

**INFLUENCE OF DIGITAL MARKETING STRATEGIES ON THE  
BRAND EQUITY OF MOBILE NETWORK SERVICE PROVIDERS  
IN KENYA**

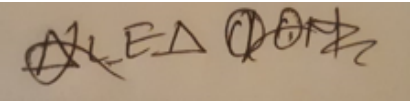
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**A RESEARCH PROJECT SUBMITTED IN PARTIAL  
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**2022**

## DECLARATION

I therefore certify that my research project is a unique piece of work produced alone by me and has not been presented at any other institution.

Signature...  .....Date.....21<sup>st</sup> Nov 2022...

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

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## **DEDICATION**

This research endeavor is dedicated to everyone who has supported the study effort at any of its numerous phases.

## **ACKNOWLEDGEMENT**

I dedicate this study to my loving parents, who have always been there for me when I needed inspiration and kept me going when I wanted to give up. I'd want to thank my family and friends, as well as my teachers and mentors, who have helped me tremendously and inspired me to succeed academically.

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To all I say, May the Lord God bless you abundantly.

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## **ABBREVIATIONS AND ACRONYMS**

<b>GDP</b>	Gross Domestic Product
<b>HR</b>	Human Resource
<b>WHO</b>	World Health Organization
<b>ANOVA</b>	Analysis Of Variance

## **ABSTRACT**

Companies that are extending their operations into markets are required to have solid innovation strategies in place to be successful. Mobile network service providers are developing and altering their product offerings in response to the market dynamics that have increased competition and, as a result, endangered the profitability and development of the industry. The goal of the research was to determine how mobile network service providers in Kenya's mobile market may benefit from using digital marketing methods to increase their brand equity. The research for this article relied heavily on the Technology Acceptance Model and the Theory of Brand Equity. A cross-sectional, descriptive research method was employed for this investigation. This research focused on Kenya's 38 tier 1 and 2 network providers. It was established that website strategy and search engine optimization was adopted by network providers to a great extent while social media, blogs, and online marketing were adopted by providers to a moderate extent. It was discovered that digital marketing tactics and brand equity have a connection that is characterized by a positive association. Most providers in Kenya have successfully implemented digital marketing tactics for brand equity, according to the findings of the research. The success of digital marketing tactics is made clear by the digital apps that were highlighted earlier in this paragraph. Because they were able to implement digital strategies, mobile network service providers in Kenya were able to see an increase in the quality of their company's brand, which led to improved service delivery. Based on the results, network service providers shouldn't only depend on digital marketing methods to boost the quality of their services for consumers; they should also look to employ people who are committed to exceeding customers' expectations at every turn.

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of Study

The digital marketing concept emerged in the dot-com bubble era buoyed by the advancement in communication channels that we're able to transmit promotional messages to a wide scope of audiences within a very short time (Pawar, 2014). Digital marketing strategies have become an important component for different global brands in the recent past (Dwivedi et al., 2020). Managers are shown, via the implementation of digital marketing strategies, how to best utilize their organization's resources to realize its innovative objectives, therefore contributing to the creation of value and the development of solid brand equity (Malek., M oradi, Mehdizade, & Dorostk.,2013). Kigunda (2017) showed that digital marketing had significant results on brand visibility and competitiveness.

The TAM (Davis, 1989) and the brand equity theory served as the foundation for this research. Both models were developed by Davis (Aaker 1991). The Technology Adoption Model (TAM) provides an explanation of the elements that influence the adoption of technology by its intended users. Some of these criteria include apparent benefit and ease of use. Brand Equity is regarded as vantage and it allows an organization to compete better with others in its industry and maximize this advantage to draw maximumly valued customer benefit and market performance (Barney, 1986; Hamel and Prahalad, 1996). A company has to be able to influence how customers think and feel about the goods and services it offers before it can build a strong brand. According to

Amber et al. 2002, the value of marketing activities is what directly contributes to the development of company Key Performance Indicators (KPIs) like sales and leads. Market share growth is another KPI that may be affected by marketing efforts.

Both the percentage of Kenya's gross domestic product (GDP) that the mobile network service providers contributed in 2020, which was 7.5%, and the number of jobs that they created have increased throughout the course of time in Kenya. Numbers from the Communication Authority of Kenya (CA) indicate that over 35 Million Kenyans had active mobile network service subscriptions in the year 2021(CA, 2021). Cumulative data from Statista (2020) indicates that in the year 2019, there were 49.5 million mobile subscribers in Kenya. Globalization has contributed to a highly dynamic business climate in Kenya. This has led to the mobile network service providers in Kenya adopting different strategies to maintain their positions.

### **1.1.1 Digital Marketing Strategies**

According to Sedlacek (2016), digital marketing tactics are technology techniques that are implemented to generate a good image that has substantial potential to drive company. Desktop computers, tablet computers, mobile phones, and smartphones are all rolled into one to create what are known as digital channel platforms. When compared to conventional marketing methods like as direct mail, print, and television, the cost-effectiveness of digital marketing's continuous and tailored customer message is one of its primary advantages. The terms "internet marketing" and "online marketing" are both included in "digital marketing" (Syed & Mousavian, 2011). Strategies for digital marketing include; social media marketing strategy, email marketing strategy, and text

message marketing strategy. Social media marketing emerged and grew in popularity parallel to the growth of social media networks (Pawar, 2014). Social media platforms notably; Facebook, Instagram and Twitter have also grown their promotional infrastructure to give marketers a good and simple interface for placing their business advertisement information.

Digital marketing methods often include email marketing as one of its components. It refers to the utilisation and transmission of promotional messages through an electronic mailing system (Zhang, Kumar & Cosguner, 2017). Email marketing is among the pioneering digital marketing strategies alongside other techniques such as search engine optimization (SEO), website advertising and pop-up internet adverts (Hartemo, 2016; Pawar, 2014). Email marketing is great in its preciseness and information value as information is sent directly to the targeted customer and more details are shared in its wide interface compared to other techniques. The utilisation of email marketing involves a much more complex data accumulation curve as the marketers need to gain trust amongst their potential customers who then provide them with their email information for operational use (Ahmed, Vveinhardt & Streimikiene, 2017; Hartemo, 2016).

Text message marketing is another valuable digital marketing strategy that relies on the utilisation of short message services (SMS) to broadcast to a large number of mobile phone users (Varnali & Toker, 2010). A text message is very convenient in its application as it doesn't require internet connectivity for it to be transmitted to the intended recipient. In-text messaging, the length of characters matters thus marketers choose this strategy when sharing very precise and specific kinds of promotional information (Bacile &

Goldsmith, 2011). Text message marketing is unique in its application as the upside of its adoption guarantees the information communicated is seen by the targeted recipient.

### **1.1.2 Brand Equity**

Brand equity refers to the list of attributes that make a brand desirable before customers' eyes due to its perceived uniqueness, quality, and standards (Świtała et al., 2018). The advantages of Aaker's brand equity model, as shown by Alhaddad (2014) and Seehanam, Akkarangoon, and Ungpannsattawung (2018), are the most convincing proof of a brand's worth in a highly competitive market, hence it has been widely accepted as the gold standard. In Aaker's model, Kotler (2010) explains, brand equity is conditional on five factors: product/service recognition, customer loyalty, word-of-mouth advertising, and the value of the company's intellectual property. At the corporate level, brand equity stipulates the power of influence within the industry of interest. Brands regarded to hold high popularity, equally enjoy substantial levels of customer loyalty which is driven by the factors of association the consumers and customers account for (Seehanam et al. 2018). The element of customer perception in brand preference is extremely powerful as it influences purchase decisions. Brand equity as extended in Aaker's model is largely a perception phenomenon hence the incumbency of proprietary assets (Świtała et al., 2018).

