to be among the variety of digital marketing ways by which the people tend to market themselves easily.

4.11: Email marketing

	N	Mean	Std. Deviation
The ministry uses email marketing as one of the most affordable methods in attaining its anticipated targets at the right time	304	4.2138	.51736
It is used as one of the most integrated marketing methods and the Ministry combines it with other media	304	4.0789	.64513

It is cost effective to adapt usage of email marketing since it involves sending emails to your customer for the core purpose of advertising. The ministry has adopted this digital strategy to reach out to ad many people as possible when it comes to advertisements. According to the findings, an average of, 4.21 respondents out of the total are in agreement that the ministry

uses email marketing as one of the most affordable methods in reaching its intended targets at the right time.

Email marketing is one of the most integrative binding methods used by the Ministry to do advertisement. According to the findings, an average of 4.07 respondents were in agreement that email marketing is the most integrated marketing methods and the Ministry combines it with other media.

4.3.8 Influencer Marketing

This is a combination of online influencers, celebrities (who we already know and trust), word -of-mouth marketing and other user-generated content to market and promote products and services to consumers, instead of using old cheesy traditional advertising that continually pushes unwanted product in-front. The ministry has uses influencers to market their services via the digital way.

4.12: Influencer marketing

	N	Mean	Std. Deviation
The Ministry reaches out to these influencers on social media and ask them if they would be willing to promote their brand.	304	4.2500	.58867
The ministry saves money by hiring influencers	304	4.1776	.55819
The Ministry hires influencers to promote itself online such as an influential person on social media or someone with a good track record of promoting brands	304	4.1447	.53779

Hiring the influencers to do digital marketing for a company or an institution, tends to be very expensive. But the effect it will have on marketing of the products will be highly felt by the institution. The institution will also gain popularity. According to the findings, 4.17 of the

total respondents were in agreement with the statement that the ministry saves money by hiring influencers.

The influence that the influential person has a positive impact on the social media platform of the institution. The influential people have popularity based on number of followers on their social media platforms. In case they post information about the institution, there is a wide range of people who will be able to view the data. According to the findings, an average of 4.14 respondents out of the total were in agreement that the Ministry hires influencers to promote itself online such as an influential person on social media or someone with a good track record of promoting brands.

The wiliness of the influencers to support the branding of the institution is for the purpose of marketing. Marketing makes an institution or a company to have a wide range of customers or people hence its popularity. According to the findings, an average of 4.25 of the total respondents agree that the Ministry reaches out to these influencers on social media and ask them if they would be willing to promote their brand.

4.3.9 Local Search Marketing

Local search marketing is a form of search engine optimization that help local businesses show up in relevant local search…. a big part of local search marketing is making your business show up in that local pack so that consumers can find and choose you.

Table 4.13: Local search marketing

	N	Mean	Std. Deviation
There is always a start of conversations by the ministry and posting targeted content in order to utilize inbound marketing which attract clients rather than it seeking them.	304	4.2434	.59143
Through the use of Google My Business, the Ministry is able to have its listing turn up the second someone does a Google search based on the user's keywords	304	4.1711	.56025
The Ministry inspires clients to write reviews on places such as Yelp	304	4.1513	.54209

While assessing google service a user is able to search on the various topics he or she wants. According to the findings, an average of 4.17 out of the total respondents were in agreements that through the use of Google, the Ministry is able to have its listing turn up the second someone does a Google search based on the user's keywords.

Giving your customers chance to view out their views on various topics gives a company an opportunity to know how their service providence services are. It also gives them the chance to know what the other people are thinking about when it comes to their description of service provided. This will enable the institution to understand the needs of their customers and come up with strategies of addressing those needs. According to the findings, an average of 4.15 respondents out of the total were in agreement with the statement that the Ministry inspires clients to write reviews on places such as Yelp.

