

**E-MARKETING AND PURCHASE DECISION OF STUDENTS AT
UNIVERSITY OF NAIROBI, KISUMU CAMPUS, KENYA**

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DECLARATION

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

Signed  Date 24-October-2021

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D61/5174/2017

This research project has been submitted for examination with my approval as the University Supervisor.

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May the almighty bless each one of you abundantly.

DEDICATION

To my dad, Omar Marwa Adan, for your immense support and motivation.

Dad, I will forever remember and appreciate your efforts to provide me with a strong and stable foundation.

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ABBREVIATIONS AND ACCRONYMS

CAK	Communications Authority of Kenya
CDM	Consumer Decision Model
GLUK	Great Lakes University of Kisumu
KUCCPS	Kenya Universities and Colleges Placement Service
TRA	Theory of Reasoned Action
UoN	University of Nairobi

ABSTRACT

Advancements in technology such as the advent of the internet have led to changes in consumer behaviour and as a consequence, organisations need to be aware of the significant influence of e-marketing on the consumer decision making process. E-marketing involves the application of digital technologies such as social media marketing, email marketing, online advertising, and different types of display advertising that lead to the acquisition and retention of customers. This study aimed to examine the influence of e-marketing on the purchase decision of students at the University of Nairobi, Kisumu Campus. Through a cross-sectional descriptive survey, data was obtained from 215 respondents using a structured questionnaire and analysed using descriptive and inferential statistics. The study found that online advertising, email marketing, and social media marketing all had statistically significant positive influence on product purchase. Of the three e-marketing channels, email marketing was found to be the most significant predictor of purchase decision. The study concluded that e-marketing positively contributes to product purchase and is, therefore, a viable tool for promoting product purchases and that businesses need to put greater focus on email marketing towards influencing buyer behaviour. The study supported both the consumer decision model and the theory of reasoned action and recommends that businesses should engage in e-marketing as a way of shaping consumer attitudes and consequently consumer purchase decisions. The study recommends that marketers should especially invest in email marketing, as a means of encouraging sales and that policy makers in charge of marketing should employ individuals who have the knowledge to apply e-marketing. Future studies need to be conducted to include other marketing channels and other aspects of consumer purchase decision. In addition, future studies on the subject should involve students from other universities and campuses within Kenya.

CHAPTER ONE: INTRODUCTION

1.1 Background of the study

Advancements in technology such as the advent of the Internet have enabled an increase in the interconnectivity of consumers. This implies that consumer behaviour has changed and organisations need to be aware of the significant influence of E-marketing on the consumer decision making process (Reddy, 2016). Thus, efficient and effective E-marketing communications can have a marked influence on consumer behaviour in terms of purchase decision, frequency of purchase and regularity of online stores visits. Kaur et al. (2018) observe that E-marketing offers great opportunities to the customers to quickly access product information provided by various businesses for comparison purposes to enable them make the right choices and place orders at any time of the day and at any place.

This study was supported by the Theory of Reasoned Action (TRA) and the Consumer Decision Model (Bray, 2008; Fishbein & Ajzen, 2011). TRA posits that a person's intention with regard to a behaviour plays a significant part in effecting the actual behaviours (Fishbein and Ajzen (2011). It further argues that the intention to behave some way is the most critical determinant of a given volitional behaviour. The Consumer Decision Model (CDM) postulates that customers go through a five-step process in making a purchase decision; identifying and recognising their need, collecting on how best to solve the need, alternatives evaluation, purchase decision, and after-purchase behaviour (Bray, 2008). The model further postulates that purchase decision is mainly determined firstly by stimuli received and processed by the consumer and memories of past experiences. Secondly, it is determined by external factors presenting in such forms as environmental influences and individual differences.

For businesses located within and around Kisumu town, UoN Kisumu campus students represent an important market, especially owing to their relatively high population and spending power (Odhiambo, 2020). In addition, the students are a notable market for businesses spread across Kenya as they engage in the purchase of products using mobile money and through various online platforms. Consequently, the students were an appropriate unit for study given that they are the primary target customers for many business located in and around Kisumu town. In addition, UoN Kisumu campus students have higher mobile phone and laptop ownership and Internet and social media access and usage rates compared to the general population of Kisumu town, which possibly implies that they are intense consumers of e-marketing content and communications.

1.1.1 Concept of E-marketing

E-marketing has been defined differently by various scholars and marketing experts. Chaffey (2000) defines it as the application of the Internet and related digital technologies to meet marketing aims. Hooda and Aggarwal (2012) define it as marketing of products (including services) on electronic media. Jones et al. (2017) define the concept as marketing activities performed through the use of Internet and related technologies. On their part, Kotler and Armstrong (2004) views it as a set of activities and measures to promote services and products and establish and improve relationships with customers over the Internet. Chaffey (2007) further views e-marketing as an activity that aims to deliver targeted communications and online services to meet people's individual needs.

According to Krishna (2018), e-marketing involves the creative use of Internet technology to create advertisements and content to promote and sell products.

According to Chaffey (2007), e-marketing involves the application of digital technologies such as e-mail, web, databases, digital television and mobile technologies that contribute to marketing activities that will lead to the acquisition and retention of customers. Most scholars have described e-marketing to include affiliate marketing, web banner advertising, online advertising, mobile advertising, social media marketing, and email marketing. (Hooda & Aggarwal, 2012; Pawar, 2014; Bostanshirin, 2014). A review of the literature shows different scholars defining and describing e-marketing based on their own perspectives. In view of this, this study will adopt Bostanshirin's (2014) and Pawar's (2014) approach of viewing e-marketing to include email marketing, mobile advertising, affiliate marketing, viral marketing, online advertising, social media marketing, and different types of display advertising.

E-marketing has opened new opportunities through which businesses can communicate with their potential customers and consumers. To this end, there are several methods and techniques that companies apply in their e-marketing endeavours, the most common being online advertising, email marketing, and social media marketing (Bostanshirin, 2014). Businesses today use websites and social media such as Instagram, Facebook, and Twitter to conveniently market their products to their target customers and engage them in ways that could positively impact on their brand and sales (Krishna, 2018). While e-marketing has been widely adopted by businesses across the world, in Kenya, it is a relatively new method of marketing (Ombom, 2019). As such many businesses in the country are yet to fully adopt this method of marketing. Many businesses in the country, however, appreciate the huge online market and are taking measures to tap into it and in addition appreciate the growing adoption and use of social media

1.1.2 Consumer Purchase Decision

There is agreement among scholars and practitioners that understanding consumer behaviour can help firms improve their marketing strategies and achieve greater success in the market (Schwarzl & Grabowska, 2015; Stankevich, 2017). According to Stankevich (2017), the customer purchase decision-making process is an important part of consumer behaviour. Khuong and Duyen (2016) define purchase decision as the mental process directs a consumer from recognizing a need to coming up with options and selecting a specific product and brand to purchase. On the other hand, Ampofo (2014) describes it as a process that includes recognition by customers that they have a need, their engagement in information search, assessment of alternative services/products, the purchase of a product, and post-purchase behaviour. While some purchase decisions are minor, others, like buying a car, are major. The more major the purchase decision is, the more effort the consumer will ideally invest in the process (Wharton University of Pennsylvania, 2020).

The measurement of consumer purchase decision remains an issue of great debate as there are no universally agreed on measures for the construct, but rather the measures used by different researchers take into consideration the contexts of their studies. This study will adopt Ampofo's (2014) description of consumer purchase decision which includes customer recognition of a need, searching for information, assessment of alternative products/services, purchase of a product and repeat purchase, or loyalty to a brand a product.

For marketers, understanding how consumers react towards different products, product features, price, and advertisements is important as it can help in the making decisions and strategies that will give the business competitive advantage (Blackwell et al. 2006).

More especially, awareness of consumer purchasing decisions can help businesses offer the right products to the right customer segments - products that effectively fulfill their wants and needs. Understanding consumer purchasing decisions can also help marketers forecast the future buying behaviour of customers and come up with marketing strategies that can contribute to the long term relationship between customers and the business (Solomon, 1995). Although several studies have been done on consumer purchase decision, it is yet to be conclusively determined what influences this behaviour. Furthermore, most studies on consumer purchase decision have concentrated on specific economic sectors such as retail and banking, leaving other sectors widely unexplored.