According to Strizhakova et al. (2008), brand value is a multidimensional construct that encompasses elements such as loyalty, awareness, marquee connection, perceived quality, and integrated assets. The quality of loyalty is built up through time as a result of repeated purchases made by customers of the same product or service offered by the

same company, without ever switching to one of the alternatives offered by the rival companies (Mohan & Sequeira, 2012). According to Weber (2012), brand awareness is the knowledge and ability customers have about a product or service, and the many techniques of producing awareness are utilized to pass the information on to the end-users of the product or service. Enhancing and differentiating their brand in the industry market may be accomplished in a variety of methods, some of which include the use of various information channels, such as electronic print and social media (Asamoah, 2014).

According to Martens and Hilbert's theory, customers are believed to have brand associations in their heads, and these associations play a role in the process by which they make purchasing decisions (2011). Adding music, experiences, and influential people to a product or service increases the likelihood that consumers will remember and talk about that product or service. Because of the powerful imagery and the frequent appearance of the brand in the consumers' brains, they are more inclined to make purchasing choices and to continue the process (Wallace, Built and Chernatony, 2013). Endorsement of a brand via the use of brand characters, celebrities, animals, objects, events, and noises can produce a substantial impression in the mind of the customer (Balbaki, 2012).

### **1.1.3 Mobile Network Service Providers in Kenya**

The mobile network service provider in Kenya is dominated by a few multinational mobile network service providers that offer multiple services aggregated within the parent networks. Three companies that account for 98% of the Kenyan market include; Safaricom PLC, Airtel Kenya and Telkom Kenya (Njanja, 2018). These firms offer diverse technology products in various market ranges and demographics. According to

communication data in Kenya, voice over services, text messaging, mobile broadband internet services and mobile money are the major revenue generators for mobile network service providers in firms (CA, 2020). Notable dynamics for mobile network service providers have seen increased competition in the offering of voice over services and mobile broadband internet services.

Airtel Kenya and Telkom Kenya have heavily committed to getting a foothold in the two sub-sectors, backed by massive digital marketing campaigns that are tailored for the ever-growing younger demographics (Ngenga, 2015). The results of digital marketing campaigns towards boosting brand performance in the Kenyan mobile network service sector are still unclear thus warranting the need for more academic inquiry. The purpose of this research was to investigate how Airtel Kenya applies its digital marketing strategy in order to increase the attraction of its brand to a wide range of Kenyan demographics.

Going forward the growth of the mobile network service sector will be driven by developments in mobile money platforms, artificial intelligence, cloud computing, increased network expansion in the country, increased urbanization, population growth and internet penetration. Safaricom PLC commands the highest market share at 64.2% of the mobile subscriptions while Airtel Kenya and Telkom Kenya recorded market shares of 26.8% and 6.0% respectively.

## **1.2 Research Problem**

Any company serious about breaking into foreign markets needs a well-thought-out innovation plan. Marketers are needed to add value to the performance of an organization not only by developing the brand and increasing revenue, but also through the acquisition



of new customers, the retention of existing customers, the satisfaction of existing customers, and the expansion of the market share in general (Kotler & Keller 2013). Digital marketing has to be included into regular company operations because of the widespread availability of ICT. In recent years, Kenya has seen a dramatic rise in the number of internet users. Taking up digital marketing is one of the critical measures to stay relevant and survive (Hansen & Birkinshaw, 2007).

The Kenyan government commissioned an economic analysis which found that once structural changes were made and the market was liberalized, competition increased and profits dropped in the mobile network service providers sector (Kyengo, Ombui and Iravo, 2016). To cope with these market forces that have led to increased competition and thus threatened the profitability of mobile network service providers in Kenya, companies are innovating and changing their product offerings. In the sector, Safaricom has maintained a positive financial performance, while Airtel Networks and Telkom Kenya have restructured their operations in a bid to turnaround financial performance (Mutuva, 2014).

There has been a lot of international, national, and local studies on the topic of digital marketing strategies. Galati et al. (2017) conducted research on the effects of social media advertising on vineyards in Sicily. Faster customer feedback and better communication are cited as reasons for the growing popularity of digital marketing strategies. This study by Low et al. (2020) in Malaysia investigated the use of digital marketing strategies for the purpose of encouraging the development of a stable real estate industry. The study found incredible results in targeted promotions, with faster feedback and increased visibility. In Nigeria, studies by Adegbuyi, Akinyele and

Akinyele (2015) examined the utilisation of digital communication solutions for small businesses in Nigeria.

Adegbuyi et al. aimed to investigate the impact of social media advertising on the development of SMEs in the Ota Metropolitan Area. According to the findings, marketing via social media was to blame for greater exposure of businesses as well as increased awareness among consumers. Similarly, Wantchami et al. (2016) looked at how promoting business on social media affected the bottom lines of local SMEs in the Buea area. The research used questionnaires and random sampling techniques to obtain data from a total of 220 different businesses as part of its sample. The research demonstrated, via the use of the regression method, that digital marketing contributed to a positive enhancement of competitive advantage.

Kigunda (2017) looked at how the use of digital marketing might increase the competitiveness of vehicle dealership businesses in Kenya. This research was conducted locally. According to the results, digital marketing was effective in raising brand recognition as well as stimulating consumer interest in various vehicle manufacturers. Ngochi and Kihara (2019) looked at how LPG small businesses may benefit from digital marketing in order to expand. As an example, the survey's findings showed that LPG buyers had better name identification and recall. In addition, Omondi (2017) analyzed how SMEs benefit from digital marketing in terms of revenue expansion. The findings revealed the existence of moderating effect on sales attributed to digital marketing. It was established that there was low adoption of digital marketing strategies amongst SMEs due to a lack of proper training and knowledge on its application and utilisation.

While many studies focused on digital marketing strategies and brand equity, just a few examined digital marketing strategies as a means of providing a competitive advantage. Based on the identified gaps, this study sought to answer the question, what is the effect of digital marketing strategies on brand equity among mobile network service providers in Kenya?

### **1.3 Objective of the Study**

The objective of this study was to determine the influence of digital marketing strategies on the brand equity of mobile network service providers in Kenya.

### **1.4 Value of the Study**

This study will add additional weight to existing hypotheses about the topic, such as the technological adoption model and the brand equity hypothesis. With the help of this study, the applicability of these ideas in the topic to the contemporary environment and scenario of business will be validated. This study will bring new evidence to notions that have previously been shown to be accurate in the academic world. Both hypotheses on brand equity and digital marketing methods will be put to the test through this study.

According to the study's results, government authorities should better regulate policy formation in the mobile phone providers industry to encourage healthy competition among Kenya's mobile phone providers leading to more revenues and profits. The mobile phone sector is crucial to Kenya's Vision 2030 plan and a key enabler for the country's economic development.

In conclusion, the results of this research will be significant to the practice of management since they will provide ideas on how to improve digital marketing tactics and brand equity. Managers will get a deeper understanding of and appreciation for the significance of innovation within an organization. The findings of the survey will also be significant for investors, given that they will use the data to determine whether they would put money into the commercial operations of Kenya's telecoms business.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter lays up a conceptual foundation for the investigation that will be carried out in subsequent chapters. The discussion includes both the theoretical underpinnings of the research as well as actual investigations on digital marketing methods and brand equity. The chapter also explores digital marketing strategies and brand equity.

#### **2.2 Theoretical Framework**

The study was guided by two theories: the technology acceptance model (Davis, 1989) and the brand equity theory (Aaaker 1991).

##### **2.2.1 Technology Acceptance Model**

The Technology Acceptance Model (TAM) was developed by Fred Davis, Richard Bagozzi and Paul Warshaw in their examination of the technological breakthrough of computer machines and their scaling for global adoption (Ganciu & Niculescu, 2019; Subawa, Dewi & Gama, 2021). The TAM theory was conceptualized on the framework of Ajzen and Fishbein's theory of reasoned action, which advanced the concepts of behavioural intention, personal attitude and subjective norms as determinants of acceptance and subsequent utilisation of certain technologies (Ahmad, 2018; Usman et al., 2021). TAM theory, as described by Al-Qaysi et al. (2020), served as the theoretical foundation for technology acceptance and use on the basis of perceived value in usability and efficacy.