The ministry starts a conversation by its customers in order to understand what are their needs and what they are facing at the end of the day. What is a driving force of their relevance in using the service provided? The findings indicate that, an average of 4.25 of the

total respondents ascertain that, there is always a start of conversations by the ministry and posting targeted content in order to utilize inbound marketing which attract clients rather than it seeking them.

4.3.10 Content Marketing (Detailed Information)

Content marketing is a strategic marketing approach focused on creating and distribution valuable, relevant, and consistent content to attract and retain a clearly defined audience and ultimately, to drive profitable customer action.

Table 4.14: Content marketing

	N	Mean	Std. Deviation
There is a focus on mobile content, native advertising, influencer marketing, and marketing automation by the ministry	304	4.2237	.54739
The ministry uses content marketing as a big part of attracting a targeted audience	304	4.2204	.58087
The ministry makes its content valuable, relevant, and consistent to make it worth the time of those consuming it.	304	4.1480	.55204

Content marketing will enable an institute or company to be able to target a specific group of people for the purpose of marketing the brand maybe through advertisement. A scenario of maybe a men conference, a company which sells men product for instance the shaver machines can highly make profits since their targeted group is on board. In this case, the ministry should target a given population on their findings for instance setting forums in campus so as to get the audience. According to the findings, an average of 4.22 respondents out of the total agreed to the statement that, the ministry uses content marketing as a big part of attracting a targeted audience.

Using the content one has obtained from the relevant sources and making it more valuable is important for marketing in an institution. The ministry has make of use of the content information it has obtained from the customers and as result, it has been able to improve on service delivery. According to the findings, an average of 4.14 respondents are in agreement that the ministry makes its content valuable, relevant, and consistent to make it worth the time of those consuming it.

The findings indicate that, an average of 4.22 of the total respondents argued that, the content obtained from mobile, native advertising, influencer marketing and automation marketing has been key in understanding the customer needs. As a result, the institution is going to address the challenges that curb service delivery.

4.3.11 E-Commerce

This is the process of driving sales by raising awareness about an online store's brand and product offering. It can be channelled through search engine marketing (SEM), Search engine Optimization, display advertising, email marketing, influencer marketing among others.

Table 4.15: E-commerce

	N	Mean	Std. Deviation
The Ministry uses Consumer-to-Administration (C2A) for online consultations.	304	4.2467	.62006
The Ministry uses E-Commerce to receive payment after transactions.	304	4.1447	.55589
The Ministry is involved in Business-to-Administration (B2A) for products and services linked to social security, legal documents etc	304	4.0954	.52096

The usage of ecommerce can be applied when receiving payment from the customers. Usage of ecommerce in Kenya can be through the famous Mpesa transaction service. According to

the findings, 4.14 of the total respondents argued that, the Ministry uses E-Commerce to receive payment after transactions. Ecommerce can be used to address business to administration type of payment services. An average of 4.09 of the total respondents were in agreement that the Ministry is involved in Business-to-Administration (B2A) for products and services linked to social security, legal documents etc. The consumers are also net left out in the ecommerce sector because an average of 4.24 respondents were in agreement that the Ministry uses Consumer-to-Administration (C2A) for online consultations.

4.4 Quality of Government Services

The recent growth in research on "good governance" and the quality of government institutions has been propelled by empirical findings that show that such institutions may hold the key to understanding economic growth and social welfare in developing and transition countries.

Table 4.16: Quality of Government services

	N	Mean	Std. Deviation
The government portal is dependable any time of the day	304	4.4572	.54936
The cost of accessing the service is low	304	4.2961	.58404
The response time of service sought has reduced	304	4.2697	.63941
The level of customer satisfaction has increased due to the digital government portal	304	4.1941	.51239
The equity of customers in service delivery has improved	304	4.1349	.57296
The digital marketing strategy is timely in service delivery	304	4.0855	.51951
It has the capacity to meet the needs of citizens at one point	304	4.0789	.51417

The digital system involves usage of government portal to achieve its functions. The efficiency of using the government portal all day by customers becomes flexible to them. According to the findings, an average of 4.45 out of the total respondents recorded the, the government portal is dependable any time of the day. The cost of accessing services is key to the customers since they will prefer a quality service for cheap price. This is because, cost is very key to every company globally. The findings indicate that, an average of 4.29 respondents argued that, digital marketing strategies has provided low cost in accessing the services.