1.1.3 Students of University of Nairobi, Kisumu Campus

The University of Nairobi (UoN) is among the leading universities in Kenya with a student population of over 84,000 spread across 11 campuses distributed in different parts of Kenya (University of Nairobi, 2016; University of Nairobi, 2019). The Kisumu campus of the University of Nairobi has a population of over 2,300 students distributed in six schools and 12 programmes (UoN Kisumu Campus Self-Assessment Report for CUE Audit, 2020; Unirank, 2019). This population, mainly comprising youths and young adults, to a great extent, has an active online presence as many of its members engage in research using the Internet, use social networking sites, communicate via email, get news updates, and get entertained online (Wamuyu, 2019). Some of the products that UoN Kisumu campus students commonly shop for online include mobile phones, tablets, laptops, clothes, shoes, foodstuff and household items such as televisions and music systems (Juma, 2019). With online and mobile money payment method such as PayPal, Mpesa, Airtel Money, and Safaricom paybill currently well established in Kenya, UoN Kisumu Campus students have alternative ways of

conveniently paying for the products they purchase physically and online wherever they are. In Kisumu city, the third largest city in Kenya, UoN Kisumu Campus is the largest and most populated tertiary institution that offers diploma, undergraduate, and post graduate education. UoN Kisumu campus students thus represent an important population and target market for many online and brick and mortar businesses within Kisumu city and in the country as a whole. Even so, there is limited published information on the buying behaviour behaviour of UoN Kisumu campus students in response to e-marketing.

1.2 Research Problem

The adoption of e-marketing has been made possible by the growth in and high number of Internet users and the introduction of Internet enabled devices. The Internet has made the massive expansion of marketplace information intensity possible especially by providing both consumers and marketers with important market information in real time (Laudon & Laudon, 2018). Ainin and Jaafar (2003) note that in a fast growing virtual marketplace, key to the success of a business is understanding the way virtual shopping operates and the way online consumers make purchasing decisions and behave. The relationship between e-marketing and consumer behaviour has been investigated by a number of scholars with no consensus being reached regarding this relationship. El-Gohary and Eid (2013) found that the use of e-marketing tools had an impact on business activities such as pre-sales activities and the effectiveness of marketing. Mbiti (2015) found out that high purchase recommendation rate and high level of brand awareness were brought about by the Internet advertising campaigns instituted by mobile phone advertisers, implying that e-marketing had an influence on consumer buyer behaviour. However, Adedornke and Adewoye (2011) established that e-marketing did not influence consumer behaviour. Mahalaxmi and Ranjith (2016)

similarly found no relationship between e-marketing and consumer behaviour in their study conducted in India. While the importance of understanding consumer purchase decision cannot be over stated, limited study has been conducted on the relationship between e-marketing and purchase decision in the Kenyan context.

University of Nairobi Kisumu campus students are an important market for many businesses in Kisumu town and businesses in other parts of the country. The students display unique characteristics that effectively make them form an important market segment for many businesses which market a wide variety of products. Like students in other University of Nairobi campuses, most students in Kisumu campus actively use the Internet for different purposes including research, communication, to get news or information, and to find out about different products and services. With these students being some of the most active users of the Internet in Kenya, their purchasing processes and decisions could potentially be influenced by e-marketing.

Several studies have been conducted on e-marketing and purchase decision. Lodhi and Shoaib (2017) assessed the impact of online marketing on consumer behaviour in Karachi, Pakistan and found out that e-marketing activities such as online advertisement, played a significant role in consumer buying decisions. In their assessment of the impact of digital marketing on purchasing decisions in India, Mahalaxmi and Ranjith (2016) found that even though respondents' awareness of digital marketing channels was high, they did not influence decision to purchase products. In another study by Rai (2018) on the efficacy of digital marketing on consumer buying behaviour in India, they found out that it did not affect the buying decisions of consumers. Ugonna et al. (2017) evaluated the effects of online marketing on consumers' behaviour towards online firms operating in Nigeria. Their study

revealed that online marketing played a significant role on how regularly consumers visited and patronised online stores. According to Njuguna (2018), online marketing, email marketing, and social media marketing each positively influenced consumer buyer behaviour. The study also found that promotions conducted via social media contributed to improved sales in supermarkets. However, not all studies have found e-marketing to be a significant determinant of consumer purchasing decisions.

A review of the empirical literature has shown a number of research gaps. It is evident that many of the studies have focused on different contexts, mostly in the retail sectors and countries and places outside East Africa. Other studies highlighted have focused on digital marketing which includes both e-marketing and non-e-marketing activities and their findings may not be generalized to e-marketing. This, therefore, raises a conceptual gap as this study will assess the relationship between e-marketing and purchase decision. In filling these gaps, this study attempted to answer the question: What is the influence of e-marketing on purchase decision of University of Nairobi, Kisumu campus students?

1.3 Research Objectives

The objective of the study was to assess the influence of e-marketing on purchase decision of University of Nairobi, Kisumu campus students.

1.4 Value of the Study

This study contributes to new knowledge with respect to the influence of e-marketing on consumer purchase decision in the Kenyan context. More specifically, the study will enrich the theoretical foundation of the study with the aim. The study may also be valuable to scholars and researchers who may develop their studies related to e-

marketing and consumer purchase decision based on the methods applied in the study or its findings.

This study's findings may be useful to businesses that engage or seek to engage in e-marketing. More specifically, the findings can help business owners, business managers, and marketing practitioners gain deeper understanding in relation to the impact of internet marketing on buying decisions. With this insight, they can make better decisions as they develop online marketing strategies and campaigns that target university students and youths and hence improve the chances of success for their businesses in the Kenyan market.

The study findings may also help regulators and policy makers develop effective policies revolving around e-marketing. More especially, the results of the study may inform policies relating to the protection of consumers and organisations when producing or consuming e-marketing content.

CHAPTER TWO: LITERTAURE REVIEW

2.1 Introduction

This chapter presents a review of literature related to the study objective highlighted in chapter one. The chapter is made up of three main parts; the first section focuses on the study's theoretical foundation, and specifically the CDM and TRA models. The second section focuses on marketing and consumer behaviour. The third and final section presents a summary of the literature review and knowledge gaps.

2.2 Theoretical Foundation

This section discusses the theories that anchored the study including the Consumer Decision Model and the Theory of Reasoned Action. The study was mainly based on the Consumer Decision Model (CDM) which highlights the main steps taken by consumers in towards making their purchase decisions and the main factors that influence these decisions (Bray, 2008). Thus, based on the Consumer Decision Model, business activities such as marketing communication can influence the customers to purchase products. TRA was used to highlight the factors that influence people's behaviour (Fishbein & Ajzen, 2011). The theory especially brought to focus the importance of intention in informing consumer behaviour. It also highlighted the importance of attitudes and subjective norms in shaping intention. By applying certain interventions, people's attitudes can be changed and subjective norms can be altered over time (Silverman & Lim, 2016). TRA provides a basis for the relationship between e-marketing and consumer purchasing decisions.

2.2.1 Consumer Decision Model

The Consumer Decision Model was first developed in 1968 before undergoing a series of revisions over the years. The model postulates that consumers go through five main

stages in making purchase decisions. The first stage is need recognition, which is then followed by collection of information, alternatives evaluation, purchase, and finally after-purchase reflection or evaluation. The model also postulates that purchase decision is influenced by stimuli received and processed by the consumer, also considering the past experiences. Purchase decision is also affected by external factors such as individual differences (such as personality, knowledge, attitudes, lifestyle and values) and environmental factors (such as social class, culture, family and situation).

Based on the Consumer Decision Model, marketers have the opportunity to influence consumers purchasing decisions during the initial information stage at which point they need to provide the consumer with sufficient information about a product so as to influence them to keep the company's products under consideration for purchase. Marketers also have an opportunity to exert external influence on the consumer to purchase their product by instilling a desire in them to feel or look a certain way by purchasing and using the product.

CDM provides a simple framework for understanding how e-marketing can influence consumers' purchasing decisions. Through their marketing activities, businesses can create product awareness and shape the attitudes, decisions, and behaviours of customers. Therefore, e-marketing activities as done by businesses can influence the attitudes consumers and can hence impact on outcomes such as brand awareness, purchases, and other elements of consumer buying behaviour (Chaffey, 2007).

2.2.2 Theory of Reasoned Action (TRA)

TRA postulates that the way a person behaves is determined by their intention behave in that way and that this intention is predicted by the attitude the person has with regard to the behaviour and the subjective norms surrounding that behaviour (Fishbein &

Ajzen, 2011). Attitudes in this regard have two components (the evaluation and the strength) just like subjective norms have two constituents; the motivation to comply and normative beliefs. Normative beliefs in this regard relate to what the individual thinks others expect or want them to do. On the other hand, motivation to comply relates to how important it is for the individual to do what others expect him/her to do. According to TRA, the more favourable or positive the attitude is, the stronger the person's intention to engage in the behaviour will be (Silverman & Lim, 2016). Similarly, the more positive or favourable the subjective norms are towards the behaviour, the stronger the person's intention will be to engage in the behaviour. Subjective norms result from the individual's environmental and social surroundings and his/her perceived control over the behaviour (Silverman & Lim, 2016). When the individual's attitudes and subjective norms concerning a behaviour are in conflict, both factors will influence their intention to engage in the behaviour. However, intention or instrumentality is the best determinant of behaviour (Fishbein & Ajzen, 2011).