The TAM theory addresses the mechanism by which new technologies can gain market entry and attract user preference by fulfilling two user-centred desires; the usefulness of the new technology and its simplicity in adoption (Usman et al., 2021). This theory is compatible with this study as it covers the area of digital application utilisation amongst people through diverse channels notably, social media, email and SMS messaging. In addition, this study anchors all the dimensions of the research in the digital business to customer interaction, which can be achieved through social media, email, and SMS. In addition, TAM theory has been proposed as the most effective guide in conceptualizing the relevance of digital marketing techniques in the rapidly advancing technological fronts (Subawa et al., 2021).

### **2.2.2 Brand Equity Theory**

Brand equity is measured by comparing a product's current market price with what it would be without a brand (Farquhar, 1989; Keller, 1993). Consumer loyalty and high perceived quality are examples of brand equity, as described by Kotler and Keller, 2012; Aaker, 1991. Brand equity also comprises strong positive connotations that people have with a particular brand. The term "brand equity" describes how much a company and its customers are willing to pay for a particular product. Brand equity occurs when key stakeholders react favourably to an organization's marketing initiatives, such as advertising, communication, and solutions. Brand equity is the value derived from stakeholders by an organization's branding efforts. Merrilles (2007) notes that an organization can build positive brand equity through effective and comprehensive marketing and communication initiatives to all stakeholders which include customers, employees, suppliers, regulators, etc.

Marketing theory and practice agree on the importance of brand equity as a strategic asset, which must be nurtured to reap maximum value from it. In terms of determining a brand's worth, there is little agreement on the best way to do it. For Keller and Lehmann (2006), brand value is represented at the customer, product, and financial/revenue levels, which are related to separate markets. The other aspect of brand equity that is yet to receive scholarly consensus is the underpinning theories on the heritage and ethos of brand equity (Davicik, 2013). Much is yet to be understood about brand equity, especially how brand equity affects organizations with multiple brands, how customer needs evolve with time and the impact of these changing needs on brand equity as well as marketers' decisions on the product portfolio.

Research on brand equity has focused on two primary measures: customer-based and financial-based. Whether a customer's experience with a product or service is positive or bad depends on the nature of the interaction between the client and the offering (Aaker, 1991; Keller, 1993). When it comes to measuring performance, a financial-based strategy leverages the brand's financial worth as an indicator (Simon and Sullivan, 1993). Even with the differing approaches, brand equity is largely regarded as an asset as discussed by Ambler et al. (2001) who suggest that brand equity marketing activities or initiatives have a way of building or eroding brand equity. Positive brand equity will assist an organization to grow sales and market share by selling solutions provided by the organization. Aaker et al., 2014 further discuss that a brand is regarded as an asset due to its capability to be sold in an open market and bought by a willing buyer at an agreed value or price.

This concept highlights the relevance of customer knowledge and brand awareness as building blocks in a customer-based equity model (Keller 1993). According to Aaker (1991), it is impossible to talk about brand equity without addressing its three pillars; brand recognition, brand association, and perceived quality. Although evaluating brand equity is considered crucial in theory and practice, no one agreed-upon metric of brand equity exists. Simon and Sullivan (1993) discuss that while there is no agreed measure, the best approach is using objective-based market data, that has to be tracked over some time across different organizations. Largely in both literature and practice, it's agreed that brand equity is first determined by a customer and that the different brand-building elements build on this.

### **2.3 Empirical review and Knowledge Gaps**

Globally, Meier and Boyne (2017) studied digital marketing strategies and brand equity of public organizations in the United Kingdom. Using a variety of digital marketing tactics and public sector brand equity in the UK, the research found a significant correlation between the two. In addition, this study was conducted in a unique setting, therefore the findings cannot be extrapolated to other situations. Halligan and Shah, 2010 looked at how digital marketing tactics affected construction company brand equity in Indonesia. It was discovered that the way a corporation uses social media might impact the quality of the services it provides. The spread of knowledge and mutual understanding may be facilitated by means of social media.

Decision-making among SMEs in Ipoh, Malaysia was studied by Kaur (2014). Methodologically, this study was of a descriptive nature. In our analysis, we focused on three specific social media sites: community blogs, Twitter, and Facebook. Using the



EKB (Engel-Kollat-Blackwell) Five Steps Model, the results demonstrated that social media does affect the customer decision-making process at each stage. According to the results, people's issue recognition may have been motivated either by internal or external stimuli; in the present study, the external stimuli were the social media sites. Sixty-nine percent of those who took the survey said it prompted them to go out and make a purchase. The research also found that buyers might learn about new goods, services, and even companies via the medium of social media. The data also revealed that buyers were inclined to voice their satisfaction or displeasure on social media after making a purchase.

Adetunji et al. (2018) aimed to investigate how customer-based brand equity (CBBE) is influenced by marketing communication tactics implemented through social media. The research used a survey approach using a topic guide structured questionnaire to calculate CBBE for automobile brands in Malaysia. Findings suggested that CBBE benefited from marketing and communication efforts that used social media. The study showed that both firms generated, and customer-generated content focused on brand interactivity affected the brand equity of motor-vehicle brands. The inquiry focused mostly on businesses engaged in the cultivation, harvesting, and shipping of agricultural goods.

At Sapienza in Rwanda, Dehghani (2016) investigated how advertising on YouTube draws young customers in the regional market. The descriptive research design was used for this study. The study indicated that personalization, informativeness, and customization were the most powerful positive drivers for brand recognition, and the same was true for the purchase intent of customers. However, the research also discovered that aggravation was shown to be negatively associated to YouTube advertising. The research came to the conclusion that the perception of customers on

YouTube advertising connected to the purchase intent and customisation had a significant effect in the value of the advertisement.

Yunus (2014) studied digital marketing strategies and brand equity of small enterprises in the Uganda metropolis. The research established that strategy innovation affected the brand equity of small enterprises. The results showed that a company's brand equity increased once they started using email marketing. For the impact to be felt, the research suggested that suitable training should be done on innovations before implementing them in a firm.

Research was conducted by Jamalzadeh et al. (2012) to analyze the function of email advertising and its impact on customer perceptions. This study gathered information regarding students' attitudes about email advertising by a combination of descriptive methods and quantitative techniques, namely, a pre-tested, structured questionnaire. A total of 384 participants who were all university students in Tehran, Iran was drafted for the survey. The results showed that email advertisement which was informative and rich in entertainment content positively impacted consumers' attitudes. In addition, user privacy invasion emerged as the main negativity that repelled consumer interest. In India, this finding has been collaborated by Mahmoud et al. (2019) who posited that an effective email that can capture the attention of the customer and alter their attitudes towards a particular brand must be simple and of high-quality creativity.

Dore (2018) conducted an analysis of local digital marketing tactics and the influence such strategies had on the branding of businesses that manufacture health care items. In order to complete a descriptive research, questionnaires were sent out to 22 Nairobi-

based manufacturing firms. Researchers utilized a regression model to determine that Twitter, TikTok, and Facebook accounted for 88.0% of the branding variation. The study shows that when using a digital marketing strategy, there is a significant effect on brand value.

Onyango (2013) analyzed the impact of social media marketing on brand equity by assessing the breadth of its communication strategies. The research utilized a combination of qualitative techniques, such as a structured questionnaire, and quantitative approaches, such as content analysis, to obtain and analyze its results. Based on the results of this study, businesses should adopt a communication strategy that puts the emphasis on their customers and takes use of the specific features of social media. A communication strategy effective in optimizing social media for brand building should focus on both B2C (Business to Customer) and C2C (Customer to Customer) social interactivity. Adetunji et al. (2018), who studied unified platforms for cutting-edge social media advertising, found similar results and advocated for a more technology approach to social media marketing, therefore our findings are consistent with theirs.