Because the services are digital oriented, the time for response service. Reduction of the response time buy the service deliverer encourages customers to use the system hence market strategy is enhanced. According to the findings, an average of 4.26 respondents agreed that there is reduction in service delivery time as a result of digital marketing strategies. Because the customer needs are addressed, they tend to be equal satisfied with the service provided by the ministry. The finding indicates that, an average of 4.19 respondents out of the total are in agreement that the level of customer satisfaction has increased due to the digital government portal.

Digital marketing strategies are efficient because their use of the machine. The machines or digital devices provide quality measure as long as they are set efficiently to perform specific tasks. Therefore, customers are served in equal measures. According to the findings, an average of 4.13 out of the total respondents were in agreement that the equity of customers in service delivery has improved. According to the analysed date, an average of 4.08 of the respondents ascertained that, the digital marketing strategy is timely in service delivery. They have achieved to manage that because an average of 4.08 out of the total respondents were in agreement that, digital marketing strategies has the capacity to meet the needs of citizens at one point.

4.5 Regression Model

This section provides model summary, analysis of variance of analysis and regression coefficients of the variables used in the model. Table 4.17 shows the summary model.

Table 4.17: Model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.267[a]	.071	.036	.22299

a. Predictors: (Constant), E-Commerce, Viral Applications, Link Buildings, Social Media, Content Marketing, Local Search Marketing, Short messaging services, Email Marketing, Search Engine Marketing, Influencer Marketing, Search Engine Optimization

Table 4.17 shows R square of 0.071 implying that 7.1% of the total variations in quality of Government services is attributed to the changes in the changes in the explanatory variables (E-Commerce, Viral Applications, Link Buildings, Social Media, Content Marketing, Local Search Marketing, Short messaging services, Email Marketing, Search Engine Marketing, Influencer Marketing, Search Engine Optimization). Therefore, 92.9% of the changes is due to measurement errors or other variables that were excluded from the model and are captured in the error term.

Table 4.18: Analysis of variance

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.111	11	.101	2.032	.025[b]
	Residual	14.520	292	.050		
	Total	15.631	303			

a. Dependent Variable: Government Services Quality

The analysis of variance table shows the significance level. The significance level of 0.025 which is less than p value of 0.05 shows that the study was significant. In order to establish the correlation between digital marketing services and quality of government services. The regression equation that was used is:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10}$$

In this case: Y = Revenue Collection

β = Constant; X_1 = Social Media Marketing; X_2 = Link Buiding

X_3 = Viral Application X_4 = Search Engine Marketing (SEM)

X_5 = Short messaging service (SMS) X_6= Influencer Marketing; X_7 = Search Engines Optimization X_8 = Local Search Marketing; X_9 = Content Marketing

X_{10} = E-Commerce; ε = Error Term

Table 4.19: Regression coefficient

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	4.603	.502		9.169	.000
Social Media	.103	.026	.220	3.876	.000
Search Engine Optimization	-.027	.044	-.040	-.615	.539
Viral Applications	-.028	.038	-.046	-.724	.469
Search Engine Marketing	-.083	.041	-.117	-1.997	.047
Short messaging services	-.024	.030	-.046	-.801	.424
Link Buildings	-.017	.036	-.027	-.476	.634
Email Marketing	-.013	.032	-.024	-.414	.679
Influencer Marketing	-.009	.045	-.012	-.205	.838
Local Search Marketing	.022	.044	.029	.495	.621
Content Marketing	.006	.048	.007	.115	.908
E-Commerce	-.026	.043	-.036	-.614	.540