Based on the framework provided by the theory of reasoned action, key beliefs and norms that influence behaviour can be recognised. Once this is done, interventions can be applied to strengthen or change these beliefs and norms so as to realise desired action or behaviour (Montano, Kasprzyk, & Taplin, 1997; Hosseini et al., 2015). Based on TRA, consumer buying behaviour is shaped by intention which itself is influenced by the consumer's personal attitudes and perceived social norms (Montano, Kasprzyk, & Taplin, 1997). The consumer's attitudes towards a product and social norms can be strengthened or altered through market communication activities such as public relations, promotions, and advertising (Pawar, 2014). Thus, electronic marketing which involves promoting products and services, issuing targeted communications, and

building relationships can be used to indirectly influence consumer purchase decisions (Bostanshirin, 2014).

2.3 E-Marketing and Purchase Decision

Several attempts have been made by scholars to explore or investigate the link between e-marketing and consumer buying behaviour. The study by Lodhi and Shoaib (2017), focused on the impact of online marketing on consumer behaviour. Conducted in Karachi, Pakistan, the study involved an online survey with data collected from 202 participants comprising members of public living within Karachi. The study revealed that the buying decisions of the vast majority (80%) of the participants were influenced by online advertising, and more especially by adverts posted on social media. In his study Rai (2018) investigated the effect of digital marketing on consumer buying behaviour in Allahabad District, India. The study which involved a cross-sectional survey of 120 purposively selected participants (members of the public) found that 60% of the male respondents were influenced by websites to purchase more products. The study also found that 15% of the respondents were influenced by social media to buy more products. The study concluded that digital marketing, which includes Internet marketing had an influence on the buying decision and behaviour of the participants.

Mahalaxmi and Ranjith (2016) similarly assessed the impact of digital marketing on the buying decisions of people in Trichy, India. The survey that involved 50 randomly selected members of public found that the samples had high awareness of digital marketing channels and that these channels did not significantly influence respondents' decisions to purchase products. Viewed together, it is clear that the findings of the studies cited above provided inconclusive results with respect to the relationship between e-marketing and consumer buying behaviour.

A study by Ugonna et al. (2017) on the impact of e-marketing on consumer behaviour towards online marketing companies in Owerri, Nigeria, revealed that e-marketing had a significant effect on how regularly consumers visited or patronised online stores. Evident from this finding is that e-marketing is a viable channel of communication for businesses – especially those in the retail sector. Worth noting is that most of the studies investigating the relationship between e-marketing and consumer behaviour were conducted in Asian countries or in countries outside East Africa and focused on the retail sector which implies that their findings may not be generalizable to Kenya and non-retail sectors, such as the educational sector.

Locally, Njuguna (2018) studied the influence of online marketing on the buying behaviour of consumers patronising supermarkets in Nairobi, Kenya. The researchers observed that online, email, and social media marketing positively influenced consumer buyer behaviour such as by making consumers aware of new and existing products. In addition, the researchers observed that promotions done via social media contributed to increased frequency of supermarket visits and sales in supermarkets. Mbiti (2015) also studied the influence of Internet advertising on mobile phone purchase among students of UoN. Involving a sample of 100 randomly identified students of the university, the study found that Internet advertising had little impact on the buying behaviour of students who were interesting in purchasing mobile phones. The study, however, also found that Internet advertising contributed to high purchase recommendation. While these local studies contributed to the debate on the influence of e-marketing on consumer behaviour in the Kenyan context, the studies were only limited to supermarkets and particular products (mobile phones).

Osewe (2013) examined the effectiveness of online advertising on buying behaviour, focusing on UoN students. In the study, stratified sampling technique was applied to select 100 participants. The survey results revealed that Internet advertising was effective in reaching participants as well as in creating awareness about brands, products, and services. The results also revealed that Internet advertising had a positive and statistical relationship with the buying decisions of consumers and inferred that Internet advertising was a key influencer of consumer buying behaviour. In her study, Kyule (2017) investigated the influence of social media marketing on consumer behaviour, focusing on Britam Holdings Limited, an insurance company based in Kenya. The study which involved a survey of 93 customers of the insurance company found no statistical relationship between social media marketing and consumer behaviour. It, however, recommended the integration of social media marketing communication in business marketing communications given its growing potential as a marketing tool.

2.4 Summary of the Literature and Knowledge Gaps

A review of the empirical studies have revealed a number of glaring knowledge gaps. Even though several studies (Lodhi & Shoaib, 2017; Rai 2018; Njuguna 2018, Mbiti, 2015) found a positive relationship between e-marketing and consumer purchase decision, the study by Mahalaxmi and Ranjith (2016) found no relationship between digital marketing channels and consumer purchases. Kyule (2017) also found no statistical relationship between social media marketing and consumer purchase decision. These inconclusive findings suggest that the debate is far from over. Many of the studies have focused on geographical areas such as Nigeria, India, and Pakistan and mostly in retail sectors, raising a contextual gap. Other studies have focused on digital marketing which includes both e-marketing and non-e-marketing activities which may

render their findings non-generalizable to e-marketing alone, which raises a conceptual gap.

It is evident that many of the studies that have been conducted have focused on different contexts, and mostly in the retail sectors. Other studies highlighted have focused on digital marketing, which includes both e-marketing and non-e-marketing activities and their findings may not be generalized to e-marketing. This, therefore, raises a conceptual gap as this study will assess the relationship between e-marketing and purchase decision. Against this background, it was important to conduct a research that would assess the relationship between e-marketing specifically and consumer purchase decision, focusing on an economic sector (such as education) and country (such as Kenya) that have not been adequately represented in research studies on this subject, and hence contribute to the debate on the relationship between e-marketing and purchase decision. In filling these gaps, this study tries to answer the following question: What is the influence of e-marketing on purchase decision of UoN, Kisumu campus students? This study therefore sought to fill the existing contextual and conceptual gaps by evaluating the relationship between e-marketing and purchase decision with a focus on University of Nairobi, Kisumu campus students.

2.5 Conceptual Framework

Figure 1 presents a conceptual model that suggests the relationship between e-marketing and buying behaviour. The model suggests that the independent variable e-marketing whose indicators are online adverts, email and social media marketing respectively will influence the dependent variable, purchase decision whose indicator is product purchase.

Independent Variable

Dependent Variable

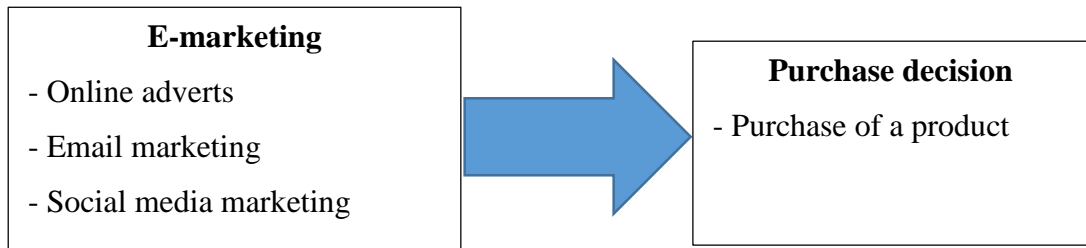


Figure 1: Conceptual model

Source: Ampofo (2014)

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction

This chapter discusses the methods applied in conducting the study. The chapter begins by discussing the research design and population before focusing on the sample size and design and how data was collected. The chapter finally discusses the process of data collection and analysis.

3.2 Research Design

The cross-sectional descriptive research design was applied in this study and data was collected from students of UON Kisumu campus. A cross-sectional descriptive study was selected in this case given its capacity to collect information on several variables from a large pool of respondents in a short time (Leedy, 1997). Furthermore, cross-sectional studies are easy to effect, inexpensive, and enables the researcher to explore relationships between variables and derive conclusions out of the data collected (Leedy, 1997). The study was a descriptive survey given the need of the study to describe the population, phenomenon, or situation that was being studied. As noted by Lodico, Spaulding, and Voegtle (2010) descriptive survey research design is best applied when the study aims to provide a detailed description of a phenomenon or issue. The characteristics of UoN Kisumu Campus students, their purchase decision, and their encounter of e-marketing encompass conditions that are already in existence, which makes the cross sectional and descriptive survey designs appropriate for the study. The study went beyond describing the current status of variables to evaluate the relationship between e-marketing channels and consumer behaviour.