A study by Njoroge (2016) evaluated customer attitudes within the framework and context of SMS advertising. The study utilized a survey methodology, which employed a structured questionnaire that was filled by a select group of undergraduate university students in Kenya. The frequency and content of advertisements sent via SMS didn't influence shopping attitudes amongst shoppers across different age groups. Short informative advertising SMS were found to be more attractive to shoppers but were less likely to influence their shopping attitudes. These findings agree with submissions of Makudza et al. (2020) on tapping into attitudes of customers using simple and creative

messages towards driving prospects for brand preference and ultimate loyalty. Due to the use of quantitative techniques for analysis in the research as well as the fact that the environment was automotive firms, it is not viable to extend the findings to mobile service providers.

Ochieng (2012) studied the effect of social network site (SNS) advertising on college-bound students by surveying University of Nairobi students. An exploratory descriptive strategy was adopted for this study. Consumers' product awareness, purchasing intent, and brand loyalty were all positively affected by social media advertising, the study found. According to the findings of the survey, more than half of university students who participated in social networking services also subscribed to several services. The students cited Facebook as the platform that influenced their choice to make a purchase the most, followed by Twitter, Google Plus, and LinkedIn. Students who used social networking sites did not engage with the adverts that were posted on such sites. It was discovered that information about a brand or product collected through social media might alter students' opinions about that brand or product. According to the findings of the research, other than for the sake of gaining information, social networking sites are rapidly becoming the first port of contact before purchase choices are made, making them a crucial factor in determining purchasing intent. The setting of the research was universities, not the sector of mobile service providers, and the analysis was performed using structural equation modelling, as a result, there are contextual and methodological deficiencies.

In Kenya, manufacturers of red meat are significantly influenced by brand equity components such as brand name, emblems, slogans, and colours (Mandila 2018). He

concludes that firms with superior brands dominate the market hence, positive brand equity is a driver of performance and sales. The study further recommends that in practice, management and marketers should work on building brands that are impactful for them to increase their customer loyalty and market share. Mandila through his study further establishes that brand equity influences financial value, customer value and employee retention. However, the value of brand equity to a company is not analyzed in the study.

The introduction and continued growth of the Internet have opened up new doors for experts in the marketing industry, allowing them to improve upon the standard marketing procedures that are now in place (Pires & Aisbett, 2017). When it comes to marketing on the internet, a great deal of success relies on the nature of the goods and services that are being offered for sale. In addition to this, the whole marketing plan may benefit from the addition of digital marketing since it may cut down on both time and money spent. The unique selling proposition of a company, also known as the unique set of advantages that produces value for its clients, should be communicated in a way that is both clear and concise in order to be considered an effective digital marketing approach (Peterson, 2016).

During the age of digital marketing, the customer has gained more power as a result of the information that is readily accessible on the internet regarding various items (Rahman, 2016). Making it simple for customers to move from one product to another when they have a need to do so for any number of reasons. Customers today almost always use the internet to research and buy the goods and services they need. Customers now have access to a diverse selection of online shopping destinations because to the

growing number of businesses that are joining the sector. If a buyer is interested in buying a certain product, they may search the internet and discover numerous other vendors that sell the same goods. The client is the one who ultimately picks which of many sellers of an identical product they will purchase from (Valvi & Fragkos, 2017).

Research conducted by Bilal, Ahmed, and Shehzad (2014) in the context of the apparel industry looked at the impact of various social media methods (including YouTube, Blogs, and Twitter) and social networks (Facebook, Google, and LinkedIn) on customers' purchasing decisions. The findings of the research came from a poll that was taken at the University of Gujrat in Pakistan, which is located in Pakistan. According to the findings of the research, students' utilization of various social media platforms led to an effect or shift in their purchase habits for a variety of items and services, regardless of whether or not the students were using these platforms themselves. The findings showed that the majority of the students gave Facebook and YouTube more priority when deciding which products to buy. The investigation indicated that the students' 21 purchasing choices were significantly impacted by the students' exposure to internet media. According to the findings of the research, students used a variety of platforms as sources to gather information on a variety of businesses, as well as their brands, goods, and services. According to the findings of the research, there was a larger degree of influence exerted by online social networks on each and every step of the process of making a purchase choice.

In Kenya, Maalim (2014) examined the influence of brand equity on pharmaceutical firm performance. He included all thirty-eight pharmaceutical firms as of 2014 in his study and concluded that while brand equity influences firm performance, different brand

equity determinants influence performance differently. Pharmaceutical firms in Kenya are facing competition as the world turns into a village and they recognize the need to differentiate through brand-building initiatives. This study however focused on pharmaceutical firms as opposed to mobile service providers.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This is a representation of the research methods that were used during the whole of the study. The design of the research is the major emphasis of this section, followed by the procedures for data analysis, and then lastly the strategies for data collection and presentation that were implemented as part of this study.

#### **3.2 Research Design**

A research design is a plan developed by a researcher to synthesize the many facets of a study into a coherent whole, in accordance with the necessary steps, and thereby provide answers to the study's central issues (Kombo & Tromp 2006). The descriptive survey method was employed for this investigation. Descriptive research seeks to explain a subject by creating a character sketch of relevant issues, people, or occurrences. This is accomplished by collecting data and tabulating the requirements of variables or their integration (Hair, Page & Brunsveld, 2019). The method assures that it is possible to conduct an analysis of what, when, who, and the location of a specific relevance, as well as the degree to which it relates to the variables.

#### **3.3 Population of the Study**

According to Kothari (2004), a target population is any member who is either in an actual group or a hypothetical group of persons, things, or topics from whom the researcher seeks to extract conclusions of a general character about the variables that are the focus



of the study. According to a study published by the Communication Authority of Kenya in 2020, there are 38 mobile network service providers in Kenya that fall into tiers 1 and 2. The participants in this research were 38 mobile network service providers from tiers 1 and 2 in the Kenyan market. The study carried out a census study.

### **3.4 Data Collection**

The data used in this analysis were taken from from the original sources. The majority of the data came from a questionnaire with no room for free-form responses. Mugenda and Mugenda (2003) argue that the questionnaire method is the best tool for collecting accurate data. The questionnaire only allowed for short answers. The survey included three parts, the first of which was made to find out about the characteristics of the company. The next section discussed the organization's use of digital marketing methods, while the third section focused on the organization's brand equity. The questionnaire was sent to a variety of businesses through drop and collect later, as determined by the researcher. In the event that the researcher was unable to physically deliver the surveys, they were required to be distributed using a Google form.

### **3.5 Data Analysis**

After the information was gathered, the questionnaires were revised to ensure consistency and comprehensiveness. The data was cleaned up by editing, tabulating, and coding to reveal any anomalies in the replies and to include quantitative data into the responses for future analysis. Descriptive statistics were employed for the analysis, including measurements of the central trend (mean) and dispersion (variance and standard deviations). Visualizations and tabular data displayed the results. The nature of the

relationship between the variables was determined using the multiple linear regressions model shown below:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

Where:

$Y$  = Brand Equity     $\beta_1$  to  $\beta_3$  are the regression coefficients

$X_1$  = Social Media Marketing

$X_2$  = Search Engine Optimization

$X_3$  = Website and blogs

$X_4$  = Online marketing

$\epsilon$  = Error term

## **CHAPTER FOUR**

### **DATA ANALYSIS, PRESENTATION AND DISCUSSION**

#### **4.1 Introduction**

This chapter presents statistical analysis and discussions of study results on the effect of digital marketing techniques on the brand equity of mobile network service providers in Kenya.