According to the findings of the table 4.19 it shows individual significance and better co-efficient of the multiple regression model

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + \beta_9 X_9 + \beta_{10} X_{10}$$

$$Y = 4.603 + 0.103 X_1 - 0.027 X_2 - 0.83 X_4 - 0.024 X_5 - 0.017 X_6 - 0.13 X_7 - 0.009 X_8 + 0.22 X_9 - 0.026 X_{10}$$

Individual significance shows that only constant, Social media and Search Engine Marketing are significant because P value is less than 0.05 while the rest are greater than 0.05

4.6 Discussion of the Findings

According to the findings above, the number of male are more than those of female who are working in the ministry of Devolution and Planning. This creates a concern in relation to the number of employees in terms of gender equality.

The young people of age group 18 to 30 and the old people of above 60 years are less respectively according to the findings. It is noted that, the middle aged people are more than the rest of the ages this is attributed to the work needed which is innovation and skills of the people available. This information will enable the Ministry to see the gaps in employment as age is a requirement.

The findings indicate that, on the top management level we have the highest number of people, followed by lower then middle, this is due to the complexity of work done, that is digital strategies implementation which requires a lot of people to be on the top management level for efficient coordination of running systems.

Experience is gauged in terms of time taken while doing a certain work or the amount of skills one has attained over a given period of time. A person who has done digital marketing over a long period of time is termed to be highly experienced with the work compared to that who has done it for a shorter period. In case of education level attained, people who have

attained high education such as Doctorate, PHDs are believed to be more skilled, say in terms of digital managing rather than those who have not.

Digital marketing has been achieved through variety of ways. The Ministry of Devolution and Planning has come up with variety of ways of adopting the Digital marketing strategies. According to the findings, eleven ways have been used in adaptation of Digital marketing goals. They include: usage of social medial platforms, Search Engine Optimization (SEA), Viral Applications, Search Engine Marketing (SEM), Short Message Services (SMS), Link building, Email marketing, Influencer marketing, Local search marketing, Content marketing and finally Ecommerce. All this digital forms have positively contributed to achievement of digital goals.

Focusing on the social media platforms usage to achieve the digital marketing goal, it is important because social media platforms have been able to achieve the digital marketing goal. The usage of Facebook, WhatsApp and twitter has shown the relevance of social media platforms in achieving the digital marketing strategies. Usage of twitter or Facebook to air out the adverts of Ministry of Devolution and Planning in comparison to the services they offer, gives them an opportunity for digital marketing.

Quality of government services are perceived by most people to be poor, especially in service delivery. This is because of the intense increase of the number of people who want to be attended to and also ignorance from the service providence. The introduction of the digital marketing strategies has led to better quality of service providence, since most people are served within a short time and the process is fast.

The digital marketing strategy is timely in the sense that; it requires a short time to serve a lot of people. It is also timely attributing the application process in digital form and not wasting time physically and make long queues for the purpose of service delivery. The digital

marketing systems are also designed in a way that it can meet the needs of its citizens in relation to the services they provide.

The cost of assessing the digital services are very low since on does not use transport to appear physical at the Ministry also usage of low bundles while assessing the services. Since the cost of assessing digital services is low, also it is fast since it takes a short time to get responses from the service providers.

The government portal is reliable to its users because it is easily assessable all day of the week. The flexibility of handling each and every task by the government portal is key since it addresses all the customers need. This in turn results to customer satisfaction. Customer satisfaction has been able to be achieved by the digital portal. And as a result, they obtain a lot of customers over period of term. The Ministry has created the platform of enabling equity when it comes to serving their customers. All customers are served under an equal measure and none is favoured. Corruption which contributes to favours is discouraged in the Ministry of Devolution and Planning.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter will focus on summary of the findings, conclusion as a result of data collection and the recommendation proposed by the author. The study put into focus the influence of digital marketing strategies on quality of government services in the Ministry of Devolution and Planning.