Several researchers have applied the cross-sectional descriptive surveys in their studies. In their study, for example, Ugonna et al. (2017) successfully applied the cross-

sectional research design to evaluate the influence of e-marketing on consumer behaviour towards some online companies. Njuguna (2018) also successfully applied the research design to examine the influence of online marketing on the buying behaviour of consumers in supermarkets. Similarly, Kyule (2017) successfully applied this design in her study that investigated the influence of social media marketing on consumer behaviour.

3.3 Population

Babbie (2007) defines population as the entire collection of objects or people that is the main focus of a study. In this study, the population included all students of University of Nairobi, Kisumu Campus. This population was chosen for the study given that it is more representative of Kenyan youth and their buying behaviour and have higher use of the Internet compared to the general public.

The population under study included students taking different courses within the campus regardless of their level (certificate, diploma, bachelors, masters and PhD) and year of study. As at April, 2021, the UoN Kisumu campus had a total of 2,036 students (UoN Kisumu Campus Self-Assessment Report for CUE Audit, 2020; University of Nairobi, 2021). A summary of the student population at the campus is presented in Table 3.1.

Table 3.1: Student Population at UoN, Kisumu Campus

Level of Study	Student Population
Certificate	83
Diploma	297
Bachelors	855
Masters	616
PhD	185
Total	2,036

Source: University of Nairobi, April, 2021

3.4 Sampling Size and Sampling Design

Sampling is the process of selecting individuals who represent the population or group from which they are selected (Cooper and Schindler, 2014). The sample size used in a study should reflect the population that it represents and should thus be determined systematically. Shodhganga (2015) notes that the sample size should be determined taken based on factors such as the desired confidence level, the population size, and the desired margin of error. To estimate the sample size for this study, Taro Yamane's sample size formula was used given that it fulfils these requirements and is ideal for finite populations (Israel, 2003). To determine the sample size, the confidence level and margin of error assumed were 95% and 5% respectively. Yamane's formula takes the form (Israel, 2003):

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

Where:

n is the sample size

e is the margin of error (5%, equivalent to 0.05)

N is the population being studied (2,036)

$$n = \frac{2,036}{1 + 2,036(0.05)^2}$$

$n = 334.3$ Thus, 334 samples were required.

Stratified proportionate sampling was applied in selecting the study participants. The number of samples representing each level of study was proportional to the population of students in each of the levels as shown in Table 3.2.

Table 3.2: Sample Distribution

Level of Study	Student Population	Proportion (%)	Sample Size
Certificate	83	4.1	14
Diploma	297	14.6	49
Bachelors	855	42.0	140
Master	616	30.3	101
PhD	185	9.1	30
Total	2036	100.00	334

To select the study participants, a list of the names of the students taking different courses at UoN Kisumu campus was made and serial numbers assigned to the names. A random number generator was then used to generate numbers which corresponded to the names of the students in each stratum selected to take part in the study.

3.5 Data Collection

Primary data as well as secondary data were gathered in this study. Primary data was gathered using structured questionnaires that were administered to the samples identified through the sampling procedure outlined in section 3.4. The questionnaire was chosen for use in data collection since it is associated with high response rate, can easily be administered at low cost, and assures anonymity which encourages respondents to provide candid answers (Lodico et al., 2010). The questionnaire was structured such as to have three main parts. The initial part touched on the background of the participants. The next part contained questions that gauged the extent to which

respondents were exposed to e-marketing channels. The third and final section of the questionnaire contained a question touching on consumer behaviour, and more specifically whether e-marketing communications had led to purchase of a product. Secondary data was collected through a search on the Internet and from records at the campus student registry.

To safeguard the validity and reliability of the questionnaire, the tool was pre-tested on 34 students from neighbouring GLUK, Kisumu Town Campus. Based on the pre-test, necessary changes were made to the questionnaire to ensure the questions were clear and straightforward and its layout was optimal. To collect data, the UON Kisumu campus students identified through the sampling procedure were contacted by email and briefed about the aims and nature of the study and were requested to take part in the study online. Those who accepted to take part in the study were asked to provide informed consent before filling in the questionnaire. The filled questionnaires were submitted through email.

3.6 Data Analysis

Descriptive as well as inferential statistics were applied in the study. Descriptive statistics techniques were applied to analyse and summarise the data. In addition, inferential statistics was used given that the study sought to establish the connection between e-marketing and consumer buying behaviour. Data analysed using descriptive statistics were means, percentages, frequencies, medians, ranges, standard deviations, and modes. Descriptive statistics were presented in the form of simple and cross-tabulation tables.

To examine the relationship between individual e-marketing channels and consumer buying behaviour, inferential statistics was used. Pearson's correlation coefficient was

computed to analyse the influence of e-marketing on consumer buying behaviour, regression analysis was conducted (Boslaugh & Watters, 2008). In the analysis, a probability value less than 0.05 was considered significant. The analysis aimed to come up with a prediction of the dependent variable based on all the independent variables. In this respect, multiple regression analysis was done to evaluate the influence of e-marketing channels on buying behaviour and to explain the level to which the independent variables (Xs) led to changes in the dependent variables (Ys) in an equation. The model for the relationships between the independent and dependent variables was summarised as follows:

$$Y_1 = \alpha_1 + \beta_1(X_1) + \beta_2(X_2) + \beta_3(X_3) + \epsilon_1$$

Where;

Y_1 - Purchase of a Product

α_1 – Alpha (Constants)

$\beta_1, \beta_2, \beta_3$, - Coefficients

X_1 - Online advert

X_2 - Email marketing

X_3 - Social media marketing

ϵ_1 – error

Thus, decision to purchase a product can be predicted as the sum total of a constant (α_1), the product of regression coefficient β_1 and level of engagement with online adverts, the product of regression coefficient β_2 and level of engagement with email marketing communications, the product of regression coefficient β_3 and level of engagement with social media marketing communications, and an error (ϵ_1).

CHAPTER FOUR: DATA ANALYSIS, FINDINGS AND DISCUSSION

4.1 Introduction

This chapter presents the findings and discussion of findings in light of the study objectives. The main aim was to examine the influence of e-marketing on buying behaviour of University of Nairobi, Kisumu campus students. The data was collected using structured questionnaires administered to respondents. The questionnaires were administered online through email.

4.2 Response Rate

The study targeted a total of 334 respondents, but 215 respondents fully filled and submitted the questionnaire, giving 64.3% response rate. This was deemed adequate and representative as it was above the 60% threshold suggested by Fincham (2008). Several studies have considered a response rate of 60% adequate for quantitative studies. In her study focusing on effects of buyer behaviour on brand awareness, Kihiko (2017) achieved a response rate of 60% and considered this level to be sufficient for the study. In his study, Njuguna (2018), achieved a response rate of 74.2% which is considered a good rate as it exceeds the 70% threshold suggested by Mugenda and Mugenda (2013). The response rate achieved in this study was obtained as a result of the extra follow up efforts of the researcher that possibly encouraged a most of the potential participants to fill and submit the questionnaires. Overall, the response rate was adequate in addressing comprehensively the research question.

4.3 Respondents' Demographics

The study wanted to establish the general information about the study participants so as to develop a framework for interpreting the findings. The general information about

the participants included gender, employment status, level of study, and age. Firstly, the study sought to establish any patterns or trends within the data focusing on gender and level of study. The results of the findings are presented in Table 4.1.

Table 4.1: Cross tabulation of gender and level of study

		Level of study					Total	
		Certificate	Diploma	Bachelor	Master	PhD		
Gender	Female	n	5	15	29	47	5	101
		%	55.6%	45.5%	46.0%	47.5%	45.5%	47.0%
	Male	n	4	18	34	52	6	114
		%	44.4%	54.5%	54.0%	52.5%	54.5%	53.0%
Total		n	9	33	63	99	11	215
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

As evident in table 4.5, out of the 215 respondents, 101 (47.0%) were female. Majority (n =99, 46.0%) of the respondents were undertaking masters studies followed by those taking bachelors (n = 63, 29.3%). Certificate students accounted for the lowest number of respondents (n = 9, .4.2%). These findings indicate that at the campus, students are free to pursue education at different levels. The findings also indicate that majority of students at the campus pursued masters and bachelor level studies and a small proportion of the students pursued certificate and PhD level education. Fifty two (52.5%) of those undertaking masters' courses were male while 47 (47.5%) were female. Of those taking bachelor level studies, 34 (53.9%) were male while 29 (46.1%) were female. Of the 33 respondents who undertook diploma studies, 18 (54.5%) were male while 15 (45.5%) were female. Based on these results, the respondents were almost equally distributed in terms of gender across all levels of study. The fair distribution of students in universities in terms of gender can be credited to the increase in the number of female students due to efforts by the Ministry of Education encouraging higher enrolment of female students in Kenyan universities and colleges.