#### **4.2 Response Rate**

There was an 86.84% response rate, with only 33 out of 38 surveys returned for examination. Evidence from this study lends credence to the assertion made by Mugenda & Mugenda (2013) that test success rates of more than 50% are achievable. Results were sufficient for data analysis since, as per Babbie (2010), a 70% return rate is regarded to be excellent, and a 60% return rate is deemed to be acceptable. Researchers were able to go on to the next phase of the procedure because of the high response rate. This phase included analyzing the collected data.

#### **4.3 Organizational Characteristics**

The data were helpful in knowing the background information on the companies that were being considered. The number of workers, the amount of time the firm has been operating as a mobile network service provider, and the ownership structure.

### 4.3.1 Period of operation

According to the information provided by respondents, table 4.1 details the length of time that mobile network service providers have been in business.

**Table 4.1: Period of Operation**

Years	Frequency	Percent
Less than 4 years	6	18.18
4-8 years	11	33.33
Above 8 years	16	48.48
Total	33	100.0

**Source: Field Data (2022)**

According to Table 4.1, 48.48% of mobile network service providers have been in business for more than eight years. This is followed by 33.33% of providers who have been in business for between 4-8 years, and 18.18% of providers who have been in business for fewer than four years. The conclusion that can be drawn from this is that the vast majority of mobile network service providers are now active in the Kenyan Market.

### 4.3.2 Number of Employees

The purpose of this research was to determine the total number of staff members working for mobile network service providers. It required the responders they provide an estimate of how many employees the company has. Table 4.2 presents the findings obtained by doing a statistical analysis of the replies.

**Table 4.2: Number of Employees**

<b>Employees</b>	<b>Frequency</b>	<b>Percentage</b>
Less than 400	27	81.8
401 - 1000	3	9.1
Over 1000	3	9.1
<b>Total</b>	<b>33</b>	<b>100.0</b>

**Source: Field Data (2022)**

According to the findings presented in table 4.2, most mobile network service providers have fewer than 400 employees, which accounts for 81.8% of the total. This is followed by employees numbering between 401 and 1000, which accounts for 9.1% of the total, and finally over 1000, which accounts for 9.1% of the total. This suggests that the majority of companies that offer services for mobile networks are sources of employment.

### **4.3.3 Ownership Structure**

The purpose of the study was to investigate the different ownership configurations that are used by mobile network service providers. Table 4.3 presents the results of the replies obtained from the respondents.

**Table 4.3: Ownership Structure**

<b>Years</b>	<b>Frequency</b>	<b>Percent</b>
Private	28	84.9
Publicly listed	2	6.0
Government-owned	3	9.1
<b>Total</b>	<b>33</b>	<b>100.0</b>

**Source: Field Data (2022)**

According to Table 4.3, the vast majority of mobile network service providers are privately held at a rate of 84.9%, followed by publicly listed at a rate of 6.0%, and finally government-owned at a rate of 9.09%. It may be deduced from this that the majority of mobile network service providers are privately held.

**4.4 Digital Marketing Strategies**

In this investigation, digital marketing tactics were treated as the explanatory variables. Respondents were asked to indicate their level of agreement using one of the following phrases: "to a very great extent," "to a huge degree," "to a moderate degree," or "to a minor degree." extent at great rating was associated with a value of mean which is not more than 5.0 and not less than 4.0, extent at moderate rating was associated with a value of mean which is not more than 4.0 and not less than 3.0; extent at small rating was associated with a value of mean which is not more than 3.0 and not less than 2.0; Not at all extent was associated with a value of mean which is not more than 2.0 and not less than 1.0. Five points were awarded for each of these features, with four, three, and one points given for the least positive responses.

#### 4.4.1 Social Media

The respondents were provided with five assertions on social media concerning digital marketing tactics, and they were asked to indicate the degree to which they agreed with each statement. The results are shown in Table 4.4.

**Table 4.4: Social Media**

<b>Statement</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>
The firm uses social media to launch new products	33	4.24	.54
The company will utilize social media to remind consumers about things that they already own.	33	3.33	.61
On social media, there are a lot of people asking questions about both the new and the old goods.	33	3.80	.56
There is a correlation between the company's use of social media for marketing and the subsequent growth in sales.	33	3.59	.41
The use of social media contributes to the expansion of the client base.	33	3.36	.56
<b>Composite Statistics</b>	<b>33</b>	<b>3.67</b>	<b>0.53</b>

**Source: Field Data (2022)**

Regarding Table 4.4, the vast majority of respondents concurred that the company makes use of social media in order to introduce brand-new items to the market (Mean 4.24, SD 0.54). It was also said that the company makes advantage of social media to remind clients about items that are already in their inventory (Mean 3.33, SD 0.61). On social media, we get a great number of questions concerning both our new and our old items (Mean of 3.80, SD 0.56). Further, when the promotion is done via Social Media, the company experiences an increase in sales (Mean 3.59, SD 0.41). In conclusion, the use of social media contributes to the expansion of the client base (Mean 3.36, SD 0.56). The overall mean was 3.67, which indicates that a considerable number of mobile network service providers in Kenya have adopted social media to a modest level.

#### 4.4.2 Website

On the website, the participants were presented with five assertions concerning digital marketing techniques, and they were asked to indicate the degree to which they agreed with each statement. The results are shown in Table 4.4.

**Table 4.5: Website**

Statement	N	Mean	Std Dev
Access to previously inaccessible clients and marketplaces has been made possible via websites.	33	3.90	.56
The amount of clicks on our display advertisements has grown thanks to websites.	33	4.26	.61



The quality of the customer experience as well as the level of consumer satisfaction has increased thanks to websites and blogs.	33	4.11	.33
The visibility of brands has improved thanks to websites and blogs.	33	4.34	.33
Our market share has expanded thanks to websites and blogs.	33	4.23	.79
<b>Composite Statistics</b>	<b>33</b>	<b>4.17</b>	<b>.53</b>

**Source: Field Data (2022)**

Based on the data shown in Table 4.5, websites and blogs have contributed to an increase in brand awareness with a (Mean 4.34, SD 0.33). Websites have led to an increase in the number of clicks on display advertisements, with a mean of 4.26 and a standard deviation of 0.61. Additionally, websites and blogs have led to a rise in the company's market share (Mean of 4.23, SD 0.79). Websites and blogs have significantly enhanced both the customer experience and the degree to which customers are satisfied (Mean 4.11, SD 0.33). Access to new clients and markets has been made possible via the use of websites (Mean 3.90, SD 0.56). The total mean was 4.17, which indicates that mobile network service providers in Kenya have, to a significant degree, embraced the website alternatives available to their customers.

### 4.4.3 Blogs

The participants were provided with five assertions gleaned from blogs concerning digital marketing methods, and they were asked to identify the degree to which they agreed with each statement. The results are detailed in Table 4.6.

**Table 4.6: Blogs**

<b>Statement</b>	<b>N</b>	<b>Mean</b>	<b>Std. dev</b>
Blogs have made it possible to reach new consumer bases and marketplaces.	33	4.04	0.45
The amount of hits on our website has grown as a direct result of blogs.	33	4.10	0.89
Blogs have increased both the level of consumer interaction and their level of expertise.	33	4.11	1.10
Blogs have contributed to a rise in the recognition of brands.	33	3.70	1.08
Blogs have helped us capture a larger portion of the market.	33	3.90	0.92
<b>Composite Statistics</b>	<b>33</b>	<b>3.97</b>	<b>0.88</b>

**Source: Field Data (2022)**

As shown in Table 4.6 blogs have improved customer engagement and knowledge with a (Mean 4.11, SD 1.10). It was also found that the amount of clicks on our website has grown thanks to the influence that blogs have had (Mean 4.10, SD 0.89). In addition, blogs have made it possible to reach new consumer bases and marketplaces. with a (Mean 4.04, SD 0.45). Blogs have increased the firm’s market share (Mean 3.90, SD 0.92). Lastly, blogs have increased brand recognition with a (Mean of 3.70, SD 1.08). The total mean was 3.97, which indicates that many mobile networks service providers in Kenya adopted the blogging option to a modest level.