5.2 Summary of the Findings

The study puts into focus the demographics if the respondents. The gender of the respondents, age, level of management, level of education and number of years one has done digital marketing were crucial to the demography of the findings.

Focusing on gender, the number of males interviewed were more than the number of female interviewed in the Huduma centres available in Nairobi. The age of the respondents was also obtained in demographic findings. The findings indicate that, there are more middle aged persons than the young and old aged people. The level of management was divided into three, top, middle and lower. Most of the people belonged to top and lower management levels while less in middle level.

The number of years worked indicate the people with the most experience than the others. Indications shows that, the most experienced people have worked for 12 years and above, this people are the least compared to other people. The respondents who have attained a higher education level are said to have more skills then the others. In the findings below, most of the people have attained the undergraduate level, followed by tertiary and then college.

The Ministry of Devolution and Planning came up with digital marketing strategies in which they implemented and it was working to the advantage of the ministry. Some of the digital marketing tools included, social media, SEM, SEO, viral application influencers marketing, SMS, link building, Email marketing, local search marketing, content marketing and Ecommerce.

It was noted that the usage of social media platforms involves usage of WhatsApp, Facebook and Twitter to better its visibility in the market, share its content to the people and giving them a chance to air out their views on the basis of service providence.

Usage of SEM, is core as the findings indicates that, the ministry has achieved this through increase of its SERPs through paid advertising methods, use of Google AdWords and search/display ads, through attention to customization of Google AdWords the ministry choses whether to use graphic display ads, YouTube video ads, text-based search ads, or in-app mobile ads and usage of social media, to start conversations and posting targeted content that helps it to utilize inbound marketing.

According to the findings, usage of SEO, is key in achieving the digital marketing. This is because, SEO has increased number of unique visitors to the website, it has increased market share, improved brand recognition, improved number of clicks per advert and finally requirement of short time to settle a required request.

Findings indicates that usage of viral application to achieve the service providence to its customers has been achieved through, usage of existing social networks, supplication of contents of value for free to its audience and making the content to go in a specific direction all this are for the purpose of making their services viral.

Usage of influencer marketing has also enabled the digital services popular. The achievement of influencer marketing is due to the ministry saving money and hiring of the famous

influencers. Also it reaches out to these influencers on social media and ask them if they would be willing to promote their brand.

The ministry has also used the SMS, so as to achieve the digital marketing strategies. They have used SMS in the following way, directly sending of text messages to a client or potential client's individual device and effective use of personal mobile marketing to directly send messages to a client or potential client's personal device. All this are for the purposes of marketing their services to their customers.

Building links has also been achieved by the ministry of Devolution and planning. It has been achieved through, obtaining other websites to link back to its website, creation of links to drive referral traffic and upsurge authority of its sites and they identify downgrade methods of link building they feel harm the quality of their search results, such as paid links and comment spamming.

Email marketing has been to usage for the purposes of, marketing the ministry as one of the most affordable methods in reaching its intended targets at the right time and for integrating marketing methods which the ministry with other media.

Local search marketing as a digital strategy is used for the purpose of listing turn up the second someone does a Google search based on the user's keywords, it inspires clients to write reviews on places such as Yelp and finally posting targeted content in order to utilize inbound marketing which attract clients rather than it seeking them.

Content marketing is also in usage by the ministry for the soul purpose of attracting a targeted audience and the content is valuable and relevant for the time consumers.

Lastly, ecommerce is used for the resolving of the payment issues when it comes to digital marketing. Ecommerce, enables the ministry to receive payment after transactions have been made by the customers, involvement of the Ministry in Business-to-Administration (B2A) for

products and services linked to social security, legal documents and usage of Consumer-to-Administration (C2A) for online consultations.