Of interest to the study was the age and employment status of the participants. Interest in the respondents' employment status is based on the notion that those who are employment may have the finances they need to spend on the products they desire. A cross tabulation of the participants based on their age and employment status is tabulated in Table 4.2.

Table 4.2: Cross tabulation of age and employment status

		Employment Status				
			Unemployed	Part time	Full time	Total
Age	18-22	n	71	15	2	88
		%	80.7%	17.0%	2.3%	100.0%
	23-27	n	37	23	15	75
		%	49.3%	30.7%	20.0%	100.0%
	28-32	n	10	13	6	29
		%	34.5%	44.8%	20.7%	100.0%
	33-37	n	6	3	4	13
		%	46.2%	23.1%	30.8%	100.0%
	38-42	n	3	2	2	7
		%	42.9%	28.6%	28.6%	100.0%
	43-47	n	0	0	3	3
		%	.0%	.0%	100.0%	100.0%
Total		n	127	56	32	215
		%	59.1%	26.0%	14.9%	100.0%

Evident from table 4.2, majority (n = 88, 40.9%) of those surveyed were in the 18-22 age bracket, followed by those in the 23-27 age bracket (n = 75, 34.9%). Only ten (4.7%) of the respondents were aged 38 and over. A vast majority (n = 127, n = 59.1%) of the respondents stated that they were unemployed, 56 (26.0%) stated that they worked part time, while 32 (14.9%) worked full time. A vast majority (n = 71, 80.1%) of those in the 18-22 age bracket stated that they were unemployed. Roughly half (n = 37, 49.3%) of those in the 23-27 age bracket and slightly over one third (n = 10, 34.5%)

of those in the 28-32 age bracket were unemployed. On the other hand, none (0.0%) of those in the 43-47 age bracket was unemployed.

These results indicate that majority of those undertaking tertiary education in Kenya fall within the 18-32 age bracket and a disproportionately small population of students in universities and colleges are aged 38 and over. This trend may be attributed to the move by KUCCPS to reserve certificate, diploma, and degree admission slots in public colleges and universities to students who have just completed their form four education. These results further indicate that the university accommodated both employed and unemployed students and that the proportion of participants who in full time employment generally increased with increasing age. These results are well in line with the high (39%) rate of unemployment among the youth in Kenya (Alushula, 2020). That majority of the respondents were unemployed can be explained by the fact that a significant proportion of the participants aged 18-32 undertook bachelors, diploma, and certificate studies and attend classes full time and may not find time to pursue employment or may not have adequate skills to get meaningful employment.

4.4 E-Marketing Experience

The study wanted to determine the e-marketing channels participants had encountered online and how frequently they encountered these channels to provide a framework for understanding participants' encounter with e-marketing. Firstly, the study sought to evaluate the relationship between age and encounter of online/website advertising. A cross tabulation of age and encounter of online/website advertising was done and the results presented in Table 4.3.

Table 4.3: Cross tabulation of age and online/website adverts encounter

			Website adverts encounter		Total
			No	Yes	
Age	18-22	n	14	74	88
		%	15.9%	84.1%	100.0%
	23-27	n	2	73	75
		%	2.7%	97.3%	100.0%
	28-32	n	1	28	29
		%	3.4%	96.6%	100.0%
	33-37	n	0	13	13
		%	.0%	100.0%	100.0%
	38-42	n	1	6	7
		%	14.3%	85.7%	100.0%
	43-47	n	0	3	3
		%	.0%	100.0%	100.0%
Total	n		18	197	215
	%		8.4%	91.6%	100.0%

A total of 197 (91.6%) participants noted that they had encountered website adverts (table 4.4). An overwhelming majority of the participants across all age categories had encountered website adverts. All (100.0%) participants in the 33-37 (n =13) and 43-47 (n = 3) age categories noted that they had encountered website adverts. The 18-22 age category had the lowest proportion (n = 74, 84.1%) of participants who had encountered website adverts, closely followed by the 38-42 age category (n = 6, 85.7%). These findings show that incorporating adverts on websites is a common practice by Kenyan businesses and majority of university students in Kenya, across all ages, recognise and have encountered website adverts. Even so, there was no apparent relationship between age and online advert encounter.

The study wanted to evaluate the connection between age and encounter of social media marketing. A cross tabulation of age and encounter of social media marketing was thus done and the results shown in Table 4.4.

Table 4.4: Cross tabulation of age and social media marketing encounter

			Social media marketing encounter		Total
			No	Yes	
Age	18-22	n	13	75	88
		%	14.8%	85.2%	100.0%
	23-27	n	0	75	75
		%	.0%	100.0%	100.0%
	28-32	n	7	22	29
		%	24.1%	75.9%	100.0%
	33-37	n	1	12	13
		%	7.7%	92.3%	100.0%
	38-42	n	1	6	7
		%	14.3%	85.7%	100.0%
	43-47	n	1	2	3
		%	33.3%	66.7%	100.0%
Total		n	23	192	215
		%	10.7%	89.3%	100.0%

As evident in Table 4.3, a majority of the respondents (n= 192; 89.3%) stated that they had encountered social media marketing. A majority of the participants across all age categories stated that they had encountered social media marketing communications. All participants (n =75, 100%) in the 23-27 age bracket and 75 (85.2%) participants in the 18-22 age bracket stated that they had encountered social media marketing. Encounter of social media marketing was lowest in the 43-47 age category (n =2, 66.7%). These results, in agreement with Ngenga (2015), indicate that social media marketing is a common business practice in Kenya and that marketing communications posted on social media are encountered by students across the different age categories. The results also indicate that in comparison to younger people, those currently aged 43 and over are less likely to encounter social media marketing communications.

The study also sought to evaluate the connection between age and encounter of email marketing. A cross tabulation of age and encounter of email marketing was done and the results summarised in Table 4.3.

Table 4.5: Cross tabulation of age and email marketing encounter

		Email marketing encounter		Total	
		No	Yes		
Age	18-22	n	10	78	88
		%	11.4%	88.6%	100.0%
	23-27	n	35	40	75
		%	46.7%	53.3%	100.0%
	28-32	n	8	21	29
		%	27.6%	72.4%	100.0%
	33-37	n	5	8	13
		%	38.5%	61.5%	100.0%
	38-42	n	4	3	7
		%	57.1%	42.9%	100.0%
	43-47	n	1	2	3
		%	33.3%	66.7%	100.0%
Total		n	63	152	215
		%	29.3%	70.7%	100.0%

Evident from Table 4.5, email marketing communication was least encountered by respondents (n = 152, 70.7%) compared to social media marketing and website adverts. The 18-22 age category had the highest (n = 78, 88.6%) encounter of email marketing followed by the 28-32 age category (n = 21, 72.4) and the 43-47 age category (n = 2, 66.7%). The 38-42 age category had the lowest proportion (n = 3, 42.9%) of encounter of email marketing. These results indicate that compared to social media marketing and website advertising, e-mail marketing is less commonly practised by businesses in Kenya. The finding that email marketing is the least encountered marketing channel may be attributed to the move by major email service providers such as google and yahoo to automatically separate primary emails from promotional emails, rendering

promotional emails less visible. The findings also indicate that age had no relationship with encounter of email marketing.

The study examined the level to which participants read or engaged with different marketing channels and how they were distributed based on level of studies. The level to which they always engaged with each of the marketing channels was measured using a 5-point Likert scale; Strongly disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly agree (5). Table 4.6 presents a cross-tabulation of level of study and engagement with online/website adverts.

Table 4.6: Cross tabulation of level of study and engagement with online adverts

		Engagement with website/online adverts					Total	
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
Level of study	Certificate	n	3	2	2	2	0	9
		%	33.3%	22.2%	22.2%	22.2%	.0%	100.0%
	Diploma	n	3	6	9	7	8	33
		%	9.1%	18.2%	27.3%	21.2%	24.2%	100.0%
	Bachelor	n	1	14	15	21	12	63
		%	1.6%	22.2%	23.8%	33.3%	19.0%	100.0%
	Master	n	6	19	33	22	19	99
		%	6.1%	19.2%	33.3%	22.2%	19.2%	100.0%
	PhD	n	0	4	5	0	2	11
		%	.0%	36.4%	45.5%	.0%	18.2%	100.0%
Total		n	13	45	64	52	41	215
		%	6.0%	20.9%	29.8%	24.2%	19.1%	100.0%

Of the 215 participants surveyed, 52 (24.2%) agreed that they always read or engaged with online adverts while 41 (19.1%) strongly agreed with this notion. Forty five participants (20.9%) disagreed with the notion while 13 (6%) strongly disagreed with it. None (.0%) of the participants taking certificate level strongly agreed that they always read or engaged with website adverts. A total of 8 (24.2%) participants undertaking diploma studies strongly agreed that they often read or engaged with online

adverts. A total of 12 (19.0%), 19 (19.2%), and 2 (18.2%) participants undertaking bachelor, masters, and PhD level studies respectively strongly agreed that they read/engaged with online adverts. These findings show that those undertaking certificate level studies were less likely to always read or engage with website adverts.