#### 4.4.4 Search Engine Optimization

The participants were provided with five statements about search engine optimization regarding digital marketing tactics, and they were asked to identify the degree to which they agreed with each statement. The results are shown in Table 4.7.

**Table 4.7: Search Engine Optimization**

<b>Statement</b>	<b>N</b>	<b>Mean</b>	<b>SD</b>
The number of people who visit the website for the first time has grown as a result of SEO.	33	4.23	.54
The market share and conversion rate have both improved thanks to SEO.	33	3.90	.56
SEO has led to an improvement in the ranking of brands on searches (organic share of brand voice)	33	4.10	.41

The average number of hits received by each advertisement has increased thanks to SEO.	33	3.86	.52
The effectiveness of campaigns has increased thanks to SEO.	33	3.96	.58
<b>Composite Statistics</b>	<b>33</b>	<b>4.01</b>	<b>0.52</b>

**Source: Field Data (2022)**

Table 4.7 reveals that SEO has increased the number of unique visitors to the website (Mean 4.23, SD 0.54). SEO has improved brand ranking on searches (Mean 4.10, SD 0.41). SEO has improved in campaign performance with a (Mean of 3.96, SD 0.58). SEO has increased market share & conversions with a (Mean of 3.90, SD 0.56). In conclusion, search engine optimization has resulted in an increased number of hits per advertisement with a (Mean of 3.86, SD 0.52). The fact that the overall mean was 4.01 suggests that a significant number of mobile network service providers in Kenya have made significant investments in search engine optimization.

**4.4.5 Online marketing**

The participants were provided with five statements about digital marketing tactics related to online marketing, and they were asked to indicate the degree to which they agreed with each statement. The results are shown in Table 4.8.

**Table 4.8: Online marketing**

<b>Statement</b>	<b>N</b>	<b>Mean</b>	<b>Std.</b>
------------------	----------	-------------	-------------

			<b>dev</b>
Customers are attracted in greater numbers by online marketing.	33	3.98	0.45
Customers believe that purchasing products and services online is more convenient.	33	4.06	0.90
Customers are pleased with the timeliness of delivery, and they provide excellent comments on their usage of the platform.	33	4.12	1.14
Customers have a negative impression of marketing done online.	33	3.70	1.08
Customers are attracted in greater numbers by online marketing.	33	3.90.	0.92
<b>Composite Statistics</b>	<b>33</b>	<b>3.95</b>	<b>0.88</b>

**Source: Field Data (2022)**

Customers have provided excellent comments about their experiences using the platform with a (Mean 4.12, SD 1.14). It was also shown that clients consider internet marketing to be easy in conjunction with a (Mean 4.06, SD 0.90). Customers have a negative impression of marketing done online (Mean 3.90, SD 0.92). Last but not least, consumers have expressed satisfaction with the timeliness of delivery when a (Mean 3.70, SD 1.08). The total mean was 3.95, which suggests that mobile network service providers in Kenya

have adopted search engine optimization to a modest level. This is based on the fact that mobile network service providers in Kenya.

#### 4.5 Brand Equity

The dependent variable was brand equity. It was necessary to determine respondents' views on their brand equity. On a 5-point Likert scale, participants agreed or disagreed with the following assertions: "to a very great degree," "huge degree," "moderate degree," "little degree," and "not at all." The response to each inquiry that revealed the most favorable reaction to these activities was awarded 5 points, followed by 4, 3, 2, and 1 points, in descending order, for the responses that revealed the least positive reactions. For the purpose of differentiating the extent, the following analysis has been advocated: extent at great rating was associated with a value of mean which is not more than 5.0 and not less than 4.0, extent at moderate rating was associated with a value of mean which is not more than 4.0 and not less than 3.0; extent at small rating was associated with a value of mean which is not more than 3.0 and not less than 2.0; Not at all extent was associated with a value of mean which is not more than 2.0 and not less than 1.0. There were five assertions considered in the analysis of brand equity.

**Table 4.9: Brand Equity**

<b>Statement</b>	<b>N</b>	<b>Mean</b>	<b>Std. dev</b>
The organization uses corporate colours, logos, and imagery as a point of differentiation from the competition	33	4.18	0.95

The organization is keen to develop positive associations through sponsorships and CSR activities	33	3.73	1.06
The organization strictly adheres to the provisions of its customer service charter	33	3.57	0.99
Customers consider our brand name when investing with our organization	33	3.00	1.02
Customer loyalty and intent to re-purchase is a measure of brand equity	33	3.40	1.05
<b>Composite mean</b>	<b>33</b>	<b>3.57</b>	<b>1.01</b>

**Source: Field Data (2022)**

Table 4.9 reveals a Mean of 4.18 and a standard deviation of 0.95 that the organization uses corporate colours, logos, and imagery as a point of differentiation from the competition. The organization is keen to develop positive associations through sponsorships and CSR activities which has a 3.73 mean and 1.06 standard deviation. The organization strictly adheres to the provisions of its customer service charter with a 3.57 mean and 0.99 standard deviations. Customer loyalty and intent to re-purchase is a measure of brand equity was a mean 3.40 and standard deviation was 1.05. With a Mean of 3.00 mean and a standard deviation of 1.02, customers consider our brand name when investing with our organization. Overall, the mean was 3.57, indicating that brand equity is practised by mobile network service providers in Kenya to a moderate extent.

## 4.6 Regression Analysis

The purpose of this research was to investigate the ways in which digital marketing methods impact the brand equity of mobile network service providers in Kenya. The independent variables have the following components as their parameters: social media, websites, blogs, search engine optimization, and online marketing.

### 4.6.1 Model Summary

Using multiple regressions, we investigated the effect that the independent variables had on the predictor factors. The summary of the model may be seen in Table 4.10.

**Table 4.10: Model Summary**

Mo	R	R Square	Adjusted R Square	Std. The error in the Estimate del
1	.889 <sup>a</sup>	.790	.753	.896

a. predictors: (constant), social media, website, blogs, search engine optimization and online marketing

### Source: Field Data (2022)

The results are summarized in Table 4.10, and at a significance level of 0.05(5%), they indicate that R and R<sup>2</sup> were, respectively, 0.889 and 0.790. As shown by the value of R=0.889, there is a correlation between the use of digital marketing methods and increased brand equity. According to the findings, the predictors in the model may account for 79% of the variance in brand equity, while the remaining 21% of the variation in brand equity is attributable to variables that are not included in the model.



#### 4.6.2 Goodness of Fit of the Model

The researcher carried out an analysis of variance (ANOVA), the results of which are shown in Table 4.11, to determine whether or not the applied regression model was appropriate for the data collected.

**Table 4.11: ANOVA**

<b>Model</b>		<b>Sum of Squares</b>	<b>Df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
1	Regression	.324	5	.067	1.558	.015 <sup>b</sup>
	Residual	1.123	28	.043		
	Total	1.149	33			

a. Dependent Variable: Brand Equity

b. Predictors: (Constant), Social media, website, blogs, search engine optimization and online marketing

#### **Source: Field Data (2022)**

The results of the ANOVA are shown in Table 4.11. Utilizing this table, one may calculate, at a 5% significance level, the significance of the coefficient of determination. Within the scope of this inquiry, a p-value of  $0.015 < 0.05$  is considered to be statistically significant. As a consequence of this, the effectiveness of a company's digital marketing activities is a crucial factor in determining brand equity.