Quality of service provided by the ministry is key in understanding the needs of the customers, therefore, customers' satisfaction. Customer satisfaction is key because of its relevant in obtaining a competitive advantage by a company. According to the findings is recorded that, the quality of the service provided by the government was good. Some of the noted conclusions included that, the digital marketing strategy is timely in service delivery, It has the capacity to meet the needs of citizens at one point, the cost of accessing the service is low, response time of service sought has reduced, equity of customers in service delivery has improved, level of customer satisfaction has increased due to the digital government portal and finally government portal is dependable any time of the day

5.3 Conclusion

In conclusion, it is evident that, the Ministry of Devolution and Planning has achieved digital marketing strategies for the purposes of quality service delivery. The achievement of the digital marketing strategies is evident through the above digital applications discussed above. As a result of achieving digital strategies, the ministry has noticed improvement on the service delivery quality. There is advancement in quality delivery of the services in the ministry. The customers are more satisfied and this has resulted to increase in the number of customers. Therefore, maximization of profits by the government.

5.4 Recommendations from the study

The following recommendations are made based on the findings of the study:

The ministry should not only depend on the digital marketing strategies to improve their quality of service deliverance but should also, employ people who are committed to their work for best customer service relation, this will also improve quality.

They should embrace the digital strategies and come up with various ways of improving the quality of services they offer because advancement in technology means updating your strategies so as to fit the required purposes.

They should come up with discount weeks for their loyal customers so as to encourage a lot of people to use their services.

5.5 Limitation of the Findings

To avoid biasness of information, the interviewed people could be the customers who have used both the manual and the digital system so that they could attain if the quality of service providence has improved.

The information might be biased because the respondents are workers of the Ministry, they might support the digital marketing strategies because they fear being unemployed.

5.6 Recommendation for further Research

The ministry should conduct a research for the employees using digital marketing strategies to find out if it is at per with international standards. The ministry should do a research on how to apply full technology whereby citizens don't have to visit their offices

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APPENDICES

Appendix I: Questionnaire

This questionnaire is aimed at facilitating the research on "*The influence of digital marketing strategies on quality of government services in Kenya*" your response will highly be appreciated.

SECTION A: DEMOGRAPHIC INFORMATION

1. What is your gender?

   a) Male   [ ]   b) Female   [ ]

2. What is your age bracket?

   a) 18- 30 years   [ ]   b) 30 - 45 years   [ ]

   c) 45 - 60 years   [ ]   d) Above 60 years   [ ]

3. At what level of management are you?

   a) Lower Level   [ ]   b) Middle level   [ ]

   c) Top Level   [ ]   d) Others (Specify)   [ ]

4. For how long have you been using digital government services?

   a) 0-3 years   [ ]   b) 4-7 years   [ ]

   c) 8-11 years   [ ]   d) 12 years and above   [ ]

5. Highest level of Education?

   College   [ ]

   University- Undergraduate   [ ]

   University-Post graduate and above   [ ]

SECTION B: DIGITAL MARKETING STRATEGIES

8. To what extend does digital marketing strategies been effective to quality of government sevices.In the scale of

5 - Very great extent   4 - Great extent   3 - Moderate extent   2 - Little extent

1 - No extent

	Social Media	1	2	3	4	5
1	The Ministry uses Facebook to make better visibility of their social updates in the newsfeeds					
2	The Ministry uses Twitter to share its content and gives it an opportunity to reach new audiences and drive visitors to its site					
3	There is use of the use of Whatsapp platform by the Ministry through group chats to at once share messages, photos, and videos to users and able to see everyone else's responses.					
	Search Engine Optimisation					
1	SEO has increased number of unique visitors to the website					
2	SEO has increased market share					
3	SEO has improved brand recognition					
4	SEO has led to improved number of clicks per advert					
5	Short time required to settle a request					
	Viral Applications(Sharing And Tagging Online Messages)					
1	There is use of existing social networks by the Ministry to promote its content where by people spread the information about their content with other people in their social networks.					
2	The Ministry supplies its audience with contents of value for free which encourages people to share with others so as many people as					