To evaluate the relationship between level of study and level of engagement with social media marketing, a cross-tabulation of level of study and engagement with social media marketing was done and presented in Table 4.7.

Table 4.7: Cross tabulation of level of study and engagement with social media marketing

		Engagement with social media marketing					Total	
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
Level of study	Certificate	n	0	3	0	4	2	9
		%	.0%	33.3%	.0%	44.4%	22.2%	100.0%
Diploma		n	4	4	10	8	7	33
		%	12.1%	12.1%	30.3%	24.2%	21.2%	100.0%
Bachelor		n	3	7	8	23	22	63
		%	4.8%	11.1%	12.7%	36.5%	34.9%	100.0%
Master		n	15	15	14	26	29	99
		%	15.2%	15.2%	14.1%	26.3%	29.3%	100.0%
PhD		n	1	0	1	4	5	11
		%	9.1%	.0%	9.1%	36.4%	45.5%	100.0%
Total		n	23	29	33	65	65	215
		%	10.7%	13.5%	15.3%	30.2%	30.2%	100.0%

An equal number (n = 65, 30.2%) of participants agreed and strongly agreed to the notion that they always read or engaged with social media marketing communications.

A total of 23 (10.7%) participants strongly disagreed with this notion. Of the nine participants taking certificate level courses, two (22.2%) strongly agreed that they always read or engaged with marketing communications on social media. At the diploma, bachelor, masters, and PhD levels, 7 (21.2%), 22 (34.9%), 29(29.3%), and 5

(45.5%) participants strongly agreed that they always engaged with marketing communications posted on social media. From these findings, it emerged that there was no apparent relationship between level of study and engagement with social media marketing.

To evaluate the relationship between level of study and level of engagement with email marketing, a cross-tabulation of level of study and engagement with email marketing was done and presented in Table 4.8.

Table 4.8: Cross tabulation of level of study and engagement with email marketing

		Engagement with email marketing					Total	
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree		
Level of study	Certificate	n	5	1	1	1	1	9
		%	55.6%	11.1%	11.1%	11.1%	11.1%	100.0%
	Diploma	n	5	3	7	11	7	33
		%	15.2%	9.1%	21.2%	33.3%	21.2%	100.0%
	Bachelor	n	39	3	6	7	8	63
		%	61.9%	4.8%	9.5%	11.1%	12.7%	100.0%
	Master	n	7	16	17	32	27	99
		%	7.1%	16.2%	17.2%	32.3%	27.3%	100.0%
	PhD	n	5	0	2	2	2	11
		%	45.5%	.0%	18.2%	18.2%	18.2%	100.0%
Total		n	61	23	33	53	45	215
		%	28.4%	10.7%	15.3%	24.7%	20.9%	100.0%

Most (61, 28.4%) of the respondents strongly disagreed with the notion that they always read or engaged with email marketing. In total, 45 (20.9%) participants strongly agreed that they often read/engaged with email marketing communications. Only one (11.1%) participant undertaking a certificate level course strongly agreed with the notion that

they always read or engaged with email marketing communications. In comparison 7 (21.2%), 8 (12.7%), 27 (27.3%) and 2 (18.2%) participants taking diploma, bachelor, master, and PhD level studies respectively strongly agreed to always reading or engaging with email marketing communications. These findings show that the level of study did not have an apparent relationship with the level of engagement with email marketing.

Table 4.9 summarises the descriptive statistics for frequency of encounter of online adverts, email marketing, and social media marketing.

Table 4.9: Descriptive statistics for engagement with marketing channels

Statistic	Online adverts	Email marketing	Social media marketing
Mean	3.29	2.99	3.55
Median	3.00	3.00	4.00
Mode	3.00	1.00	4.00
Std. Deviation	1.17	1.53	1.33
Coefficient of variation	35.56%	51.17%	37.46%
Skewness	-.097	-.111	-.600
Kurtosis	-.894	-1.485	-.833

The findings show that compared to other channels, engagement with social media marketing (M = 3.55, SD = 1.33) had the highest mean while frequency of encounter of email marketing had the lowest mean (M = 2.99, SD = 1.53). Generally, the distributions of engagement with online adverts and engagement with email marketing were approximately symmetric given that their skewness values (-.097 and -.490 respectively) lay between -0.5 and +0.5 (Brownmath, 2020). With a skewness value of -.600, the distribution of engagement with social media marketing was moderately skewed to the left. With the Kurtosis value (-1.485) for the distributions of engagement

with email marketing less than -1, this distributions was considered to be too flat. The distribution for engagement with online adverts ($g = -.894$) and engagement with social media marketing ($g = -.833$), however, was neither too peaked nor too flat. In general, the distributions of engagement with online adverts and engagement with social media were found to conform to a normal distribution. With the coefficients of variation less than 100%, the distributions of each of the e-marketing channels had low variance.

4.5 Consumer Purchase Decision

The study sought to measure the level to which marketing communications had shaped respondent's decision to purchase a product. The level of agreement that marketing communications had shaped purchase of a product was measured using a 5-point Likert type scale; Strongly disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly agree (5). Table 4.7 shows the distribution of respondents based on their buying behaviour.

Table 4.10: Product Purchase

Product Purchase	Frequency	Percentage
Strongly Disagree	13	6.0
Disagree	63	29.3
Neutral	19	8.8
Agree	54	25.1
Strongly agree	66	30.7
Total	215	100.0

As evident in Table 4.10, when asked whether e-marketing communications had influenced them to purchase a product or service, 66 (30.7%) respondents strongly agreed, 63 (29.3%) disagreed, 54 (25.1%) agreed while 13 (6.0%) strongly disagreed. These findings show that marketing communications generally had different impacts

on buying behaviour and especially the decision to purchase a product. Table 4.11 summarises the descriptive statistics for buying behaviour.

Table 4.11: Descriptive statistics for purchase decision

Purchase a product	Statistic
Mean	3.4512
Median	4.0000
Mode	5.00
Std. Deviation	1.34865
Coefficient of variation	39.08%
Skewness	-.253
Kurtosis	-1.395

The distribution of product purchase ($M = 3.45$, $SD = 1.35$) was approximately symmetric with a skewness of $-.253$. With a Kurtosis of -1.395 , which is less than -1 , the distribution of product purchase was rather flat, indicating that it did not conform to a normal distribution. With a coefficient of variance less than 100%, it is evident that the distribution had low variance.

4.6 Correlation between E-marketing and Purchase of a Product

To examine the relationship between different e-marketing marketing channels (online adverts, email marketing, and social media marketing) and product purchase, a Pearson product-moment correlation coefficient was computed in each case. The level to which participants engaged with online adverts, email marketing, and social media marketing were each measured using a five point Likert scale; Strongly disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly agree (5). Similarly, consumer behaviour (purchase of a product) was measured using a five point Likert scale that measured the level of agreement with the statement that e-marketing had influenced the purchase of a product; Strongly disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly agree (5). The results of the correlation analysis are presented in Table 4.12.

Table 4.12: Correlation analysis

	Purchase of a product	
	Correlation coefficient	Significance
Level of engagement with online adverts	.203**	.003
Level of engagement with social media	.041	.547
Level of engagement with email	.428**	.000

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

The results of the correlation analysis showed that engagement with online (website) adverts ($r = .203, p = .003$) and engagement with email marketing ($r = .428, p = .000$) were both positively and significantly correlated with product purchase. The correlation between engagement with online adverts and purchase of a product was weak while the correlation between engagement with email marketing and purchase of a product was moderate. These findings imply that the higher the engagement with online adverts and the higher the engagement with e-mail marketing communications, the more likely a respondent purchased a product. The study also found no significant correlation ($r = .041, p = .547$) between level of engagement with social media and product purchase. Thus engagement with social media had no significant relationship with product purchase.