### 4.6.3 Model Regression Coefficients

The results in Table 4.12 show significant values, t-statistics, standardized and unstandardized coefficient

**Table 4.12: Regression Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B ( $\beta$ )	Std. Error	Beta ( $\beta$ )		
(Constant)	.279	.756		.3690	.001
Social media	.256	.239	.145	1.071	.000
Website	.174	.159	.254	1.094	.000
Blogs	.149	.125	.315	1.192	.019
Search engine optimization	.170	.273	.124	.622	.000
Online Marketing	.167	.156	.139	1.071	.000

a. dependent Variable: Brand Equity

According to Table 4.12, all of the variables had positive predictive power, despite the fact that there was some fluctuation in the degree of significance. According to the findings, there was both a good and an outcome associated with brand equity brought about by social media ( $\beta=.239$ ,  $p=0.000$ ). A unit change in the social media would result in a significant change in brand equity of 0.239 units in the same direction, according to the equation that was just presented, which meant that when other variables are held

constant, a change of one unit in the social media would have the same effect. On the other hand, websites had a constructive and unimportant influence on brand equity ( $\beta = .159$ ,  $p = 0.000$ ). The regression equation suggested that while other factors are held constant, a change of one unit in the websites would result in a significant shift of 0.159 units in the same direction for the brand equity. This was inferred by the fact that the equation. In a manner analogous, blogs had a beneficial and unimportant influence on the value of the brand ( $\beta = 0.149$ ,  $p=0.019$ ).

The regression equation suggested that while other factors are held constant, a change of one unit in the blogs would result in a negligible shift of 0.149 units in the same direction in brand equity. This was inferred by the fact that the equation. The correlation between search engine optimization and brand equity was positive and statistically significant ( $\beta = 0.170$ ,  $p = 0.000$ ). The regression equation suggested that when other factors are held constant, a unit change in the search engine optimization will result in a substantial change in brand equity of 0.170 units in the same direction. This was inferred from the fact that the equation adjusted for other variables. In conclusion, brand equity was positively affected by internet marketing in a relative way ( $\beta = 0.167$ ,  $p = 0.000$ ).

A unit change in the internet marketing would result in a substantial shift in brand equity of 0.167 units in the same direction, according to the regression equation. This is the case even when other factors are held constant. The Overall regression equation was as follows: -

$$Y=0.279+0.256X_1+0.174X_2+0.149X_3+0.170X_4+0.167X_5$$

#### **4.7 Discussion of Findings**

According to the findings of the survey, the majority of mobile network service providers in Kenya have adopted social media to a limited but noticeable degree. This was backed by the following statements: the company utilizes social media to introduce new items, a significant number of questions are received through social media regarding both new and current products, and the company uses social media to remind consumers about existing products. These results corroborate those of Adetunji et al. (2018), who discovered that customer-based brand equity was positively affected by social media communications and social media marketing.

According to the findings of the research, mobile network service providers in Kenya are significantly influenced by websites. This was backed by the statements that are listed below: websites have raised the amount of clicks on our display advertisements; websites have given access to new markets and consumers; social media has led to a rise in the number of queries about new and current items; and blogs have boosted brand awareness. These results agree with Pawar, (2014) website marketing emerged and grew in popularity in parallel to the growth of digital platforms.

According to the findings of the research, mobile network service providers in Kenya are susceptible to some degree of influence from blogs. The following assertions provided evidence in favor of this: Blogs have boosted our market share by increasing the amount of clicks on our website and by improving consumer engagement and understanding. Blogs have also extended the number of markets and customers to whom we have access. This agrees with Yunus, (2014) that blogging is great in preciseness and information

value as it's sent directly to the targeted customer and more details are shared in its wide interface in comparison to other techniques.

According to the findings of the survey, the majority of mobile network service providers in Kenya have implemented search engine optimization to a significant degree. This was confirmed by the following statements: Search Engine Optimization (SEO) has raised the number of unique visitors to the website, SEO has enhanced the brand's ranking on searches, and SEO has improved campaign performance. This agrees with Ahmed, Vveinhardt & Streimikiene,(2017) that the utilisation of search engine optimization involves a much more complex data accumulation curve as the marketers have to gain trust amongst their potential customers who then provide them with their email information for operational use.

The study found that online marketing influences mobile network service providers in Kenya to a moderate extent. This was supported by the following statements: customers perceive online marketing as convenient, customers perceive online marketing as convenient and Customers perceive online marketing as risky. This agrees with Zailskaite-Jakste and Kuvykaitė (2013) a customer-centric communication technique that optimizes the unique attributes of websites. Communication strategy effective in optimizing websites towards brand building should focus on both B2C and C2C fronts of social interactivity.

Researchers found that using digital marketing strategies became more common as a result of the positive effects it had on brand value. Streimikiene (2017) found that digital marketing has a significant effect on brand equity for mobile network service providers in

Kenya.  $R^2 = 0.790$ , an excellent predictive value, was shown to be the most significant statistical factor. This shows that the overall p-value of the regression model is 0.000 (0.05), indicating statistical significance. According to findings from research conducted by Hsieh, Lee, and Yang (2015), the application of digital marketing has a favorable link to brand equity in a company. For the impact to be felt, the research suggested that suitable training should be done on innovations before implementing them in a firm.

## **CHAPTER FIVE:**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

The previous chapters' contents are summarized in this section in three parts. After briefly summarizing the study's findings, it draws a few inferences and makes a few recommendations. Additionally, this part addresses the study's limitations and proposes areas of investigation for further study.

#### **5.2 Summary**

The purpose of the research was to examine the extent to which mobile network service providers in Kenya's brand equity is affected by the digital marketing methods used by those companies. It was determined that the vast majority of mobile network service providers in Kenya have been in operation for at least eight years, are privately held, and employ less than 400 people.

Website strategy and search engine optimization were adopted by mobile network service providers to a great extent. The following pieces of data suggest that websites have contributed to an increase in the amount of clicks on our display advertisements. Furthermore, websites have made it possible to enter new markets. The number of unique visitors to the website has grown, the brand's position in search results has improved, and the efficacy of marketing campaigns has been enhanced thanks to SEO.

Social media, blogs and online marketing were adopted by mobile network service providers to a moderate extent. The following pieces of evidence suggest that blogs have

contributed to an increase in both the number of clicks on websites and the market share of such websites. Customers perceive online marketing as convenient, customers perceive online marketing as convenient.

Results showed that using digital marketing strategies did, in fact, boost product worth. The researchers were able to accurately predict the study's outcomes using a regression model. The p-value of the model was less than 0.05, hence it passed the statistical significance test in the variance analysis. There was also a statistically significant increase in the usage of digital channels including social media, websites, blogs, search engine optimization, and marketing initiatives.

### **5.3 Conclusion**

In conclusion, the majority of mobile network service providers in Kenya have achieved digital marketing strategies for brand equity. The success of digital marketing tactics is easily observable via the many digital apps that were previously highlighted. The mobile network service providers in Kenya have seen an increase in the quality of the company's brand as a direct consequence of the implementation of digital initiatives, which has led to improved service delivery. There has been progress made by mobile network service providers in Kenya in the delivery of high-quality services to their customers. Customers are reporting higher levels of contentment, which has led to a rise in the business's overall client base.

The study also concludes that website strategy and search engine optimization were adopted by mobile network service providers to a great extent. Social media, blogs and



online marketing were adopted by mobile network service providers to a moderate extent. Customers perceive online marketing as convenient.

Finally, the study concludes that the research model and the study's findings on the interplay of social media, websites, blogs, SEO, online marketing, and brand equity are significantly correlated with one another. Findings from this research are consistent with those of the technological acceptance model and the brand equity hypothesis.

#### **5.4 Recommendations of the Study**

Employees should have a clear knowledge and dedication to the company's objectives via the implementation of processes and procedures, according to the research. Employees are the most crucial stakeholders in the process of putting a plan into action, which explains why this is the case.