	possible receive the content's message.					
3	The Ministry makes its content go in a specific direction in accordance with traffic and overall engagement.					
	Search Engine Marketing (SEM)					
1	The Ministry increases its SERPs through paid advertising methods.					
2	The Ministry uses Google AdWords and search/display ads					
3	Through attention to customization of Google AdWords the ministry choses whether to use graphic display ads, YouTube video ads, text-based search ads, or in-app mobile ads.					
4	The Ministry uses social media, to start conversations and posting targeted content that helps it to utilize inbound marketing					
	Short messaging service (SMS)					
1	The Ministry directly sends text messages to a client or potential client's individual device					
2	There is an effective use of personal mobile marketing to directly send messages to a client or potential client's personal device					
	Link Building					
1	The Ministry obtains other websites to link back to its website					
2	The ministry lays focus on creation of links to drive referral traffic and upsurge authority of its sites					
3	The ministry tries to identify as well as downgrade methods of link building they feel harm the quality of their search results, such as paid links and comment spamming					

	Email Marketing					
1	The ministry uses email marketing as one of the most affordable methods in reaching its intended targets at the right time					
2	It is used as one of the most integrated marketing methods and the Ministry combines it with other media					
	Influencer Marketing					
1	The ministry saves money by hiring influencers					
2	The Ministry hires influencers to promote itself online such as an influential person on social media or someone with a good track record of promoting brands					
3	The Ministry reaches out to these influencers on social media and ask them if they would be willing to promote their brand.					
	Local Search Marketing					
1	Through the use of Google My Business, the Ministry is able to have its listing turn up the second someone does a Google search based on the user's keywords					
2	The Ministry inspires clients to write reviews on places such as Yelp					
3	There is always a start of conversations by the ministry and posting targeted content in order to utilize inbound marketing which attract clients rather than it seeking them.					
	Content Marketing(Detailed Information)					
1	The ministry uses content marketing as a big part of attracting a targeted audience					
2	The ministry makes its content valuable, relevant, and consistent to make it worth the time of those consuming it.					

3	There is a focus on mobile content, native advertising, influencer marketing, and marketing automation by the ministry				
	E-Commerce				
1	The Ministry uses E-Commerce to receive payment after transactions.				
2	The Ministry is involved in Business-to-Administration (B2A) for products and services linked to social security, legal documents etc				
3	The Ministry uses Consumer-to-Administration (C2A) for online consultations.				

SECTION C: Quality of Government Services

9. Please indicate your agreement with statements below. 5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree

	Statement	1	2	3	4	5
1	The digital marketing strategy is timely in service delivery					
2	It has the capacity to meet the needs of citizens at one point					
3	The cost of accessing the service is low					
4	The response time of service sought has reduced					
5	The equity of customers in service delivery has improved					
6	The level of customer satisfaction has increased due to the digital government portal					
7	The government portal is dependable any time of the day					

Appendix II: National Government Ministries

S/No	Ministry
1	Ministry of Interior and Coordination of National Government
2	Ministry of Devolution and Planning
3	Ministry of The National Treasury
4	Ministry of Defense
5	Ministry of Lands and Physical Planning
6	Ministry of Foreign Affairs & International Trade
7	Ministry of Health
8	Ministry of Transport, Infrastructure, Housing & Urban Development
9	Ministry of Information, Communication and Technology
10	Ministry of Public Service, Youth & Gender Affairs
11	Ministry of Environment, and Natural Resource
13	Ministry of Sports, Culture and The Arts
14	Ministry of Energy and Petroleum
15	Ministry of Agriculture, Livestock and Fisheries
16	Ministry of Education
17	Ministry of Industry, Trade and Cooperatives
18	Ministry of Tourism
19	Ministry of Mining
20	Ministry of Water and Irrigation
21	Ministry of East African Community, Labour and Social Protection
22	Ministry of Irrigation

Source: Executive Order No.1/2018

THANK YOU SO MUCH FOR YOUR TIME