4.7 E-marketing and Purchase Decision

Multiple regression analysis was performed to establish a model for the relationship between frequency of encounter of online adverts (independent variable) and frequency of encounter of email marketing (independent variable) and product/service purchase (dependent variable). The analysis yielded the model summary presented in Table 4.13.

Table 4.13: Model summary for product purchase

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.466 ^a	.218	.206	1.20139

a. Predictors: (Constant), social media marketing, online (website) adverts, email marketing

The R value (.466) indicates that social media marketing, email marketing, and online adverts together had a positive moderate correlation with product purchase. This implies that engagement with each of the three e-marketing channels positively influenced product purchase. Evident from the R square value of 0.218, the three e-marketing channels predicted 21.8% of product purchase while the residual 78.2% can be explained by factors beyond the limit of this study. The results of the ANOVA analysis are presented in Table 4.14.

Table 4.14: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	84.694	3	28.231	19.560	.000 ^a
Residual	304.544	211	1.443		
Total	389.237	214			

a. Predictors: (Constant), social media marketing, online (website) adverts, email marketing

b. Dependent Variable: Purchase a product

The study found statistically significant difference between group means as determined by a one-way ANOVA ($F(3,211) = 19.560, p = .000$). The pvalue = 0.000 < 0.05 indicates that one or more of the variables significantly influenced consumer buying behaviour (purchase of a product) of the respondents. To establish the individual factors that influence consumer purchase decision, the coefficients of regression were computed and presented in Table 4.15.

Table 4.15: Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.320	.379		3.482	.001
Website/online adverts	.165	.071	.144	2.329	.021
Email adverts)	.378	.055	.428	6.840	.000
Social media marketing	.129	.063	.127	2.048	.042

a. Dependent Variable: Purchase of a product

$$Y_1 = 1.32 + 0.165(X_1) + 0.378(X_2) + 0.129(X_3) + \varepsilon_1$$

Where;

Y_1 - Purchase of a product

X_1 - Online advert

X_2 - Email marketing

X_3 - Social media marketing

ε_1 - error

Based on the statistics presented in table 4.15, without online adverts, email marketing, and social media marketing, consumer purchase decision (purchase of a product) will be at 1.320. Maintaining all other factors constant, a unit increase in engagement with online adverts would result in an increase of 0.165 in product purchase. Similarly, maintaining all other factors constant, a unit increase in engagement with email marketing would result in an increase of 0.378 in the value of product purchase. Likewise, a unit rise in engagement with social media marketing while holding other factors constant would result in an increase in the value of product purchase by 0.129.

The results further revealed that online adverts ($t = 2.329$, $p = .021 < .05$), email marketing ($t = 6.840$, $p = .042 < .05$) and social media marketing ($t = 2.048$, $p = .000 <$

.05) each had a positive, statistically significant influence on purchase decision. This implies that online adverts, email marketing, and social media marketing are all influencers of purchase decision and, therefore, e-marketing has an influence on the purchasing decision of participants. Based on these results, engagement with email marketing explained most of the participants purchase decision, followed by online adverts, and lastly social media marketing.

4.8 Discussion of Findings

The study found that the vast majority of the respondents, across all age categories, had encountered each of the three e-marketing channels of social media marketing, email marketing, and online adverts. This indicates that e-marketing has become a well-established business practice in Kenya and marketers have the opportunity to rely on e-marketing to communicate to the public about their products and encourage the purchase of their products. This notion is supported by Osewe (2013) and Mbiti (2015) who stated that the e-marketing has become an important and reliable source of information for users and those seeking information on what products to purchase. Njuguna (2018) also noted that e-marketing is vital in spreading information to consumers and, therefore, can influence consumer purchasing decisions.

The study found that of the three e-marketing channels, online adverts was the most encountered while email marketing was the least encountered. In addition, the study found no apparent relationship between age category and encounter of online adverts and between age and encounter of email marketing. The study, however, found that those aged 43 and over were less likely to encounter social media marketing communications. The lower encounter of social media by persons aged 43 and over may be attributed to the lower usage of social media by older age groups

(Tankovska, 2021a; 2021b). The study also found no apparent relationship between level of study and level of engagements with email marketing and social media marketing. The study, however, found that those undertaking certificate level studies were less likely to always read or engage with website adverts. This may be attributed to the fact that those undertaking certificate courses may not be engaging in the search for information search as much as those undertaking higher study levels.

The study found that engagement with online (website) adverts and engagement with email marketing were both positively and significantly correlated with product purchase. However, in spite of the high encounter of social media, the study found that, on its own, level of engagement with social media did not significantly correlate with product purchase. This may imply that when it comes to social media marketing, level of engagement lone may not have a bearing on consumer purchase decision. Thus, marketers may need to go beyond encouraging engagement with their marketing communications on social media and seriously consider the other elements of the marketing mix and the timing of their marketing communications. Supporting this notion, Owusu-Bempah et al. (2013) stated that the elements of the marketing mix are inter-related and disregarding one may result in failure to achieve marketing goals.

The study found that all three e-marketing channels had statistically significant influence on product purchase and, therefore, influenced purchase decision. These findings are to a great extent congruent with the findings of several past studies. In line with the present study findings, Lodhi and Shoaib (2017), Rai (2018), Mahalaxmi and Ranjith (2016), Njuguna (2018) and Mbiti (2015) found that e-marketing generally had an influence on different aspects of consumer purchase decision and buying behaviour. More specifically, this study's findings back those by Rai (2018), Lodhi and Shoaib

(2017), and Njuguna (2018) that found that online (website) adverts had a significant, positive correlation with buying behaviour and particularly purchase of products. These studies also found website adverts to have a significant influence on consumer purchase decision.

The present study findings are also in line with the findings of Rai (2018) and Lodhi and Shaoib (2017) who found that social media marketing positively influenced consumers to purchase more products. In addition, the findings are congruent with Njuguna (2018) who found that social media marketing positively contributed to increased frequency of supermarket visits and increased sales (product purchases). The finding that email marketing has a significant and positive relationship with product purchase is well in line with the findings of Njuguna (2018). Against the findings of this study, Kyule (2017) found no significant connection between social media marketing and purchase decision.

The finding that e-marketing generally has an influence on purchase decision and buying behaviour is congruent with several past studies. Ugonna et al. (2017) and Osewe (2013), for example, found that e-marketing had a significant positive relationship with consumer buying behaviour, such as through product purchase or increased frequency of online shop visits. The findings by Ugonna et al. (2017) seem to suggest that e-marketing has the potential to increase product purchases as repeat shop visits have been associated with increased consumer purchase recommendations and actual product purchases. This study's findings are thus in agreement with those of Ugonna et al. (2017) especially with respect to the positive correlation between online adverts and e-marketing and product purchase. The findings are also in agreement with those of Mahalaxmi and Ranjith (2016) who found that e-marketing had a correlation

with consumer buying decisions and especially product purchase. However, against this study's finding, Mahalaxmi and Ranjith (2016) found that the influence of e-marketing on buying behaviour was not statistically significant. Against the present study findings, Mbiti (2015) found that e-marketing had little impact on the purchase decision of students seeking to buy mobile phones.

This study found that email marketing explained most of the buying behaviour while, against expectations, social media marketing least explained buying behaviour. The finding that email marketing most explained product purchases could be attributed to the fact that e-mail marketing can be more targeted at consumers who have greater potential to purchase particular products. In addition, this marketing channel by its very nature does not directly present opportunities for reviews/comments and thus the consumer is less likely to be influenced by negative product/brand reviews. It is not uncommon for products and brands to be hit by negative comments and reviews when marketed on social media and on web-pages, which may have a negative impact on consumer buying behaviour such as product purchases. What this basically implies is that other people's perceptions and feedback as expressed reviews on social media and on websites can influence consumer buying behaviour. This essentially supports the consumer decision model that postulates that purchase decision is in part influenced by stimuli received and processed by the customer and external variables such as environmental influences (Bray, 2008; Fishbein & Ajzen, 2011). In agreement with the present study findings, Chaffey (2007) noted that e-marketing can influence the attitudes of consumers and can consequently have an effect on outcomes such as brand awareness, purchase decisions, and other elements of consumer buying behaviour.

The present study finding that website advertising, social media marketing, and email marketing are all significant predictors of consumer buying behaviour is also consistent with TRA which suggests that people's behaviours are determined by their intention to behave in a certain way, which itself is controlled by the individual's attitudes towards the behaviour as well as towards subjective norms (Fishbein & Ajzen, 2011). Going by this finding, it may well be stated that consumer purchase decision and buying behaviour can be instigated or strengthened through targeted market communication activities which can be achieved through email marketing (Bostanshirin, 2014; Pawar, 2014). In overall, while the current study concurs with several studies that have found e-marketing to be a predictor of consumer purchase decision, it also brings to the fore the idea that on its own social media marketing may not always correlate with or influence consumer purchase decision.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter summarises the study findings and presents conclusions arising from the results. In addition, it outlines recommendations for policy and practice and points out areas for future research.