Similarly, the data shows that companies should prioritize digital strategies that directly impact the company's brand equity. Because no department inside an organization can function independently of the others, it is imperative that all of an organization's stakeholders back the adoption and execution of digital marketing procedures for digital marketing strategies to be successful.

Not only should mobile network service providers rely on digital marketing techniques to increase the quality of the services they give to their customers, but they need also choose employees who are dedicated to their profession in order to have the greatest possible relationship with their customers.

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

The researcher encountered many challenges along the way as she carried out her investigation. For instance, there was considerable reluctance on the part of some respondents to share information that they considered to be exclusive to the organization. In addition, respondents were hesitant to share information because of the worry that this information will be utilized against them. In addition, the majority of the people whose opinions were sought had very full schedules, which made it difficult for them to complete the feedback forms within the allotted amount of time. Because of the many bureaucratic procedures that were involved, the process was made even more drawn out by the tight regulations of the companies.

The main data for this research came from participant questionnaires, since it was the only method of data collection. On the other hand, it may not be a bad idea when data gathered from primary and secondary sources are utilized to replace one another for one another. At the same time, none of the questionnaires that the researcher had sent to respondents were handed back, which led to a decrease in the return rate.

### **5.6 Suggestions for Further Studies**

This study is a quantitative cross-sectional investigation. When considering how to best address these issues with the limited time and means at hand, cross-sectional research emerged as the preferred method. Due to the fact that they could only provide organized replies, this methodological approach did not enable the respondents to elaborate on the implications of their responses. As a consequence of this, more research need to make use

of a mixed methodological approach so as to provide room for triangulation and improve the quality of justifications for digital marketing techniques.

This study also has a narrow focus on mobile network service providers. More study is needed to ascertain the effect that digital marketing strategies have on a company's competitive edge in non-digital markets. In addition, the results imply that future research should focus on characteristics other than those utilized in this study, such as organizational design, corporate governance and organizational leadership of digital marketing strategies. These variables are samples of the kind that might be studied in further depth.

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## APPENDICES

### Appendix I: Questionnaire

Please choose the most suitable option.

1. For which of the Provider firms do you now work? (Enter below)
- 

2. How long has the firm been established in its current location? (Tick one)

Less than 4 years

4-8 years

Above 8 years

3. Approximately how many individuals are employed by your company? (tick one)

Less than 400

401 - 800

Above 800

4. What kind of ownership does your firm have and how is it structured? (tick one)

Private

Publicly listed

Government-owned

**SECTION TWO: DIGITAL MARKETING STRATEGIES**

1. Please indicate the degree to which each of the following elements describe social medial as used by your company. Please tick the box that best describes your preference.

Please rank this on a scale from one to five, with one **(1)** representing absolutely not at all, two **(2)** representing extent at little rating, three **(3)** representing extent at moderate rating, four **(4)** representing extent at great rating, and five **(5)** representing extent at very great rating.

<b>Social Media</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
The company introduces its newest offerings through various social media platforms.					
The company will utilize the customer's preferred social media platform to remind them about already available items.					
A significant number of enquiries about both new and current products have been received through social media.					
I see a rise in sales whenever the promotion is distributed via various forms of social media.					
The use of social media contributes to the expansion of the client base.					

Please indicate the degree to which each of the following elements describe Website and blogs as used by your company. Please tick the box that best describes your preference.

Please rank this on a scale from one to five, with one **(1)** representing absolutely not at all, two **(2)** representing extent at little rating, three **(3)** representing extent at moderate rating, four **(4)** representing extent at great rating, and five **(5)** representing extent at very great rating.

<b>Website and blogs</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Access to previously inaccessible clients and marketplaces has been made possible thanks to websites and blogs.					
Websites and blogs have contributed to an increase in the amount of clicks that are received on our display advertisements.					
The quality of the experience that a client has and their level of happiness has increased as a result of the proliferation of websites and blogs.					
Websites and blogs have contributed to enhance consumer identification of the brand.					
We have seen a rise in our market share as a direct result of websites and blogs.					

Please indicate the degree to which each of the following elements describe Search Engine Optimisation as used by your company. Please tick the box that best describes your preference.

Please rank this on a scale from one to five, with one **(1)** representing absolutely not at all, two **(2)** representing extent at little rating, three **(3)** representing extent at moderate rating, four **(4)** representing extent at great rating, and five **(5)** representing extent at very great rating.

<b>Search Engine Optimisation</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
The number of people who visit the website for the first time has grown as a result of SEO.					
Increased market share can be attributed to SEO.					
SEO has contributed to an increase in brand recognition					
The number of clicks on each advertisement has increased as a result of SEO, which has led to a shorter amount of time needed to settle a request.					
The number of people who visit the website for the first time has grown as a result of SEO.					

Please indicate the degree to which each of the following elements describe Online marketing as used by your company. Please tick the box that best describes your preference.

Please rank this on a scale from one to five, with one **(1)** representing absolutely not at all, two **(2)** representing extent at little rating, three **(3)** representing extent at moderate rating, four **(4)** representing extent at great rating, and five **(5)** representing extent at very great rating.

<b>Online marketing</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Customers are attracted in greater numbers by online marketing.					
Customers believe that purchasing products and services online is more convenient.					
The platform receives excellent comments from customers on its usage.					
The customers are satisfied with the timeliness of the deliveries.					

### **SECTION THREE: BRAND EQUITY**

Please indicate the degree to which each of the following elements describe brand equity in your company. Please tick the box that best describes your preference.

Please rank this on a scale from one to five, with one **(1)** representing absolutely not at all, two **(2)** representing extent at little rating, three **(3)** representing extent at moderate rating, four **(4)** representing extent at great rating, and five **(5)** representing extent at very great rating.

<b>BRAND EQUITY</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
The organization uses corporate colours as a point of differentiation from the competition					
The organization is keen to develop positive associations through sponsorships and CSR activities					
The organization strictly adheres to the provisions of its customer service charter					
Our customers consider brand name when investing with our organization					
Customer loyalty and intent to re-purchase is a measure of brand equity					

**Thank You**



## **Appendix II: Mobile Network Service Providers In Kenya**

Below is the list of the licensed Tier 1 and 2 telecommunication providers in Kenya.

1. Airtel Networks Kenya Limited
2. Alan Dick & Company (East Africa) Limited
3. Atc Kenya Operations Limited
4. Atlas Tower Kenya Limited
5. Bandwidth And Cloud Services Group Limited
6. Bell Western Limited
7. Commcarrier Satellite Services Limited
8. Data Stream Solutions Limited
9. Feltwell Telecom Limited
10. Safaricom Limited
11. Fourth Generation Networks Limited
12. Geo-Net Communications Limited
13. Harun International Limited
14. Internet Solutions Kenya Limited
15. Iway Africa Kenya Limited
16. Jamii Telecommunications Limited

17. Kenya Education Network
18. Kenya Electricity Transmission Company Limited
19. Kenya Pipeline Company Limited
20. Leavitt Holdings Limited
21. Leosat Kenya Limited
22. Frontier Optical Networks Limited
23. Liquid Telecommunications Kenya Limited
24. Mast Rental Services Limited
25. Mobile Telephone Networks Business (K) Limited
26. Moja Access Limited
27. Seacom Kenya Limited
28. Sealtowers Limited
29. Simbanet Com. Kenya Limited
30. Skymax Network Kenya Limited
31. The Information And Communication Technology Authority
32. The Kenya Power And Lighting Company Limited
33. Vodacom Business (Kenya) Limited

34. Wananchi Group Kenya Limited

35. Wananchi Telecom Limited

36. Wiafrica Kenya Limited

37. Zing Telecom Limited

38. Telkom Kenya Limited

Source: [Register-of-Unified-Licensing-Framework-Licensees-February-2021.pdf](#)  
([ca.go.ke](#))