5.2 Summary of Findings

According to the findings, majority of the respondents, across all age categories and levels of study, had encountered marketing communications through multiple e-marketing channels. The study thus established that e-marketing has gained a lot of use and is a promising way of presenting marketing communications. The study also found that the most encountered e-marketing channel was online advertising, followed by social media marketing, and lastly email marketing. In addition, the study found a weak positive and significant relationship between engagement with online advertising and purchase of a product ($r = .203, p = .003$) and a moderate, positive and significant relationship between engagement with email marketing and purchase of a product ($r = .428, p = .000$). The study, however, found engagement with social media, on its own, not to be significantly correlated to product purchase ($r = .041, p = .547$). In addition, the study found that online advertising, social media marketing, and email marketing to be significant predictors of product purchase, which implies that e-marketing has a statistically significant influence on purchase decision. Email marketing was found to be the most significant predictor of purchase decision while social media marketing was the least significant predictor. These findings are congruent with the findings of most of the studies reviewed that indicate e-marketing to be positively correlated to

purchase decision. Based on its findings, the study supports both the CDM and the TRB models.

5.3 Conclusion

The study aimed to investigate the influence of e-marketing on the buying behaviour of UoN Kisumu campus students. The study found that e-marketing influences consumer purchase decision in that online/website adverts, social media marketing and email marketing all significantly influence product purchase. These results imply that e-marketing is a determinant of consumer purchase decision, and for marketers, e-marketing is a viable tool for promoting product purchases. Of the three e-marketing channels, email marketing was the most significant predictor of purchase decision, which implies the need for greater attention and focus on this channel by businesses towards influencing purchase decisions and, by extension, consumer behaviour.

Prior to this study very few studies, if any, had focused on the influence of e-marketing on purchase decision in the education sector, presenting a contextual gap. The findings of this study contribute to bridging this knowledge gap through its findings that among UoN Kisumu campus students, e-marketing has a positive and significant influence on purchase decision, and more specifically, product purchase. The study partially confirms the Consumer Decision Model through its finding that e-marketing, which is specifically relevant to the second (information) stage of the model, has an influence on buying decision. The study also partially confirms the Theory of Reasoned Action in that the findings indicate that e-marketing can influence consumer's personal attitudes. However, the study falls short of confirming how social norms and intention influence buying behaviour.

5.4 Recommendations for Policy and Practice

Based on the finding that online advertising, email marketing, and social media all have a significant influence on product purchase, the study recommends that in practice, marketers and those in charge of marketing should invest in e-marketing, with more focus on email marketing, towards increasing their business sales. In addition, business managers should allocate adequate budget to allow or enhance the use of Internet technologies and e-marketing. Based on the same finding, policy makers should come up with strategies to ensure the adoption of e-marketing and better usage of email marketing towards ensuring the effectiveness of this marketing channel in impacting purchase decision and consumer behaviour. In addition, policy makers in charge of marketing should employ individuals who are computer literate and who have the knowledge to use or apply e-marketing. Furthermore, policy makers need to know how to control content that is directed towards consumers given that some marketers use unethical advertising to market fake or poor quality products/markets. Yet again, based on the same finding, the management and directors of UoN managers should design courses or units that equip learners with online marketing skills and allocate adequate resources to this effect.

Based on the findings that there was no significant correlation between social media marketing and product purchase, the study recommends that in practice, marketers and businesses should not shy away from engaging in social media marketing especially considering its growing potential and usage, and given that several studies have found this marketing channel to be effective in shaping consumer buying behaviour. In this regard, policy makers should put in place strategies that will ensure that their marketing communications especially through social media are structured to attract more positive reviews and comments.

The finding that e-marketing influenced purchase decision revealed that the study supported both the CDM and TRB models. To this extent, it is recommended that in practice, businesses should engage in e-marketing as a way of exerting external influence towards changing or strengthening social norms surrounding their products. This way, the businesses can shape consumer attitudes and consequently purchase decisions. In this regard, policy makers should encourage and invest in the establishment of e-marketing communications.

5.5 Limitations of the Study

With respect to conceptualisation, the study was limited by the fact that it focused on only three dimensions of e-marketing and only one element of consumer purchase decision making process. This implies that the results may not be generalizable to all dimensions of e-marketing and all consumer purchase decision.

With regard to context, the samples were drawn from a single university campus, which may render its findings non-generalizable to students in other universities.

With regard to its methodology, the study relied only on a self-reported questionnaire for data collection. The use of self-reported questionnaires and lack of triangulation gave room for the provision of inaccurate, dishonest or exaggerated responses by respondents. Yet another limitation of the study related to how the different constructs were measured. Using Likert type scales to measure e-marketing and purchase decision may not present absolutely accurate or valid results. In spite of these limitations, reasonable actions were taken to ensure that the study elicited reliable and generalizable results.

5.6 Suggestions for Further Research

Conceptually, the study focused only email marketing, online advertising, and social media marketing and did not include other e-marketing channels. Similarly, the study focused on product purchase as an element of consumer purchase decision. Based on these limitations, future studies need to be conducted that include other e-marketing channels and other elements of consumer purchase decision (such as product search and alternatives consideration).

The study focused on the influence of e-marketing on UoN Kisumu campus students alone. Based on this limitation, future studies should be conducted on the same subject with a sample that includes students from several campuses to ensure the results are more generalizable to university students.

The study applied a cross-sectional design in which data was only collected through self-administered questionnaires. Self-administered questionnaires are known to have limitations such as with regard to the provision of false or inaccurate responses. Based on this limitation, future studies on the subject should be conducted using other data collection methods for the purposes of triangulation and to ensure the reliability of the findings.

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APPENDICES

Appendix I: Consent Form

INFLUENCE OF E-MARKETING ON THE PURCHASE DECISION OF STUDENTS AT UNIVERSITY OF NAIROBI, KISUMU CAMPUS, KENYA

Research Consent:

I voluntarily consent to take part in this study. It is in my understanding that I have the freedom to cease participation in the study at any time without facing any consequences. The purpose of the study and what it involves has been explained to me and any questions I have had regarding the study have been satisfactorily answered. It is my understanding that the study involves me filling a questionnaire and that I will not be exposed to any harm different from what I am exposed to in my everyday life. I also understand that I will not be given any direct benefits for engaging in the study. I am aware that the data I provide will be handled confidentially and my anonymity will be maintained, and the information I provide will not be published in its raw form. I understand that I may get in touch with the researcher to seek additional information or clarification regarding the study.

Participant's Signature and Date: _____

Researcher's Signature and Date _____

Appendix II: Questionnaire

This questionnaire aims to collect data on the connection between internet marketing and the purchase decision of students at UoN, Kisumu Campus. Please answer all the questions honestly. I/We will highly appreciate your support.

Section A: Demographic Information

Please tick the option that best reflects your situation:

1. What is your age?

18-22 23-27 28-32 33-37 38-42

43-47 Over 47 years

2. What is your gender?

Female Male

3. Please state your marital status:

Single Married Separated, Divorced or Widowed

4. What level of study are you pursuing at UoN Kisumu Campus?

Certificate Diploma Bachelors Masters PhD

5. For how long have you studied at the campus?

Less than 12 months 1-2 years

3-4 years > 4 years

6. Which best describes your employment status?

Unemployed Part time employed Full time employed

Section B: Internet Use and E-Marketing Experience

7. I regularly use the Internet for (multiple ticks allowed):

Browsing Emailing Product search Work/Business

Social networking Making purchases

8. Which Internet marketing channels/tools/activities have you ever encountered or experienced as a student? (Multiple options/ticks allowed).

Online adverts/Website ads Email marketing Social media marketing

Please mark (tick) the option that best describes the level to which you agree with these statements: 1 - Strongly Disagree, 2 - Disagree, 3 – Neutral, 4 –Agree, 5 – Strongly Disagree

	Statement	1	2	3	4	5
9.	I always read/engage with adverts I encounter on websites (website/online adverts)					
10.	I always read/engage with marketing communications I encounter in my email (email adverts)					
11.	I always read or engage with social media marketing					

Section C: Purchase Decision

12. Please mark (tick) the option that best describes the level to which you agree with these statements: 1 - Strongly Disagree, 2 - Disagree, 3 – Neutral, 4 –Agree, 5 – Strongly Disagree

No.	Statement	1	2	3	4	5
C1	Marketing communications have shaped my decision to purchase a product or service					

Thanks for participating in this study.